

# Resultaten Marktonderzoek Energiebarometer

## Methodology

# The study examines consumer attitudes and behaviours toward climate-friendly lifestyles in 6 European countries



### Background

Vattenfall aims to gain a deeper understanding into how European consumers adapt their energy, transportation, and shopping habits to adopt more climate-friendly lifestyles. By examining motivations, challenges, and the impact of policy measures, this market research provides insights into how individuals engage with sustainability initiatives and adapt their consumption patterns.



### Methodology

- Quantitative survey via online-access-panel
- Length of interview: 10 minutes



### Sample

- Regions: Sweden, Finland, Germany, France, the Netherlands and the United Kingdom
- Population 18+
- Quoted based on national representative spread regarding gender, age & region
- n=1,000 per country



### Field time

October 10<sup>th</sup> - October 22<sup>nd</sup>, 2024

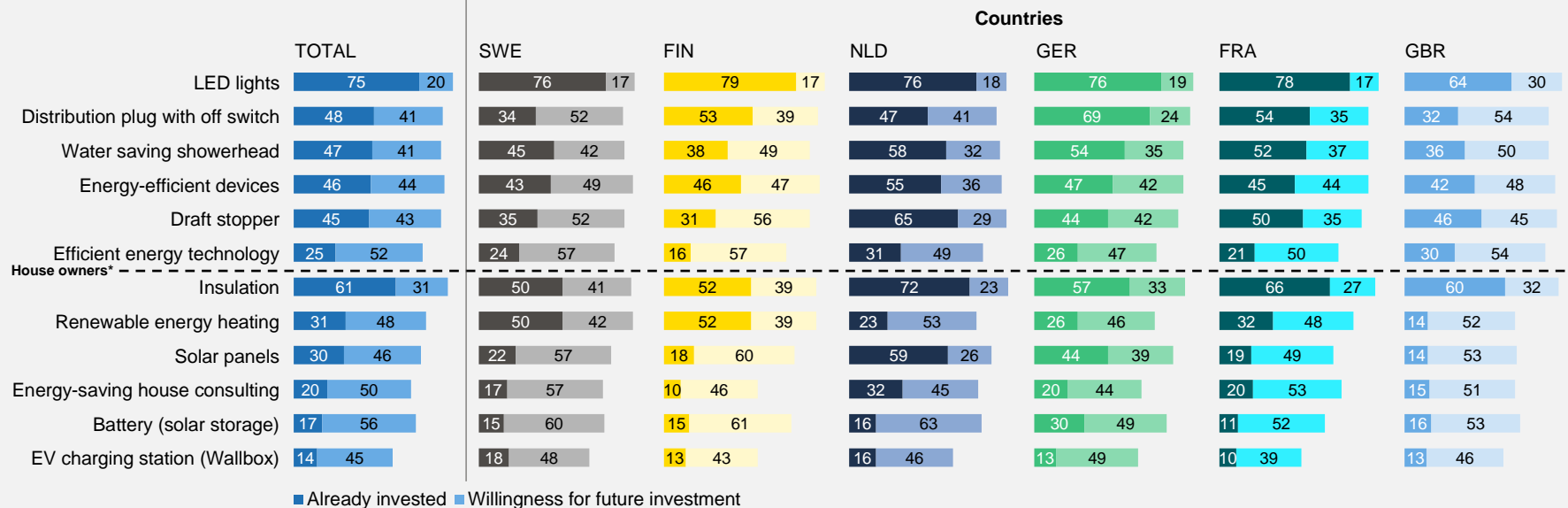
# Country comparison



# The Netherlands and Germany slightly lead in energy-efficient investments, while the UK lags, even if Brits signal a strong future investment intent

## Investments to reduce energy consumption

All respondents in %



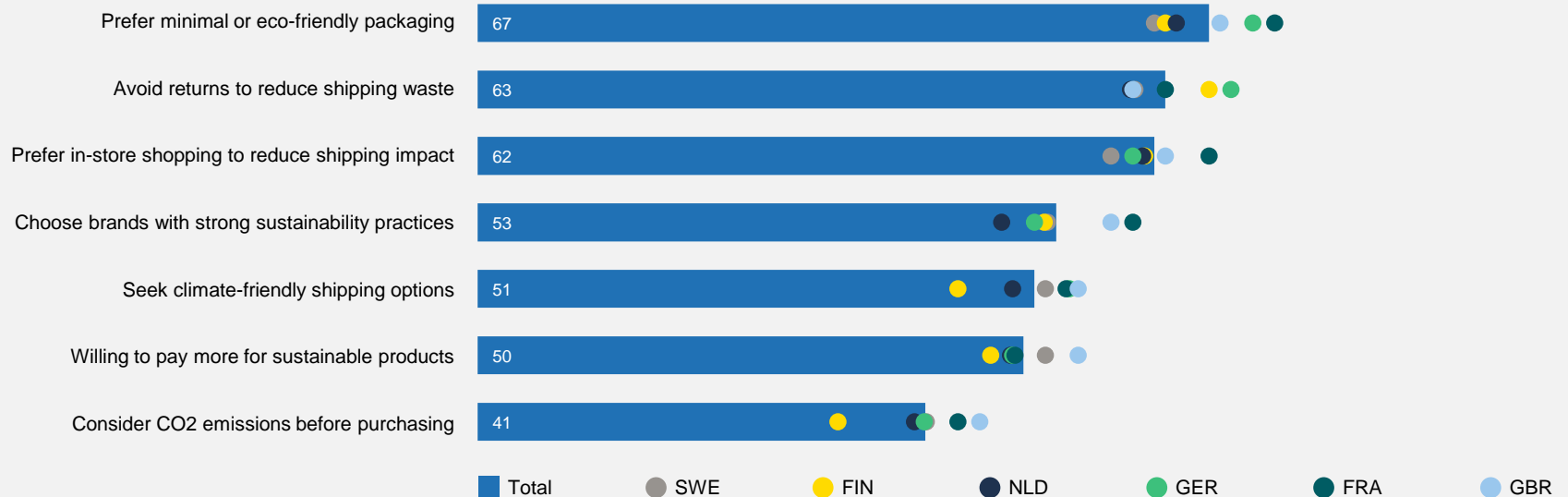
**Question:** Q12 Which of the following innovations did you or would you invest in to reduce your energy consumption? Response option "I would never make investments in this area" not displayed. **Base:** SWE / FIN / NLD / GER / FRA / GBR  
W1 Total n=1,000 per country. \*respondents who are house owners: Total n=2,163, SWE n=305, FIN n=259, NLD n=447, DEU n=276, FRA n=431, GBR n=445. **Source:** Statista 2024



# Over 60% limit online shopping or avoid returns due to ecological concerns, with two-thirds opting for sustainable packaging solutions

## Consumer attitudes towards sustainable shopping practices

All respondents in % (scale 1="Totally disagree" to 4="Totally agree", top 2 values shown)



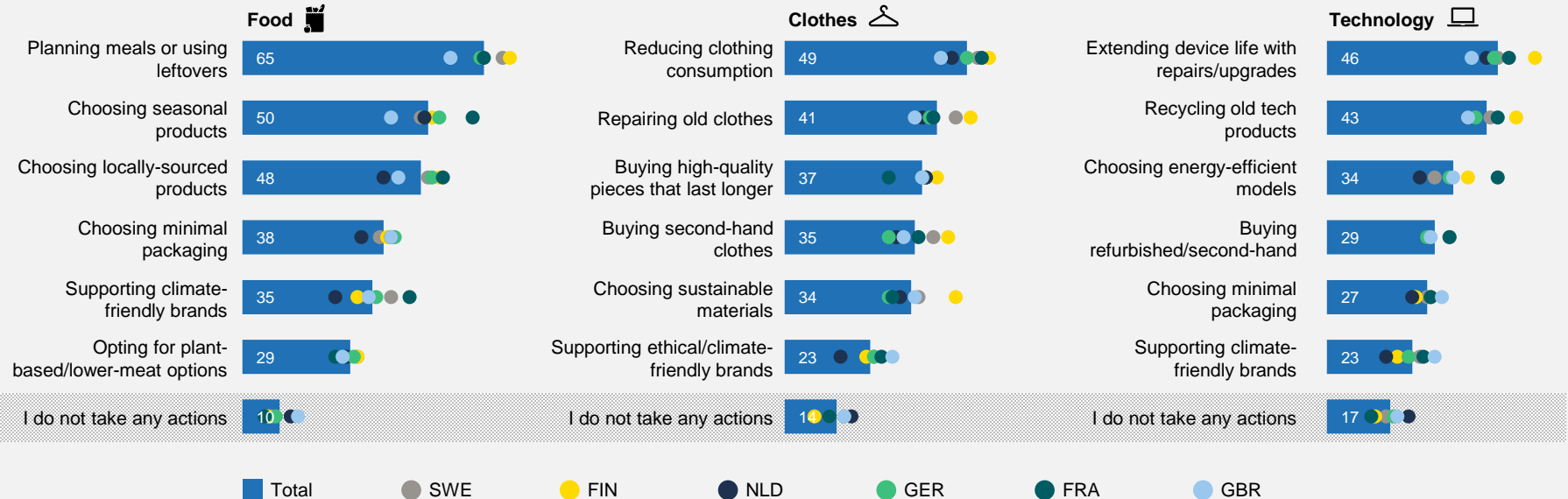
Question: Q17 To what extent do you agree with the following statements about shopping? Base: SWE / FIN / NLD / GER / FRA / GBR W1 Total n=1,000 per country. Source: Statista 2024



# Consumers more easily adopt sustainable habits in grocery shopping, favouring local and seasonal options, than in clothing or tech purchases

## Actions taken for environmental reasons when purchasing foods, clothes, and technology products

All respondents in %, multiple answers possible



**Question:** Q18 When purchasing food, which of the following actions do you actively take for environmental reasons? **Question:** Q19 When purchasing clothes, which of the following actions do you actively take for environmental reasons? **Question:** Q20 When purchasing technology products (such as phones, computers, or appliances), which of the following actions do you actively take for environmental reasons? Response option "Other" not displayed. **Base:** SWE / FIN / NLD / GER / FRA / GBR W1 Total n=1,000 per country. **Source:** Statista 2024

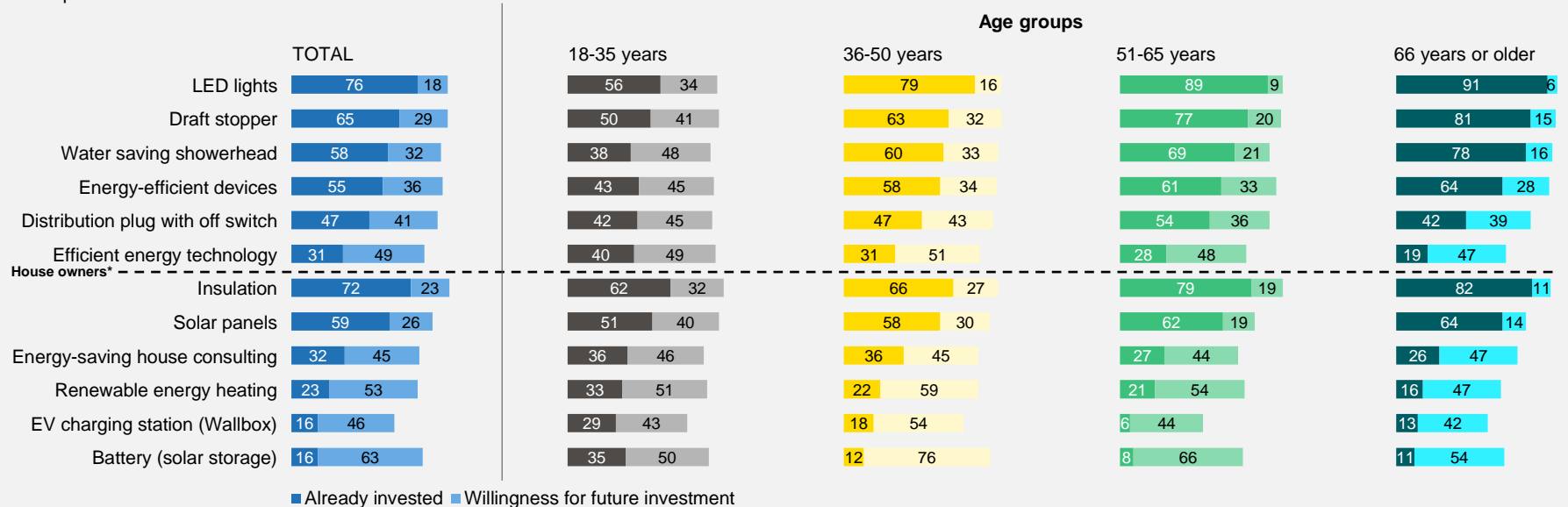
# The Netherlands



# Dutch homes excel in modernisation, with most house owners using insulation and solar panels; yet solar storage batteries show great potential

## Investments to reduce energy consumption

All respondents in %



**Question:** Q12 Which of the following innovations did you or would you invest in to reduce your energy consumption? Response option "I would never make investments in this area" not displayed. **Base:** NLD W1 Total n=1,000, 18-35 years n=321, 36-50 years n=255, 51-65 years n=280, 66+ years n=144. \*respondents who are house owners: Total n=447, 18-35 years n=109, 36-50 years n=122, 51-65 years n=140, 66+ years n=76. **Source:** Statista 2024

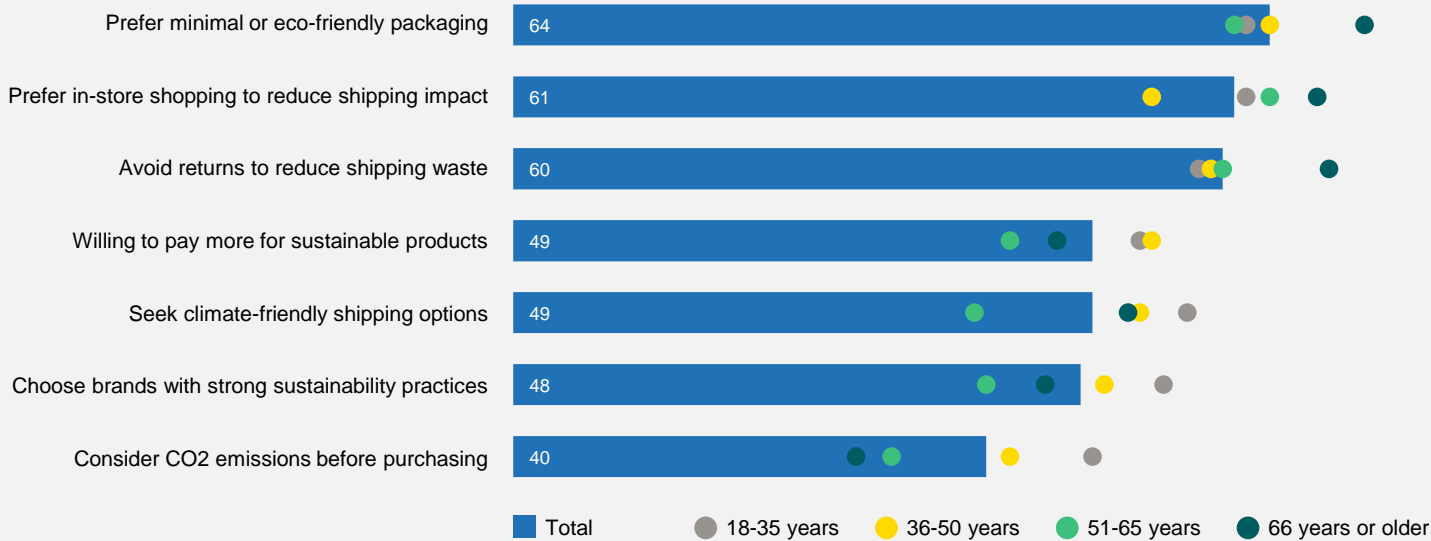




# High engagement in sustainable shopping practices across all age groups with eco-friendly packaging and in-store shopping as top choices

## Consumer attitudes towards sustainable shopping practices

All respondents in % (scale 1="Totally disagree" to 4="Totally agree", top 2 values shown)



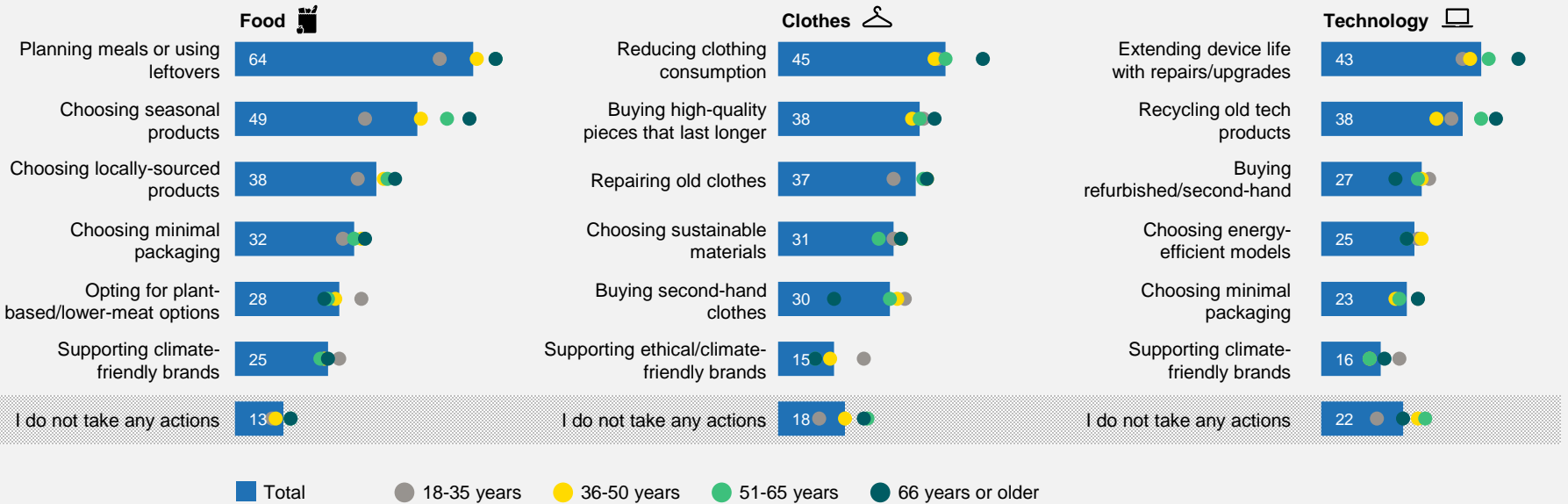
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# Planning meals or using leftovers is the most common sustainable action among the Dutch, with people aged 66+ more likely to change their habits

## Actions taken for environmental reasons when purchasing foods, clothes, and technology products

All respondents in %, multiple answers possible



**Question:** Q18 When purchasing food, which of the following actions do you actively take for environmental reasons? **Question:** Q19 When purchasing clothes, which of the following actions do you actively take for environmental reasons? **Question:** Q20 When purchasing technology products (such as phones, computers, or appliances), which of the following actions do you actively take for environmental reasons? Response option "Other" not displayed. **Base:** NLD W1 Total n=1,000, 18-35 years n=321, 36-50 years n=255, 51-65 years n=280, 66+ years n=144. **Source:** Statista 2024