



Country comparison

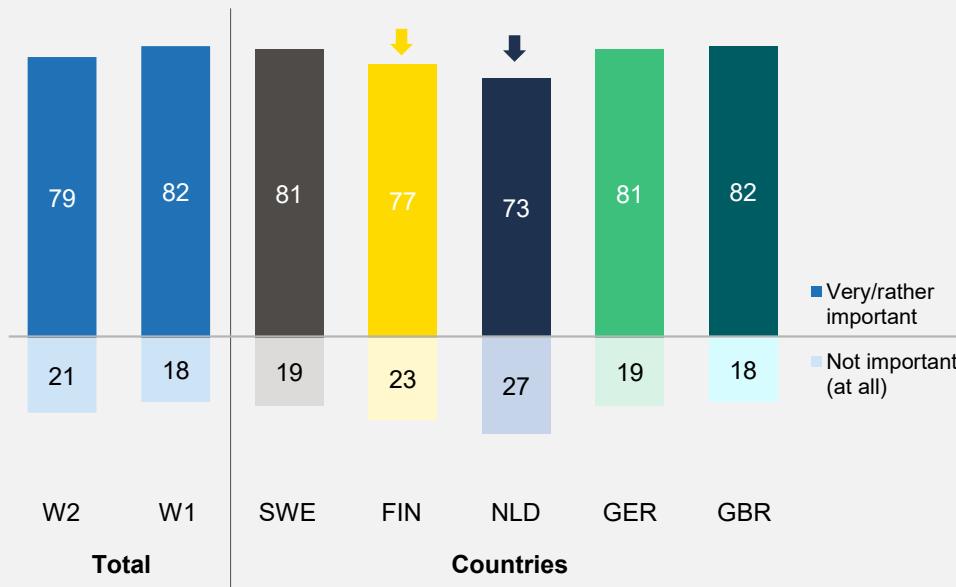


Overall, a climate-friendly lifestyle still matters to most people, despite a slight dip in importance, with the Netherlands sitting at the lower end of the scale

Importance of maintaining a climate-friendly lifestyle

All respondents in %

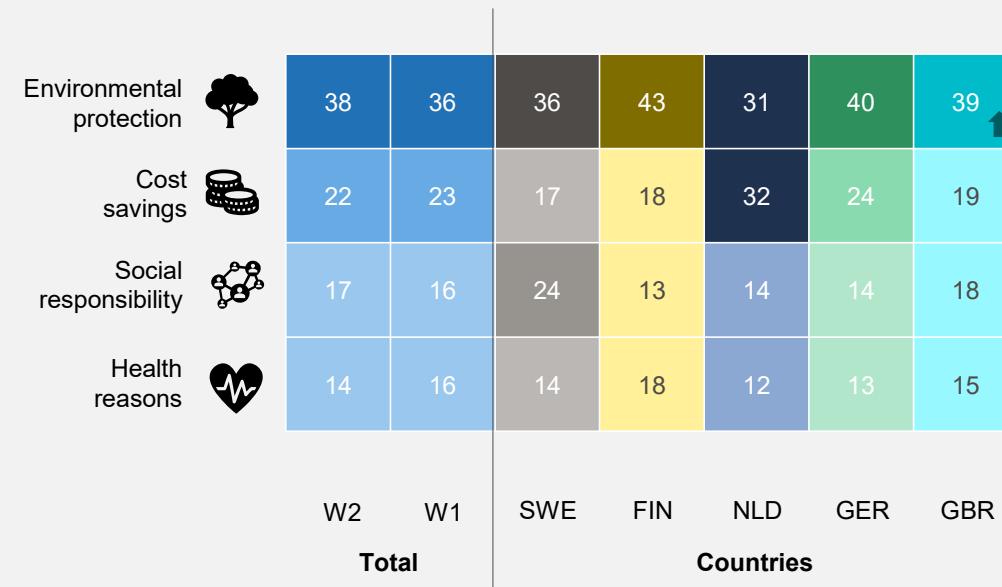
Scale 1="Not important at all" to 4="Very important", top 2 / bottom 2 values shown



Question: Q1 How important is maintaining a climate-friendly lifestyle to you? **Base:** Total: W1 n=5,000; W2 n=5,000; Countries W2: SWE / FIN / NLD / GER / GBR n=1,000 per country. **Source:** Statista 2025.

Motivation to maintain a climate-friendly lifestyle

All respondents in %



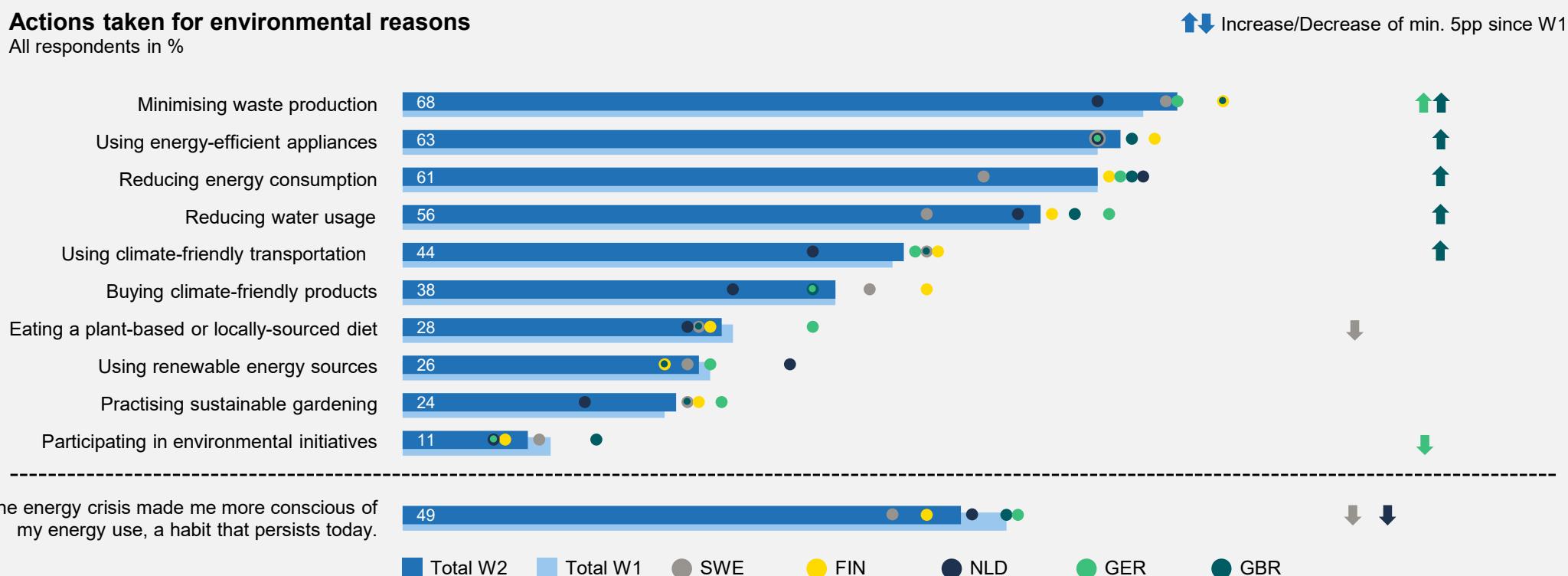
Question: Q2 What motivates you most to maintain a climate-friendly lifestyle? Response options "Other" and "Nothing motivates me to maintain a climate-friendly lifestyle" not displayed. **Base:** Total: W1 n=5,000; W2 n=5,000; Countries W2: SWE / FIN / NLD / GER / GBR n=1,000 per country. **Source:** Statista 2025.



More climate-friendly living remains common, with about half of people keeping energy-saving habits formed during the 2022 crisis

Actions taken for environmental reasons

All respondents in %



Question: Q3 Which actions do you take actively for environmental reasons? Response options "Others, please specify" and "I do not take any actions for environmental reasons" not displayed.

Question: Q7 In 2022, Europe experienced an energy crisis. How did this crisis impact your behaviour? Response option "Due to the energy crisis in 2022, I became more conscious of my energy usage. These saving efforts have persisted to this day." displayed. Base: Total: W1 n=5,000; W2 n=5,000; Countries W2: SWE / FIN / NLD / GER / GBR n=1,000 per country. Source: Statista 2025.

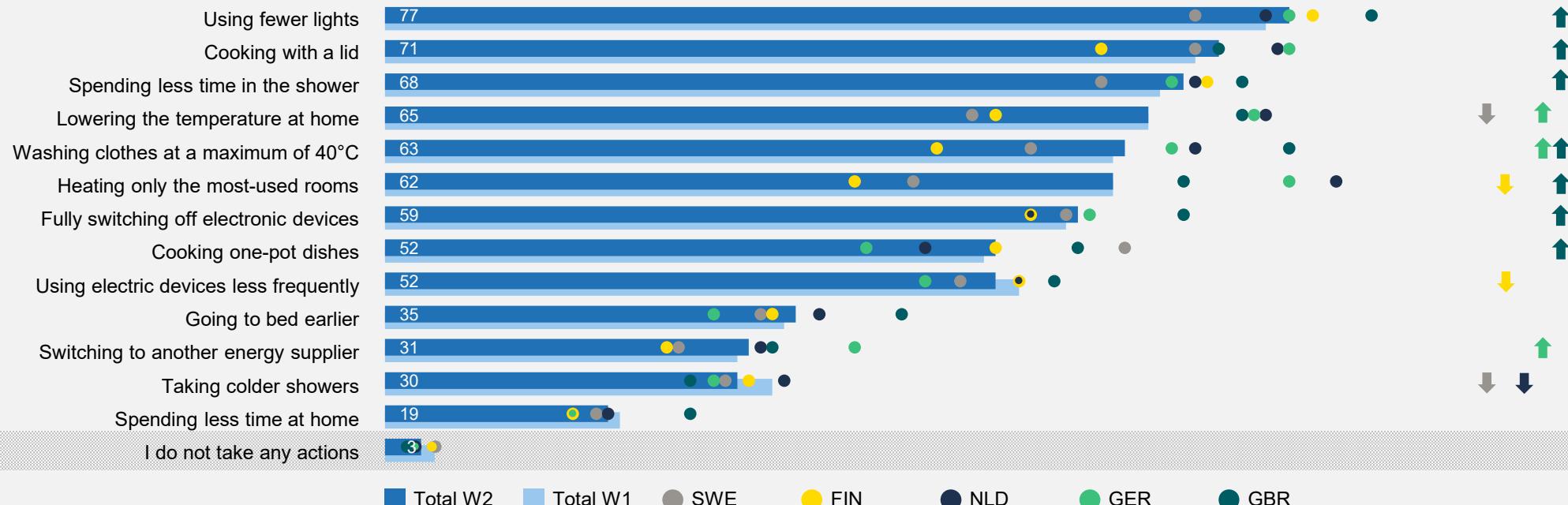


Simple measures like fewer lights, cooking with a lid and shorter showers dominate; Nordics report fewer of these everyday actions than other countries

Measures to reduce energy consumption

All respondents in %, answer option "I do it already" shown

↑↓ Increase/Decrease of min. 5pp since W1



Question: Q11 Which of the following measures do you or would you take to reduce your energy consumption, not only for cost savings but primarily to protect the environment? Base: Total: W1 n=5,000; W2 n=5,000; Countries W2: SWE / FIN / NLD / GER / GBR n=1,000 per country. Source: Statista 2025.

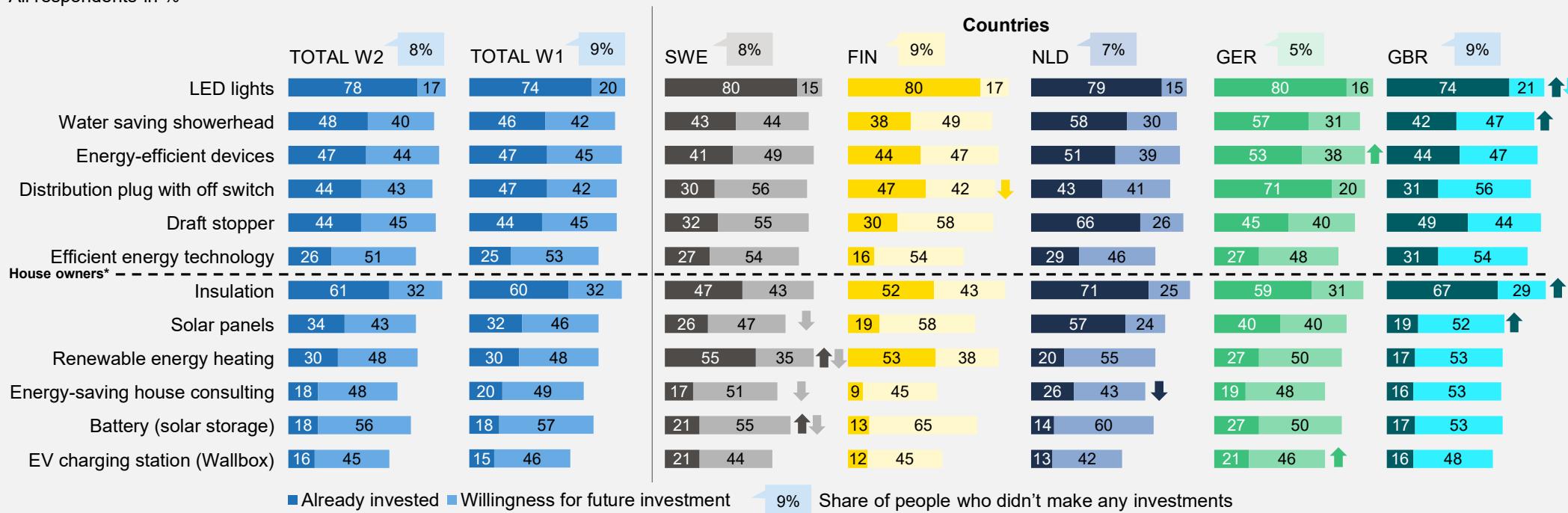


Nordics lead in renewable heating, Dutch in insulation, Germans and Dutch in solar – with Germany also driving growth in batteries and wall boxes

Investments to reduce energy consumption

All respondents in %

↑↓ Increase/Decrease of min. 5pp since W1



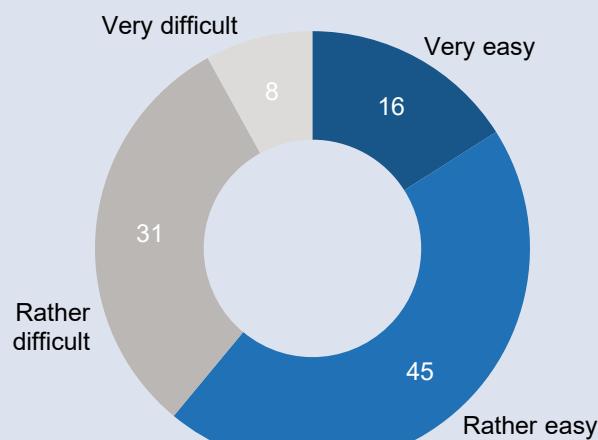
Question: Q12 Which of the following innovations did you or would you invest in to reduce your energy consumption? Response option "I would never make investments in this area" not displayed. **Base:** Total: W1 n=5,000; W2 n=5,000; Countries W2: SWE / FIN / NLD / GER / GBR n=1,000 per country. *respondents who are house owners: Total: W1 n=1,732; W2 n=1,978; Countries W2: SWE n=299, FIN n=269, NLD n=508, DEU n=343, GBR n=559. **Source:** Statista 2025.



Almost all homeowners investing in solar would welcome support for home batteries, solar water heaters, and electric cars; 40% plan to buy one

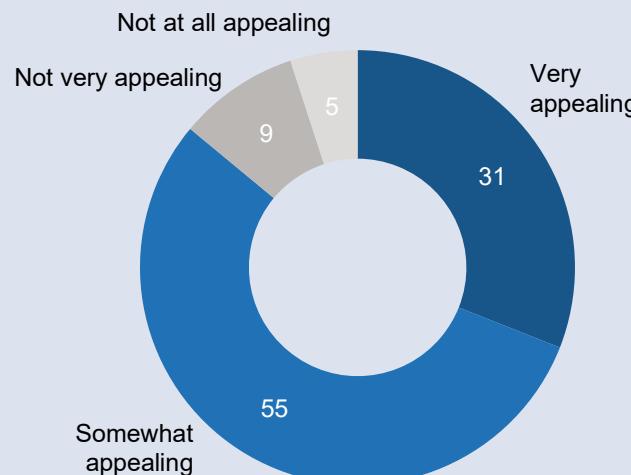
Ease in maximize the use of solar power

Respondents who are house owners and made investments for solar power in %



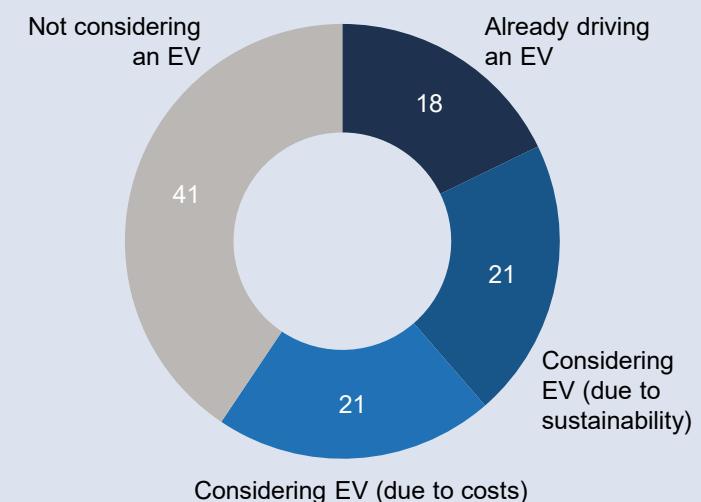
Appeal of energy supplier support

Respondents who are house owners and made investments for solar power in %



Status of electric car purchase/ownership

Respondents who are house owners and made investments for solar power in %



Question: Q21 How easy or difficult is it for you to maximize the use of your own solar power (rather than feeding surplus energy back into the grid)? **Base:** NLD Total: W2 n=290. **Source:** Statista 2025.

Question: Q22 With the availability of devices like home batteries, solar water heaters, and electric cars, how appealing would it be if your energy supplier offered support to help you smartly control these devices [...]? **Base:** NLD Total: W2 n=290. **Source:** Statista 2025.

Question: Q23 When thinking about your next car purchase, would you consider buying an electric car instead of a conventional car? **Base:** NLD Total: W2 n=290. **Source:** Statista 2025.