

# Attitude Dutch consumers towards climate change – April 2023



# Introduction

# Study design

## Sample

- Dutch consumers (18 years and above)

## Fieldwork

- 24 April – 4 May 2023
- Online questionnaire

## Response

- 1015 consumers
- Weighted for gender, age & education

## Results

- Study was also carried out in Nov 2019, Feb 2021 and Feb 2022
- Significant changes in time are marked



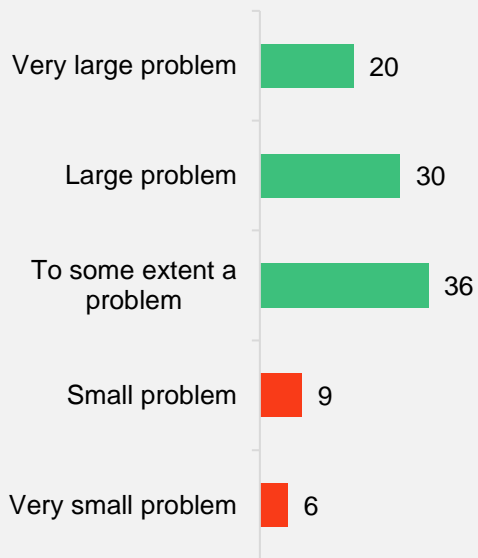
# Results

## ATTITUDE

**What is the general attitude of the Dutch population towards climate change?**

# Most people acknowledge that climate change is a problem. The share of deniers\* is small but has slightly increased this year.

## Climate change is a problem (%)



\* In this report 'deniers' are persons who consider climate change a (very) small problem (they do NOT deny the problem as such)

85%

acknowledges problem\*

15%

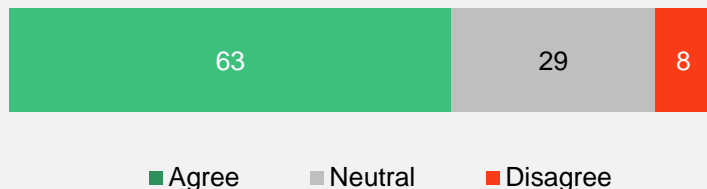
denies problem\*



In welke mate vindt u klimaatverandering een probleem?

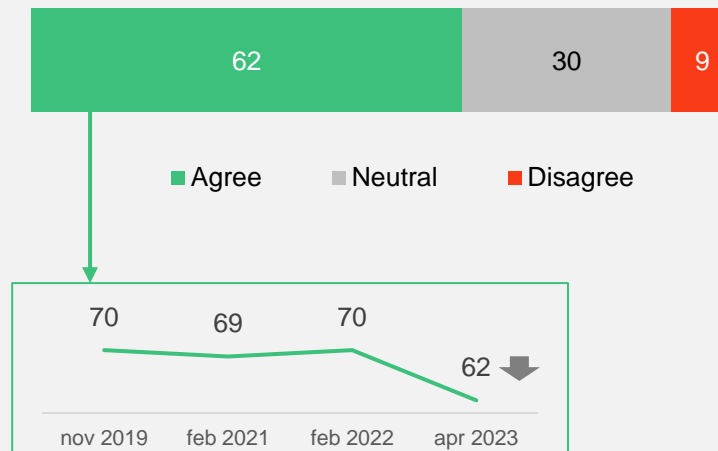
# Acknowledgers are still worried about climate change and think that urgent action is needed. However, it seems to be less urgent this year.

*“I am worried about climate change.” (%)*



Kunt u aangeven in hoeverre u het hiermee eens of oneens bent?

*“Urgent action is needed to fight climate change.” (%)*



Kunt u aangeven in hoeverre u het hiermee eens of oneens bent?

# Acknowledgers are still convinced we can fight climate change, although this belief slightly decreases over time. Some think the impact of NL is small.

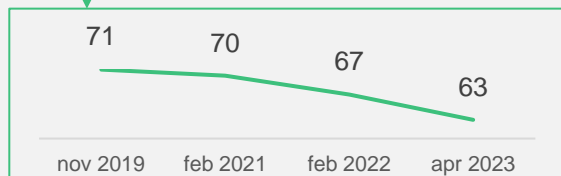
*“We can certainly fight climate change by taking measures.” (%)*

*“NL measures will not contribute to prevent climate change.” (%)*



■ Agree ■ Neutral ■ Disagree

■ Agree ■ Neutral ■ Disagree



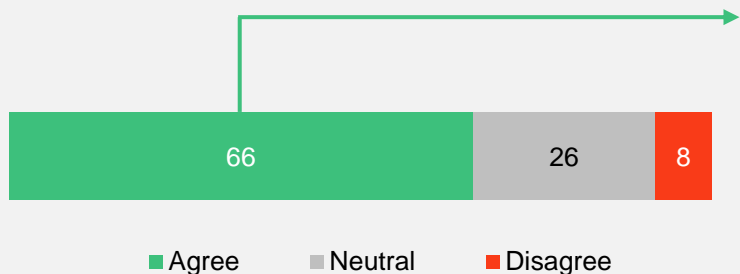
Significant decrease over time

Kunt u aangeven in hoeverre u het hiermee eens of oneens bent?

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# Most people are worried about the amount of time we have to fight climate change, financing of it and consequences for next generations.

*“I am worried about what needs to be done in NL to fight climate change.” (%)*



Kunt u aangeven in hoeverre u het hiermee eens of oneens bent?

*Why worried about what needs to be done in NL?*

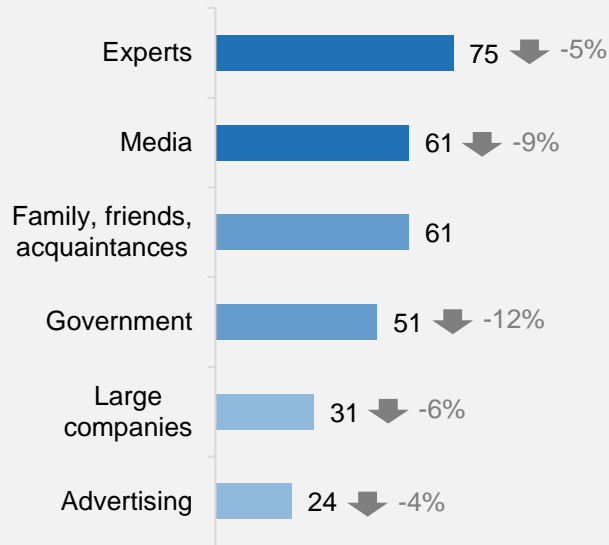
- 26% **Not enough time to fight all climate issues**  
*“Of het op tijd gebeurt.”*
- 24% **Where will the money be coming from**  
*“Hoe gaat het bekostigt worden?”*
- 21% **Consequences for the next generation**  
*“Dat mijn kinderen niet meer hier kunnen leven.”*
- 17% **No trust in the government**  
*“Dat de overheid deze noodzaak niet inziet. Er gebeurt te weinig.”*
- 12% **NL is too small to make a change**  
*“Nederland is slechts een speldenknop op de wereldbol.”*

Waar maakt u zich zorgen om/over?



# Expert opinions are mostly trusted, while large companies and advertising are distrusted. We see a decline in overall credibility, except for family & friends.

## Credibility of sources on climate change (% credible)



In welke mate vindt u de volgende bronnen geloofwaardig als het gaat om berichten of meningen over het onderwerp klimaatverandering?

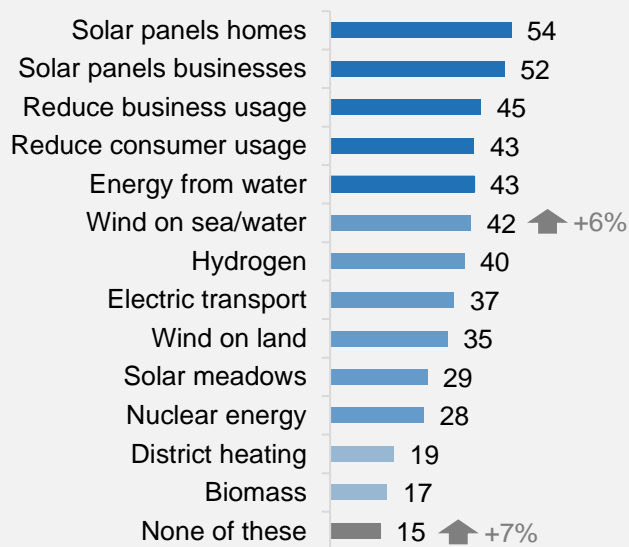
# Results

## SUPPORT

**Which green initiatives for fighting climate change are supported and which are not?**

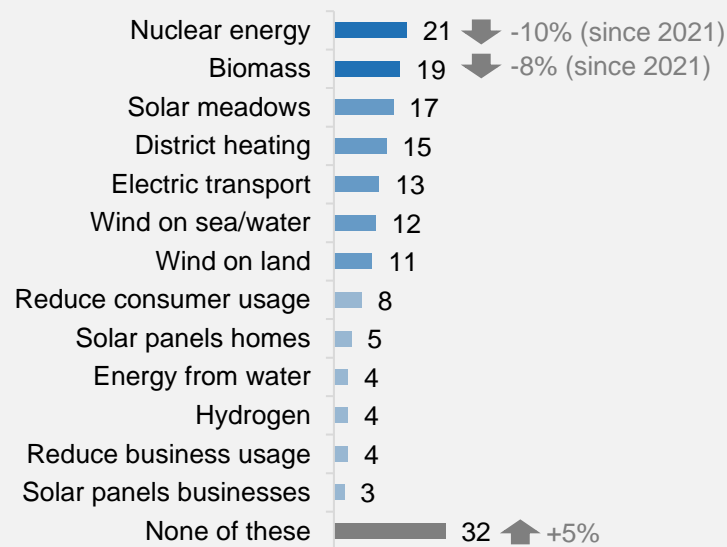
# Overall support for green initiatives is on a high level. Over time, people are getting some what less reluctant towards biomass and nuclear energy.

## Which initiatives do you **support** (%)



Welke initiatieven steunt u als het gaat om klimaatverandering?

## Which initiatives do you **certainly not support** (%)



Welke initiatieven steunt u zeker niet als het gaat om klimaatverandering?

**Some initiatives are seen as less flexible (district heating), ugly (wind on land), taking too much space (solar meadows), dangerous (nuclear energy) or less sustainable (biomass / electric transport).**

**Reasons for supporting or not supporting initiatives\***

<b>Initiative</b>	<b>% support</b>	<b>Why support?</b>	<b>% no support</b>	<b>Why not support?</b>
Hydrogen	40	Much cleaner than fossil fuel	4	Can be dangerous; too little is known about it
Electric transport	37	Good alternative to petrol and diesel	13	Batteries are very harmful to the environment
Wind on land	35	Making use of this windy country	11	Landscape pollution, there are enough windmills
Solar meadows	29	Useful use of land	17	Little space should not be wasted on solar panels
Nuclear energy	28	**	21	Nuclear energy is very dangerous
District heating	19	Efficient way to use a residual product	15	Lots of costs and maintenance
Biomass	17	Sustainable solution to use waste products	19	Forests are created and then cut down

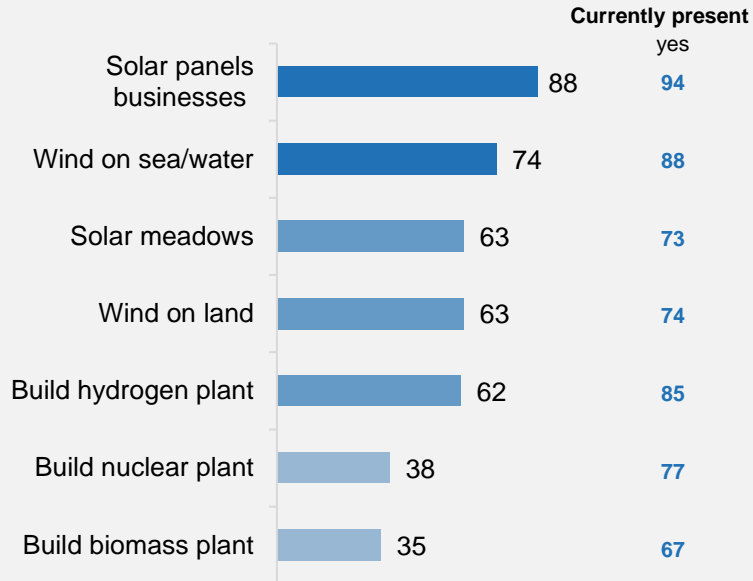
\*In the 2023 survey this question was only asked for 7 of the initiatives.

\*\*Missing data

Wat is/zijn voor u de belangrijkste reden(en) om deze initiatieven wel/niet te steunen?

# Support for local initiatives is higher when it is already in place.

## Which initiatives do you support nearby (% yes)



Stel dat er bij u in de buurt / regio nieuwe energie opwek gerealiseerd gaat worden. Welke initiatieven steunt u dan?  
En is er bij u in de buurt / regio momenteel al sprake van deze vorm van opwekking of initiatieven om dit op te starten?