

Green Data Survey 2022

The Green Data Survey is the annual analysis of consumer views on climate change, data usage, responsibility for sustainable solutions, as well as the willingness to pay more for green data. The survey is produced by Node Pole since 2019, and asks recipients in Shanghai, London, Los Angeles, Berlin, and Stockholm on their views.

Climate change is nothing new, yet it is discussed all around the world. This is confirmed by the fact that in 2022, 61% of respondents say that they are worried or very worried about climate change. An additional 28% are slightly worried and only one in ten say that they are not worried at all.

61% RESPONDENTS SAY THAT THEY ARE WORRIED OR VERY WORRIED ABOUT CLIMATE CHANGE.

Customers are becoming more aware of how their consumption is affecting the climate in a variety of ways. The usual suspects such as meat, air travel and shopping are still hot topics, but it appears that consumers are also becoming increasingly aware of the effect their internet and data habits have on the climate, and are willing to make changes to both behavior and provider selection.

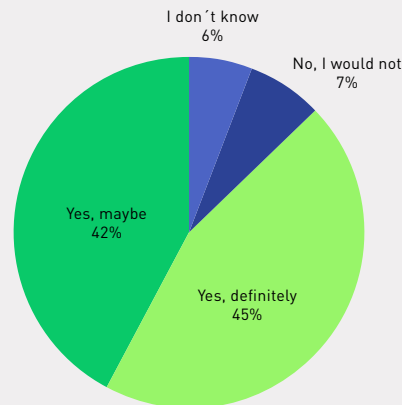
58% OF RESPONDENTS THINK IT'S IMPORTANT THAT INTERNET COMPANIES HELP FIGHT CLIMATE CHANGE BY REDUCING ITS ENERGY CONSUMPTION AND CARBON FOOTPRINT.

Most consumers are willing to change, but they hold businesses responsible for climate change action

With 87% of consumers across the world willing to use a provider of data services that helps fight climate change, it is evident that consumers are willing to do their part. Combined with the fact that around two out of three consumers are willing to pay more for green data providers, it is clear that consumers are asking the data industry to give them the option to change to green data services.

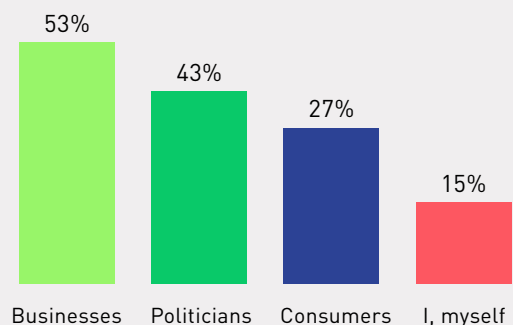
On top of this, 53% of all consumers believe that businesses should primarily be held responsible for handling the climate change, a number that is increasing every year. This shows that while consumers are willing to take part in the data industry's green revolution, they expect the change to start amongst the industry actors. As a result of this, there is an existing and growing market potential for green data services – providing carbon neutral services for gaming, music, video and much more.

Based on four consecutive years of survey data suggesting that consumer opinions are cemented at these levels, or even slightly increasing, where they are asking for more sustainability action in the green data industry, we are certain that a market shake-up including a competitive advantage for those who have already positioned themselves in the sustainability field will take place soon.

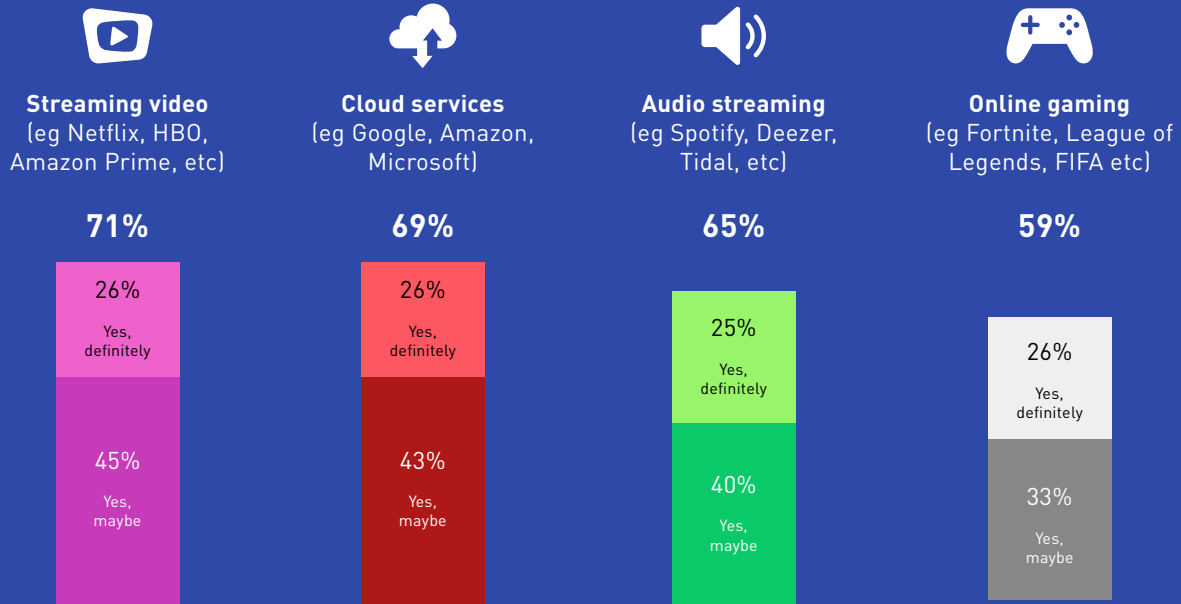


87%
(86% in 2021)
would use a provider of web access/services that is helping fight climate change

Who should be primarily responsible to handle climate change?



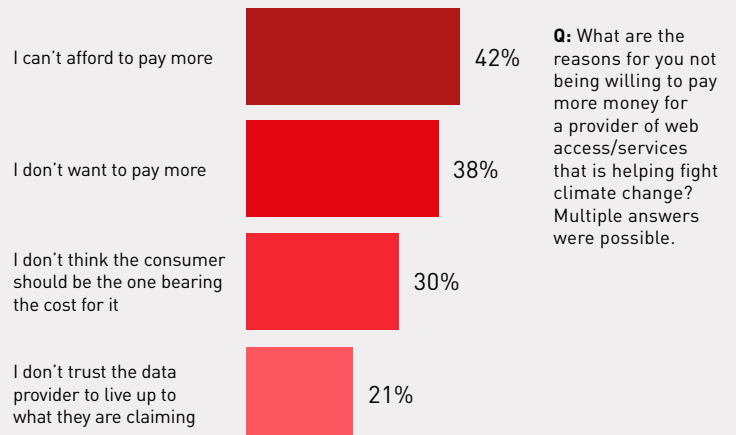
Customers are willing to pay more for green data providers



Customers demand affordable green services

In 2022, the main reason for customers not being willing to pay more for green data services is simply down to the fact that they cannot afford it. This emphasizes the fact that the market for green data services is even larger than indicated, since some customers are simply excluded from it due to high costs. Green data service providers should see this as an opportunity to capture new market shares by offering competitively priced green data services.

Reasons for not paying more to help fight climate change



There is an urgent need to solve the growing climate challenge and many consumers are beginning to realize that their data also has a CO2 footprint. And as they do, demand for sustainable data solutions will increase rapidly.

Node Pole is the leading industrial advisor in the Nordics connecting fast growing energy intensive industries with sustainable regions for long term sustainable and competitive growth.

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