Green Data Survey Results

The Green Data Survey is an 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 and asks recipients in Shanghai, London, Los Angeles, Berlin and Stockholm, on their views.

Global warming is no longer news, but is discussed all around the world. This is confirmed by the fact that in 2021, 61% of respondents say that they are worried or very worried about climate change. An additional 27% 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.

Even though the usual suspects such as air and car travel are seen as more harmful to the climate, consumers have started to realize that their data also has a carbon footprint.

Results from the survey show that two out of three believe that it is important that internet companies help fight climate change. A sentiment shared between all markets.

86% OF ALL RESPONDENTS WOULD SWITCH TO A DATA PROVIDER THAT IS HELPING TO FIGHT CLIMATE CHANGE BY REDUCING THEIR ENERGY CONSUMPTION.

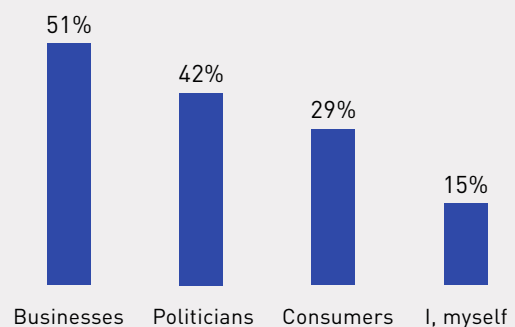## 6 out of 10 are worried or very worried about climate change

In addition to believing that internet companies should fight climate change, 86% of all respondents would switch to a data provider that is helping to fight climate change by reducing their energy consumption. They are even prepared to pay more; more than 7 out of 10 consumers are willing to pay more for streaming and cloud services that are green. To that point – almost half of the respondents are willing to pay 10% more than they currently are, and some consumers are even willing to pay much more than that.

What would primarily cause consumers to switch to a green data provider is mandatory carbon footprint reporting. One in four believe that companies should be required to report their carbon dioxide emissions data and 23% believe that it should be disclosed on the company website.

"MORE THAN 50% HOLDS BUSINESSES AS PRIMARILY RESPONSIBLE TO HANDLE CLIMATE CHANGE"

Pie chart:
- Don't know 2%
- Not worried 11%
- Very worried 27%
- Worried 34%
- Slightly worried 27%
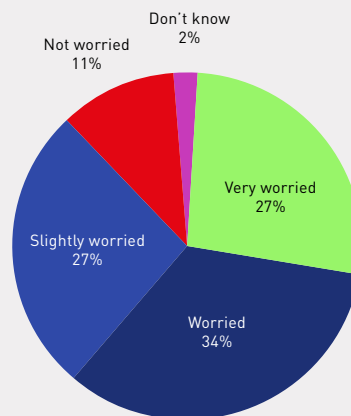
Who should be primarily responsible to handle climate change?

Bar chart:
- Businesses 51%
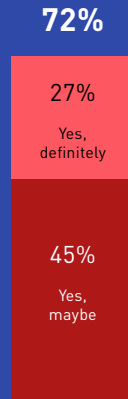- Politicians 42%
- Consumers 29%
- I, myself 15%

Most would be willing to pay more for providers that offered green data services
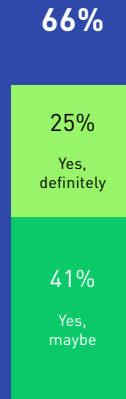
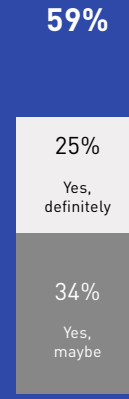| Streaming video (eg Netflix, HBO, Amazon Prime, etc)	Cloud services (eg Google, Amazon, Microsoft)	Audio Streaming (eg Spotify, Deezer, Tidal, etc)	Online Gaming (eg Fortnite, League of Legends, FIFA etc)
73%	**72%**	**66%**	**59%**
29% Yes, definitely	27% Yes, definitely	25% Yes, definitely	25% Yes, definitely
44% Yes, maybe	45% Yes, maybe	41% Yes, maybe	34% Yes, maybe

Consumers more dependent on their data services

Covid-19 has left a lasting impact on global data usage. More than half of the respondents across the world agree that their data consumption has increased or increased a lot when it comes to social media, streaming, video calls and shopping.
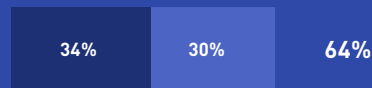
"72% AGREE OR STRONGLY AGREE THAT GOVERNMENTS SHOULD TAKE MORE RESPONSIBILITY TO SECURE STABLE ACCESS TO DATA SERVICES"

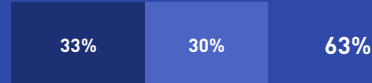## Almost 2 in 3 feel more dependent on their data services and demand stable, secure access

Statement	Agree	Strongly agree	Total
Governments should take more responsibility to secure stable access to data services	32%	40%	72%
Data centres and their employees are critical for society to function	34%	30%	64%
I have become more dependant on my data services	33%	30%	63%

Q: Covid-19 has had a deep impact on our daily lives - including our dependence on data services.

Considering the pandemic, please indicate how far you agree or disagree with each of these statements

■ Agree
■ Strongly agree

As consumers shift their lifestyles toward environmentally-friendly products and put pressure on companies, many are beginning to realize that their data has a CO2 footprint. And as they do, demand will increase rapidly for sustainable data solutions.

The Fossil Free Data label offers a competitive and transparent way for ambitious companies to demonstrate their sustainability efforts - leading the way for a green transition for data handling.

For more information, please go to www.fossilfreedata.com

For more information, please contact

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