



84% of the Dutch population has a positive image of ambulance care in the Netherlands.

84%



83% of Dutch people have confidence in ambulance care.

83%



One in three Dutch people are involved in some way each year with ambulance care. Their experiences are almost always positive.

90%



People have high expectations of ambulance care:

- 80% of the population expect, for instance, that if you call for an ambulance, the dispatch centre operator will immediately tell you what to do.
- 74% expect that an ambulance will always arrive within 15 minutes.
- 61% expect that an ambulance will always be sent if the caller considers it necessary.

Ambulance care image survey

Ambulancezorg Nederland frequently has surveys carried out into the image of the ambulance sector.

In the first quarter of 2017, Newcom Research & Consultancy carried out an online survey among a representative sample of Dutch people aged 18 and older. In total, 1,108 Dutch people took part. The results may be considered reliable for the whole of the Netherlands.

Ambulance care image survey

1. The attitude with regard to ambulance care remains positive.
2. The image that people have of ambulance care is rapid, professional care in acute situations. The quality of this care is considered to be very high.
3. Detailed knowledge of ambulance care is relatively limited, particularly as regards the relationship with the hospital.
4. One in three Dutch people are involved in some way or other with ambulance care. They are all extremely positive about their experiences.
5. The attractiveness of the profession has increased slightly.

For more information, go to: <https://www.ambulancezorg.nl/sectorkompas/imago-ambulancezorg-2017>
(source: Imago Ambulancezorg Nederland 2017, Newcom, 2017)

