

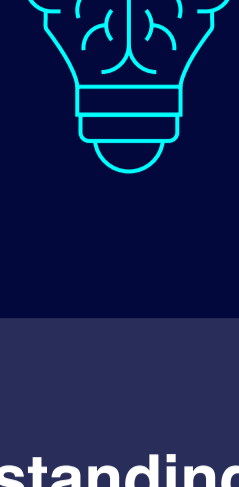
# Attitudes to net zero based on age



In 2019 the UK became the first major economy to legislate for net-zero, changing the long-term target in the Climate Change Act 2008 to bring all greenhouse gas emissions to net-zero by 2050.

Meaning that...

Net zero is one of the world's answers to reducing the effects of climate change and remains top of the agenda as countries, companies, and individuals must all reduce their carbon emissions. In general we found consumers have a good awareness of net zero in the context of the environment:



**81%**  
Four in five people reporting that they are **aware** of the term



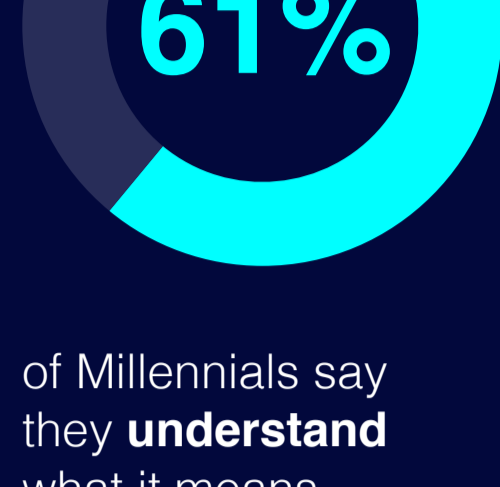
**57%**  
of respondents **understand** what 'net zero' means

## Understanding of the term 'net zero' in the context of the environment

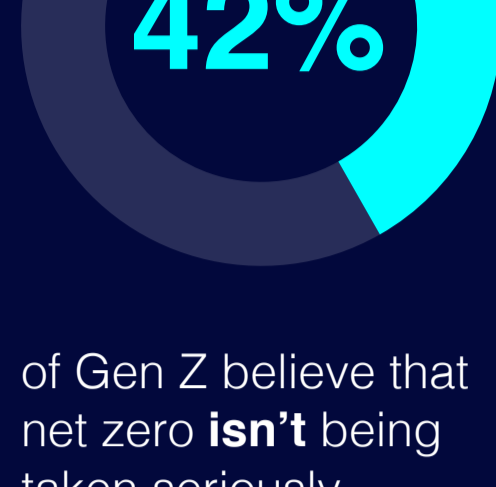


NET: Aware (61%)

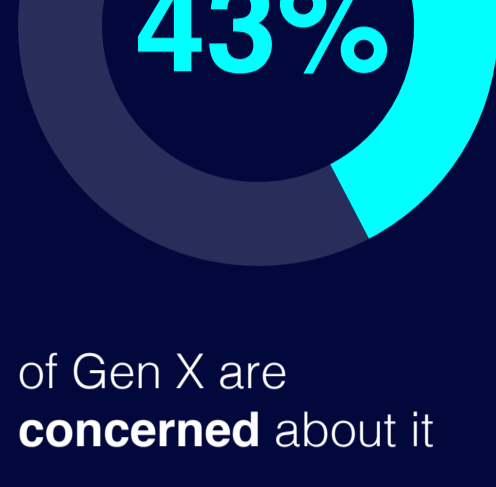
Younger generations are **more confident** in their understanding and concerns of Net Zero:



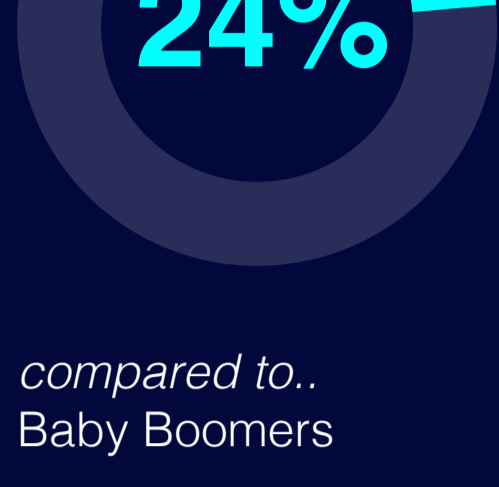
of Millennials say they **understand** what it means



of Gen Z believe that net zero **isn't** being taken seriously enough

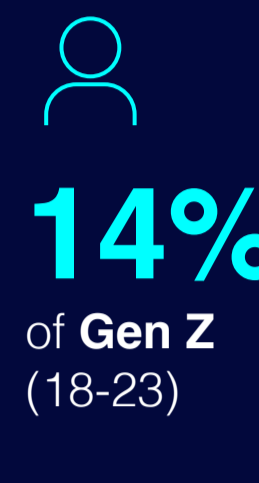


of Gen X are **concerned** about it



compared to.. Baby Boomers

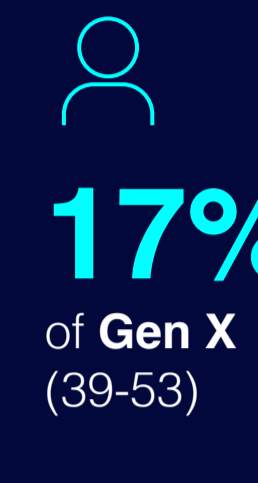
In terms of completely understanding 'net zero' the results were **low and varied across the different generations** with millennials having the best understanding by 10%...



**14%**  
of Gen Z (18-23)



**27%**  
of Millennials (24-38)



**17%**  
of Gen X (39-53)



**13%**  
of Baby Boomers (54-74)

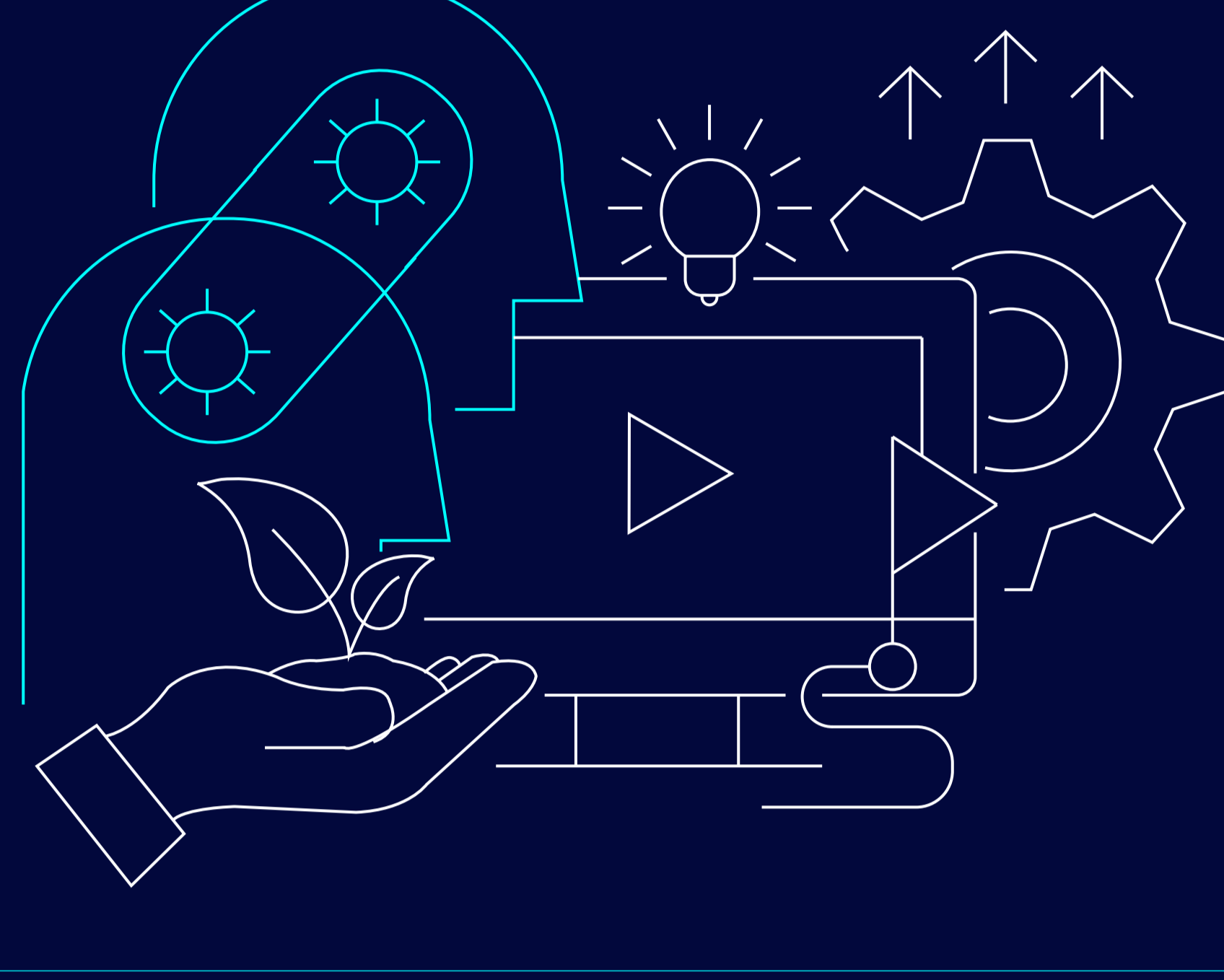


**10%**  
of Post war (75+)

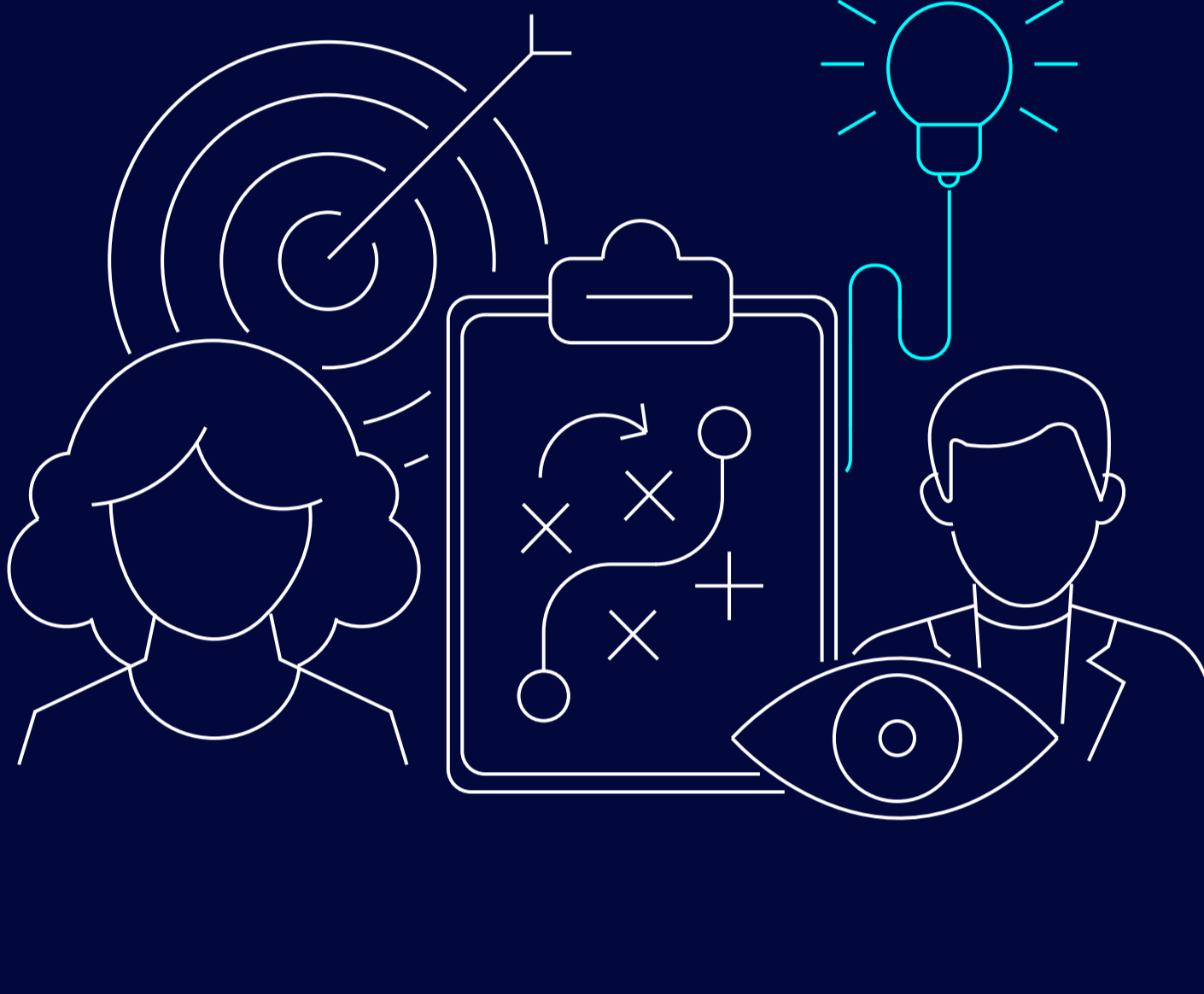
But there is a **long way to go...**

**14%**  
of Gen Z having **full understanding** of the term

**17%**  
of respondents in this category **wish they knew more** about it



Men are far **more confident** than women in their understanding of Net Zero...



**72%**  
of men say that they understand what Net Zero means

Compared with only ...

AND OF THIS...

**28%**  
of men say that they fully understand what it means

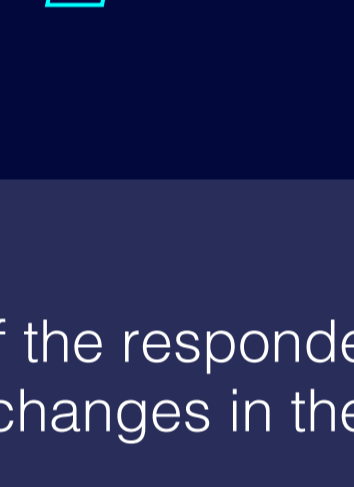
Compared with only ...

**42%**  
of women

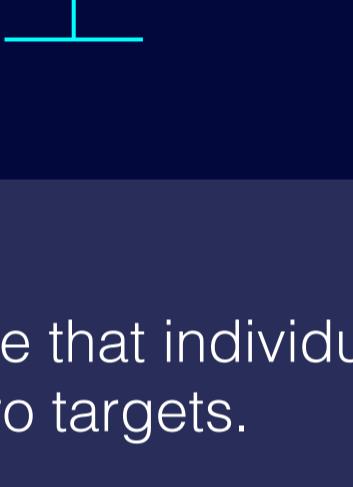
**9%**  
of women

## Do the public believe that the UK will achieve net zero by 2050?

Given the time-sensitive nature of climate change, the path to net zero puts **heavy burden on consumers to change their attitudes and habits**. Brits are very aware of how urgent it is to tackle climate change.



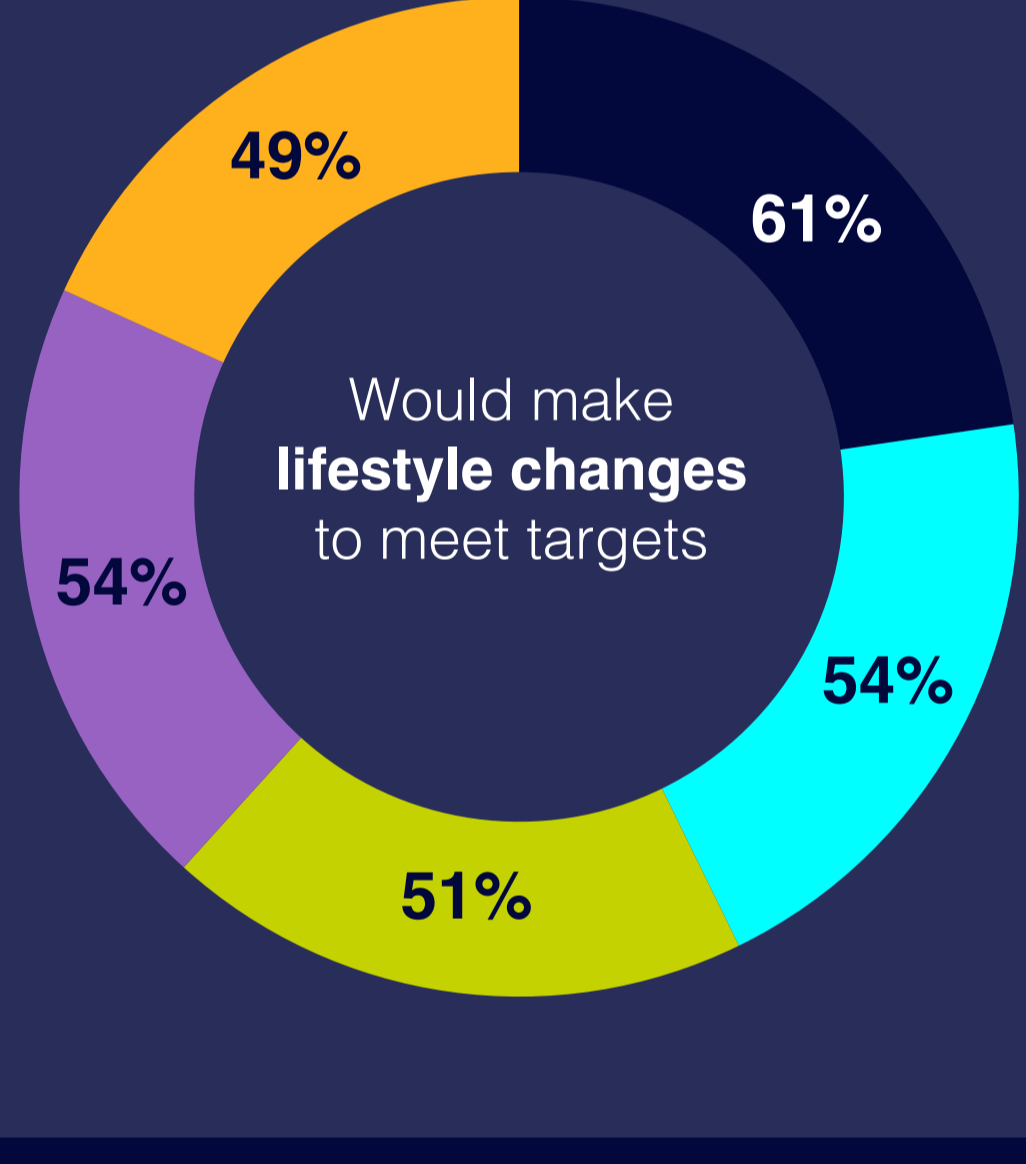
**2 in 5**  
believe it's an urgent issue that **needs to be tackled immediately**



HOWEVER

**18%**  
believe that we will **meet the net zero target** by 2050

53% of the respondents across all the generations believe that individuals should make some changes in their lifestyle in an effort to meet net zero targets.



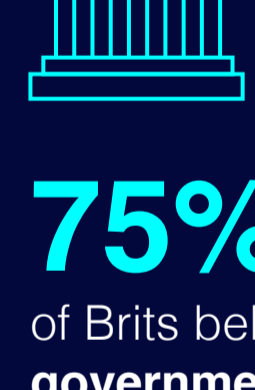
Gen Z, 18-23  
Millennials, 24-38  
Gen X, 39-53  
Baby Boomers, 54-74  
Post war, 75+

Interestingly, though Millennials and Gen Z have **driven social change significantly** in the last few years, however...



**19%**  
less than a fifth of Gen Z think that individuals should make a **large change** in their personal lives.

Respondents particularly felt that there **should be a focus** on getting the infrastructure and correct measures in place for the public to support change that will bring us closer to net zero.



**75%**  
of Brits believe it's the **government's responsibility** to help and encourage sustainable solutions



**1 in 5**  
believe it's an **urgent issue**, but until the infrastructure and the correct measures are in place we need to wait



**12%**  
Over 1 in 10 think it is a more urgent issue for the **government and industry**

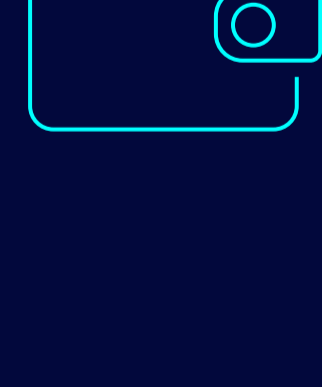
Overall, national governments / politicians and big businesses were the **two most popular responses** for who consumers think is responsible for solving the problems / finding solutions to climate change.

**51%**  
National governments / politicians

**46%**  
Big businesses



As well as being held accountable, respondents also believe the government could **help encourage a change in behaviour** by offering incentives...

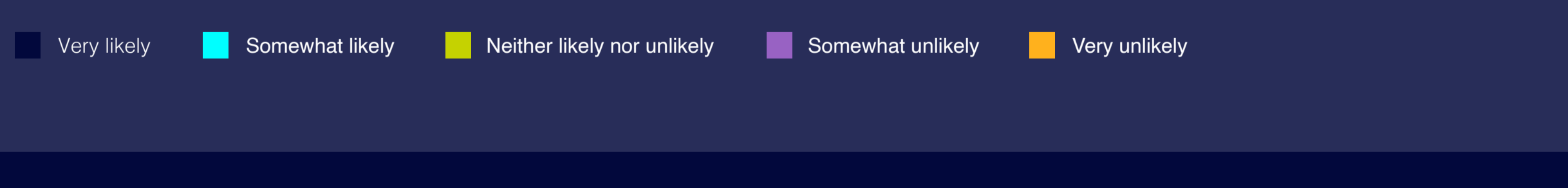


**58%**  
of Brits **would be encouraged** to spend more on a greener lifestyle if they receive incentives (e.g. a voucher/money off your bill) from the government or company

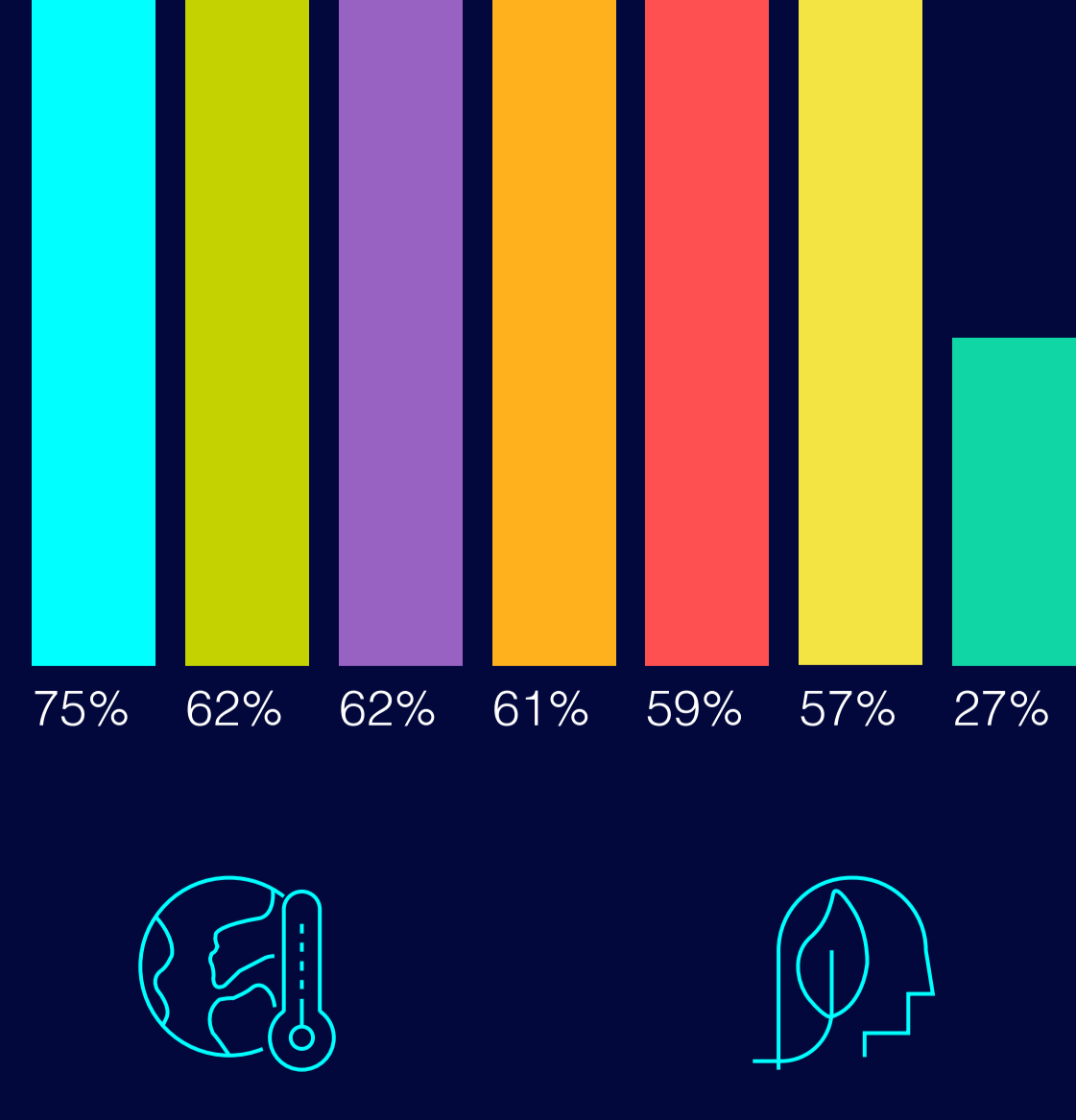


**70%**  
of **Millennials would be encouraged** to live a greener lifestyle if they received financial incentives

## Likelihood to spend more on a greener lifestyle if incentivized by the government or a company



How do you feel about **energy supplier's / utility company's roles** in addressing climate change?



Government should do more  
Should feel personally responsible  
Are helping, but could do more  
See climate change as an opportunity to raise bills and make money  
Not in their interests to help people save  
Not doing enough  
Working hard on solutions

**27%**  
of Brits feel that energy companies are **working as hard** as they can to find solutions

**62%**  
of Brits think that energy / utility companies **should feel personally responsible** for climate change

**62%**  
think that they are helping, but they **could do more**

**61%**  
think that energy/ utility companies see climate change as an **opportunity to raise bills and make more money**

**Millennials** are **most trusting** of the efforts of energy companies

**35%**  
agree that they are **working as hard** as they can to find solutions

**19%**  
of Post war (over-75s) believe this

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