

# 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:

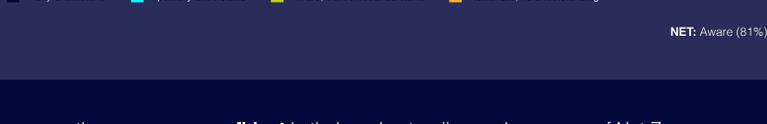


**81%**  
Four in five people reporting that they are **aware** of the term



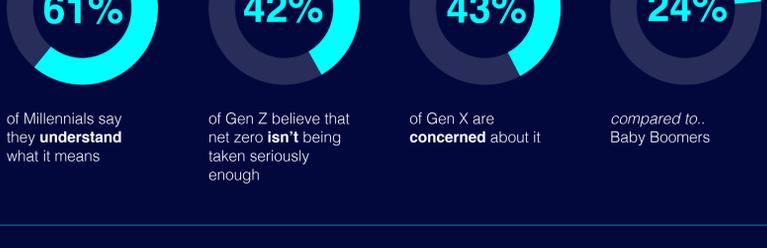
**57%**  
of respondents **understand** what 'net zero' means

## 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:



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%...



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



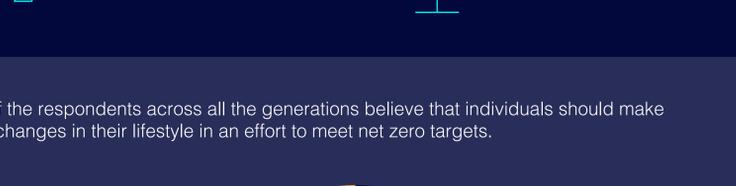
Men are far **more confident** than women in their understanding of Net Zero...



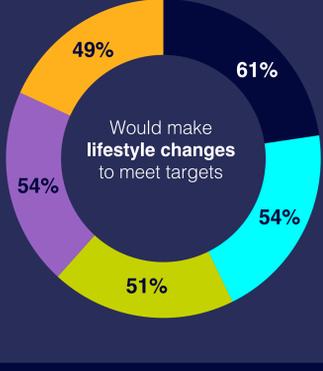
**72%** of men say that they understand what Net Zero means  
**28%** of men say that they fully understand what it means  
**42%** of women  
**9%** of women

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

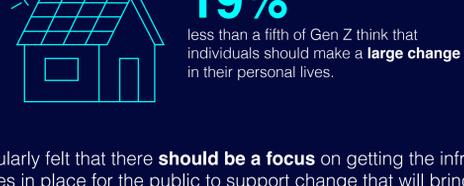
Given the time-sensitive nature of climate change, the path to net zero puts **heavy burden on consumers to change their attitudes and habits**. Brits are very aware of how urgent it is to tackle climate change.



**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.



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



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.



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.



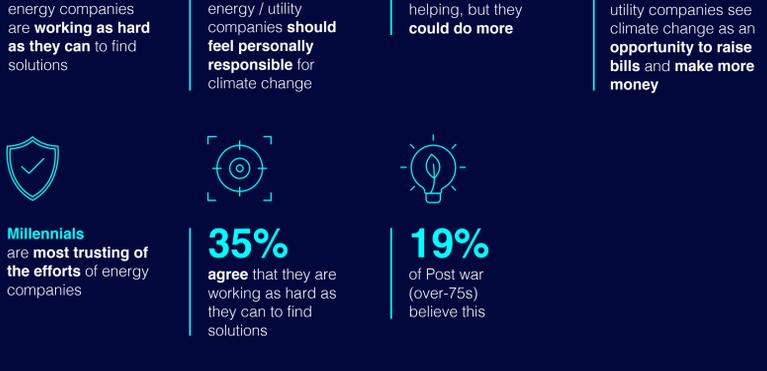
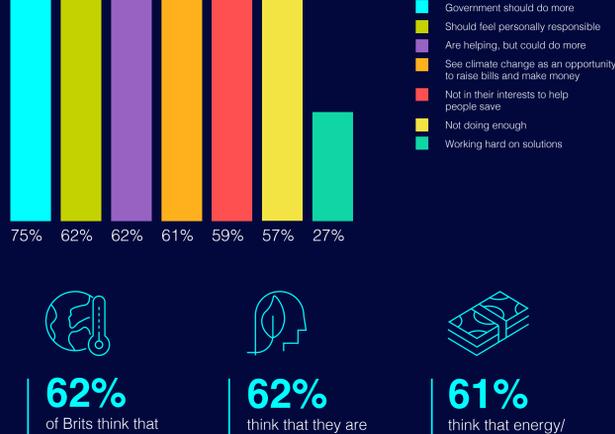
As well as being held accountable, respondents also believe the government could **help encourage a change in behaviour** by offering incentives...



## 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?



**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