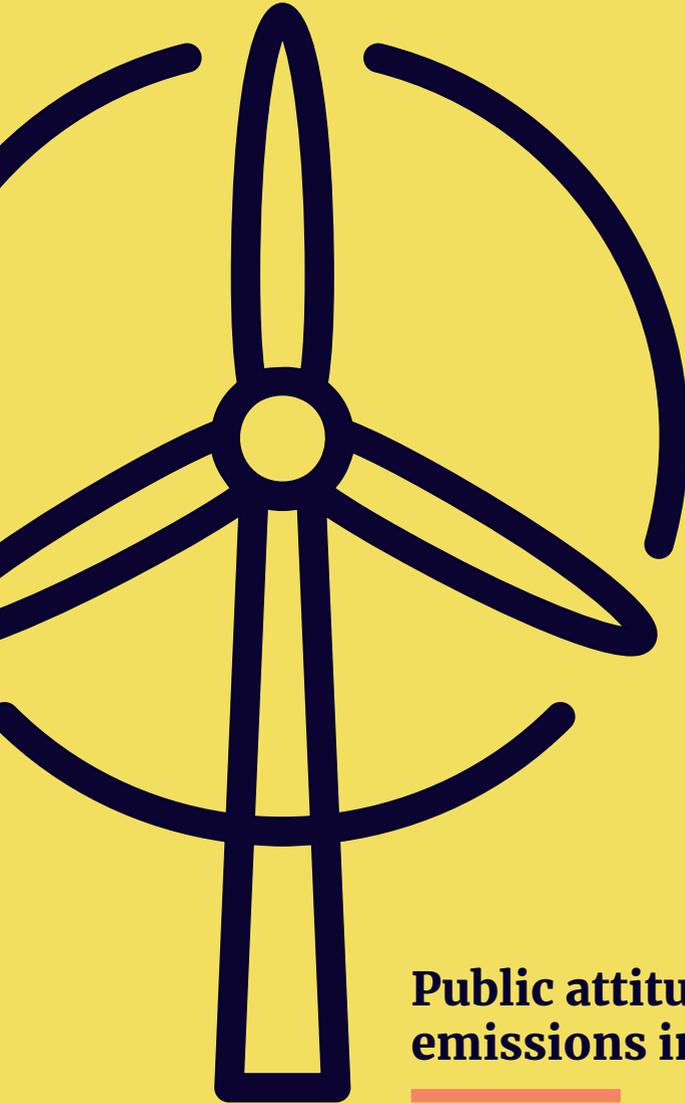


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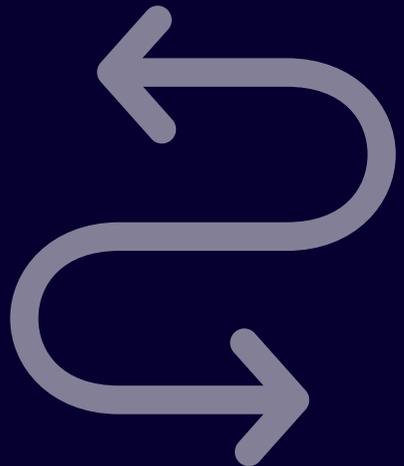
Public attitudes to net zero emissions in the UK

Key findings from Copper Consultancy's 2019 independent research

Why net zero?

Climate change has become a defining issue of the time. Through the combined efforts of Greta Thunberg, Extinction Rebellion, Sir David Attenborough and others, the pursuit of net zero emissions has moved to the forefront of the public consciousness and into political debate. The Conservatives and Labour have recognised the importance of reducing greenhouse gas emissions by committing the UK to meeting net zero emissions by 2050.

Although the public are keen to see rapid change, the question is whether they are equally willing to live near new low carbon infrastructure projects and whether they are willing to pay for developments themselves? This report examines the level of compromise that people are willing to accommodate in order to deliver net zero.

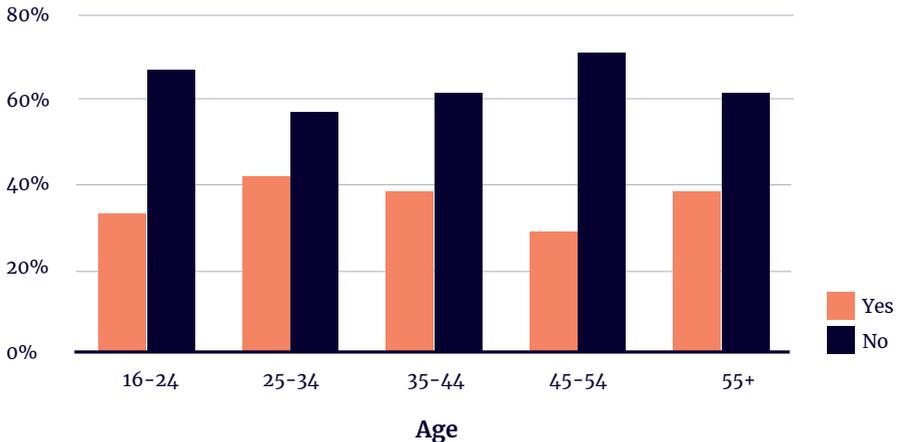


An appetite for change

The public support investment in projects that bring the UK closer to the net zero emissions target, but they don't believe that the UK is currently doing enough to reach net zero by 2050.

However, there is a notably higher level of confidence from 25 to 44 age range for the UK's effort in reaching net zero.

Do you believe that the UK is doing enough to achieve the net zero emission target by 2050?

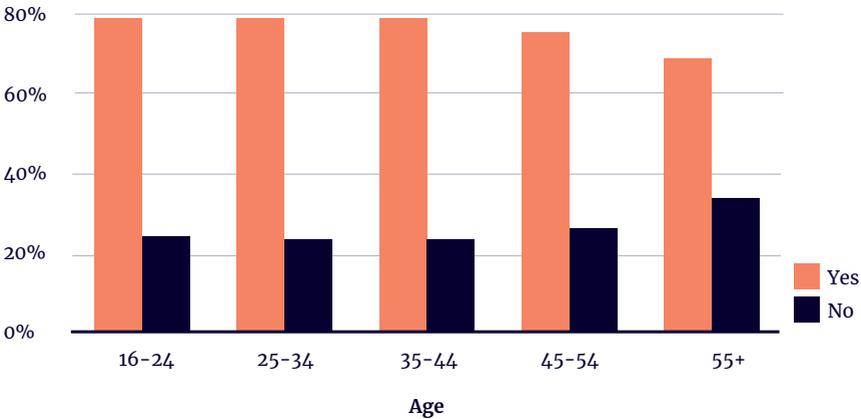


(Sample size: 2,004)

The public's transport priorities

The public have highlighted the transport sector as a significant factor in meeting net zero emissions, by supporting investment in low carbon schemes. In supporting the transition to clean transport, they strongly agreed with electric car charging points being introduced near their homes.

To support the transition to clean transport would you be happy with an electric car charging point introduced on the street outside your house?



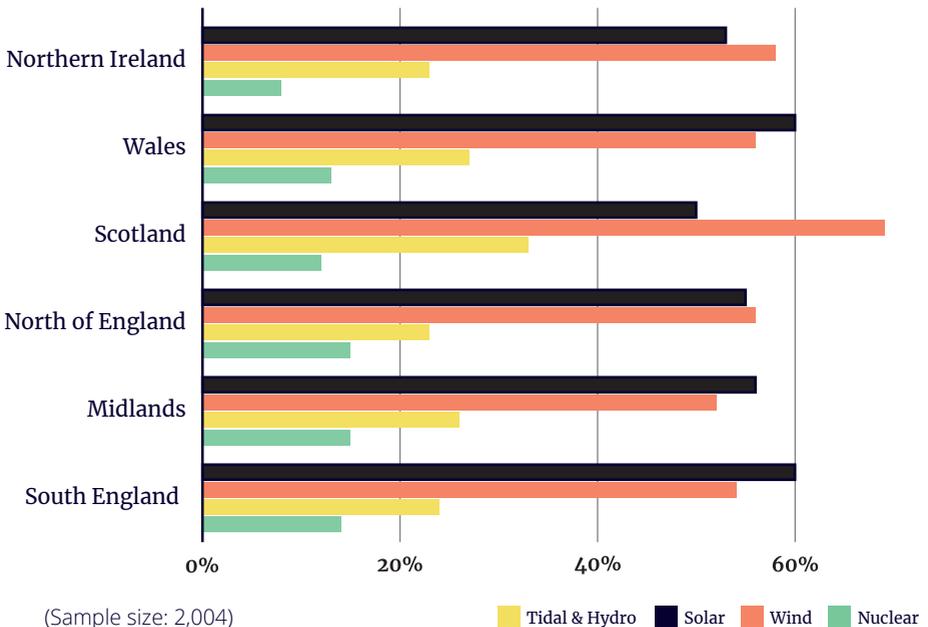
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The younger age groups are more accepting of electric vehicle charging points. This may be due to longer exposure to technology development during their life time and the increase in availability of electric cars such as the Toyota Prius over the past 10 years.

What type of low carbon energy schemes do the public support?

Renewable energy sources from solar and wind received overwhelming support, while other technologies were overlooked. For tidal, hydro and nuclear power this may be due to their lack of exposure in certain regions because of the schemes' specific geographical requirements.

Which type of low carbon energy production does the public prioritise?

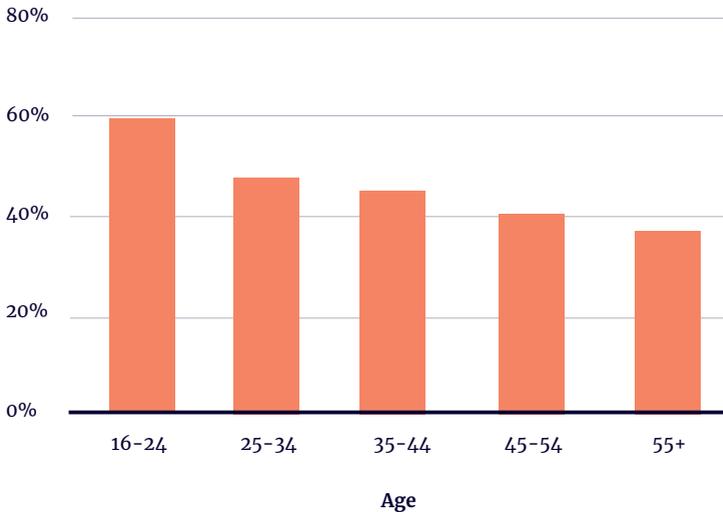


Tidal and hydro power scored below 30%, except in Scotland which has the most exposure to these projects. Nuclear power scored significantly lower with people aged 35 and over.

Whose responsibility is it?

While the public have shown an appetite for change, they see this as government's responsibility to meet net zero emissions without them having to bear the costs.

Would you be willing to pay more tax to support investment in meeting the zero emissions target?



(Sample size: 2,004)

There is a correlation between a rise in age and a decrease in support for increasing public tax.

Observations

Our findings have shown that the majority of the public support the introduction of net zero policies; however, 64% are not confident that government will make the necessary changes in time to meet the target by 2050.

The public has set an expectation that the focus should be on the transport and energy sectors to deliver change that benefits them and makes their lives more convenient. At the same time the public are unwilling to bear the cost and feel that government is responsible for sourcing investment funding from elsewhere.

It is also interesting that the public have a narrow awareness of low carbon transport and energy technologies available to transition the UK to a greener economy and environment. Successful investment and delivery of infrastructure to meet net zero will need to align the benefits with the objectives of the public, minimising further risks of delays and disruption from the public and other stakeholders.





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