

# NET ZERO LIVING

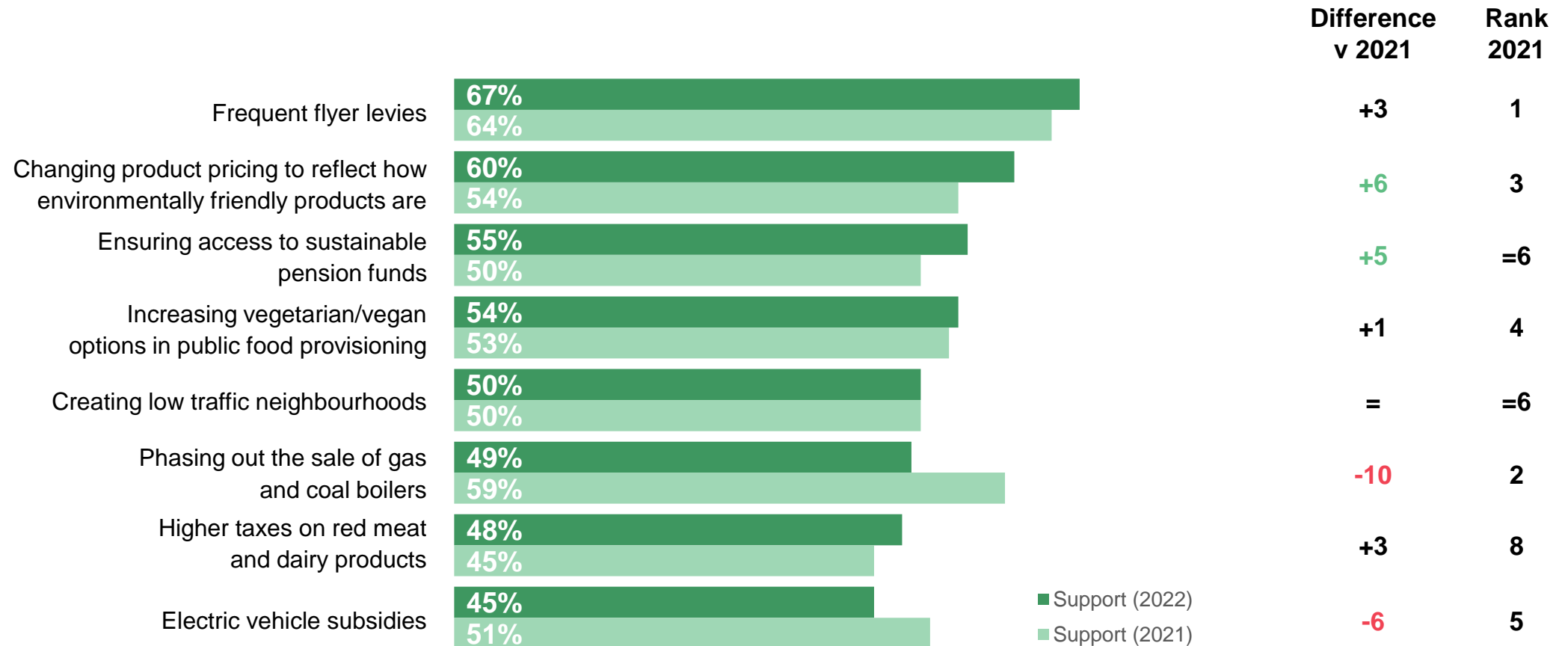
Policy Update

November 2022

#NetZeroLiving



# Most net zero policies continue to enjoy broad support among the UK public

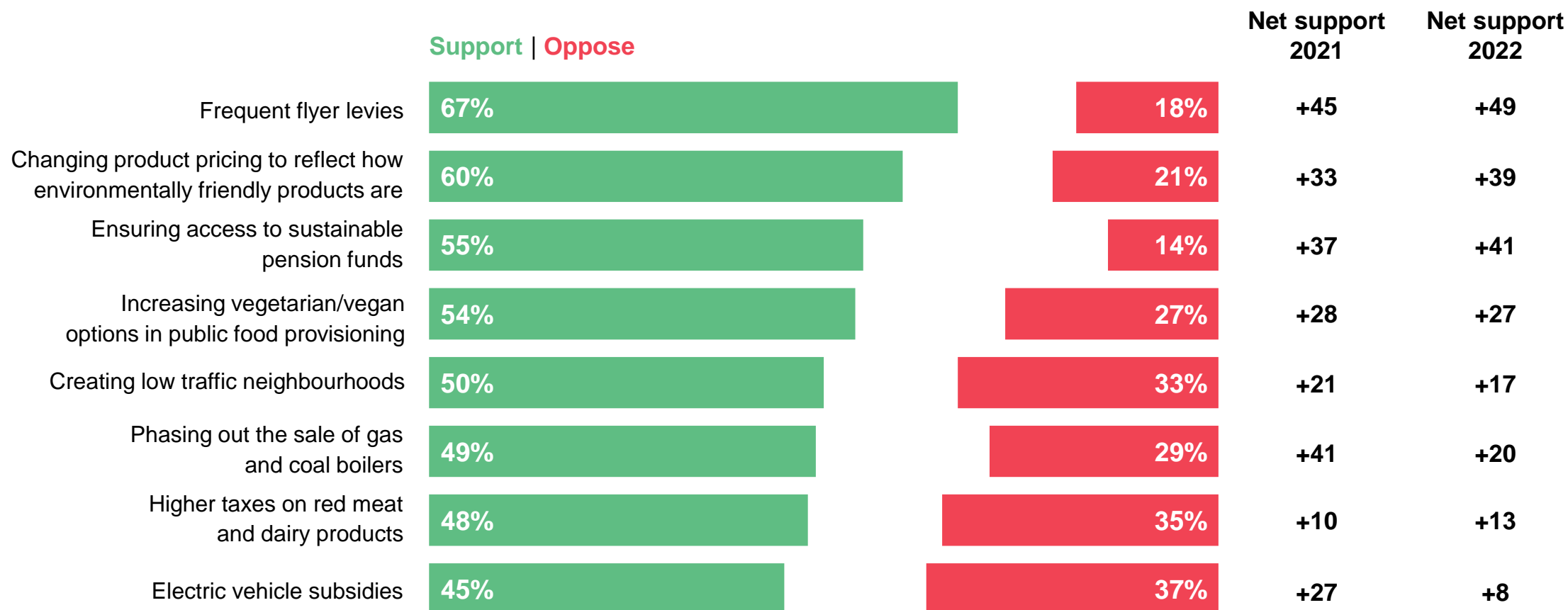


**Base:** 16,160 UK adults aged 16+ per policy, 27 Oct – 2 Nov 2022.

**Q:** To what extent do you support or oppose this?

**NB:** 2021 figures will differ from previous releases as they show support for neutral policy framing, which was shown in the 2022 re-run.

# As in 2021, frequent flyer levies enjoy the highest level of public support

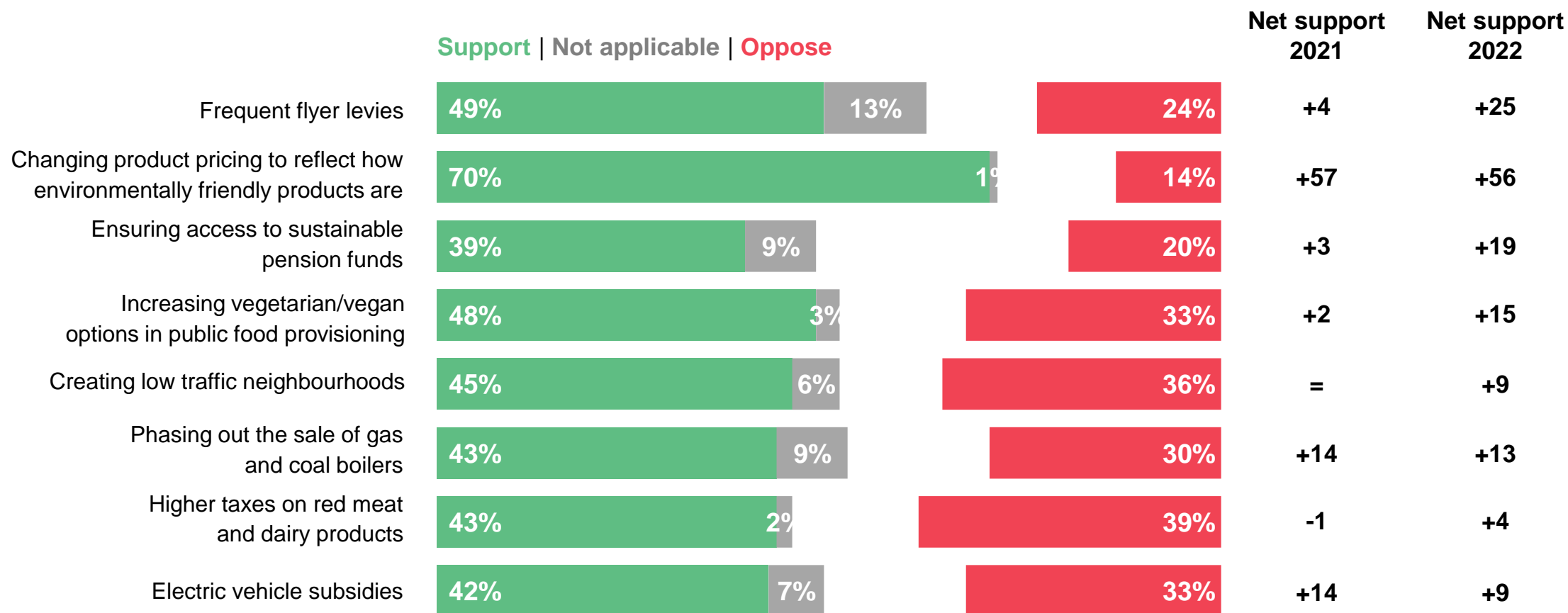


**Base:** 2022 - 16,160 UK adults aged 16+ per policy, 27 Oct – 2 Nov 2022.

**Q:** To what extent do you support or oppose this?

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# After considering the personal lifestyle impact, the UK public would still support net zero policies on balance



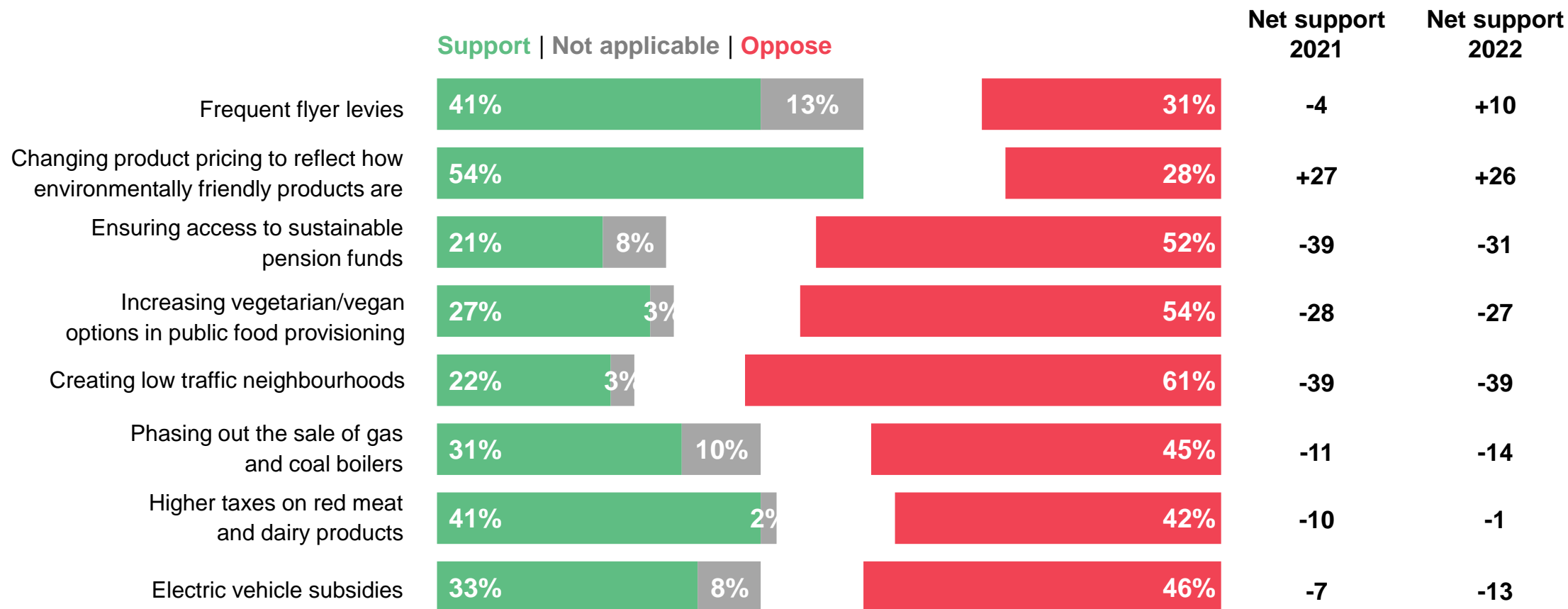
**Base:** 2022 - 16,160 UK adults aged 16+ per policy, 27 Oct – 2 Nov 2022.

**Q:** If this policy meant that you personally ... to what extent do you support or oppose it?

**NB:** 2021 figures will differ from previous releases as they show support for neutral policy framing, which was shown in the 2022 re-run. Net support is the overall level of support for the policy accounting for those who oppose it i.e. the difference between support and oppose.



# After considering the personal financial impact, only frequent flyer levies and changing product pricing still enjoy overall support



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**Q:** If this policy meant that you personally ... to what extent do you support or oppose it?

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# Support for net zero policies is higher among similar groups to 2021...



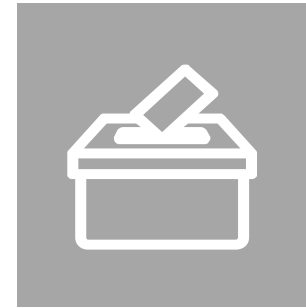
**Those educated to degree level or higher**



**Those living in the least deprived areas, and less impacted by the rising cost of living**



**Those who identify as 'left' and hold communitarian views**



**Those who voted for Labour, the Liberal Democrats or the Scottish National Party in 2019**



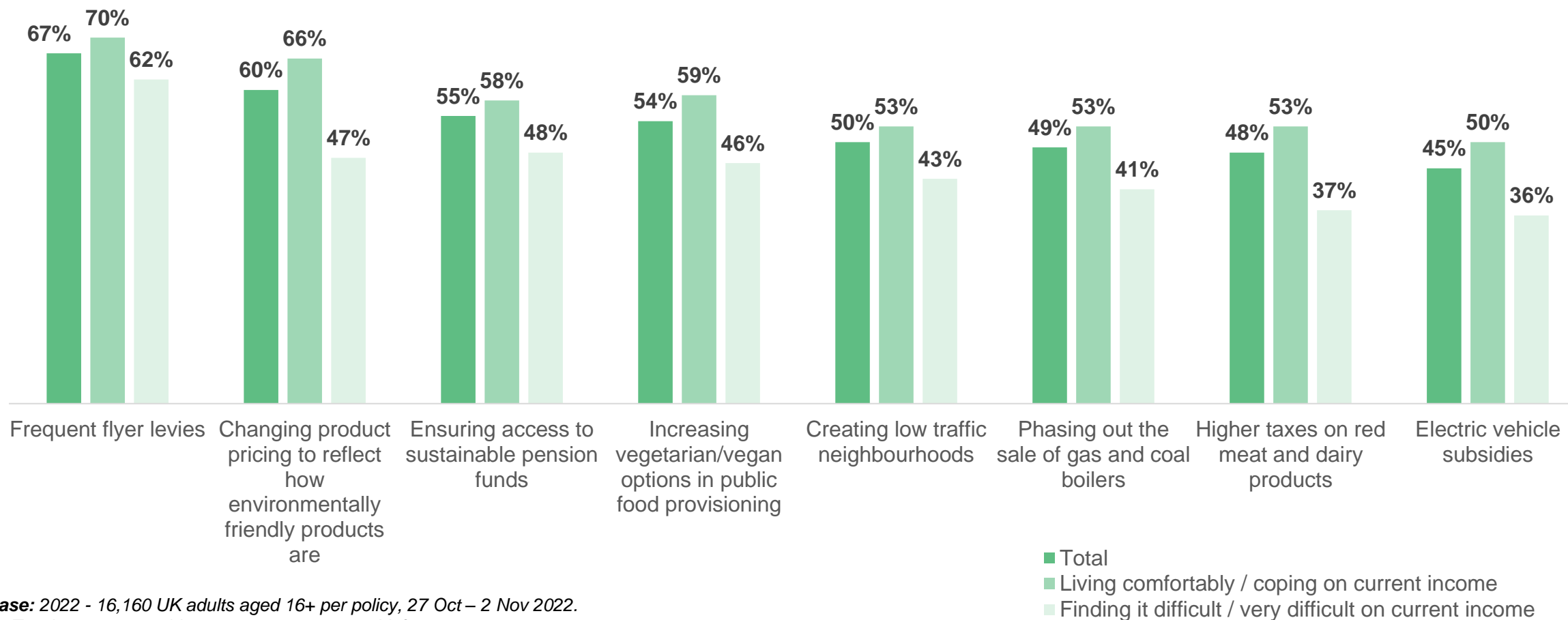
**Those who are concerned about climate change**

Support for certain policies is higher among older people aged 55 and over, namely: creating low traffic neighbourhoods, frequent flyer levies and changing product pricing to reflect how environmentally friendly products are.

Conversely, support for electric vehicle subsidies, increasing vegetarian/vegan options in public food provisioning, phasing out the sale of gas and coal boilers and ensuring access to sustainable pensions is higher among younger people.

# Policy support tends to be higher among those not struggling with the cost of living, compared to those who are

This group are also more supportive of some policies than the UK public as a whole

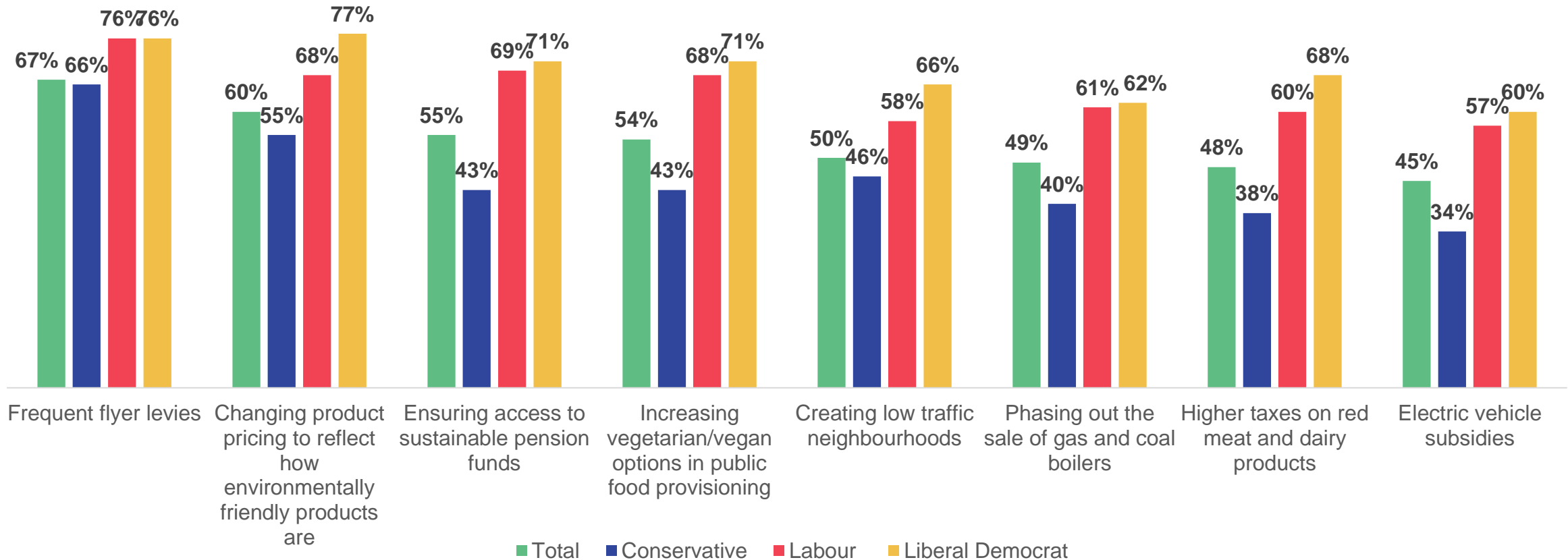


**Base:** 2022 - 16,160 UK adults aged 16+ per policy, 27 Oct – 2 Nov 2022.

**Q:** To what extent would you support or oppose this?.

# Support for net zero policies is higher among Labour and Liberal Democrat voters

But a majority of Conservative voters still support some policies

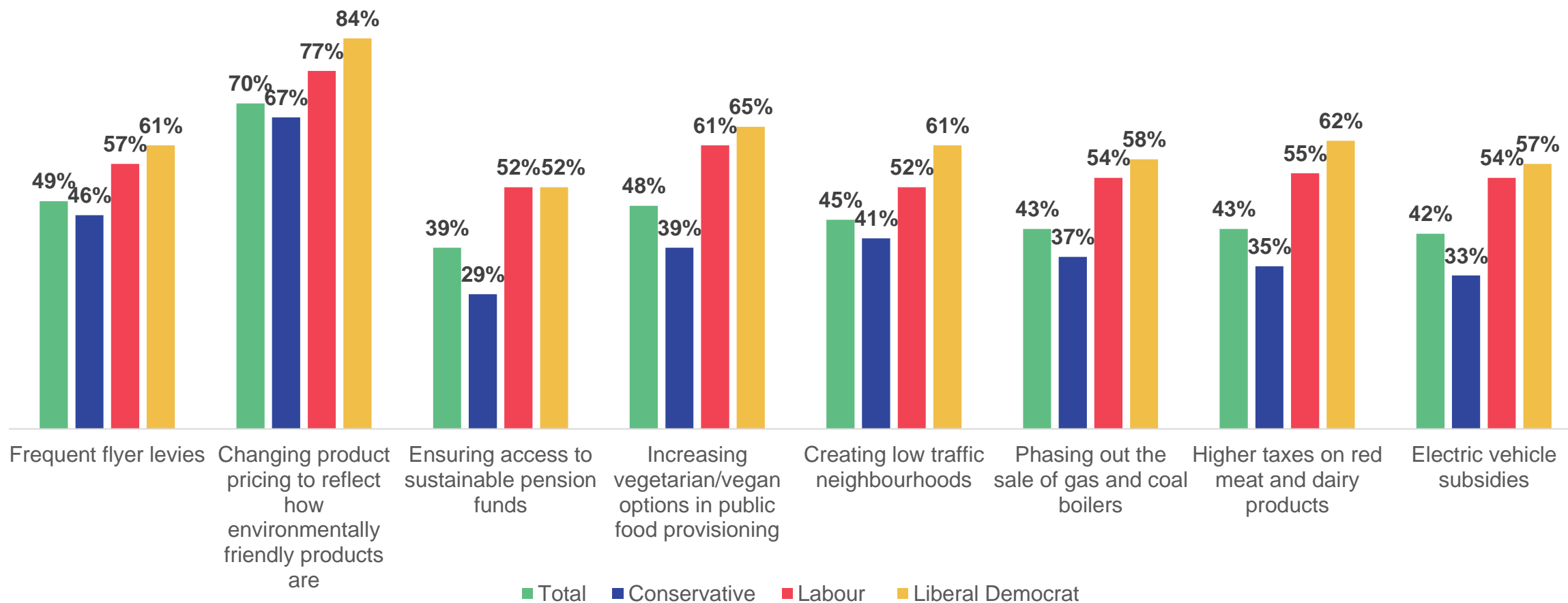


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**Q:** To what extent would you support or oppose this?.



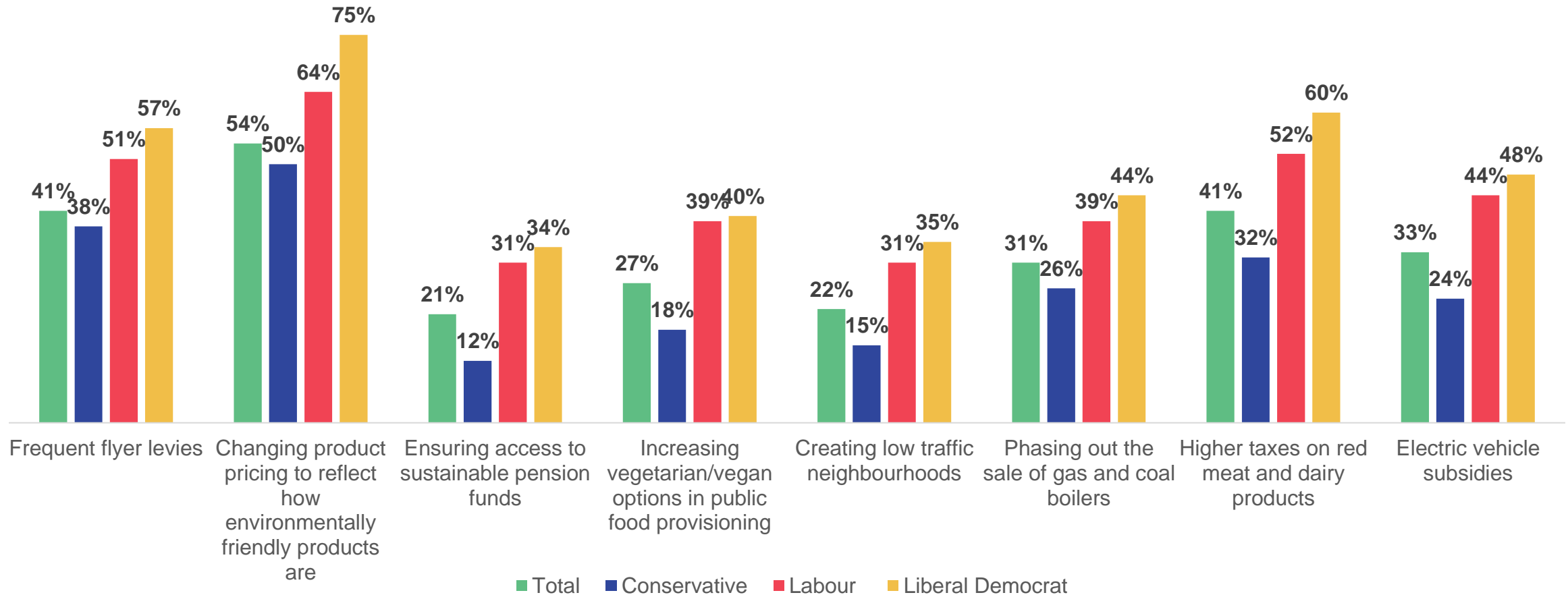
# Once lifestyle trade-offs are introduced, changing product pricing is the only policy with majority support across voters



**Base:** 2022 - 16,160 UK adults aged 16+ per policy, 27 Oct – 2 Nov 2022.  
**Q:** If this policy meant that you personally ... to what extent do you support or oppose it?

# The majority of Labour and Liberal Democrats would still support some policies after financial trade-offs are introduced

Changing product pricing is the only policy to still enjoy support among most Conservatives



**Base:** 2022 - 16,160 UK adults aged 16+ per policy, 27 Oct – 2 Nov 2022.

**Q:** If this policy meant that you personally ... to what extent do you support or oppose it?

## Description presented for each policy

### Mobility and travel

#### Creating low traffic neighbourhoods

The government may want to reduce the number of vehicles on the road by creating low-traffic neighbourhoods. This is where cars, vans and other vehicles are stopped from using residential roads as shortcuts. This is done by putting some road closures in place using measures such as bollards or planters. Residents are still able to drive onto their street but it is made more difficult or impossible to drive straight through the area from one main road to the next.

**Lifestyle trade-off:** If this policy meant that you personally were not able to drive in certain areas unless you lived or worked there to what extent do you support or oppose it?

**Financial trade-off:** If this policy meant that you personally had to pay more council tax to what extent do you support or oppose it?

#### Electric vehicle subsidies

The government may want to subsidise the purchase of electric vehicles for consumers in order to reduce the number of petrol and diesel cars on the road. The government is ending the sale of new petrol and diesel cars by 2030 and encouraging a shift to electric vehicles. Putting in place subsidies, would mean electric vehicles become less expensive to buy than they are now. The money to do this may come from increasing fuel duty on petrol and diesel cars.

**Lifestyle trade-off:** If this policy meant that you personally had a more limited range to choose from when buying a car to what extent do you support or oppose it?

**Financial trade-off:** If this policy meant that you personally had to pay more to drive your petrol or diesel car to what extent do you support or oppose it?

#### Frequent flier levies

The government may want to replace current tax on flights (Air Passenger Duty) by a tax that increases as people fly more often. People who only fly once in a year could pay no tax, while people who fly several times per year could pay a large amount of tax. This could mean people replace some flights with alternatives, like trains or ferries, or with videoconferencing instead of some business travel.

**Lifestyle trade-off:** If this policy meant that you personally were not able to take flights abroad very often to what extent do you support or oppose it?

**Financial trade-off:** If this policy meant that you personally had to pay more to take a flight to what extent do you support or oppose it?

## Description presented for each policy

### Home heating

#### Phasing out the sale of gas and coal boilers

The government may want to cut down on the use of fossil fuel energy by banning the sale of new gas boilers in the next few years, for example by 2030. This would mean that when homeowners come to replace their boilers, they would need to buy a different sort of heating system, such as an electric heat pump or hydrogen boiler. This may cost more initially but is likely to be cheaper to run in the longer term.

**Lifestyle trade-off:** If this policy meant that you personally were not able to install a new gas or coal boiler in your home to what extent do you support or oppose it?

**Financial trade-off:** If this policy meant that you personally had to pay more to install an alternative heating system in your home to what extent do you support or oppose it?

### Material consumption

#### Changing product pricing to reflect how environmentally friendly products are

The government may want to replace current tax on products by a tax that will vary according to the negative environmental impacts of different products. This would mean products that are produced using high amounts of resources such as energy, water or scarce metals, or products that travel long distances before being sold in a shop, would be more expensive than products that are manufactured in more environmentally-friendly ways.

**Lifestyle trade-off:** If this policy meant that you personally were not able to buy as much of certain products e.g. single-use plastics as you do now to what extent do you support or oppose it?

**Financial trade-off:** If this policy meant that you personally had to pay more for some products to what extent do you support or oppose it?

### Green finance

#### Ensuring access to sustainable pension funds

The government may want to increase the public's access to sustainable pension funds. This means that they would increase regulations to ensure that all pension providers include a pension fund option for people to choose from that only used sustainable investments that do not harm people or the planet. This would be the default pension option for the general public, unless they chose to opt out of it.

**Lifestyle trade-off:** If this policy meant that you personally had to opt out of a sustainable pension fund if you wanted to save in a regular pension fund to what extent do you support or oppose it?

**Financial trade-off:** If this policy meant that you personally may get a smaller return from your pension savings to what extent do you support or oppose it?

## Description presented for each policy

### Food and diet

#### Increasing vegetarian/vegan options in public food provisioning

The government may want to reduce the amount of red meat and dairy products people eat, by increasing vegetarian and vegan options in all public sector catering. This would mean that meals served in hospital cafés, school canteens, prisons, police and fire stations, council offices, and across the public sector, would need to include a significant proportion of meat-free and plant-based options. It would reduce but not remove meat and dairy from menus, while it would increase the choice of meat/dairy-free alternatives.

**Lifestyle trade-off:** If this policy meant that you personally were not able to eat as many meat and dairy products in these settings to what extent do you support or oppose it?

**Financial trade-off:** If this policy meant that you personally had to pay higher taxes to fund this policy to what extent do you support or oppose it?

#### Higher taxes on red meat and dairy products

The government may want to replace current tax on food products by a tax that will vary according to the negative environmental impacts of different foods. This would increase the price of red meat and dairy products, and reduce the price of certain other foods (e.g., vegetables, bread).

**Lifestyle trade-off:** If this policy meant that you personally were not able to eat as many meat and dairy products as you do now to what extent do you support or oppose it?

**Financial trade-off:** If this policy meant that you personally had to pay more for meat and dairy products to what extent do you support or oppose it?



## Technical note

Survey data has been collected by Ipsos's UK KnowledgePanel, an online random probability panel which provides gold standard insights into the UK population, by providing bigger sample sizes via the most rigorous research methods. Ipsos interviewed a representative sample of 16,160 adults aged 16+ in the UK between 27<sup>th</sup> October and 2<sup>nd</sup> November 2022.

Data are weighted by age, gender, region, Index of Multiple Deprivation quintile, education, ethnicity and number of adults in the household in order to reflect the profile of the population of the UK. All polls are subject to a wide range of potential sources of error.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers.

Questions are asked of the total sample of n=16,160 unless otherwise stated.

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Centre for Climate Change  
and Social Transformations

