

# NET ZERO LIVING

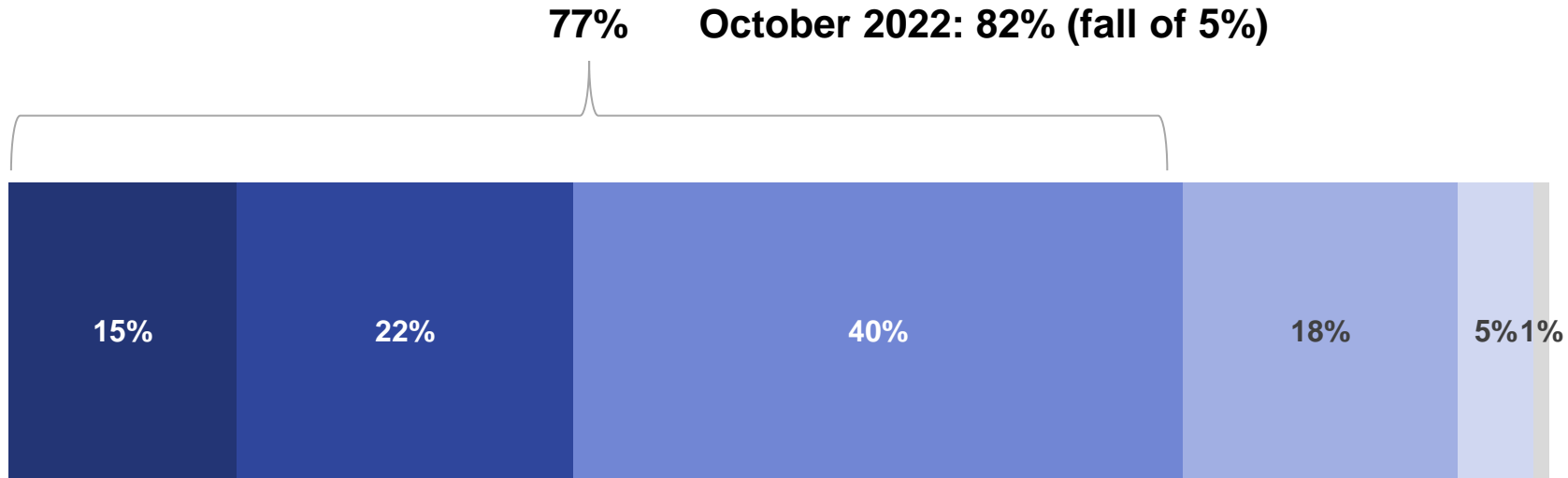
Policy Update

May 2024

#NetZeroLiving



# While most are worried about climate change, only 15% are extremely worried



■ Extremely worried  
■ Not very worried

■ Very worried  
■ Not at all worried

■ Fairly worried  
■ Don't know/prefer not to say

Q: How worried, if at all, are you about climate change?

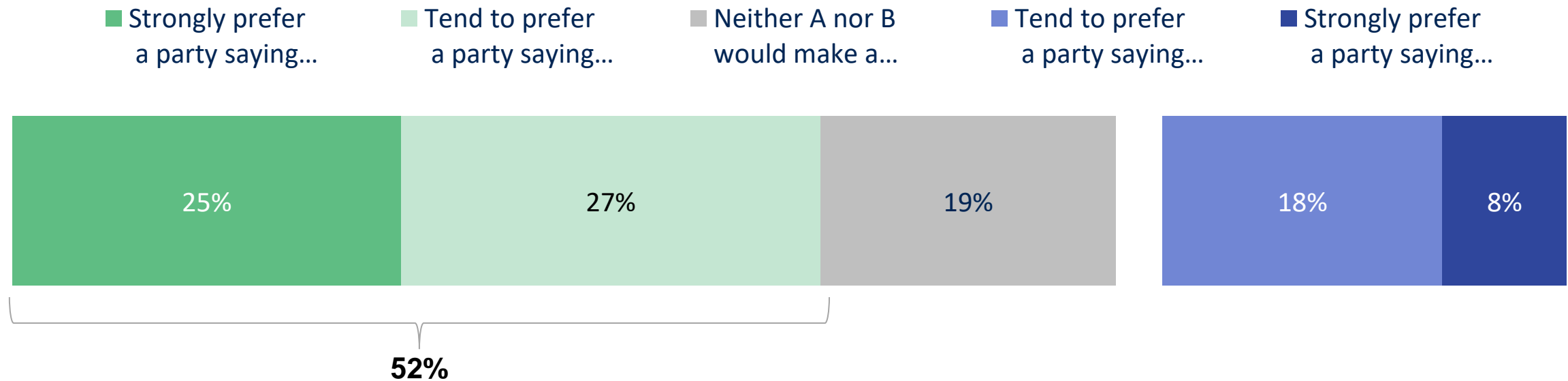
Base: 4201 UK adults aged 16+, 18 – 24 April 2024

2 © Ipsos | Net Zero Living Wave 3 | May 2024 | Version 1 | Internal Use Only

# Half (52%) prefer political parties that will take strong action on climate change

**Statement A:** We will take strong action against things that cause climate change, even if this increases costs for fossil fuel companies and requires increased investment in renewable energy supplies

**Statement B:** We will slow down actions against things that cause climate change, because it is not necessary or we can't afford the additional costs and investment right now

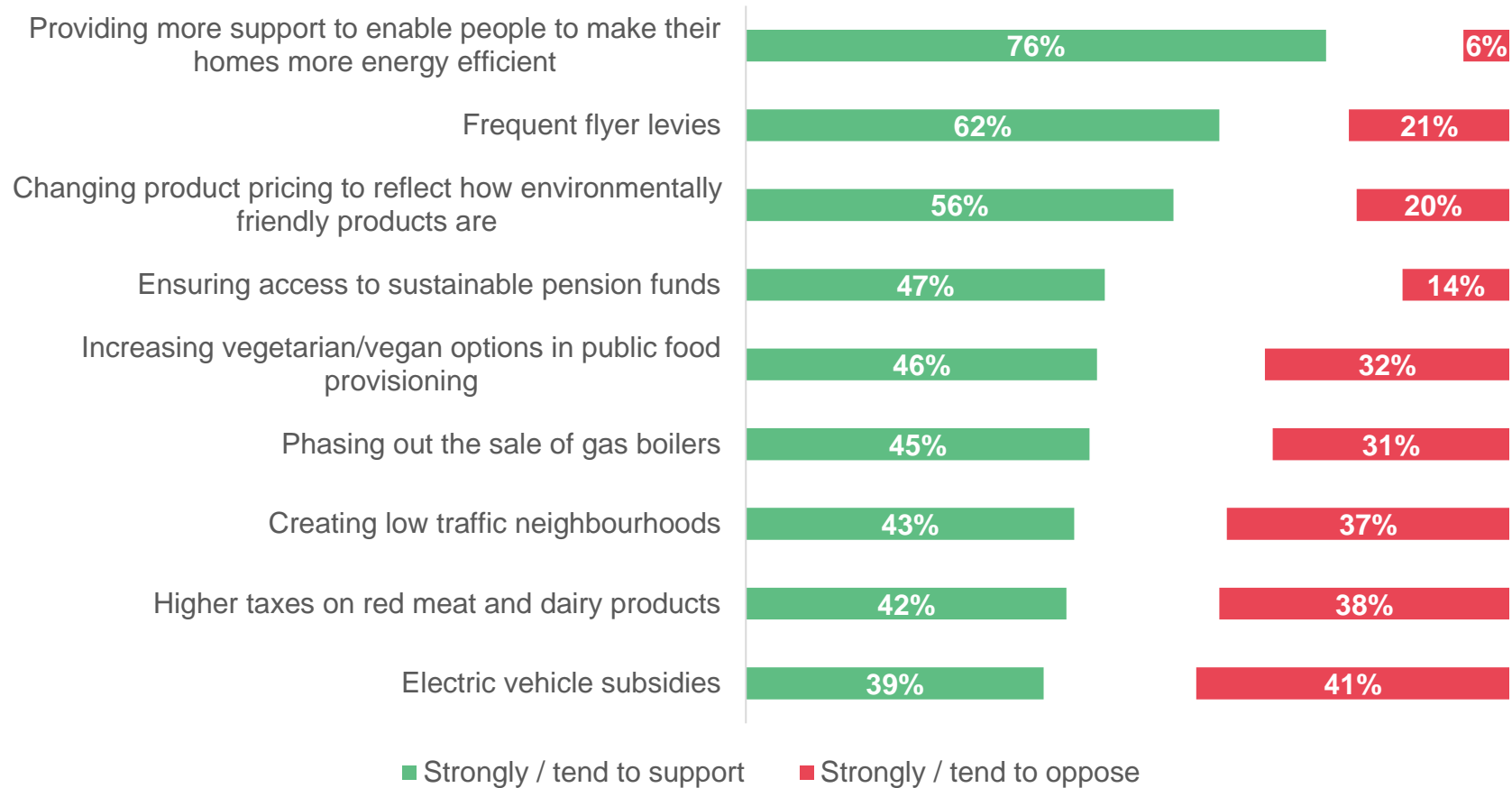


Q: Which would make you more likely to vote for a political party, or if it would make no difference?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

3 © Ipsos | Net Zero Living Wave 3 | May 2024 | Version 1 | Internal Use Only

# On balance, people in the UK support most net zero policies

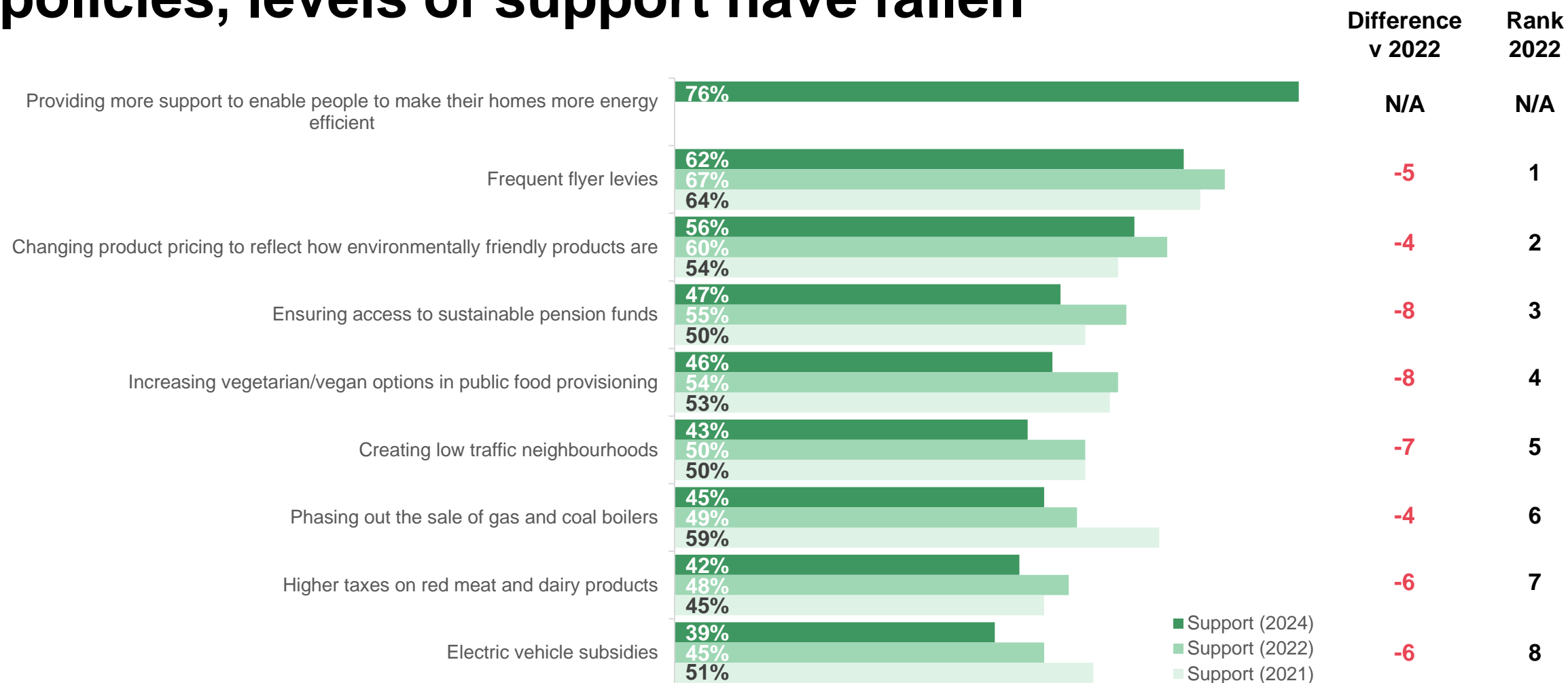


Q: To what extent do you support or oppose this?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

4 © Ipsos | Net Zero Living Wave 3 | May 2024 | Version 1 | Internal Use Only

# While the UK public tend to support most net zero policies, levels of support have fallen

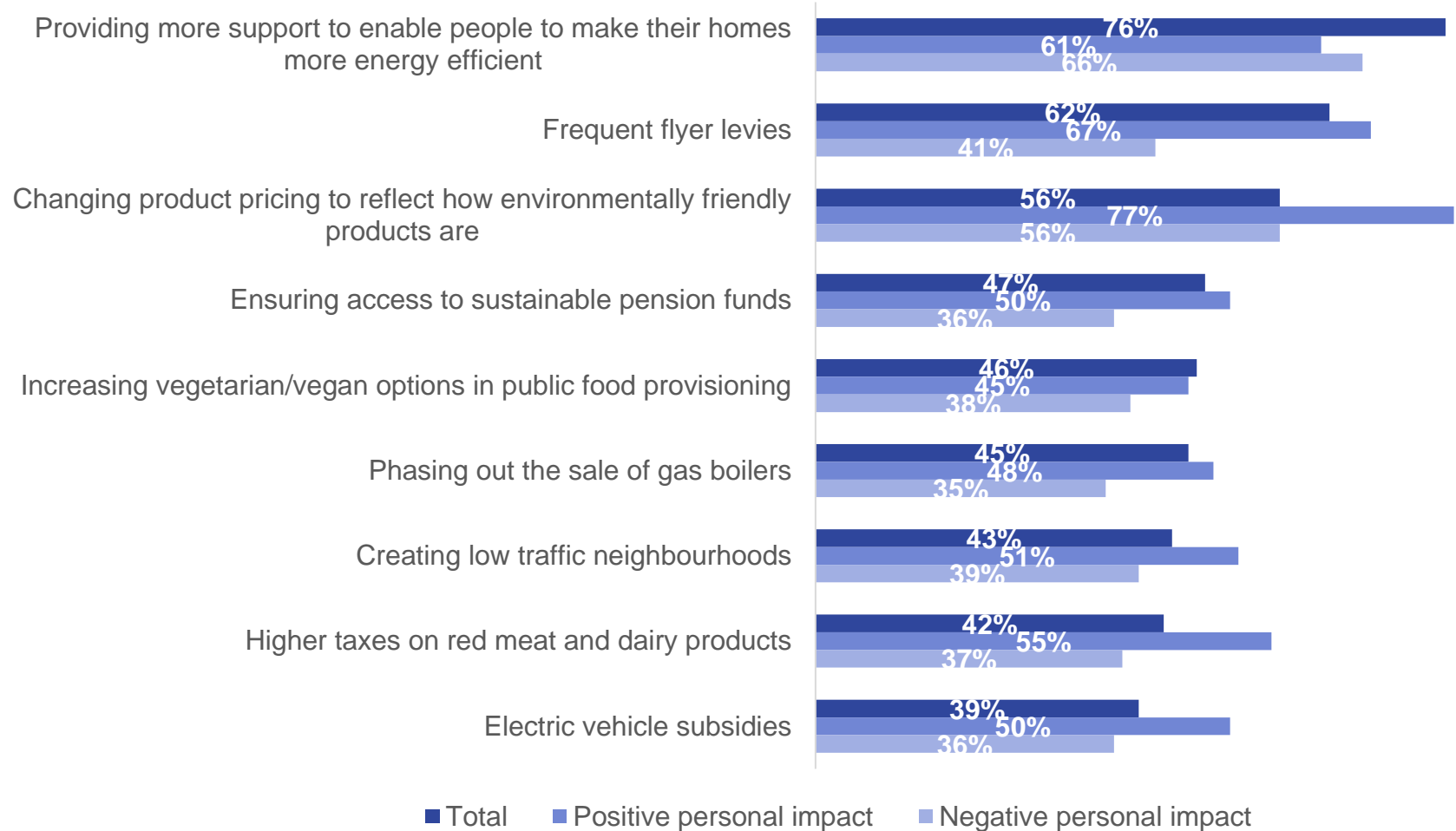


Q: To what extent do you support or oppose this?

Base: 2024 - 4201 UK adults aged 16+, 18 - 24 April 2024.

NB: 2021 figures will differ from previous releases as they show support for neutral policy framing, which was shown in the 2022 re-run. Support to enable people to make their homes more energy efficient asked in 2024 only.

# Considering positive personal impacts tends to boost policy support, while negative personal impacts weakens it – although enabling home energy efficiency and changing product pricing still supported by most

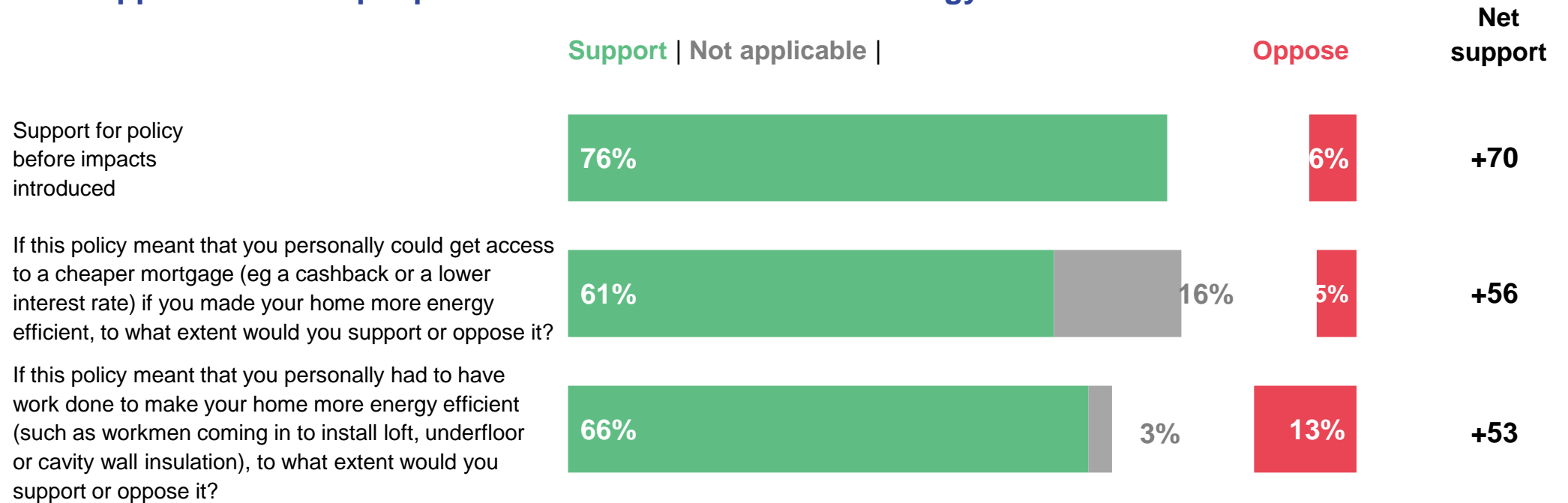


Q: To what extent do you support or oppose this?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

# Net support for enabling home energy efficiency improvements remains high, even after hassle is considered

Providing more support to enable people to make their homes more energy efficient



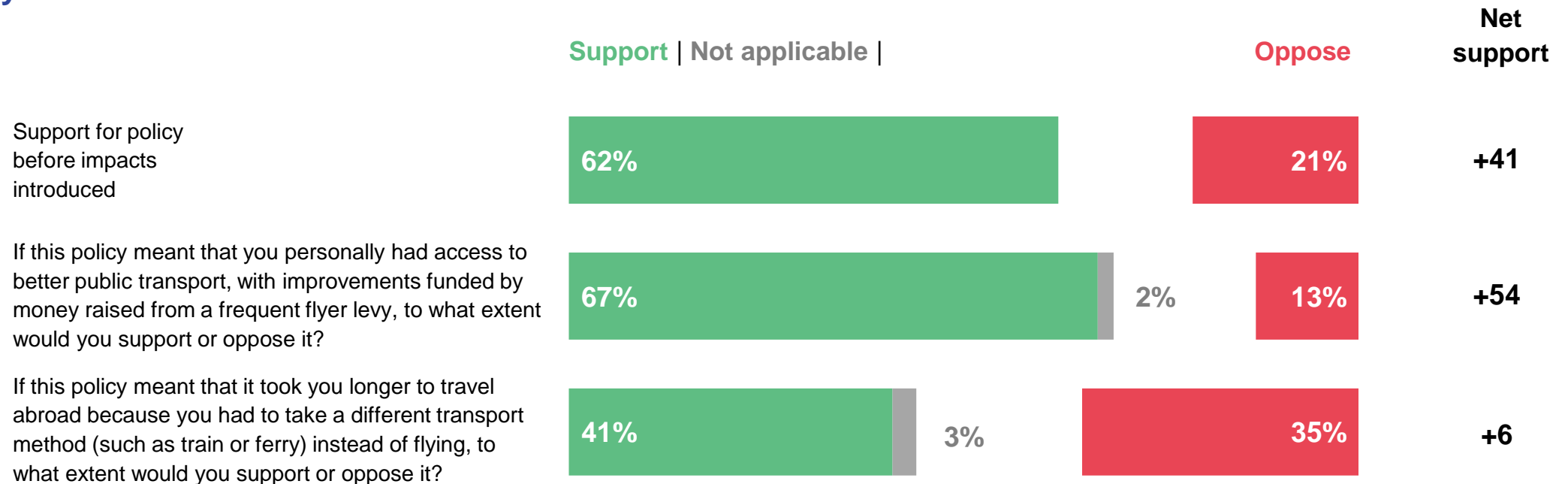
Q: To what extent do you support or oppose this?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

7 © Ipsos | Net Zero Living Wave 3 | May 2024 | Version 1 | Internal Use Only

# Frequent flyer levies remain supported on balance even after considering negative impacts

## Frequent flyer levies



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

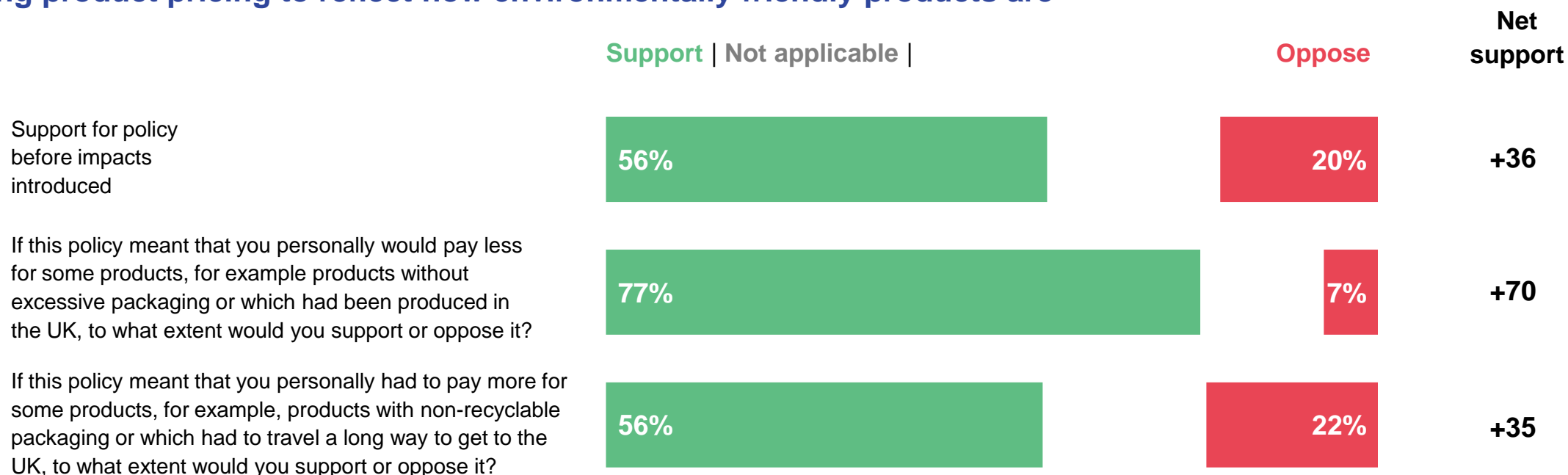
Base: 4201 UK adults aged 16+, 18 – 24 April 2024

8 © Ipsos | Net Zero Living Wave 3 | May 2024 | Version 1 | Internal Use Only



# Net support for changing product pricing remains stable after impacts are considered – but is higher if people would save money

Changing product pricing to reflect how environmentally friendly products are



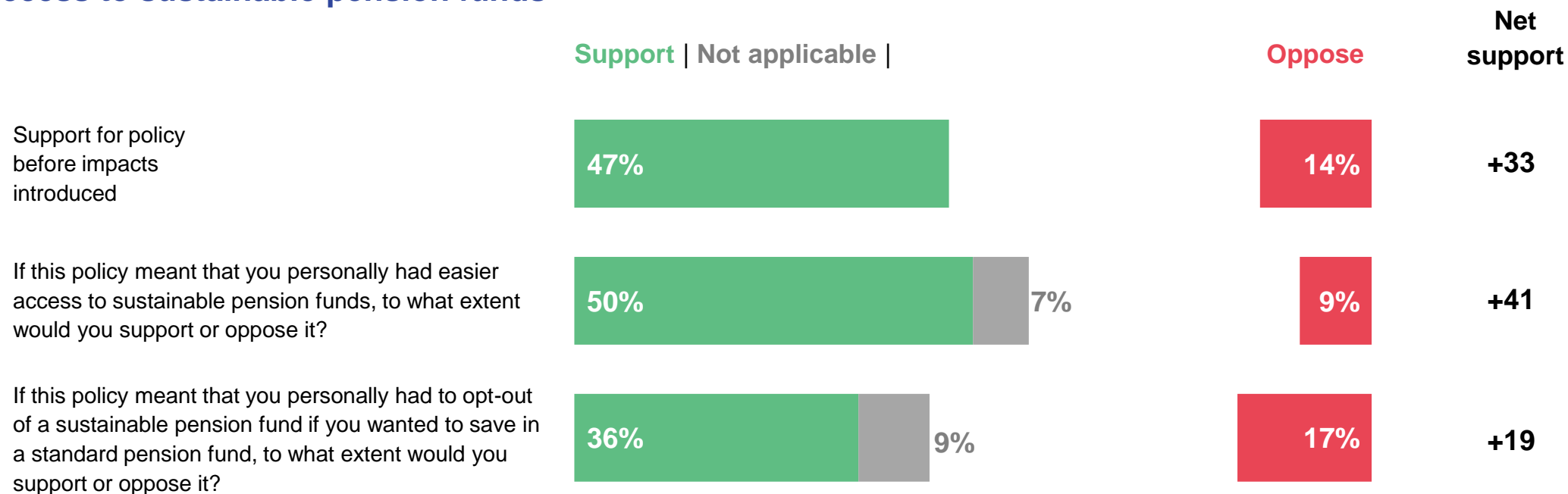
Q: To what extent do you support or oppose this?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

9 © Ipsos | Net Zero Living Wave 3 | May 2024 | Version 1 | Internal Use Only

# While support drops to about a third, on balance more people support ensuring access to sustainable pensions than oppose after impacts

## Ensuring access to sustainable pension funds

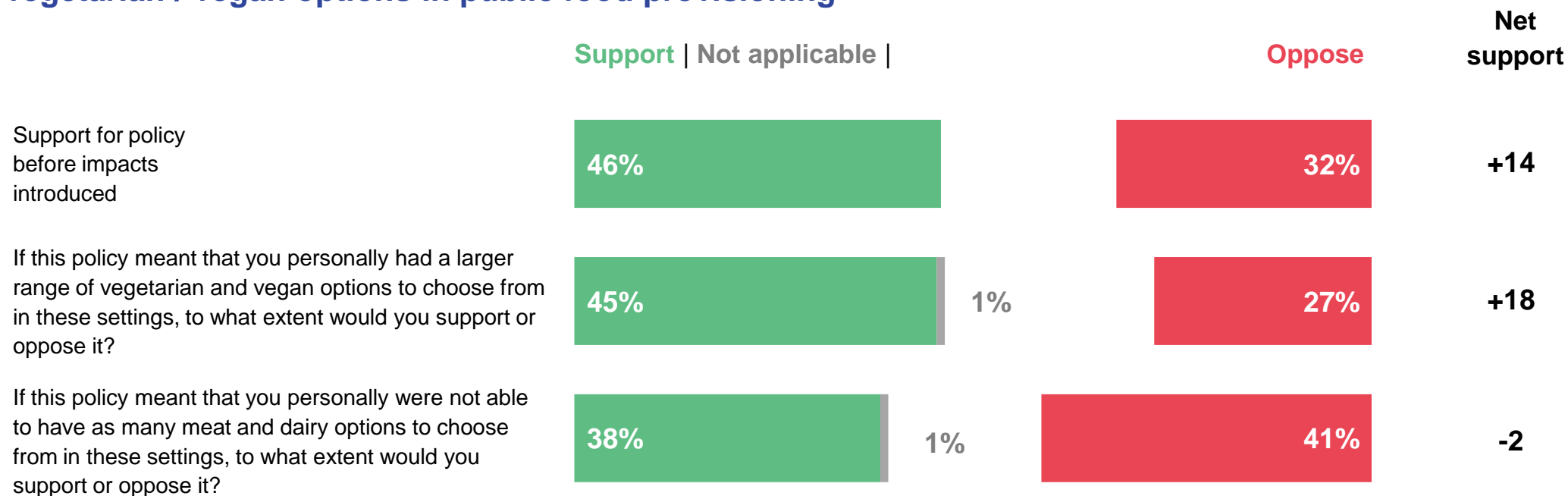


Q: To what extent do you support or oppose this?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

# People are divided on whether they support or oppose increasing vegetarian / vegan options if it would mean they had less access to meat and dairy in public settings

## Increasing vegetarian / vegan options in public food provisioning

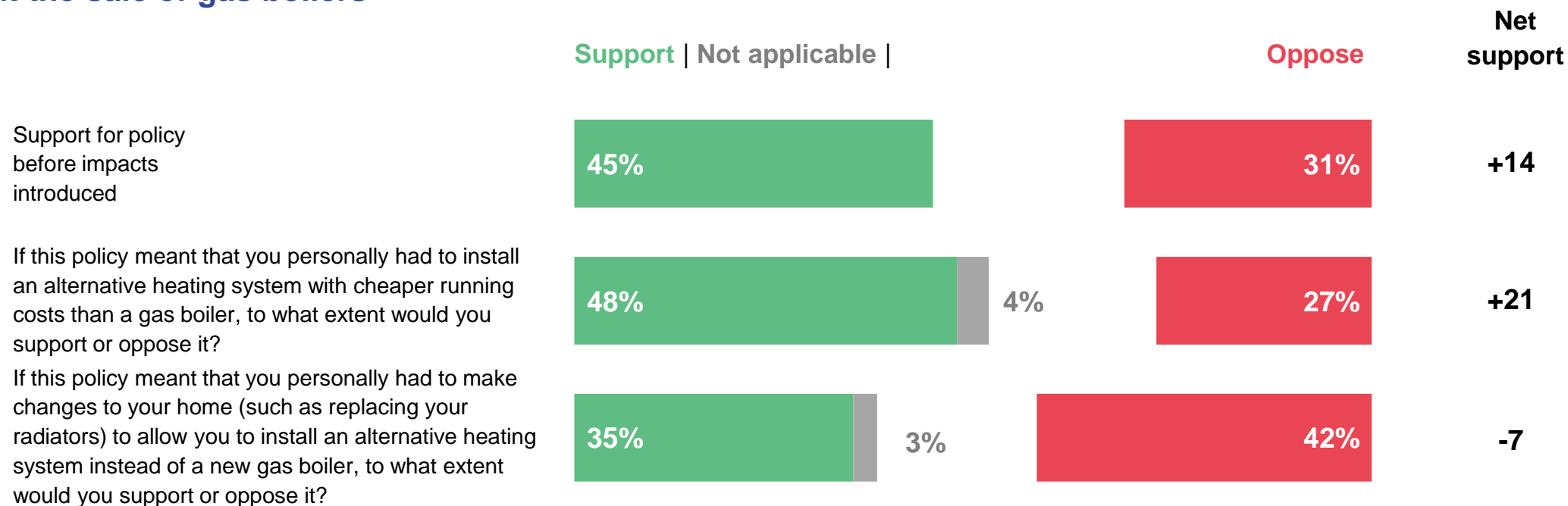


Q: To what extent do you support or oppose this?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

# UK citizens are divided on whether they would still support phasing out the sale of gas boilers after considering the personal inconvenience

## Phasing out the sale of gas boilers

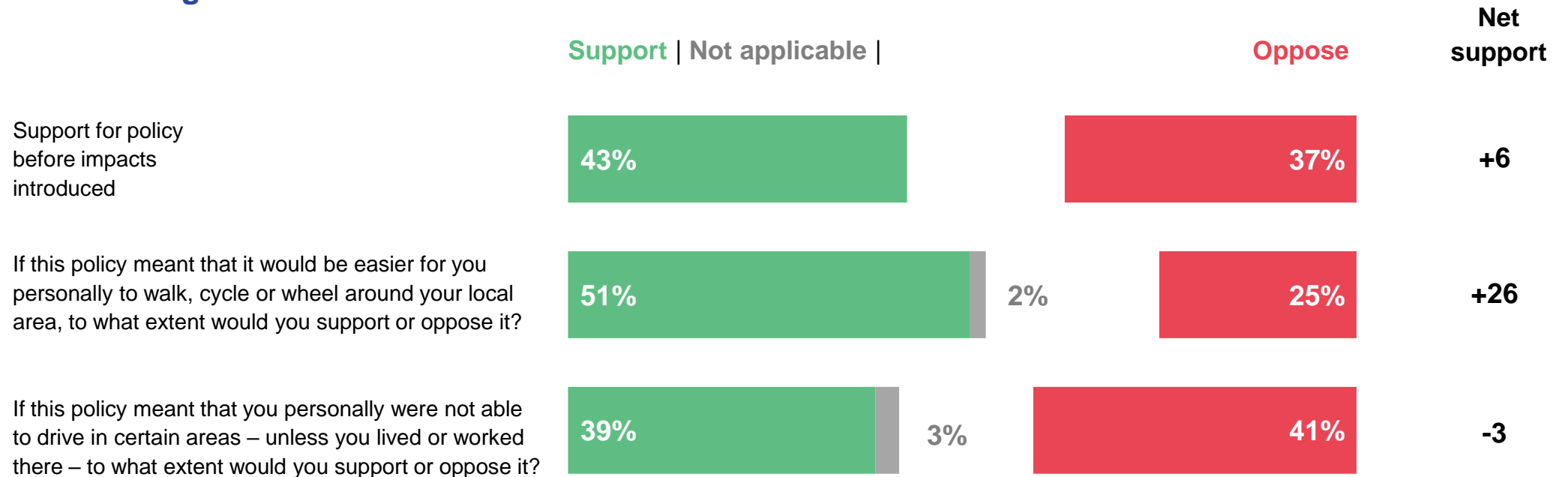


Q: To what extent do you support or oppose this?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

# People are split on whether they support LTNs after thinking about where they may or may not drive – but support jumps if they make active travel easier

## Creating low traffic neighbourhoods

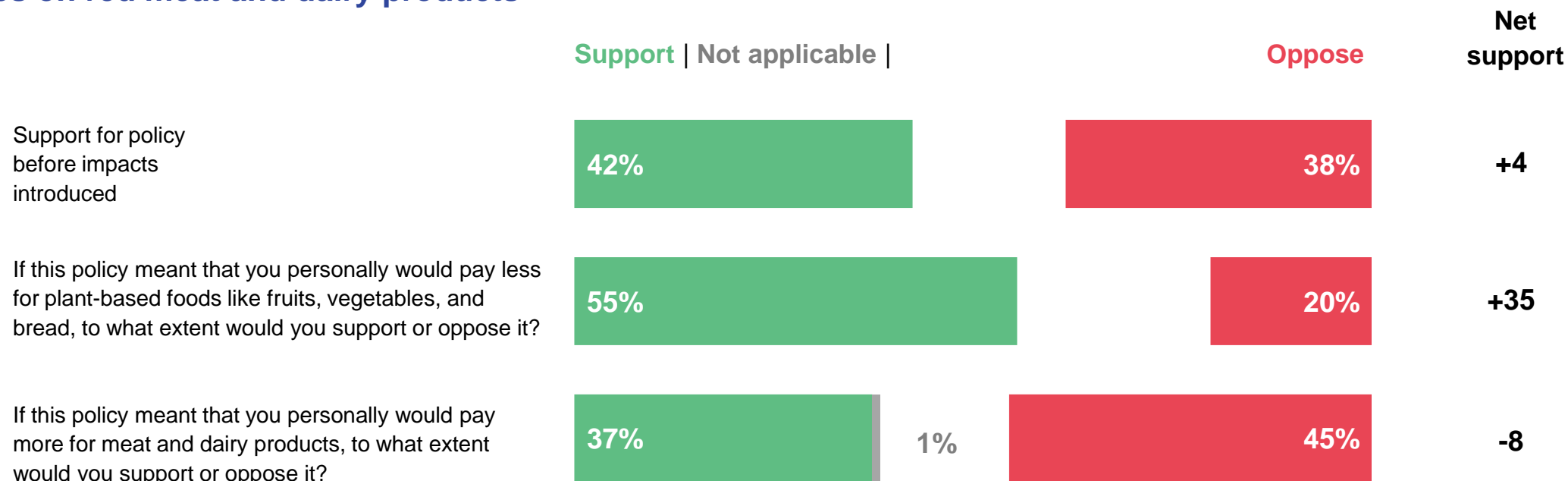


Q: To what extent do you support or oppose this?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

# People in the UK are divided on whether they would support higher taxes on animal products if they had to pay more

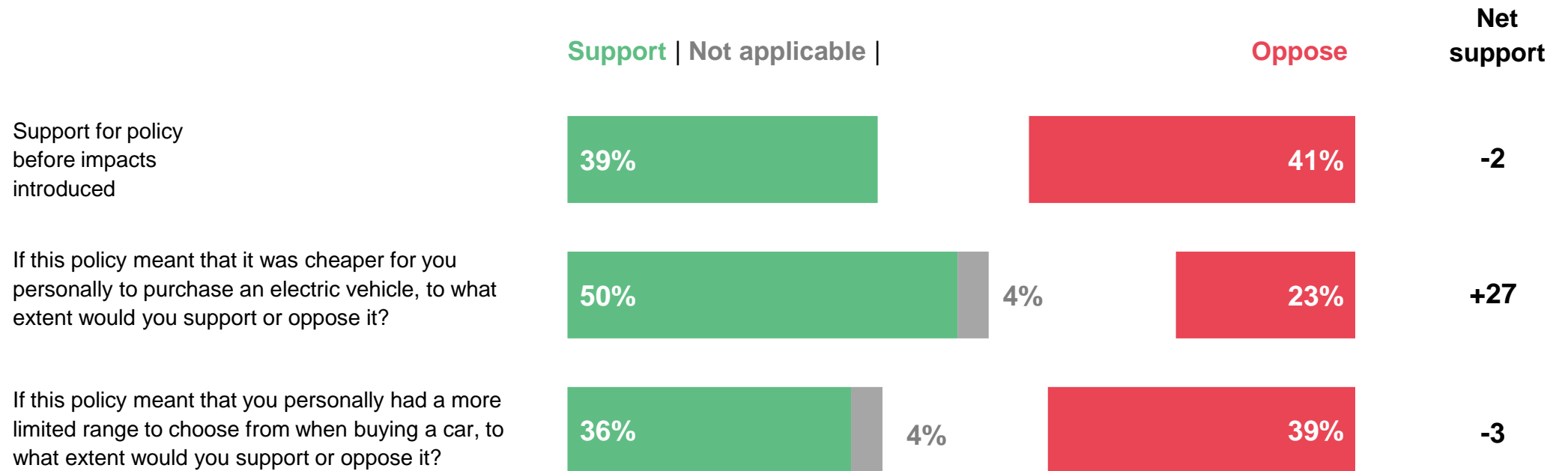
## Higher taxes on red meat and dairy products



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

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

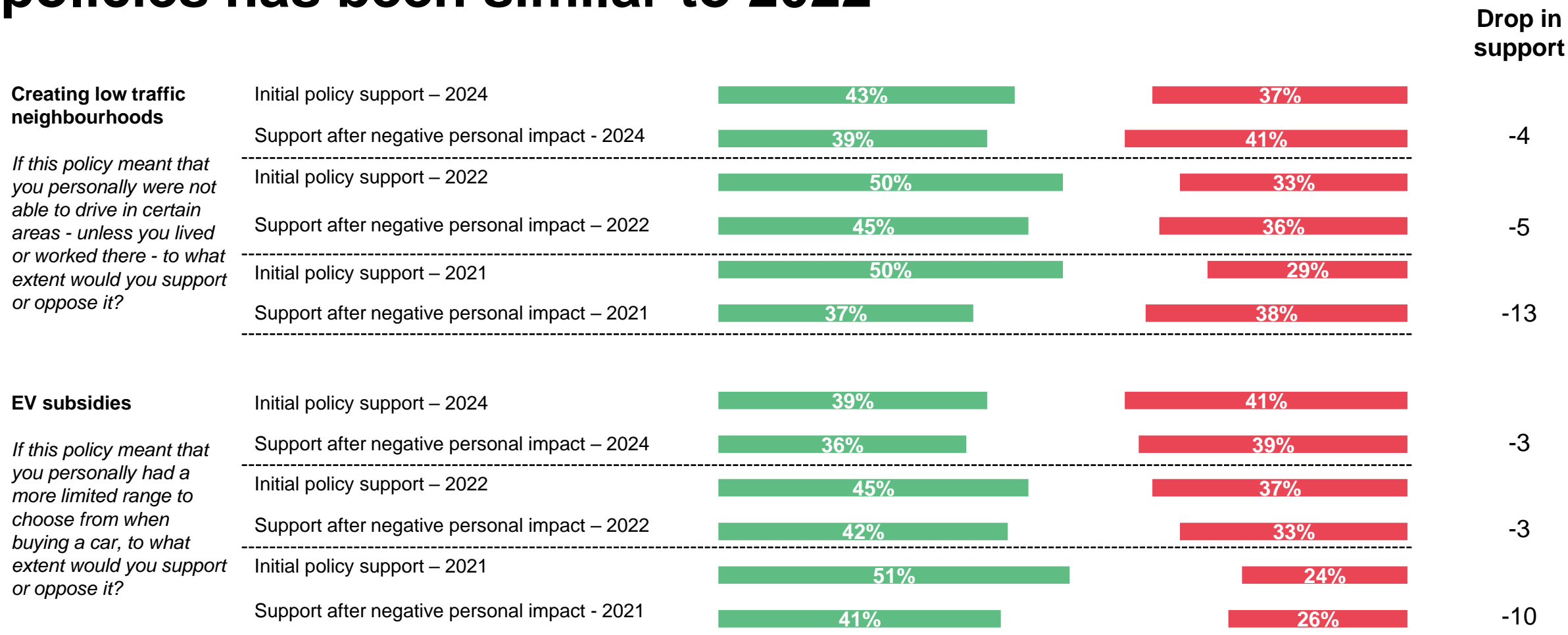
# While people are split on whether they support EV subsidies, half would if it made buying an EV cheaper



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

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

# The impact of negative personal impacts on support for policies has been similar to 2022



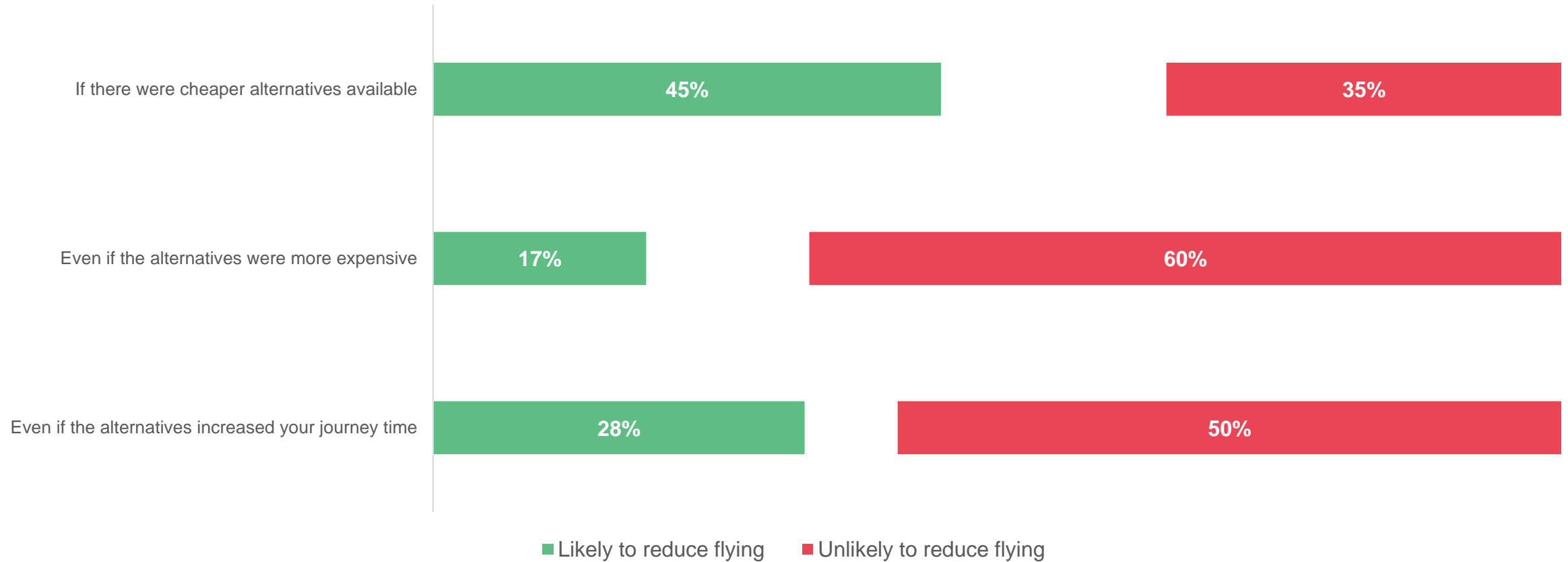
Q: To what extent do you support or oppose this?

Base: 2024 - 4201 UK adults aged 16+, 18 – 24 April 2024.

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



# 45% of regular flyers would reduce the amount they fly to benefit the environment if alternative transport was cheaper

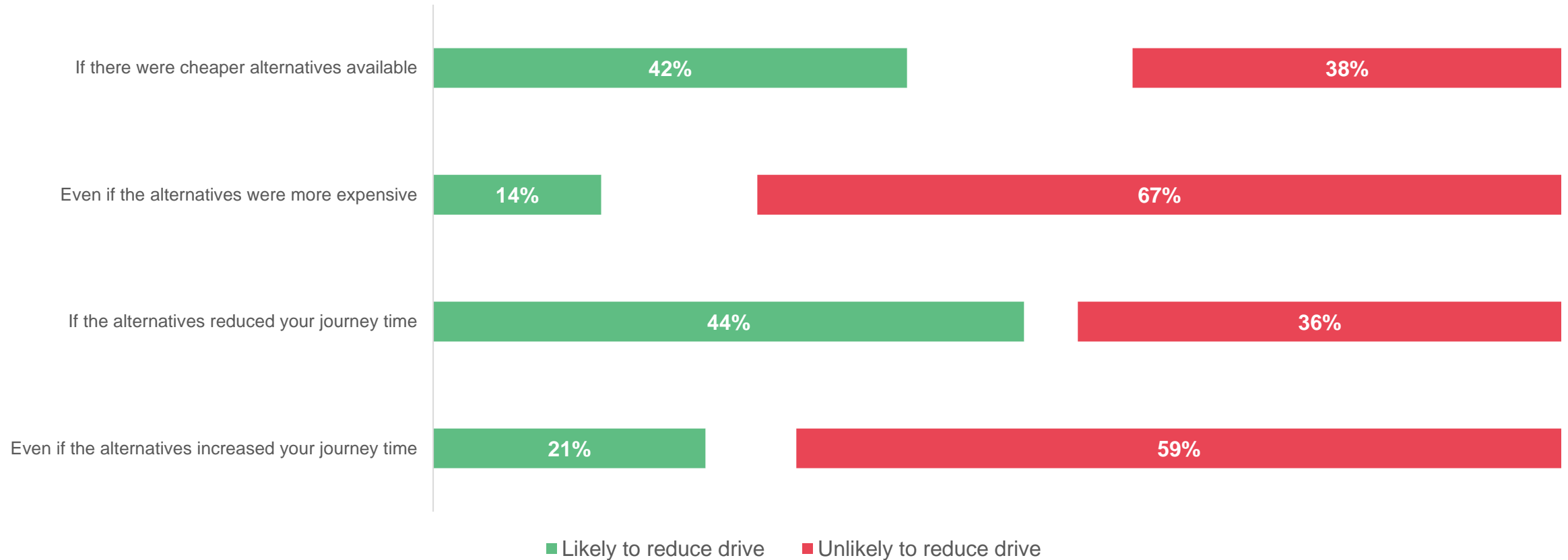


Q: And how likely or unlikely, if at all, would you be to reduce how often you fly in order to benefit the environment, ...

Base: 1282 UK adults aged 16 + who fly regularly (at least 2-3 times a year), 18 – 24 April 2024

17 © Ipsos | Net Zero Living Wave 3 | May 2024 | Version 1 | Internal Use Only

# People who drive regularly are divided on whether they would reduce the amount they drive, even if it would save them time or money

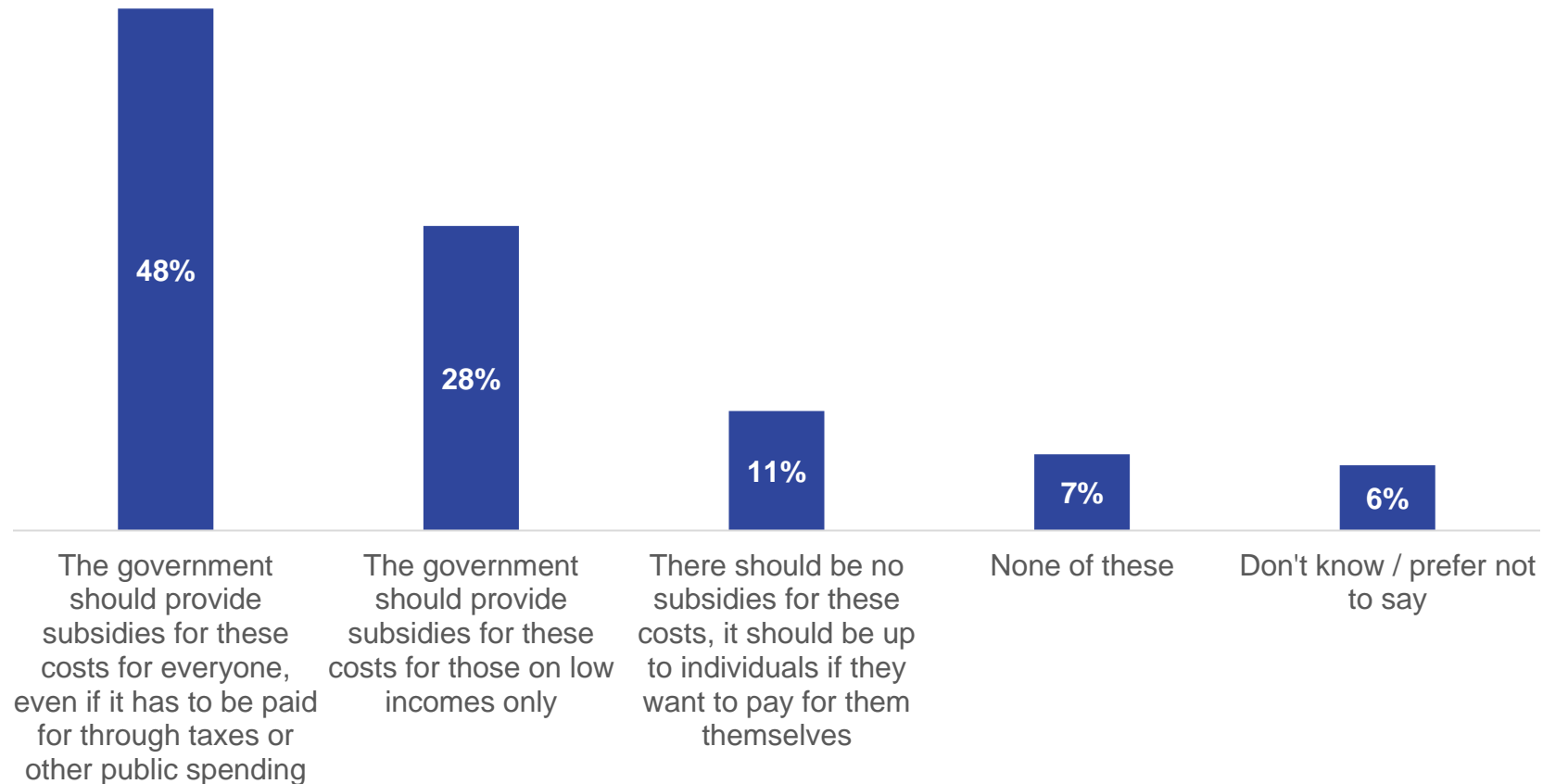


Q: And how likely or unlikely, if at all, would you be to reduce how often you drive in order to benefit the environment, ...

Base: 3224 UK adults aged 16 + who drive regularly (at least once a week), 18 – 24 April 2024

18 © Ipsos | Net Zero Living Wave 3 | May 2024 | Version 1 | Internal Use Only

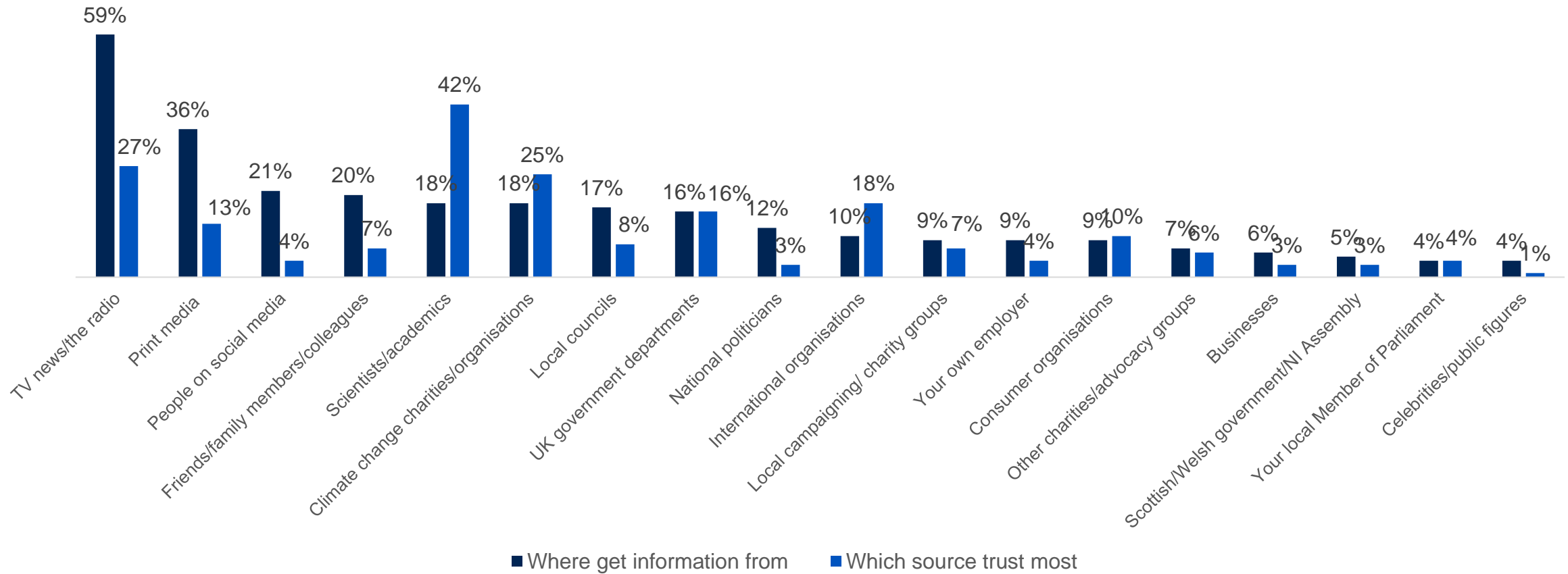
# Half (48%) support government subsidies for all to cover the cost of climate policies or changes



Q: Which of the statements below, if any, is closest to your opinion about whether [the cost of climate policies or changes] should be subsidised by government or not?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

# Traditional and social media most common sources of information on net zero policies – but not necessarily most trusted



Q: From which of the following groups, if any, do you get information about policies to help the UK meet its net zero targets?; And which of the following groups, if any, would you trust most to provide reliable information about policies to help the UK meet its net zero targets?

Base: 4201 UK adults aged 16+, 18 – 24 April 2024

## 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.

**Positive impact:** If this policy meant that it would be easier for you personally to walk, cycle or wheel around your local area, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that you personally were not able to drive in certain areas – unless you lived or worked there – to what extent would you support or oppose it?

#### Electric vehicle subsidies

The government may want to subsidise the purchase of electric vehicles by consumers 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 2035 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.

**Positive impact:** If this policy meant that it was cheaper for you personally to purchase an electric vehicle, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that you personally had a more limited range to choose from when buying a car, to what extent would you support or oppose it?

#### Frequent flier levies

The government may want to replace the 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 travel.

**Positive impact:** If this policy meant that you personally had access to better public transport, with improvements funded by money raised from a frequent flyer levy, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that it took you longer to travel abroad because you had to take a different transport method (such as train or ferry) instead of flying, to what extent would 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.

The government is currently planning to ban new gas boilers in new-build homes from 2025. Installing a new gas boiler in existing homes will also be banned in future, potentially by 2035. Homeowners would still be able to use their current functioning gas boilers, but when they come to replace their boilers, they would need to buy a different type of heating system, such as an electric heat pump or hydrogen boiler.

**Positive impact:** If this policy meant that you personally had to install an alternative heating system with cheaper running costs than a gas boiler, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that you personally had to make changes to your home (such as replacing your radiators) to allow you to install an alternative heating system instead of a new gas boiler, to what extent would you support or oppose it?

#### Enabling people to make their homes more energy efficient

The government may want to reduce the emissions from home heating by providing more support to enable people to make their homes more energy efficient.

The government would make grants or loans available to enable people to improve their home's energy efficiency. This would help those whose homes are less energy efficient to heat – having an Energy Performance Certificate (EPC) ratings of C or less – to install home insulation (for example, loft, underfloor or cavity wall insulation) to reduce the amount of energy needed to heat their homes.

**Positive impact:** If this policy meant that you personally could get access to a cheaper mortgage (e.g. a cashback or a lower interest rate) if you made your home more energy efficient, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that you personally had to have work done to make your home more energy efficient (such as workmen coming in to install loft, underfloor or cavity wall insulation), to what extent would 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 introduce regulations to ensure that all private pension providers include a pension fund option for people to choose from that only uses sustainable investments that do not harm people or the planet. Other pension funds currently do not consider these types of impacts from their investments. This would be the default pension option for people when setting up a private or workplace pension, unless they chose to opt out of it.

**Positive impact:** If this policy meant that you personally had easier access to sustainable pension funds, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that you personally had to opt-out of a sustainable pension fund if you wanted to save in a standard pension fund (a pension fund that does not make investment choices based on factors like environmental impact, social responsibilities, or governance practices), to what extent would 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 settings such as 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.

**Positive impact:** If this policy meant that you personally had a larger range of vegetarian and vegan options to choose from in these settings, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that you personally were not able to have as many meat and dairy options to choose from in these settings, to what extent would you support or oppose it?

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

The government may want to replace current taxes on food products with 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).

**Positive impact:** If this policy meant that you personally would pay less for plant-based foods like fruits, vegetables, and bread, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that you personally would pay more for meat and dairy products, to what extent would you support or oppose it?

### Material consumption

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

The government may want to replace current taxes 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.

**Positive impact:** If this policy meant that you personally would pay less for some products, for example products without excessive packaging or which had been produced in the UK, to what extent would you support or oppose it?

**Negative impact:** If this policy meant that you personally had to pay more for some products, for example, products with non-recyclable packaging or which had to travel a long way to get to the UK, to what extent would 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 18<sup>th</sup> and 24<sup>th</sup> April 2024.

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=4,201 unless otherwise stated.



**Rachel Brisley**

Rachel.Brisley@  
ipsos.com

**Professor Lorraine  
Whitmarsh**

lw2253@bath.ac.uk



Centre for Climate Change  
and Social Transformations

