Affordability of net zero

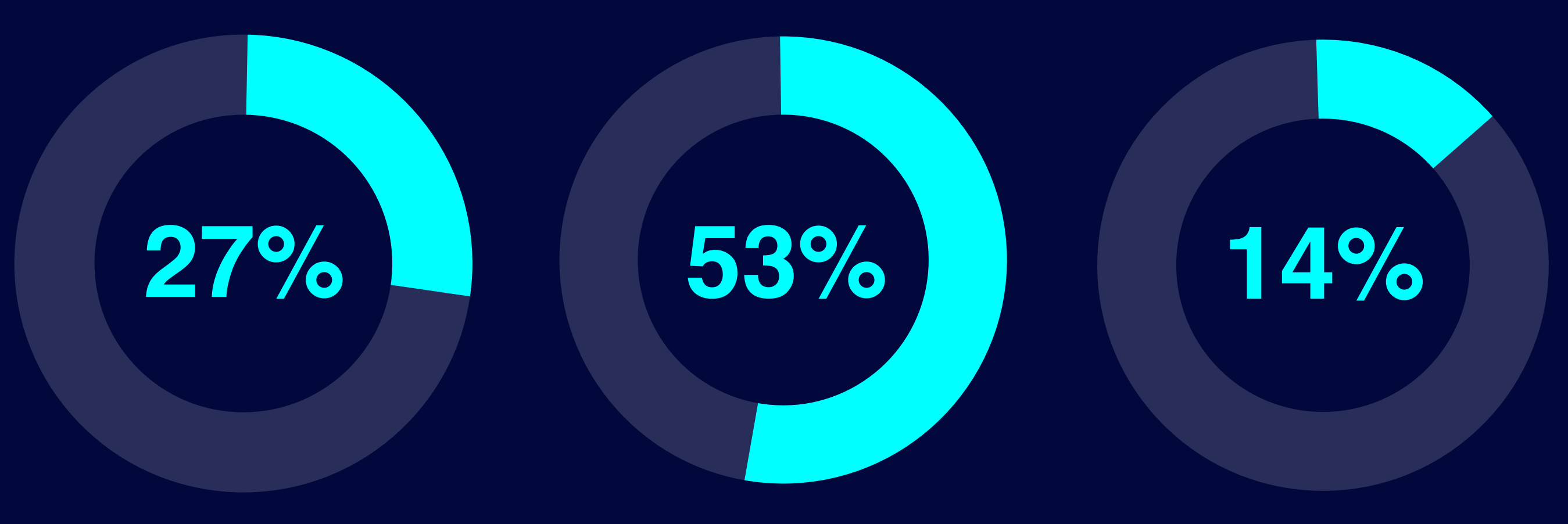
The cost of generating net-zero emission economies by 2050 is likely to impact targets, especially when it comes to personal consumer decisions. Overall, the respondents have an expectation of price increases to achieve net zero. Brits expect prices will go up greatly or slightly on all types of products and services that we have polled if we take action to achieve net zero.

66%
believe cost of living **will be more** expensive

4%
believe cost of living **will be less** expensive

Are Brits willing to make lifestyle changes to reach net zero?

In order to reach net zero carbon emissions by 2050, the public need to engage on net zero goals, one of which is lifestyle changes. Two thirds of Brits believe that day-to-day life will be more expensive if they action green lifestyle changes. **Overall, 53% of respondents are willing to make some changes in their lifestyle.**



will make a **large change** in their lifestyle

will make **some change** in their lifestyle

will make a **little change** in their lifestyle

Only 27% of respondents said that they are **most likely to make a 'large' change** to their lifestyle. Groups that said this are…

52%
of owners of an **electric or hybrid** car

41%
of those living in London

34%
of parents with young children

31%
of Millennials

The **ability of households on low incomes** is limited to change their patterns of consumption whereas higher earners will pay considerably more.

60%
of those on an **income of £150,000 a year** are willing to make a large change in their lifestyle to meet net zero targets

Compared with only …

25%
of respondents who **earns between £12,571 and £50,270**

How much more are the public willing to pay per month?

£22
is what Brits would be **willing to pay extra per month to live a 'greener lifestyle**,' which would include things like using a greener energy supplier, an electric vehicle, or buying different appliances.

However…

£18
People in the **North of England** would only be willing to pay

£27
People in the **South of England** would be willing to pay

£41
Regionally, **Londoners** would pay significantly more than any other

£101
Higher earners would pay considerably more, with those earning over £150,001 a year willing to pay double that of those earning between £50,271 and £150,001, at £51

Higher price point
Younger generations are willing to pay a higher price point per month towards reaching net zero goals

£34
Millennials would pay a month on average

£13
Baby boomers would only pay per month on average

People powered

The primary catalyst for the growth of a decentralised generation is decarbonisation. The falling costs of renewable technologies – in particular solar panels – have made the ability for individuals to generate their own electricity a possibility for anyone able to afford the initial outlay. This has given rise to what's known as **'prosumers'** – individuals and businesses who both produce and consume their own electricity.[1]

[1] *https://www.drax.com/power-generation/could-great-britain-go-off-grid/#chapter-2*

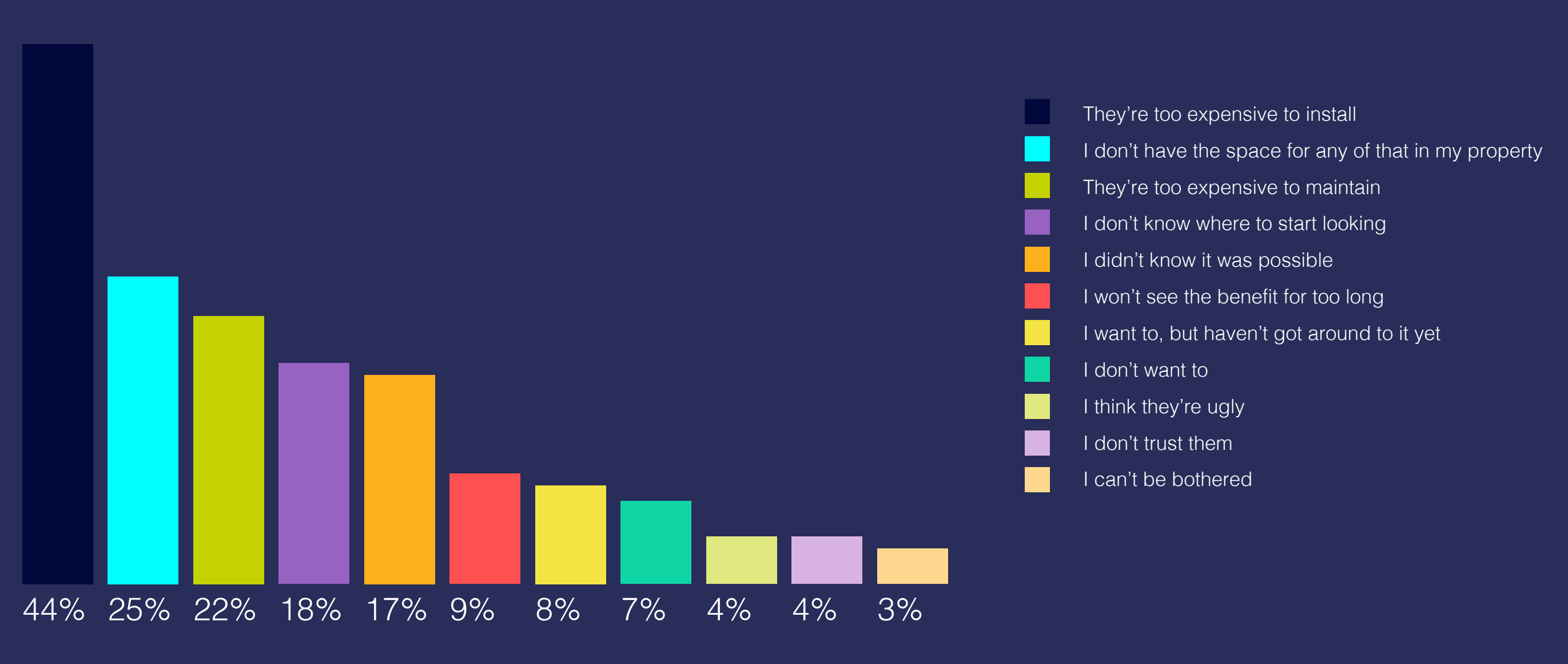
Among respondents that do generate their own electricity solar panels are the most popular option...

1 in 10
either in their household or local community (**10% and 11%, respectively**)

50%
respondents that earn over **£150,001 a year** have solar panels installed

21%
of Brits that earn between **£50, 271 and £150,001** have solar panels installed

*However… reasons for **not generating energy / power at home***



Even 47% of those who earn a higher earning bracket between £50,271 and £150,000 admit that they don't generate their own energy / power for their home because they think it's **too expensive to install**. 28% of this group also said they thought they're **too expensive to maintain**.

When it comes to heating our homes, **gas is the most common form of heating system**, with 62% of Brits saying they use it.

55% of Brits say they **would like to switch** to a more environmentally friendly heating option. Of this, 63% of parents of younger children (younger than 9) would like to switch to a more **environmentally friendly option**.

Across the country when it comes to **shifting to a greener heating option**…

65%
of **Londoners** would switch

58%
of **South East** would switch

57%
of **The North East** would switch

57%
of **Scotland** would switch

Barriers to greener heating tend to involve cost. When we asked respondents to consider what the major barriers are to switching to a greener heating system, most identified cost as the primary barrier.

58%
said installing the equipment was **too expensive**

36%
think the energy costs will be **more expensive**

Looking at the age breakdown, 66% of over 55s say that **high installation costs is one of the main barriers** stopping people from having greener / more environmentally friendly heating methods.

21% of 18-34 year olds said that one of the main barriers stopping them/people from having greener/more environmentally friendly heating methods was because they **hadn't thought about it**, 7 percentage points higher than the national average who said the same.

Electrifying transport

When you buy an electric car there is a high up-front cost, but an **electric vehicle ends up costing less over a lifetime**. Due to the high price point, petrol and diesel cars are the most popular mode of transport that Brits own.

69%
of Brits own a petrol / diesel car

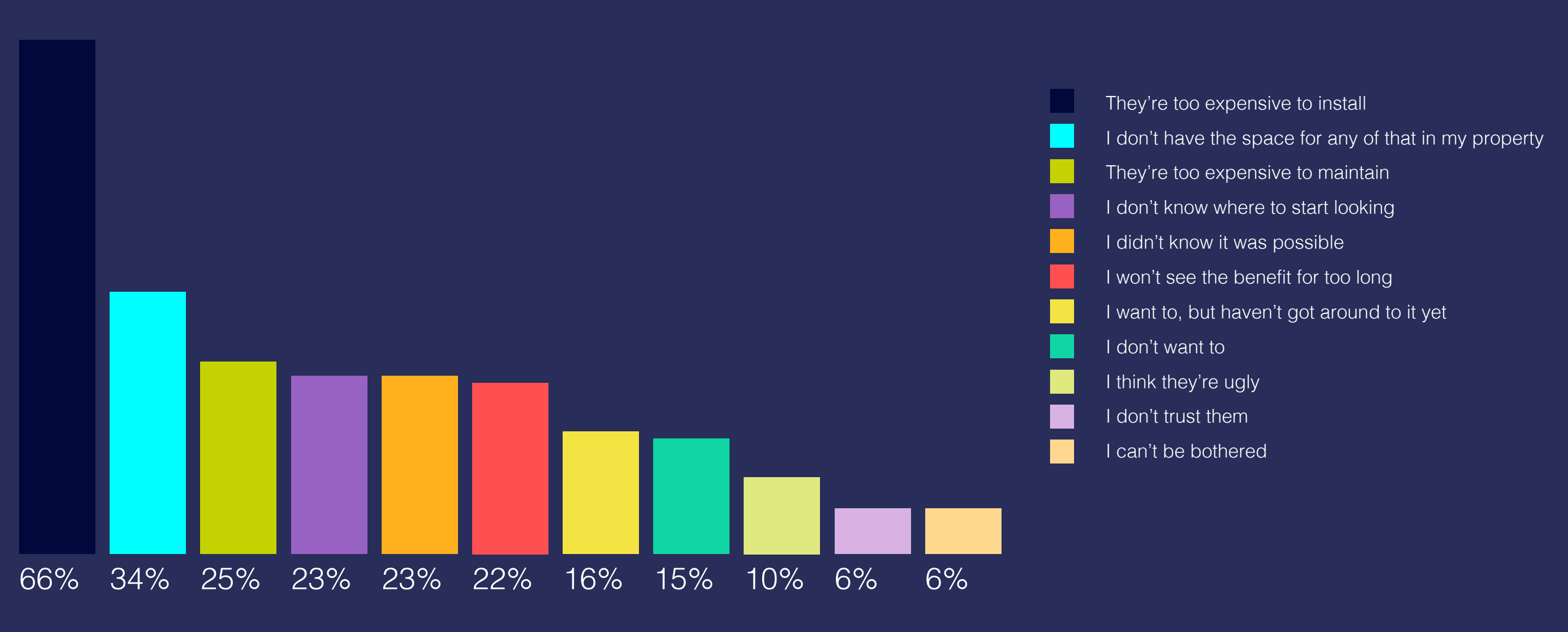
7%
of Brits own an electric / hybrid car

Two-thirds
of petrol owners say owning a hybrid / electric car would be too expensive

Interestingly, electric / hybrid car ownership is **higher among 18-34 years olds** at 13%, compared to 5% among those aged 35+.

When we asked why petrol/diesel car owners do not own a hybrid / electric car, they cited price as the main reason for not owning (66%), as shown in the chart below.

Reasons for not owning an electric/hybrid among petrol/diesel owners



Among this same group…

45%
said when electric vehicles **become cheaper to buy**, they may be influenced to buy one

15%
said that when they can **no longer buy a petrol or diesel car** would they be influenced to own an electric car

11%
said when **charging points are more local to them** would they own an electric/hybrid car, and they would when their technology is more advanced

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