



Intergenerational Research: Top Ten Findings

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The COVID-19 pandemic has slowed the pace of life and meant many are reflecting on the need for action on climate change.

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Young people are often the drivers of environmental behaviour change. They bring older family members along with them.

3

Middle generations want to drive change but are often too busy or cost conscious to implement positive environmental action into family life.

4

Older generations often have an emotional desire to support environmental actions to support the future of younger generations.

5

Many people are unsure what to do, what decisions to make and what the benefits will be to themselves and their families.

6

Lack of trust in companies advising on new low carbon technologies or choices is a barrier to action for many.

7

Understanding the cost and benefits of integrating low carbon technology into individual and family lives is unclear for many due to conflicting advice.

8

Many people believe government involvement is the catalyst for tackling environmental problems, through advice, incentives, new laws and regulations.

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Older generations do not consider electric vehicles as a viable option within their lifetime, but see it as cost effective for their children and grandchildren.

10

Many older generations are happy to pay more in principal to help younger generations financially tackle environmental problems in the future but are concerned about immediate affordability post COVID-19.



The way forward – next steps

- Affordability and convenience are the big barriers to change, with better guidance, education and legislation required for real change to occur.
- Most show interest in understanding more about the steps that are needed to reach net zero.
- Many want utilities to work closely to support and educate customers via active encouragement and be reassured that change is happening.
- Incentivisation for individuals and families must come in a variety of forms – financial, convenient and emotive recommendations.
- Social media is particularly important to younger generations, which should inspire and empower people to make environmental change.
- Individuals want to be provided with independent, objective and expert information to guide them on purchasing low carbon technology and how to utilise renewable energy.