

# **POWERING CHANGE: UK PUBLIC SENTIMENT ON ENERGY COSTS, CLIMATE GOALS, AND CORPORATE RESPONSIBILITY**

- The research was carried out online between 24th October 2024 and 28th October 2024
- The sample comprised 2,052 UK adults
- All research conducted adheres to the UK Market Research Society (MRS) code of conduct (2023)
- All research processes comply with the DPA (2018)



## Wattstor Research Summary

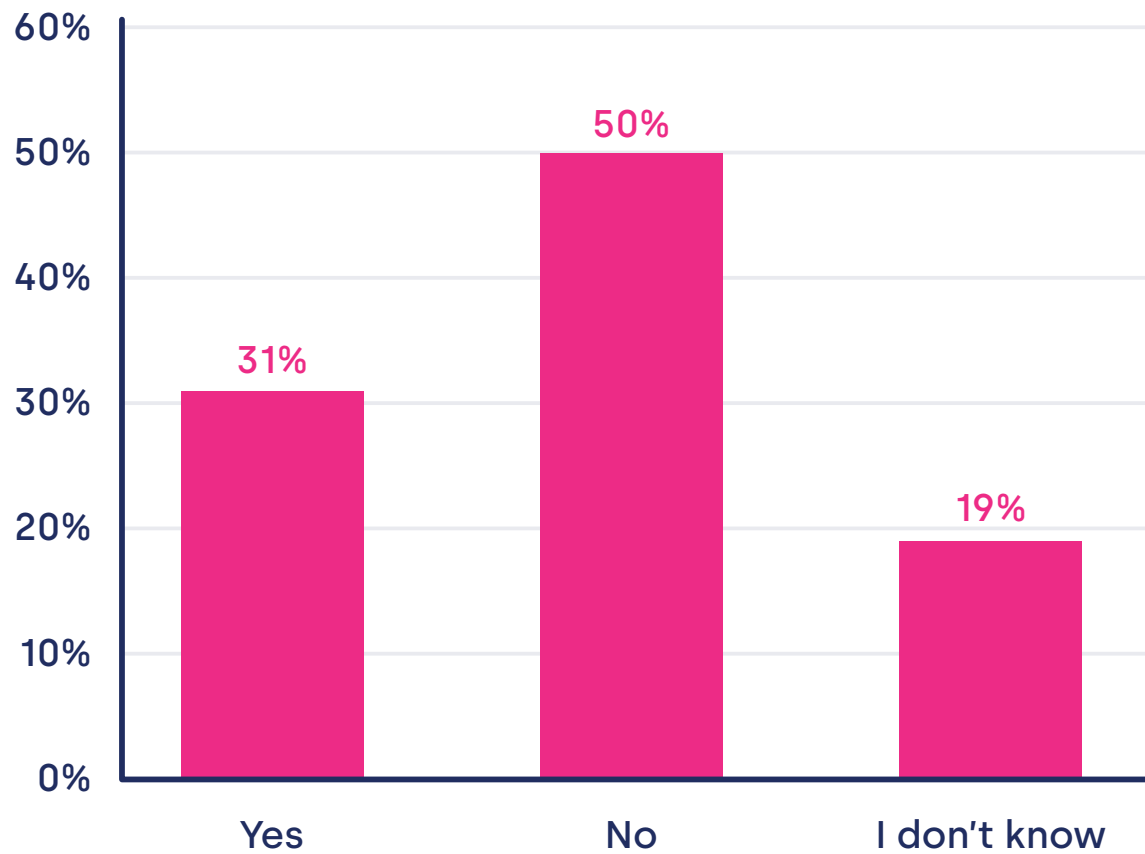
In October 2024, Wattstor commissioned a comprehensive survey of 2,052 UK adults to explore public sentiment on energy costs, climate goals, and corporate responsibility. The findings shed light on critical challenges and opportunities in the UK's journey toward a sustainable energy future.

The findings underscore a pressing need for collective action to address public concerns over energy costs and climate goals. Businesses, in particular, have an opportunity to lead the charge by adopting and showcasing sustainable energy solutions. With strong consumer support for renewable energy initiatives, organisations that act decisively can benefit from increased trust and loyalty.

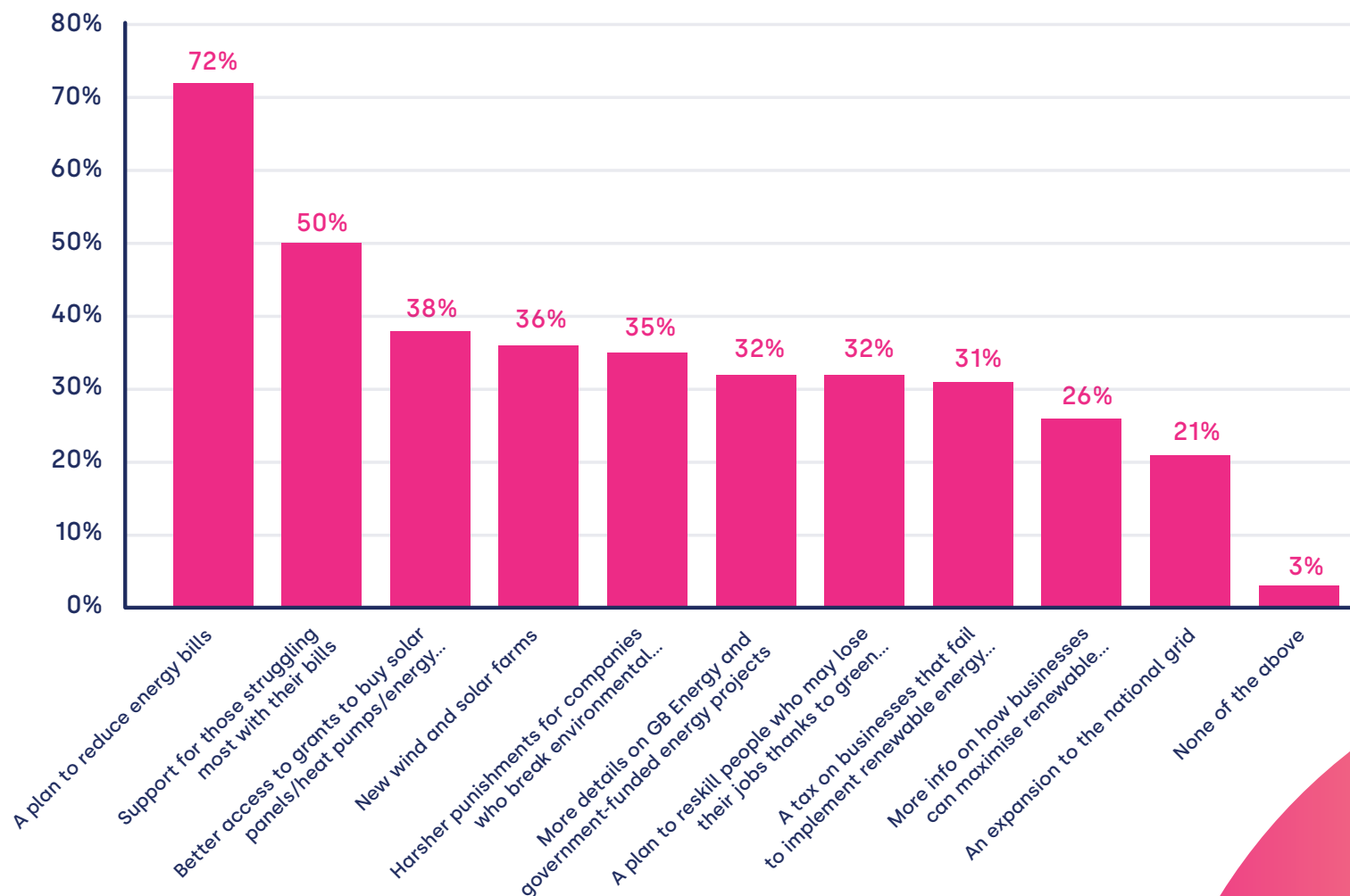
**Wattstor is proud to present the findings of our research. We believe these insights will be instrumental in guiding businesses and policymakers as they navigate the challenges of creating a more sustainable and energy-resilient future. By understanding these priorities, organisations can take meaningful action to address energy concerns, meet consumer expectations, and drive progress towards a net-zero economy.**



## Do you think the UK is on track to reach its 2050 net zero target for greenhouse emissions?

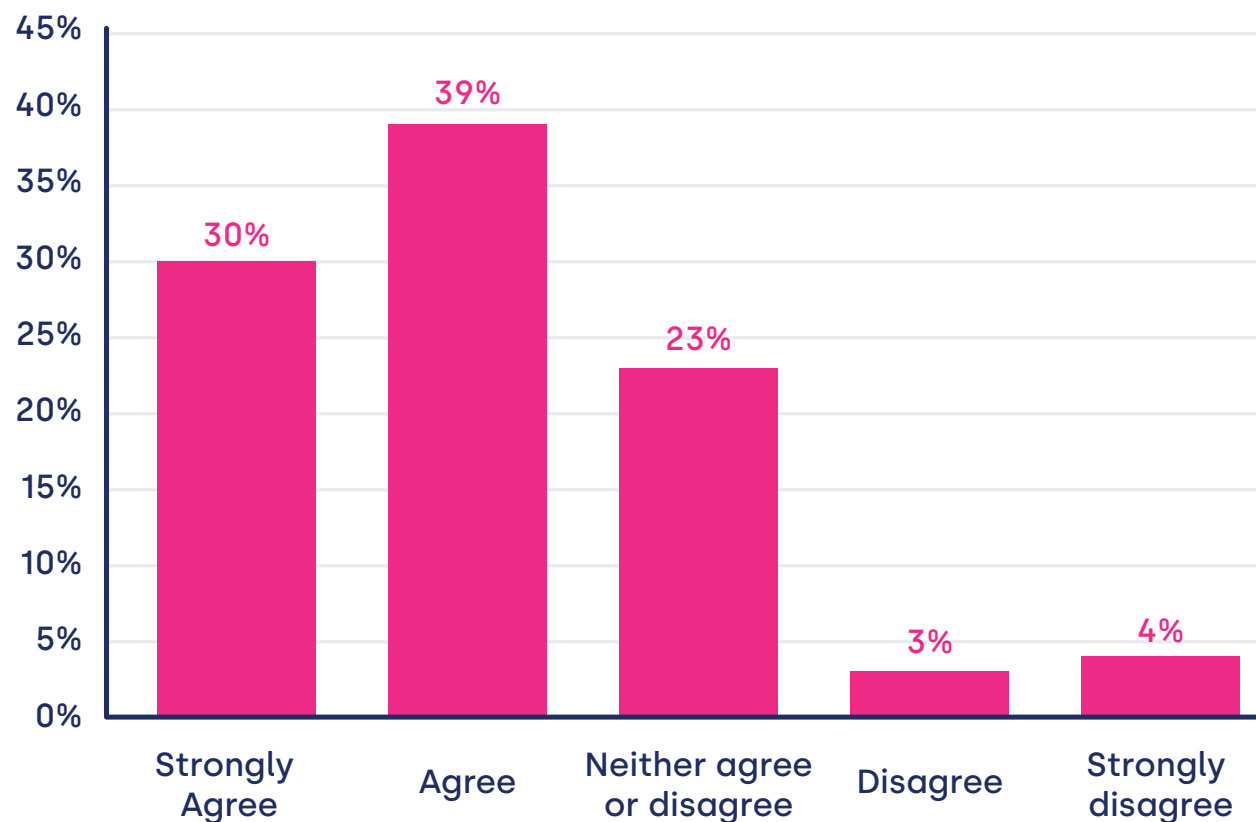


Prior to the Autumn Budget, respondents hoped the following would be announced:



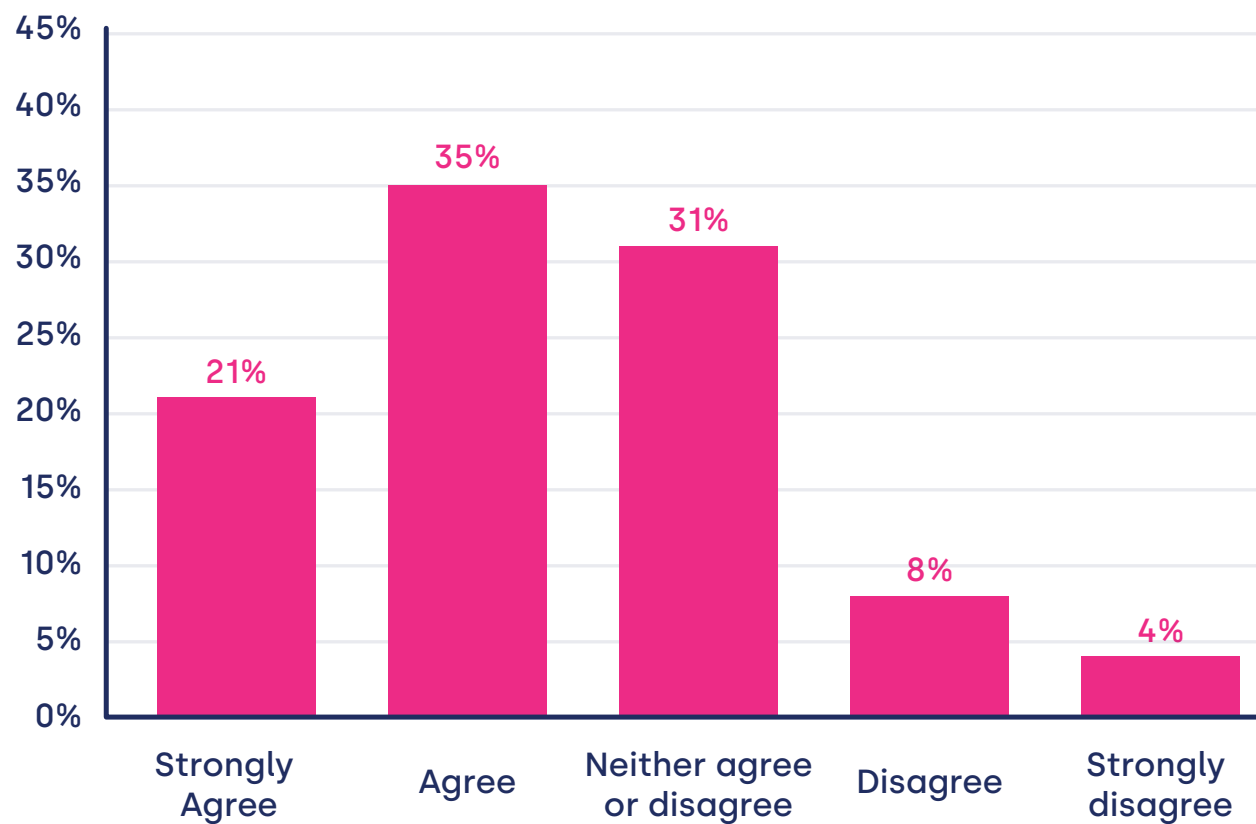
## How far do you agree with the following statements about renewable energy and business?

It is important to me that the businesses I buy from take sustainability and renewable energy seriously



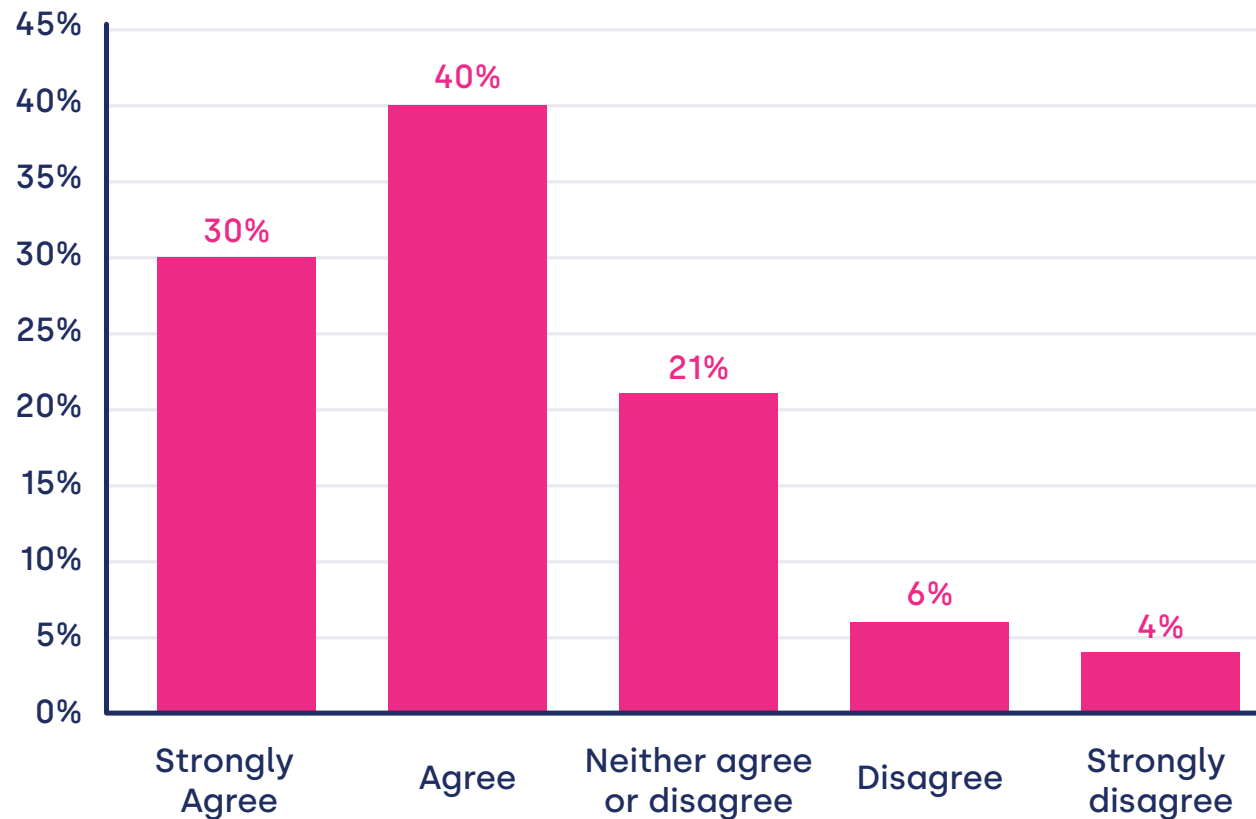
## How far do you agree with the following statements about renewable energy and business?

I don't think UK businesses are doing enough to help towards net zero

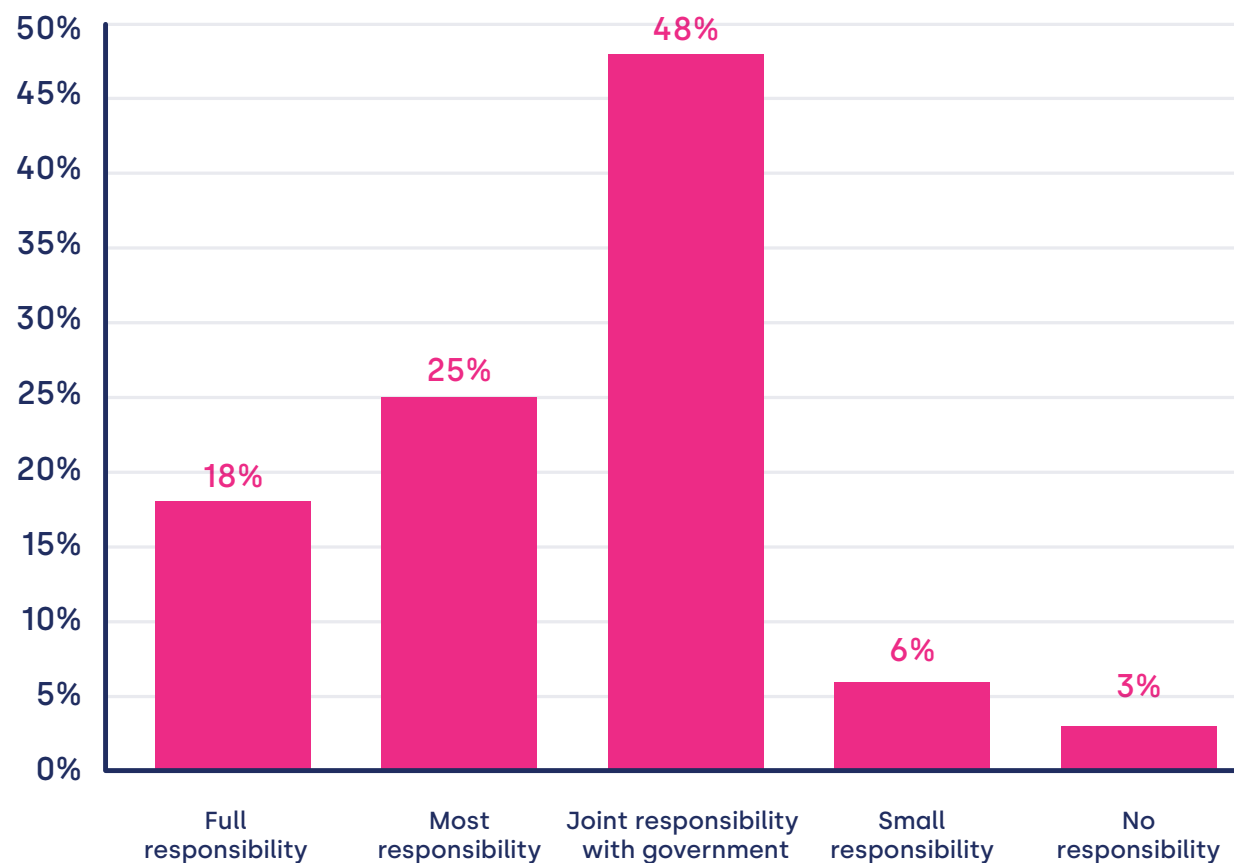


## How far do you agree with the following statements about renewable energy and business?

Businesses should be held responsible by government for failing to take sustainability and renewable energy seriously

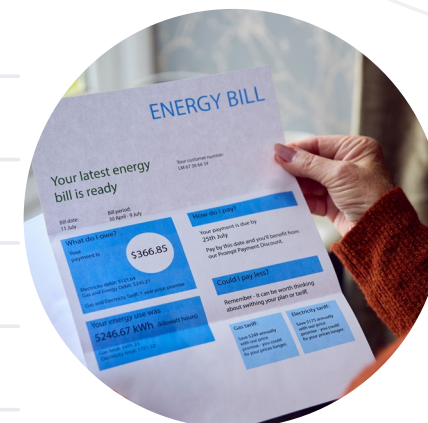
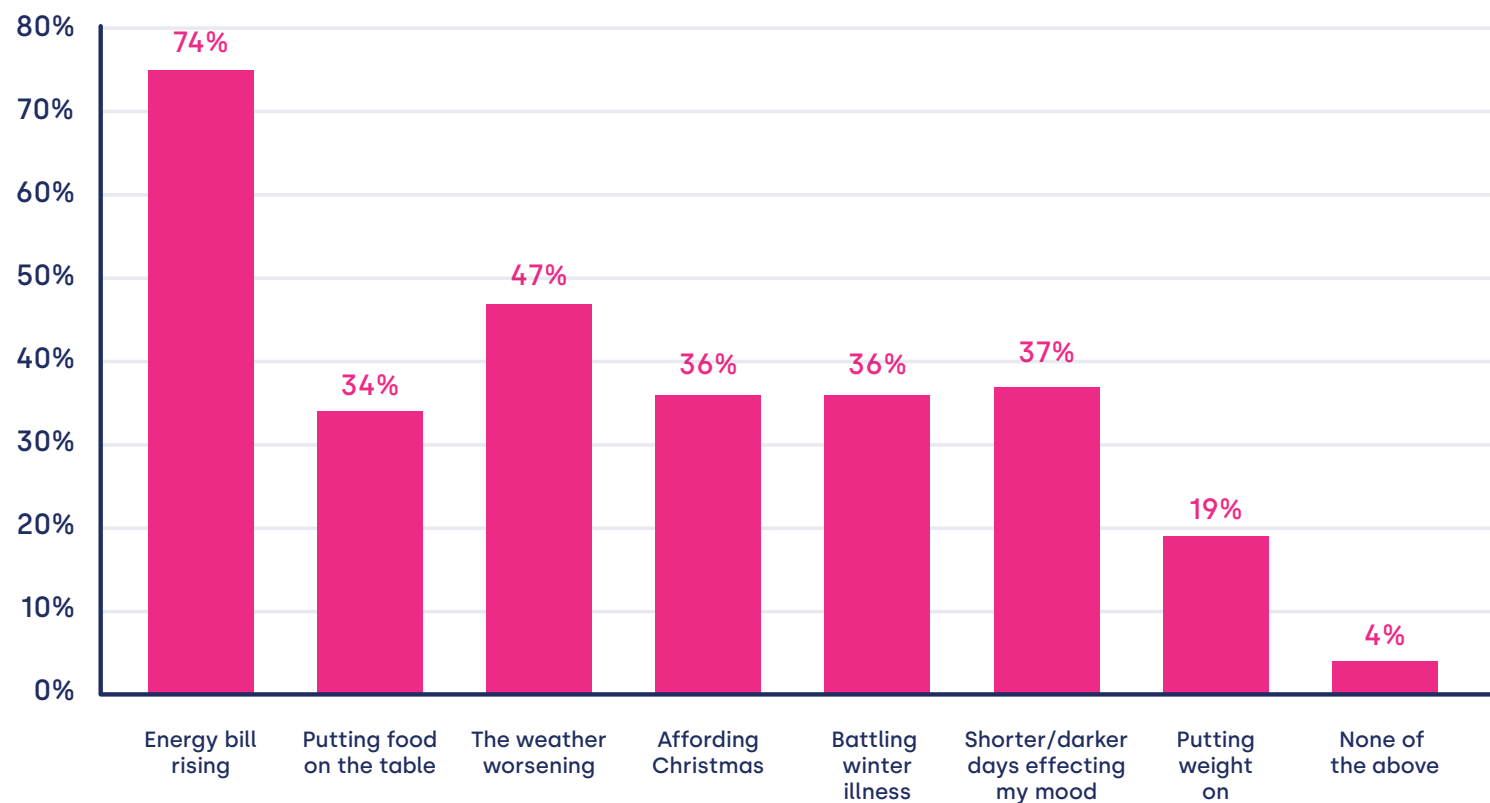


How much responsibility should be placed on businesses when it comes to the UK reaching its net zero target?





Of the below options, which are you worried about as we head into winter?



## Final thoughts...

Our research gauges the expectations UK consumers have when it comes to businesses and net zero. While many companies are already taking it seriously, the results of our survey show that more can be done, particularly when the public believes that businesses should be taking a leading role in the UK's decarbonisation journey.

**That said, this research highlights a clear commercial imperative for doing so - consumers want to buy from responsible businesses and have said that it is a key consideration when choosing where they spend their money.**

For those businesses that have capacity for an onsite renewable energy system, it therefore not only makes environmental sense. It makes commercial and reputational sense too.

Wattstor is committed to helping businesses transition to renewable energy while reducing costs and carbon emissions. By enabling enterprises to generate and store energy at the point of use, Wattstor's innovative solutions offer a pathway to greater energy resilience, lower electricity costs, and a lower carbon footprint.

### Interested to learn more?

You can find more insights from Wattstor via the link below or email our friendly team of experts directly [sales@wattstor.com](mailto:sales@wattstor.com)

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