



# The Year 2020

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## Summary Report

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25<sup>th</sup> January 2011

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Global Action Plan

## **INTRODUCTION**

This Key findings report is based on the results from The Global Action Plan 'Year 2020' survey; fieldwork was undertaken between 13th to 17th January 2011. Total sample size was 1,053 adults aged 16-24 and was conducted online<sup>1</sup>. The figures have been weighted and are representative of all UK adults (aged 16-24).

## **METHODOLOGY**

This survey has been conducted using an online interview administered members of the YouGov Plc UK panel of 320,000+ individuals who have agreed to take part in surveys. For this nationally representative survey<sup>2</sup>, YouGov used a sophisticated sampling matrix, which draws a random sample of representative respondents based on age, gender, SEG and the region where they live (plus some attitudinal demographics – e.g. newspaper readership, past vote, financial status – were used to ensure that the correct profile of respondents were invited to participate). The pre-selected respondents were emailed and invited to take part in the survey and, according to the responses received, a small weighting factor was applied to address any imbalances in the sample at the analysis stage.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

## **BACKGROUND**

The survey was conducted by YouGov on behalf Global Action Plan to gain an understanding of what UK 16-24 year olds would like and would not like to see in the year 2020. This follows on from work that Global Action Plan has undertaken prior to the YouGov research. The research will give insight into how 16-24 year olds envisage life in the year 2020.

The survey was constructed in two parts; firstly the open ended questions (please see "Plus Bus" analysis). The second part consisted of 17 statement questions about changes/ features in 2020. The respondents were asked to rate each statement on the scale; "Would really like", "Would quite like", "Would dislike", "Would really dislike", "Don't know, no opinion"

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<sup>1</sup> Please be aware that YouGov is an on-line research agency and all of our respondents are regular Internet users.

<sup>2</sup> Although our total 'panel' of respondents is not an exact representation of the British public, it does contain enough people in each major demographic group to draw SAMPLES that do represent the population as a whole. This is because:

- our pool is sufficiently large to capture Britain's diversity;
- the company's recruitment strategy seeks to maximise the chances of obtaining a broadly-based panel; and
- the internet itself has now reached all parts of British society.

**To what extent, if at all, would you like to see each of the following in the year 2020?**

***“People living more sustainably”***

Overall, nearly nine out of ten 16-24 year olds (89%) would like to see people living more sustainably in 2020. This had the highest number of positive response amongst all of the statements asked.

***“A growing number of policies in place to curb unsustainable growth of the world’s population “***

More than one in five (21%) 16-24 year olds would dislike to see a growing number of policies in place to curb the growing population in 2020, compared to 61% that would like to see this. Interestingly 16-24 year old females are less likely to support this (56%) than males (66%).

***“More support for greater education for woman worldwide “***

78% of 16-24 year olds would like to see more support for greater education for women worldwide. Perhaps unsurprisingly, 86% of females would like to see this in 2020, compared to 71% of males.

***“Retailers increasingly only stocking products that meet high environmental and ethical standards”***

Overall, 72% of 16-24 year olds would like to see retailers increasingly only stocking products that meet high environmental and ethical standards in 2020. Again, this is higher amongst females (77%) than males (68%). Furthermore, this is higher amongst the 21-24 year olds (76%) than the 16-17 year olds (67%).

***“The majority of homes producing their own energy”***

Just over 4 out of 5 16-24 year olds (81%) would like to see the majority of homes producing their energy in 2020. It is worth noting that this is higher amongst males (84%) than females (79%), the reverse of what we’ve seen in the previous statements.

***“Homes utilising natural resources such as rain water (e.g. to flush the toilet and watering the garden)”***

This statement saw high positivity amongst the 16-24 year olds; 84% said they would like homes to utilise natural resources in the year 2020, half of 16-24 year olds (50%) said they would really like to see this. Interestingly, there were some regional differences here - 9 out of 10 (90%) of those in Scotland said they would like to see this, in comparison to 78% of those in London.

***“People being able to spend less time at work and increasingly work from home”***

Overall, 68% of 16-24 year olds would like to see people being able to spend less time at work and increasingly working from home in 2020. 16-24 year old females are slightly more likely to like this (68%) than males (67%)

***“People spending more time volunteering in their local community “***

75% of 16-24 year olds would like to see people spending more time volunteering in local communities in 2020. However, nearly a fifth of 16-24 year olds (18%) answered “no opinion/ don’t know” to this. Again, positive responses were higher amongst those living in the Midlands (81%), compared to just 69% of those in the East of England.

***“Growing interest in science and engineering subjects in schools due to the increasing number of environmental jobs needing skills in these areas”***

Overall, four fifths of 16-24 year olds (80%) would like to see a growing interest in science and engineering subjects in schools in the year 2020. This is higher amongst 21-24 year olds (85%) compared to 18-20 year olds (78%) and 16-17 year olds (74%).

***“High carbon taxes resulting in companies investing heavily in sustainable development”***

Nearly one quarter (24%) of males would not like to see high carbon taxes in 2020, compared to 15% of females. On the other hand, an equal percentage of males and females (66%) would like to see higher carbon taxes in 2020. Interestingly, nearly double the amount of females (19%) answered don’t know/ no opinion, in comparison to 10% of males.

***“Electrical appliances no longer having standby power options/ buttons”***

More than two thirds of 16-24 year olds (69%) would like to see electrical appliances no longer having standby power options/ buttons in the year 2020. Nevertheless, almost one fifth (18%) would not like to see this. It is clear that female 16-24 year olds are more in favour of this than the males; 71% of females would like to see this in 2020, in comparison to 66% of males. The overall percentage of the respondents who would like to see this showed a similar trend; 71% of females are in favour compared to 66% of males.

***“People choosing to eat a lot less meat and dairy products”***

Less than half (42%) would like to see people choosing to eat a lot less meat and dairy products in the 2020. However, there were still more 16-24 year olds in favour of this than those not (38%), with the remaining 20% choosing the “don’t know/ no opinion” option.

***“People growing their own food within communal areas or in window boxes or gardens”***

More than three quarters of 16-24 year olds (78%) would like to see people growing their own food within communal areas, window boxes or gardens in 2020. Those in the Midlands were most in favour of this (86%), in comparison to 72% of those who live in London who were least likely to want to see this in 2020.

***“Rooftops being turned into growing spaces”***

73% of 16-24 year olds would like to see rooftops being turned into green spaces, in comparison to 13% who wouldn't like to see this. This is a very similar situation across the different demographics, i.e. there are no major differences.

***“GM food being increasingly accepted”***

Just under half of 16-24 year olds (46%) would like to see GM food being increasingly accepted in 2020, in comparison to only 28% of those who wouldn't. Furthermore, over a quarter (26%) didn't know or had no opinion. 58% of males would like to see this in 2020, in comparison to just over a third (34%) of females. It is also worth noting that more 16-17 year olds (52%) are in favour of this, compared to 44% of 21-24 year olds.

***“A limit on air miles per person meaning that people have to find other ways to travel and holiday in the year 2020”***

This statement showed the lowest approval amongst the 16-24 year olds, just under a third (31%) said they would like to see a limit on air miles in the year 2020. Whereas, more than half (57%) said they would not like to see this. The number of 16-24 year olds who said they wouldn't like to see a cap on air miles was particularly high amongst the males (61%), compared to 53% of females.

***“People cycling and walking more for local travel”***

It is interesting to see that 87% of 16-24 year olds would like to see people cycling and walking more for local travel in the year 2020. Furthermore, 53% of these said that they would *“really like”* to see this. Approval of this was one of the highest amongst all the statements.