Executive summary — UK

- Most of the UK wants green energy.
  - **82%** of people believe it is important to create a world fully powered by renewable energy, regardless of age, education level or political ideology.

- In the UK, support for renewable energy is especially rooted in:
  - **National pride about technology leadership**. **74%** of people say they will be proud if the UK invests time and money to become a global leader in green energy.
  - **Economic benefits**. **73%** of people say building and producing more green energy will boost economic growth.
  - **A public wish to continue to lead. 68%** of people think the UK should lead the world in building and producing green energy.

- **70%** of people want to increase use of offshore wind in the UK