

Press release: Monday 19 April 2021

## Green jobs are the key to Covid recovery, 75% Brits believe\*

*Over three quarters of people around the country believe that creating more green jobs in their local areas would provide employment opportunities for those who have lost their jobs during the pandemic.*

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### Vital stats

- 76% of people in England believe that creating more green jobs in their local area would provide opportunities for people who have lost their jobs during the pandemic
- 71% think that local green jobs would bring more money into the area and regenerate the economy - this is highest in the North East (80%) and East Midlands (75%)
- More than half (54%) of people think more green jobs in their area would avoid people having to move away to find high-quality jobs – with people in the North East (66%) and South West (61%) most likely to think that green jobs would solve this problem

***\*According to new polling by Ipsos MORI, commissioned by UK100, the network for UK locally-elected leaders committed to climate action.***

Three quarters of people in England believe that creating green jobs is the key to addressing the unemployment crisis caused by Covid-19, according to new polling.

The Ipsos MORI research, commissioned by the network for locally-elected leaders committed to climate action UK100, found that over 70% believe green jobs would help to regenerate the local economy, with as many as 80% in the North East and three quarters in the East Midlands holding this view.

And despite most people feeling satisfied with their local area (82%), half (54%) believe that a green employment revolution would halt the employment brain drain from their areas that sees thousands flocking to big cities around the country.

The research into public attitudes to green jobs comes just as new unemployment figures are being released (Tuesday 20 April).

The figures are expected to show that unemployment is still much higher than it was this time last year - even while furlough is still ongoing.

Figures released in March from the Office for National Statistics show that the number of job vacancies in December to February 2021 were 26.8% lower than a year ago and that the number of payroll employees is 693,000 down on the same time last year. [\[1\]](#)

Polling was carried out between 1-7 April 2021 by Ipsos MORI for UK100 and involved 8,558 people.

**Polly Billington, Director of UK100 said:**

“This research shows just how much public support there is for green jobs. People not only see these jobs as a way for their communities to recover economically from the Covid-19 pandemic, but they also see them as a way of stopping the brain drain from their local areas, particularly in the North East and South West.

“Building back a better, green economy is the key focus of local elections this May and many candidates from all parties are promising to create employment opportunities in the green industries and businesses of the future. We know from our network of ambitious local authority leaders just how much of an impact councils are already having in the race to Net Zero carbon emissions, and this polling should give every local authority leader the confidence that they have overwhelming public backing in their efforts.

“But there is more to be done: our challenge to anyone standing for election is "What are you doing to create good green jobs in your community?" With the right kind of investment, good green jobs will help communities up and down the country build back better after the Covid-19 pandemic and move the UK towards a better, cleaner and greener future.”

**Further information**

UK100 recently released figures using data from the Place-based Climate Action Network (PCAN) showing how many green jobs could come to local communities around England. There are already 2.7 million workers across the country who have the skills needed to reach Net Zero. You can find out how many green jobs could be in your area and whether the local authority has pledged to go further and faster than the UK government in reaching Net Zero [here](#).

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**For more information go to:** [UK100.org](http://UK100.org)

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**About UK100**

*UK100 is the only network for UK locally elected leaders who have pledged to play their part in the global effort to avoid the worst impacts of climate change by switching to 100% clean energy by 2050. The most ambitious - our Net Zero Local Leadership Club - are doing everything within their power to get their communities to Net Zero as soon as possible, and by 2045 at the latest.*

*To accelerate the transition to a Net Zero society, UK100 brings together local authorities across the country to share knowledge, collaborate and petition the UK Government with their collective power. They are working together to create flourishing communities, seizing the opportunities of technology to establish a nationwide project of renewal focussed on local needs and ambitions. UK100 works closely with elected representatives and policy experts to develop solutions to the challenges all our local leaders face and to build public support for the transition.*

## **Polling**

*On behalf of UK100, Ipsos MORI conducted 8,558 interviews with KnowledgePanel members. Fieldwork took place between 1-7 April 2021. Data was weighted by gender, age, work status, social grade and region to reflect the GB adult population.*