



COP30 webinar

British public opinion on global climate action

November 10 2025

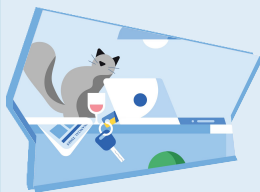
Progressive Activists



Incrementalist Left



Established Liberals



Sceptical Scrollers



Rooted Patriots



Traditional Conservatives



Dissenting Disruptors



...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

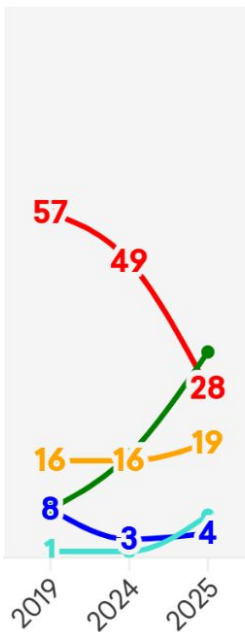
... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system

How would the seven segments vote?

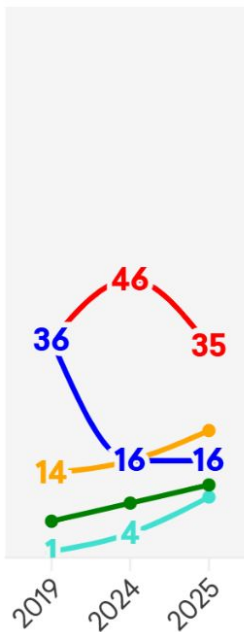
Progressive Activists

"Corbynites"



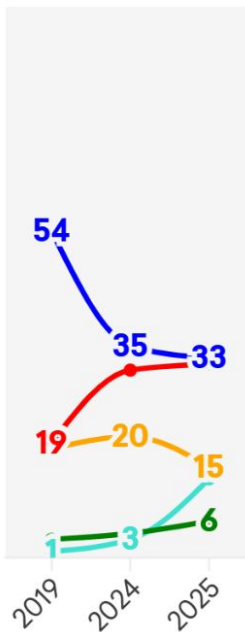
Incrementalist Left

"Social democrats"



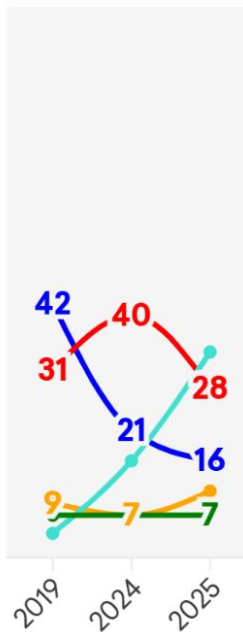
Established Liberals

"Blue Wall"



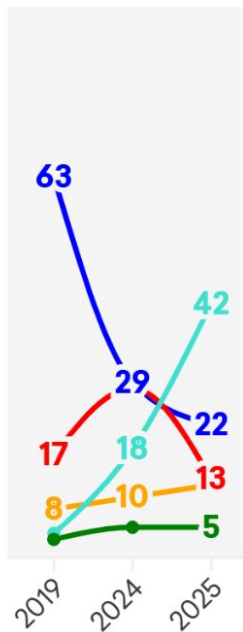
Sceptical Scrollers

"Online Disengaged"



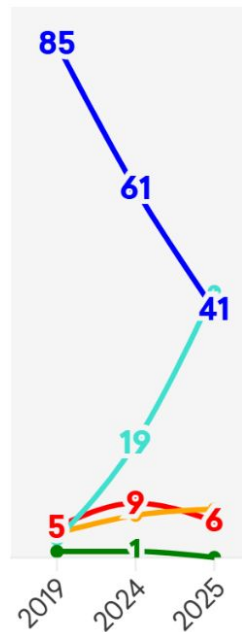
Rooted Patriots

"Red Wall"



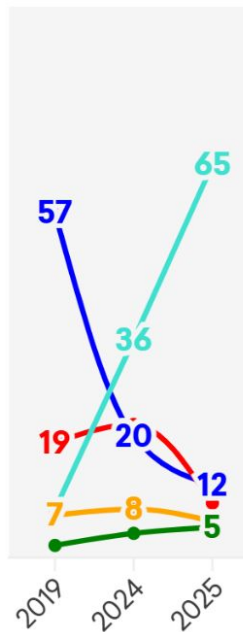
Traditional Conservatives

"Shire Tory"



Dissenting Disruptors

"Populist Right"



The Seven Segments' views on climate and the environment



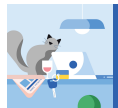
Progressive Activists

Highly committed to ambitious climate action and often support a more radical approach than the wider public.



Incrementalist Left

They want Britain to be a leader on climate and are strongly supportive of net zero, but want assurance that the transition will be handled fairly.



Established Liberals

This group welcomes green technology, are sceptical of radical action - and they want to feel that the transition is financially, not ideologically motivated.



Sceptical Scrollers

Focused mainly on reducing energy bills, this group tends to prioritise policies that benefit them financially. They are more likely than average to believe in climate conspiracies.



Rooted Patriots

This group is worried about the threats of climate change and want it to be taken seriously, but is more concerned that the transition to renewables and net zero is fair to all.



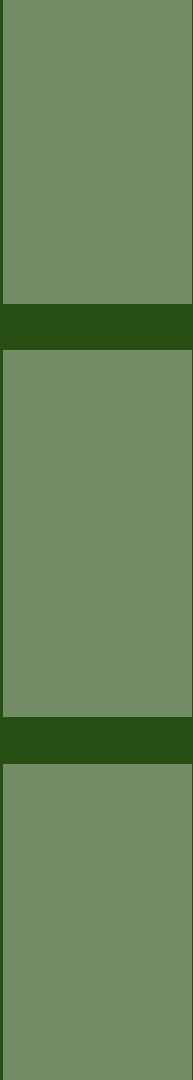
Traditional Conservatives

Dislike radical change, this group is hesitant to support government spending on climate initiatives, preferring market based-solutions.



Dissenting Disruptors

This group is sceptical of net zero and the need for immediate action on climate, even if most are not denialists. More likely than average to believe in climate conspiracies

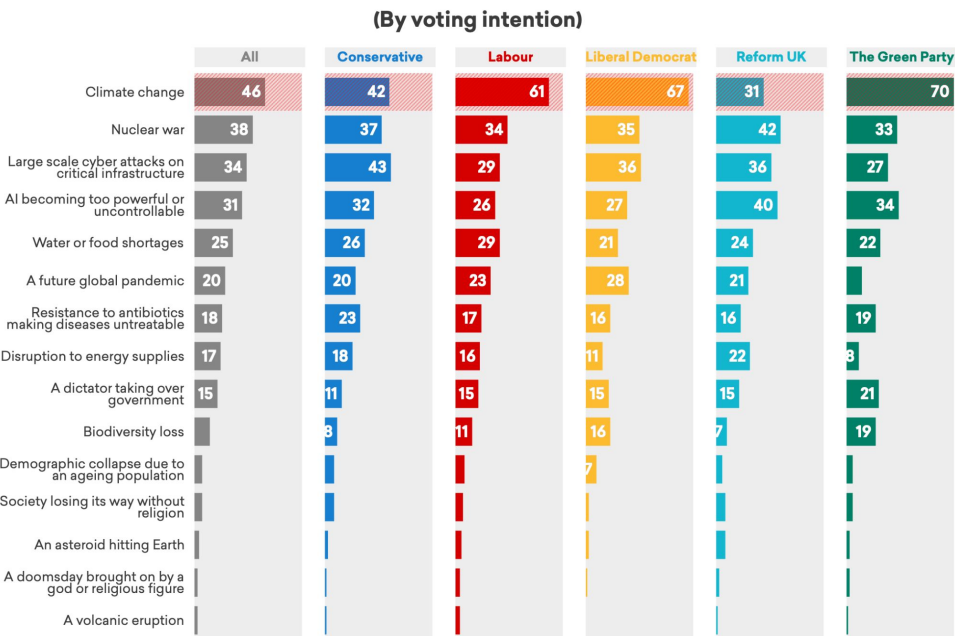


What Britons want from governments

Voters of all parties see climate change as a threat

Across politics, Britons see climate change as one of humanity's greatest threats

Which of the following would you say are the greatest threats facing humanity? (Choose up to three)



Given a list of 15 risks, Britons rank climate change as the top threat facing humanity. Every voter group ranks climate change among the top five threats facing humanity.

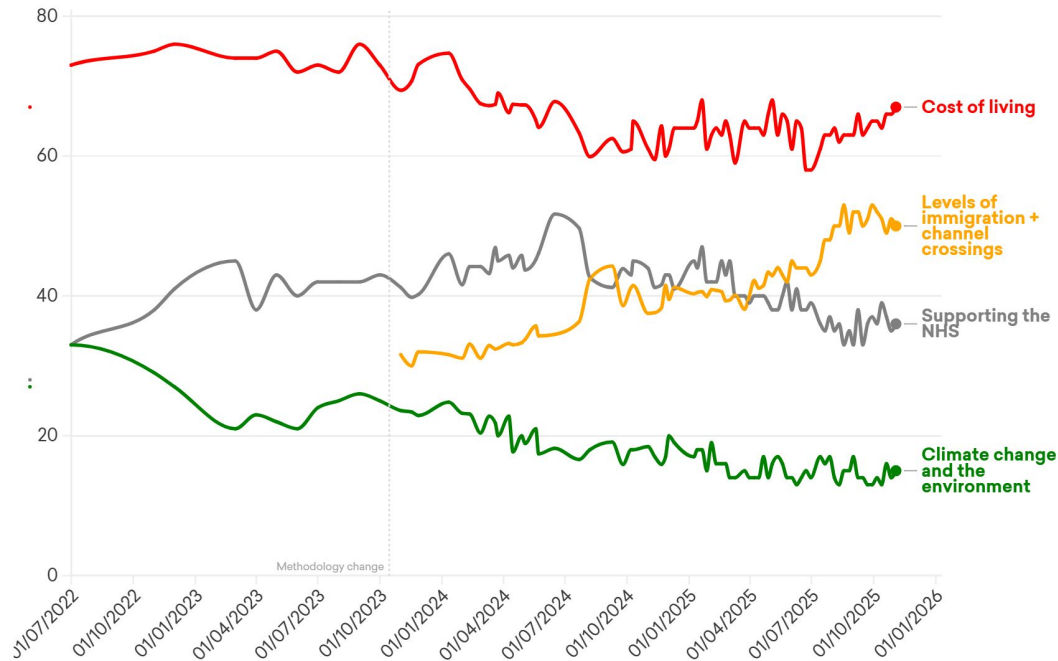
Those intending to vote for the Green Party, for the Liberal Democrats and for Labour see climate change as humanity's greatest threat.

For Conservative voters it is seen as the second largest threat to humanity (after cyber attacks), while for Reform UK voters rank it fourth.

But the environment is just one of many worries...

Britons' big issues over time

In your opinion, which are the most IMPORTANT issues facing the country today? Please select up to three



In More in Common's top issue tracker, the salience of climate has fallen from being a top three issue in 2023 - selected by around a third of the public - to around eighth place, with around 13 - 14 per cent of the public selecting it.

Climate change concern has given way to more immediate and visible issues in people's daily lives such as the cost of living crisis, the NHS, and migration.

"I think people are more worried about money in the pockets at the minute. And so (climate change) has taken a bit of a back seat unfortunately (...) there won't be a world for us to have if we don't tackle it (...) But I do think people have so distracted by the current situation of the cost of living."

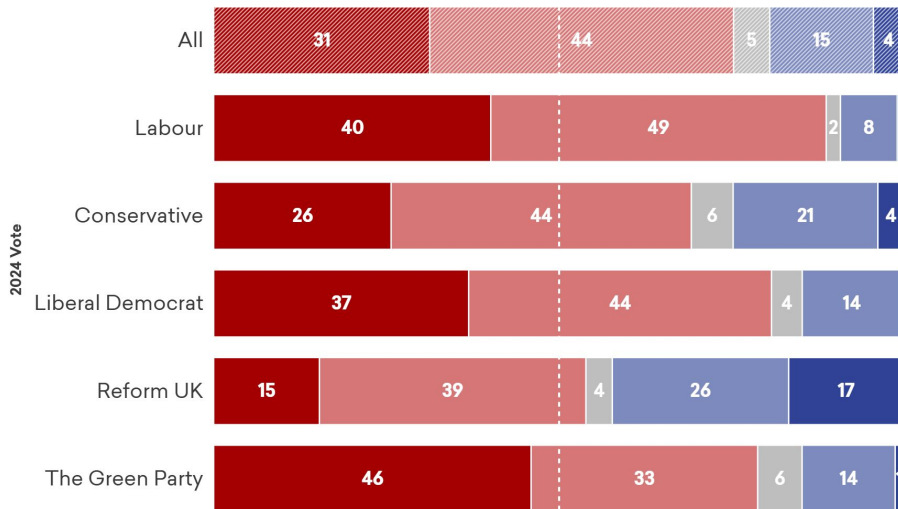
Claire, social worker, Huddersfield

Do we care about COP?

Three in four Britons think that humanity is at risk if we don't act more quickly on climate change

How great of a risk do you believe the planet and humanity is in if we do not act on climate change more quickly?

● At great risk ● A high level of risk ● Don't know ● Not much risk ● No risk at all



COP itself is not front of Britons' minds - just under half (46 per cent) correctly recognise it as a meeting of countries to discuss climate change. Only eight per cent of Britons say they are 'very aware' of COP30.

However, the perceived threat of climate change is high for the voters of all major parties, and **three quarters of Britons believe the planet and humanity are at a high level of risk** if we do not act on climate change more quickly.

Of those who voted Labour in 2024 but are now intending to vote Reform, three quarters say that we are at high levels of risk with only one in five saying we are not.

Britons are pessimistic about international cooperation...

Six in ten think that previous COPs have had no impact on climate change, while only three in ten think it has.

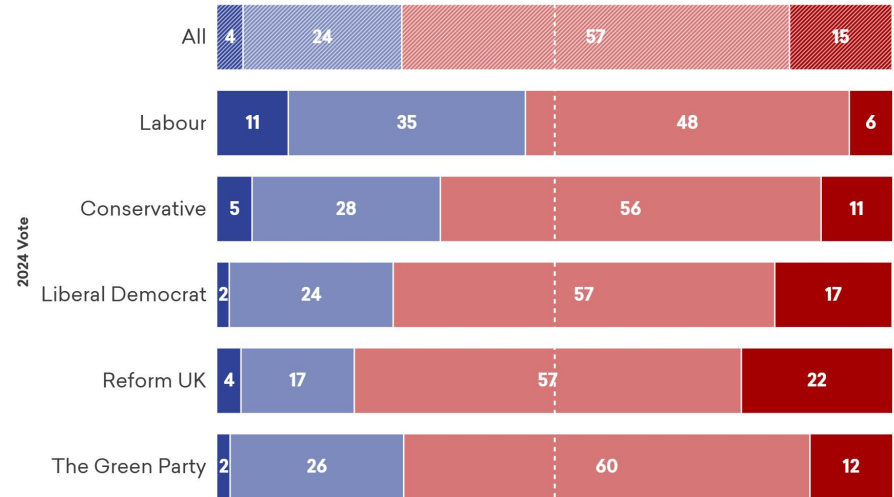
The same proportions are pessimistic the upcoming COP will have no impact.

Ultimately, voters do not have faith that the promises made at COP are worth anything - fewer than three in ten are confident that countries will stick to commitments they make

Few Britons are confident that countries will stick to the commitments they make at COP

How confident are you that the countries attending COP30 will stick to the commitments they make?

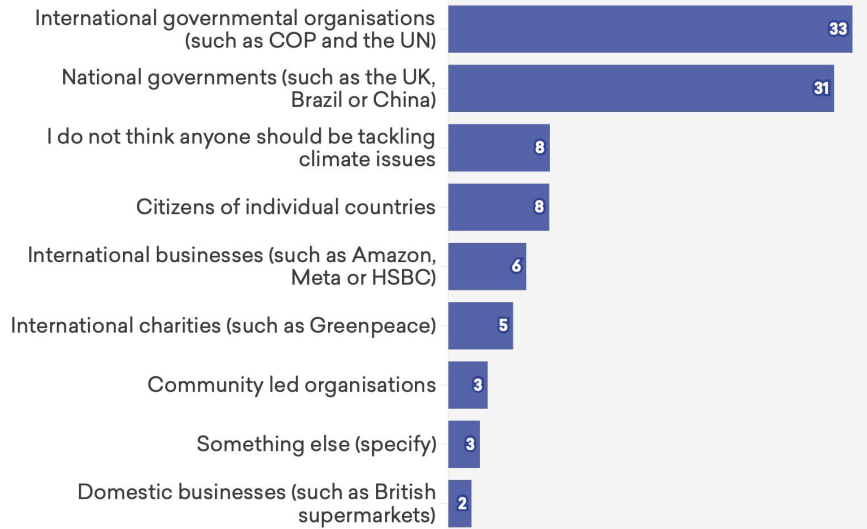
● Very confident ● Somewhat confident ● Not very confident ● No confidence at all



...But still see it as the best hope for tackling climate change

Despite scepticism over COP - COP and the UN are still seen as the best placed to deal with climate

Who is best positioned to deal with global climate issues?



Source: More in Common • October 2025

While Britons are sceptical about COP, they still see international cooperation as the best means to dealing with the climate crisis.

Asked which actors are best positioned to deal with global climate issues, inter-governmental organisations like COP and the UN top the list, closely followed by national Governments.

"I think there needs to be a system where all the nations come together and say look, if you don't have this done by this amount of time you're fined and then that fine money can go towards the developing countries as well and help them out"

Margareta, workshop teacher, London

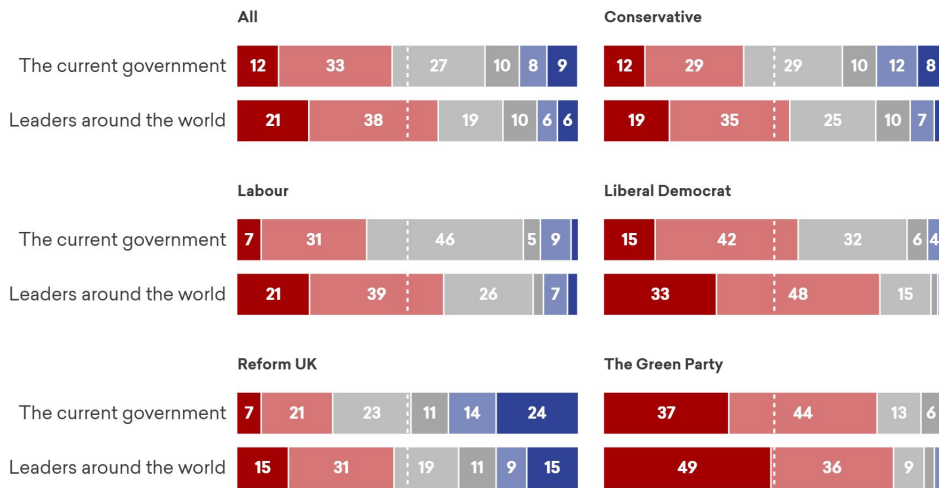
The public want to see the UK and global governments do more

Across politics, Britons believe that global leaders are not doing enough to tackle climate change

Would you say that [The current government/leaders around the world] are doing too much or too little on tackling climate change, or are they doing about the right amount?

(By voting intention)

● Not doing nearly enough ● Not doing enough ● Doing about the right amount ● Don't know
● Doing too much ● Doing far too much



There is a clear public concern that that not enough is being done to tackle climate change: 45 per cent of the public say the UK Government is not doing enough, compared to only 17 per cent who believe they are doing too much.

When it comes to the international community as a whole, this concern is even greater: three in five Britons (59 per cent) say leaders around the world should be doing more, compared to just 12 per cent who think they are doing too much.

Notably, while Reform UK voters tend to think the UK Government is doing too much (38 per cent to 28 per cent), nearly half of this voter group say that global leaders are not doing enough (46 per cent to 24 per cent).

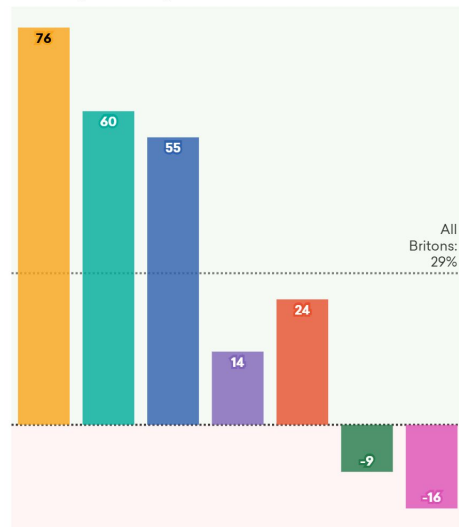
Britons support the Paris Agreement and the 2 degree target...

Britons' are less polarised on the Paris Agreement than they are on Net Zero

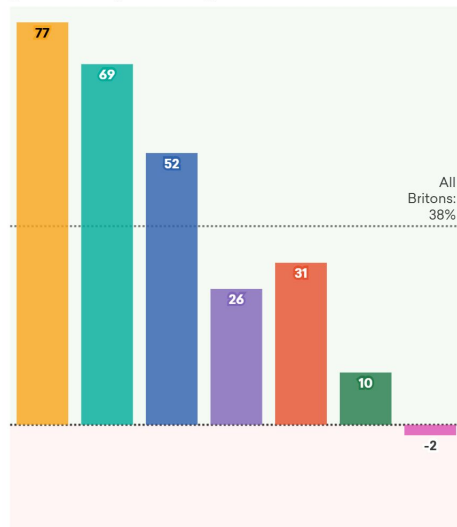
(Net support for each target)

Progressive Activists Incrementalist Left Established Liberals Sceptical Scrollers Rooted Patriots
Traditional Conservatives Dissenting Disruptors

To what extent do you support or oppose the UK's target of becoming Net Zero by 2050



To what extent do you support or oppose the UK's commitment to the 'Paris Agreement' global target of keeping global warming below 2 degrees?



There is strong public support for the Paris Agreement's target to keep global temperatures less than 2 degrees above post-industrial levels. **51 per cent of Britons support this target, compared to just 13 per cent who oppose it.**

While a plurality continue to support net-zero (49 per cent support; 20 per cent oppose), Reform supporters and the most socially conservative segments oppose it.

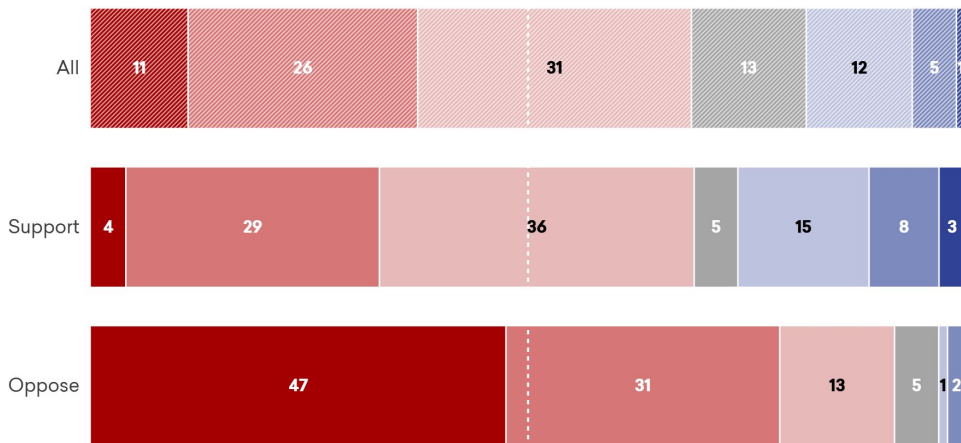
However the global 2 degree target is less polarising. Certain segments - such as Traditional Conservatives - tend to oppose net Zero yet also tend to support the Paris Agreement.

...but few think it is likely to be met

Only a fifth of Britons believe it's likely that the world will keep to the Paris Agreement target

And how likely or unlikely do you think it is that the world will keep to this target of limiting warming beneath 2 degrees?

● Impossible ● Very unlikely ● Quite unlikely ● Don't know ● Quite likely ● Very likely ● Certain to happen



While support for the goal is high, there is a widespread pessimism about whether the world will keep to the 2 degree target set out in the Paris Climate Agreement.

Less than a fifth (18 per cent) think it is likely that the world will keep to the target, while seven in ten (69 per cent) say it is unlikely.

This scepticism extends across both supporters and opponents of the target, although those who oppose the target are particularly pessimistic with almost half (47 per cent) saying it is impossible to meet keep it.

Deforestation is less polarising than climate change

Three quarters of Britons support the government's commitment to halt and reverse global deforestation by 2030.

In 2021, the UK and over 140 other nations made a pledge to put a stop to forest loss globally by 2030. To what extent do you support or oppose the UK Government's commitment to halt and reverse global deforestation by 2030?

● Strongly support ● Somewhat support ● Neither support nor oppose
● Somewhat oppose ● Strongly oppose

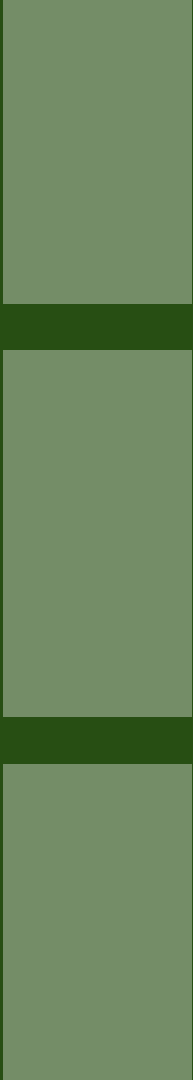


Britons overwhelmingly support the government's commitment to halting and reversing deforestation by 2030.

Despite policies such as Net Zero seeing polarisation across voting groups, even among the more climate sceptic 2024 Reform voters, two-thirds support action to halt and reverse global deforestation, in line with the British public.

Those who voted for Labour in 2024 are the most strongly in favour of halting and reversing deforestation by 2030 at 84 per cent.

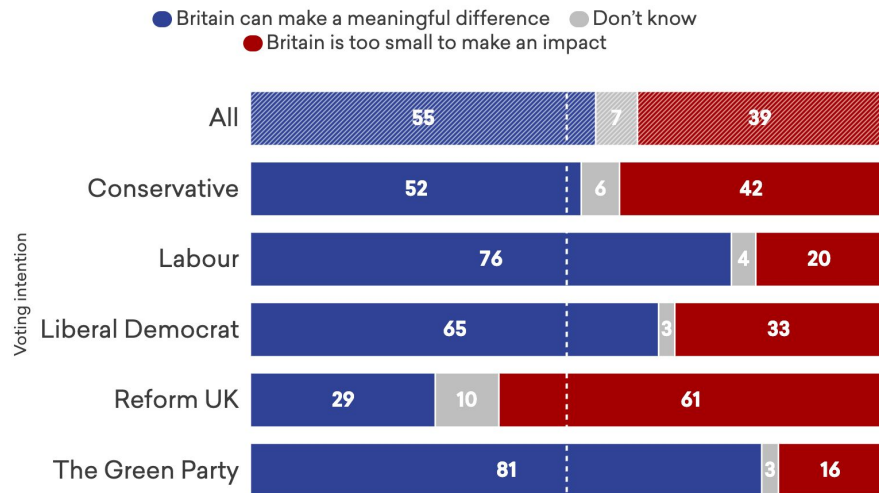
A focus on nature often helps to ground conversations about climate change, and anchor it to an issue Britons care deeply about.



The UK's role

Can Britain make an impact?

When it comes to tackling climate change, which of the following comes closest to your view?



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"When you look at the fact that how small the UK is compared to the rest of the world, China is still building coal power power stations. What the difference we are going to make globally is probably a little bit insignificant."

Rob, Electrical Engineer, Rotherham

Most Britons (53 per cent) think that Britain should play a leading role in tackling climate change, and 55 per cent believe that Britain can make a significant difference, compared to 39 per cent who believe we are too small to have an impact.

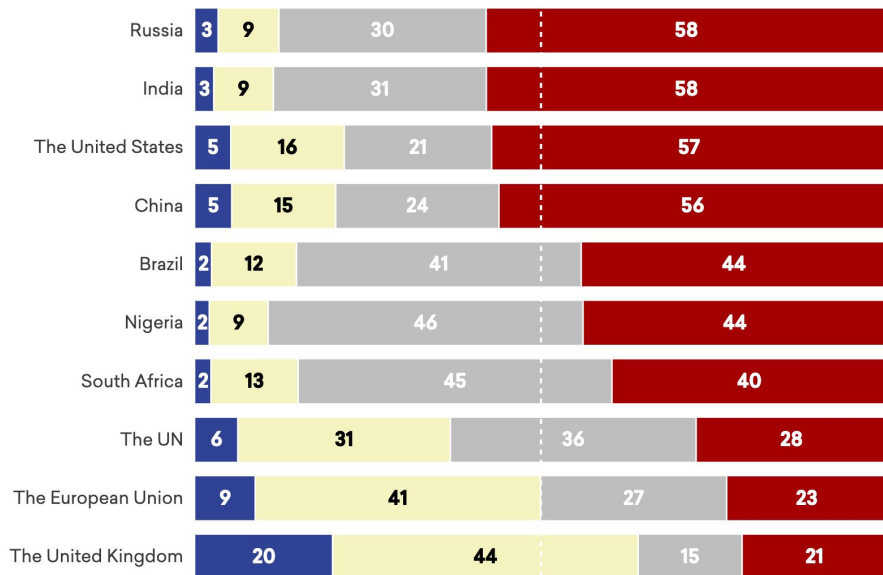
However, Reform voters stand out in their views on this issue, as the only voter group among whom a majority (61 per cent) say that Britain is too small to make an impact.

Traditional Conservatives and Dissenting Disruptors also tend to think Britain is too small to make a meaningful impact.

Many feel that the top emitters aren't doing their fair share

When it comes to tackling climate change, please state whether the following countries/organisations are doing their fair share:

● More than their fair share ● Their fair share ● Don't know ● Less than their fair share



Asked which countries are doing their fair share in tackling climate change, majorities say that Russia (58 per cent), India (58 per cent), the US (57 per cent) and China (56 per cent) are not doing their bit.

In contrast, two-thirds of Britons think that the UK is doing our fair share in tackling climate change - including 20 per cent who think we are going beyond our fair share.

This sense of proportionality is a key concern for Britons, as many worry that our own efforts are being offset by large emitters, which risks undermining faith in the energy transition.

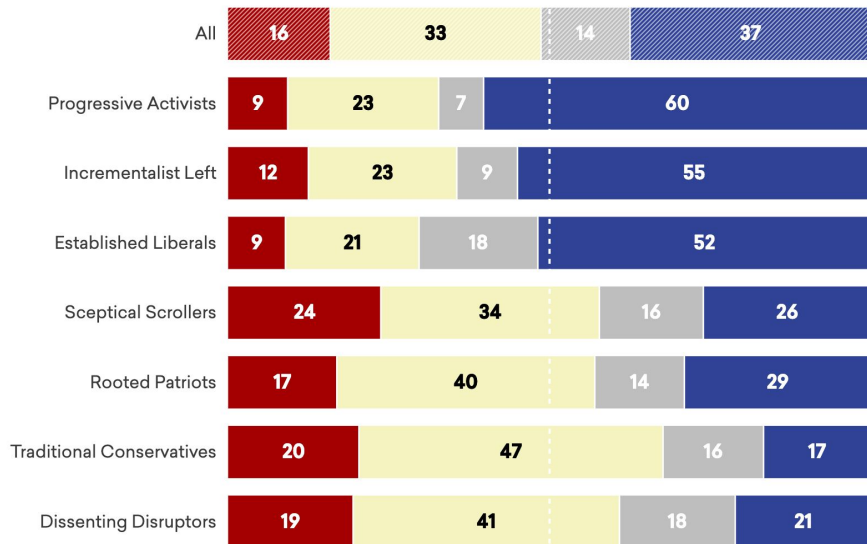
It is a huge issue, but realistically it's a global issue, isn't it? So unless everybody in the world is on board, I don't think this country will have much of an impact. I mean, you look at India, look at China and America. They're the big culprits in this. They need to do more.

Izzy, Estates Manger

Does Britain have a voice?

When the UK takes action to reduce our emissions, do you think that...

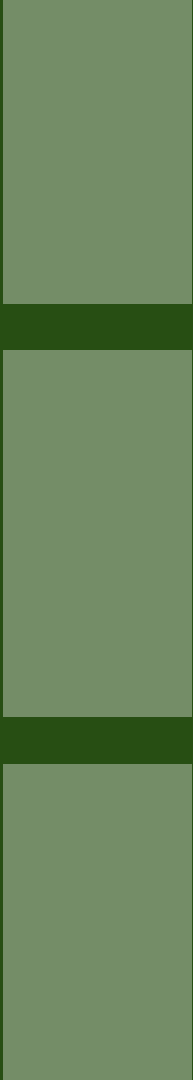
- Lets other countries off the hook as they feel they don't need to do so much
- Neither - they do not pay attention to the actions of the UK
- Don't know
- Encourages other countries to follow in our footsteps and do the same



Beyond the UK's own emissions, segments who support the climate transition see a key role for Britain to play in influencing other countries.

Majorities of Progressive Activists, Incrementalist Left and Established Liberals say that when the UK takes action to reduce our emissions, it encourages other countries to follow in our footsteps.

However, pluralities of Rooted Patriots, Traditional Conservatives and Dissenting Disruptors feel that other countries do not pay attention to the UK - and significant minorities worry that it lets other countries off the hook.



The tradeoffs

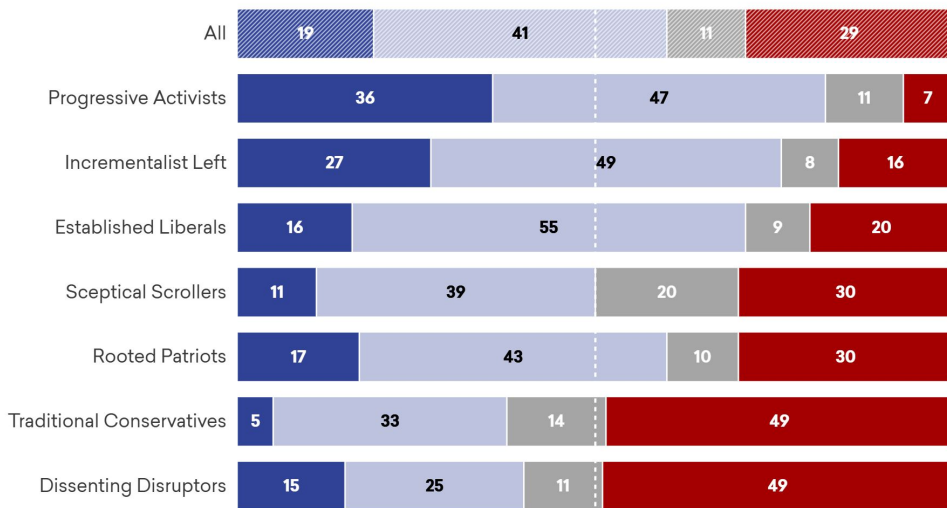
Britons worry about the risks of not tackling climate change, but are anxious about the costs of the energy transition.

The costs of climate action and climate inertia

Most Britons think the UK should keep up our climate action even when the economy is in a bad state

When the economic situation in the UK is in a bad state, do you think the UK government should...

● Accelerate our plans to tackle climate change ● Keep our plans at the same pace ● Don't know
● Tone down our plans to tackle climate change



Even in the face of economic headwinds slowing our climate plans remains a minority proposition. Three in five Britons (60 per cent) believe that even when the economy is in a bad state, we should continue or accelerate our efforts to tackle climate change.

However, public opinion is becoming more finely balanced between the perceived costs of moving to cleaner energy - such as higher bills and economic disruption - and the costs of inaction.

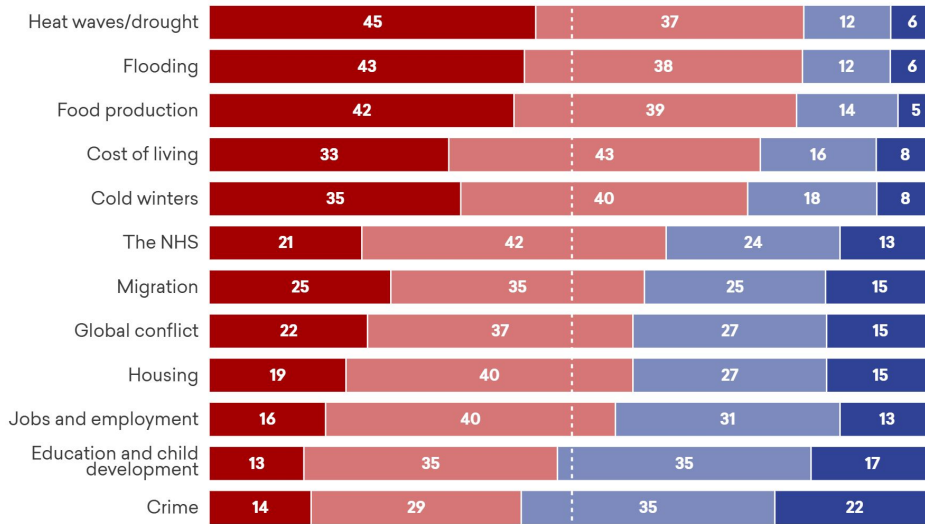
Unless people can see the tangible benefits of renewables and other green investments, there is a risk that many will come to see the shift to net zero as more costly than climate change itself.

Britons believe that climate change will affect many of the issues that matter most

The public think climate change will affect the UK in various ways

How much, if at all, do you think climate change will impact the following in the UK...

● A great deal ● Somewhat ● Very little ● Not at all



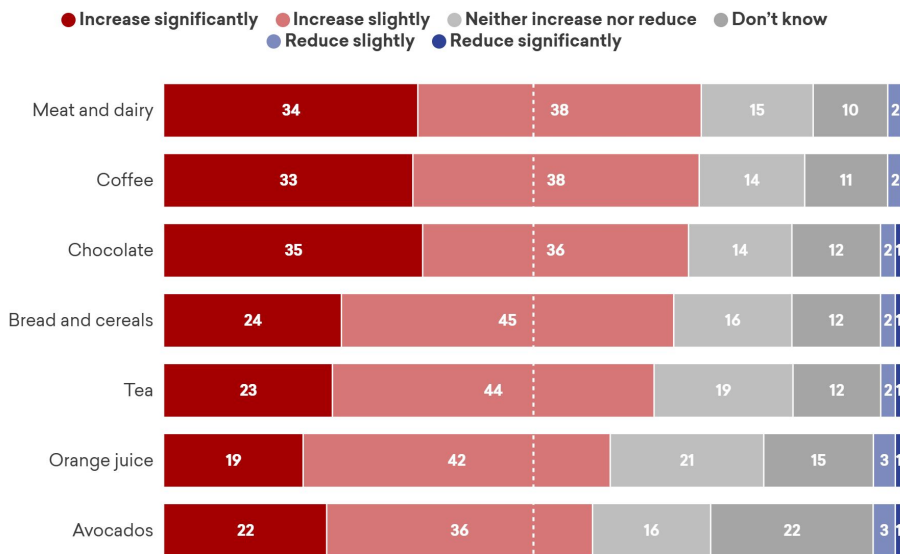
While the salience of the environment has declined, the British public draw a link between climate change and the issues that matter most to them.

Alongside flooding, heatwaves and droughts, majorities think that climate change will affect key issues facing the UK: three quarters (76 per cent) think climate change will affect the cost of living; 63 per cent think it will affect the NHS and 60 per cent think it will affect migration.

Many worry about the impact of climate change on food costs

The public thinks that climate change will increase the cost of everyday food and drinks

How do you think climate change might affect the price of the following foods and drinks over the next few years?



Many worry about the impact of climate change on our food supply.

Nearly nine in ten Britons (88 per cent) say they expect food and drink prices to rise in Britain in coming years - including half (48 per cent) who think they will rise significantly.

Two-thirds (67 per cent) believe climate change is at least partly responsible for increasing food prices.

Tech optimism matters to the energy transition - but Britons tend to expect tough choices ahead

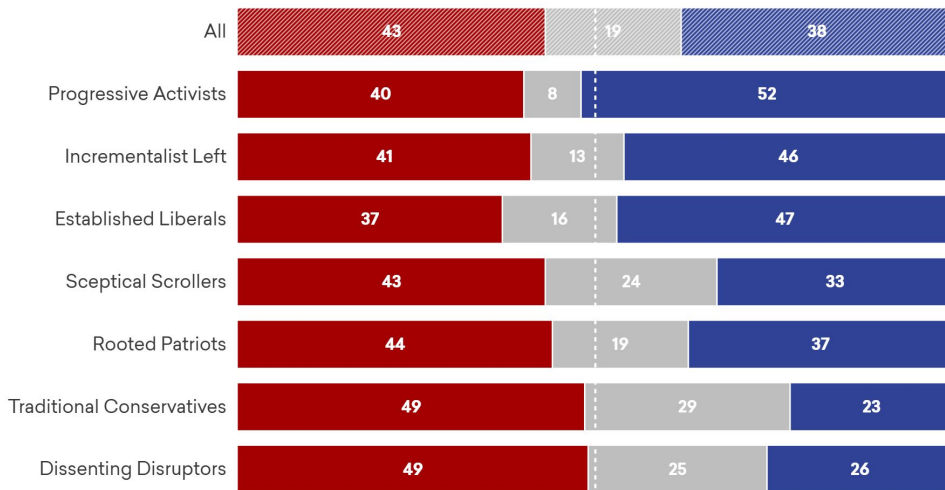
Britons tend to think that tough decisions will have to be made between growth and reducing emissions

Looking to the future, which of these comes closer to your view?

● We will need to make tough decisions between economic growth and reducing emissions

● Don't know

● New clean energy technologies will become affordable enough that we can have high growth and lower emissions



A plurality of Britons are sceptical about the promise of technology to deliver both growth and decarbonisation. Fewer than two in five Britons (38 per cent) believe that clean energy technologies will eventually become affordable enough to remove the need to choose between economic growth and cutting emissions. A slightly larger share (43 per cent) think the country will have to make difficult decisions between the two.

This makes it different to appeal to the need for short-term sacrifices, as many people simply do not believe that the long-term payoff will come (this is not unrelated to a wider lack of trust in Government promises)

Tech optimism is linked to support for net zero. Among those who are optimistic that innovation will ultimately resolve the tension between affordable energy and lower emissions, support for net zero rises from 49 per cent to 64 per cent, while opposition halves (to 10 per cent). Building confidence that clean energy can deliver both growth and climate progress may be central to maintaining support for transition.

A lack of trust in the energy transition

Britons are increasingly convinced that energy company bosses are influencing the direction of energy companies to push their own profits.

53 per cent say it is possible that big oil companies are secretly funding climate denial to protect their profits. But this scepticism isn't limited to fossil fuel companies:

62 per cent say it is at least possible renewable energy companies are pushing the climate agenda because they stand to make huge profits. 16 per cent say this is definitely true.

These theories are more likely to be believed by those who are financially insecure, and younger Britons (particularly millennials).

Widespread distrust in companies and governments involved in the energy transition

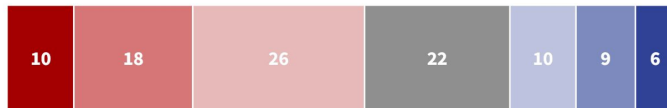
For each of the following, please indicate whether you think they are true or false.

● Definitely true ● Probably true ● Possibly true ● Don't know ● Possibly false ● Probably false ● Definitely false

Renewable energy companies are pushing the climate agenda because they stand to make huge profits



Big oil companies are secretly funding climate denial to protect their profits



Governments delay climate action because they are heavily influenced by fossil fuel lobbyists



The government is only encouraging people to get electric cars to help boost the profits of car companies

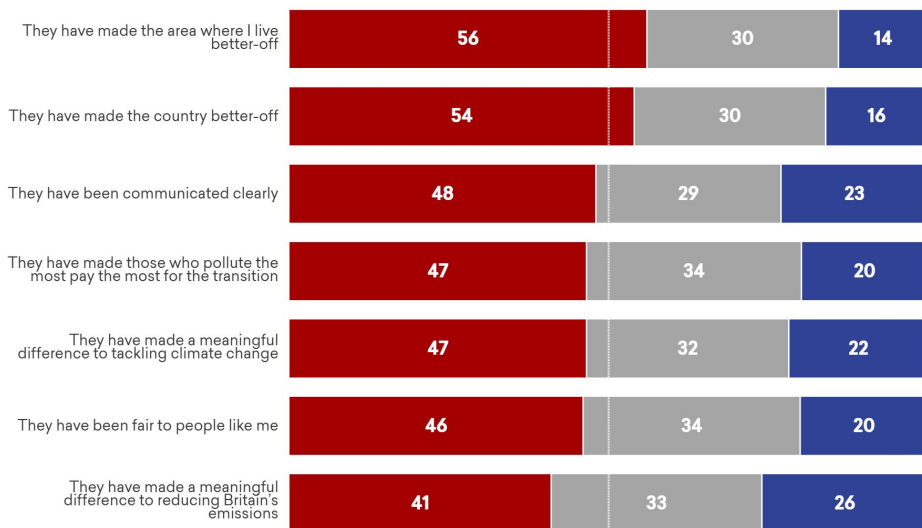


Britons want proof that climate policies will improve their lives

Most think climate policies have yet to improve their lives or communities

Thinking about Britain's policies to tackle climate change so far, to what extent would you say they have...

● Britain's climate policies have not done this ● Don't know ● Britain's climate policies have done this



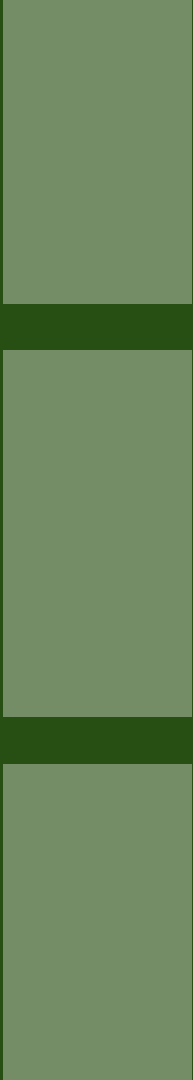
Few Britons feel that climate policies have made tangible improvements to their lives - even if they still do think they will in the future.

Only 16 per cent of Britons think that policies to target climate change have made their country better, and 14 per cent think they have made their local area better. Even among supporters of Net Zero, fewer than a quarter think that climate policies have already improved their country (24 per cent) or local area (21 per cent).

Britons are also more likely to be negative on how well climate policies have been communicated to the public - and most think they have not being fair so far, or made those who pollute the most pay their fair share.

"I think the whole thing of climate just goes completely out the window when you can't heat your house."

Kelly, cremator technician, Ashfield



Climate politics

How is climate change affecting British politics closer to home?

Is climate change driving voters away from Labour?

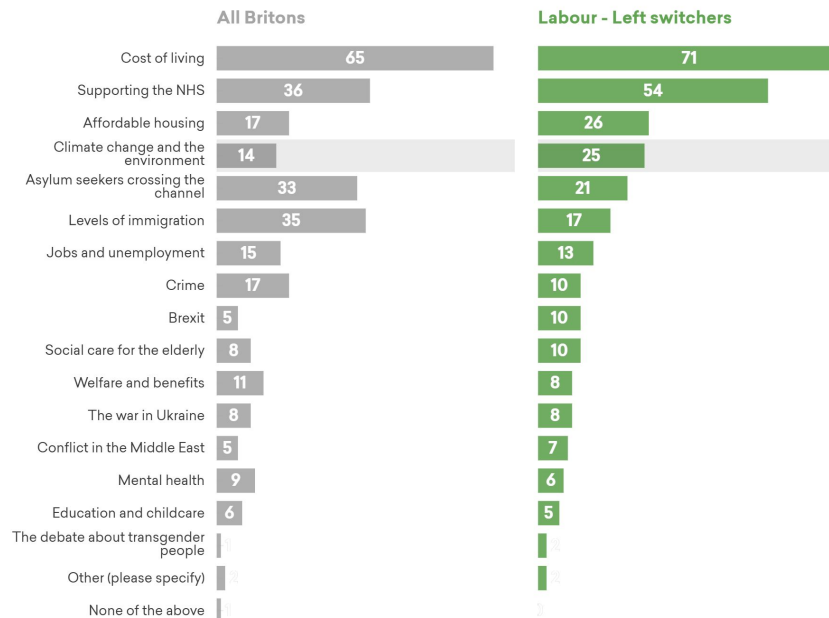
For Labour voters who have since switched to the Green Party or the Liberal Democrats, climate change is a salient issue:

A quarter (25 per cent) of this group believe that climate change and the environment is one of the top three issues facing the country, compared to 14 per cent of the general public.

Climate change is a top issue for Labour's progressive defectors

In your opinion, which are the most IMPORTANT issues facing the country today? Please select up to three

(Labour-Left switchers are those who voted Labour in 2024 but have since switched to the Green Party or the Liberal Democrats)



Greens getting greener? The Green Party may be discussing climate less - but their new voters still want strong action

In his 2024 leader's speech, then-co-leader of the Green Party Adrian Ramsay used the word 'climate' 12 times. By comparison, in his speech at this year's conference, newly elected Zack Polanski used it only 5 times. Instead, he focused on energy bills, wealth inequality and ending 'rip-off Britain'.

Yet as the Green Party's support base expands, its voters are becoming even more supportive of strong action on climate change:

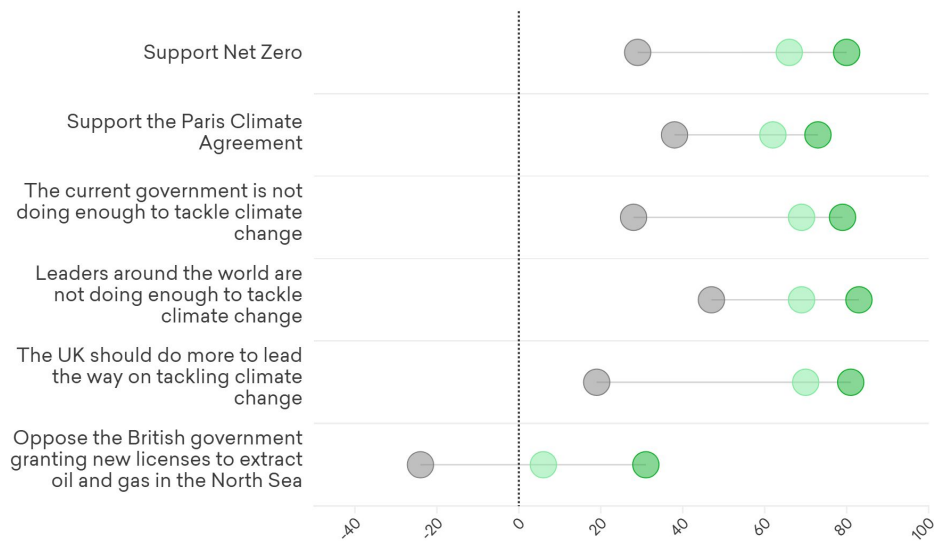
Compared to the party's 2024 General Election voters, current Green voters show even higher support for net zero and the Paris Agreement, are more likely to believe that the UK and global leaders are not doing enough to tackle climate change, and to want the UK to lead the way globally on international climate efforts.

Greens getting greener?

The Green Party's current voters are even more supportive of climate action than their 2024 voters

(net agreement with each statement)

● 2024 Green voters ● Current Green voters ● All Britons



Reform's new supporters are moving closer to the median voter on climate change

While the Green Party's support base is becoming more radical on climate change, Reform's base is moving toward the centre.

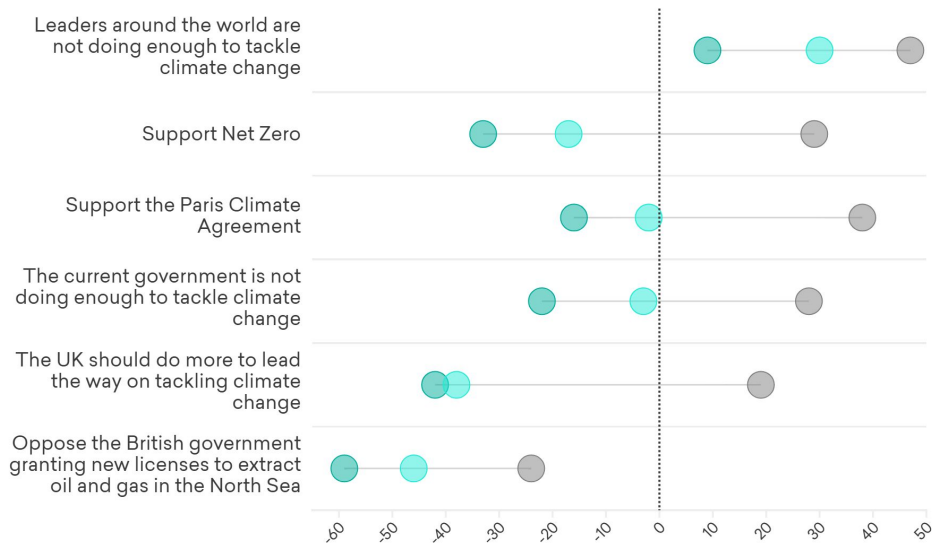
Compared to their core base, the party's new supporters are less fiercely opposed to net zero, and much more likely to say global leaders should do more to tackle climate change. However, they still remain far more sceptical of climate action than average.

As the party's base continues to expand, their positions on renewables and net zero may become hard to balance with their broader appeal, and particularly voters they have won over from Labour.

Reform's new supporters are more moderate in some of their views on climate change

(net agreement with each statement)

● 2024 Reform voters ● Reform's new supporters ● All Britons





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