

# Things can only get hotter: Is ambition on climate and nature a route for electoral success?



**Tuesday, 30 September**



**12:15 to 13:15**



**Sherwood Arena Room,  
Secure Zone, ACC**



**Fiona Harvey**  
(Chair)  
The  
Guardian



**Luke  
Tryl**  
More in  
Common



**Toby  
Perkins MP**  
Chair, Environmental  
Audit Committee



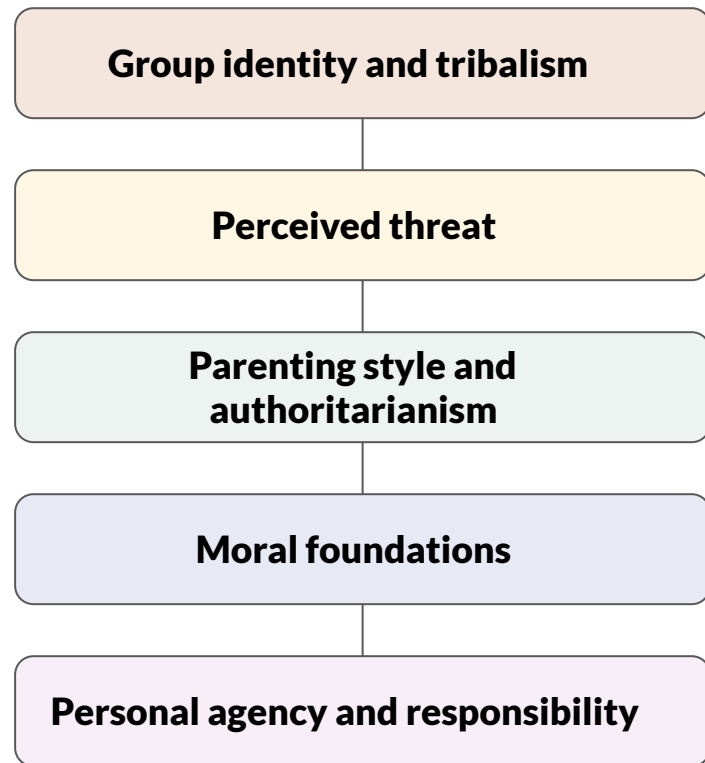
**Luke  
Murphy MP**  
Member, Energy & Net  
Zero Committee



**Angela  
Francis**  
WWF  
UK

# Our unique lens - The British Seven Segments

- The 'British Seven' segments were formulated in our 'Shattered Britain' report, published in 2025
- They are created entirely from questions around areas of core beliefs, drawn from social psychology: group identity and tribalism, perceived threat, parenting style and authoritarianism, moral foundations, personal agency and responsibility
- No demographic information (race, class, or gender) is used for the segmentation, though the segments created by this process often have demographic differences
- Segmentation shows that values and beliefs are powerful in influencing how individuals form opinions about issues and their behaviour. Often, the segments are more predictive of beliefs than any other metric



## 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

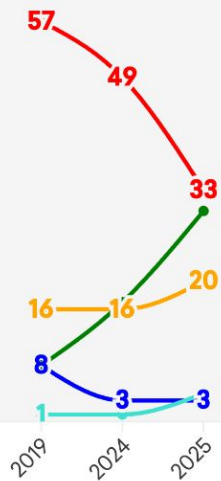
... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

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

# Voting patterns of the seven segments

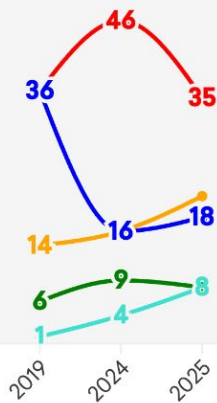
## Progressive Activists

"Corbynites"



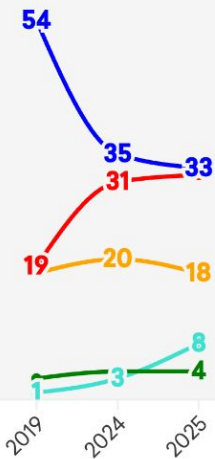
## Incrementalist Left

"Social democrats"



## Established Liberals

"Blue Wall"



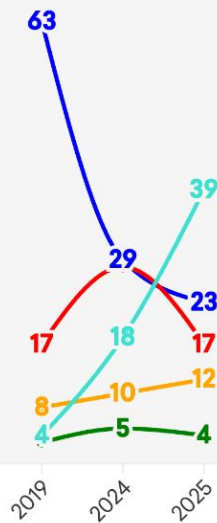
## Sceptical Scrollers

"Online Disengaged"



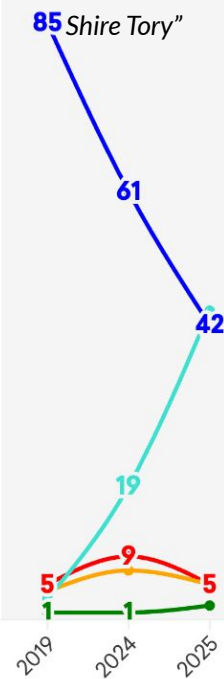
## Rooted Patriots

"Red Wall"



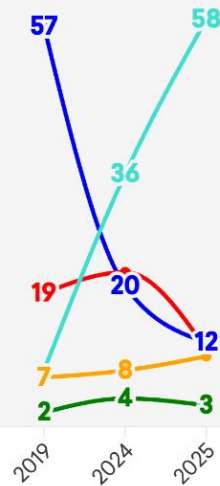
## Traditional Conservatives

"Shire Tory"










## Dissenting Disruptors

"Populist Right"



# The Seven Segments' views on climate and the environment

	<b>Progressive Activists</b>	Highly committed to ambitious climate action, they view the government's efforts so far as inadequate and often support a more radical approach than the wider public.
	<b>Incrementalist Left</b>	Supportive of climate action and Labour's promises on clean energy. They want Britain to be a leader on climate but are less rigid about timescale and setting targets, like Net Zero
	<b>Established Liberals</b>	Optimistic, affluent and comfortable, this group welcomes green tech and societal shifts on climate, but their general satisfaction with the status quo makes radical action seem unnecessary.
	<b>Sceptical Scrollers</b>	Focused mainly on reducing energy bills, this group backs any policy that benefits them financially. However, their more conspiratorial nature makes them more open to climate denialism than others.
	<b>Rooted Patriots</b>	This group is worried about the threats of climate change, but is more concerned that the transition to renewables and net zero is fair to all and does not disadvantage communities that are already struggling.
	<b>Traditional Conservatives</b>	Disliking radical change, this group is hesitant to support government spending on climate initiatives, preferring market based solutions and avoiding economic disruption.
	<b>Dissenting Disruptors</b>	This group is sceptical of net zero and the need for immediate action on climate, even if most are not denialists. They are concerned with the economic burden any transition will place on working people.

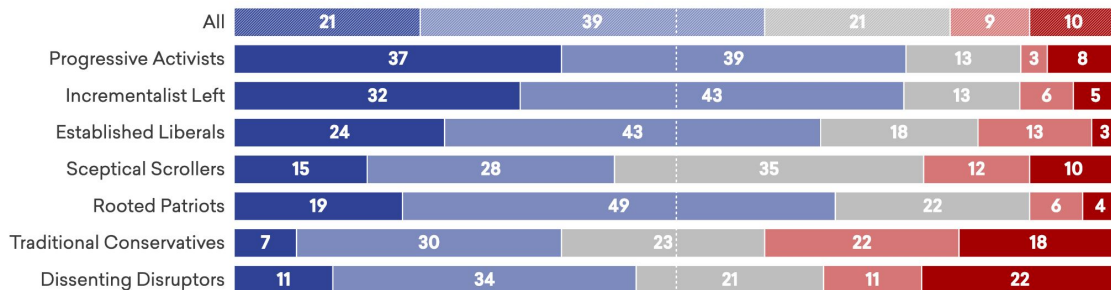
# Across the country Britons worry about climate change

In every British constituency, there is a majority of people who are worried about climate change, from 52 per cent concern in Dundee Central to 80 per cent in Islington North.

Overall, **74 per cent** think climate change is an important issue. **More than a third** say they've been doing more to protect the environment over the last year.

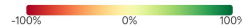
## How worried are you about climate change?

- Very worried
- Somewhat worried
- Neither worried nor unworried
- Somewhat unworried
- Very unworried



## How worried are you about climate change?

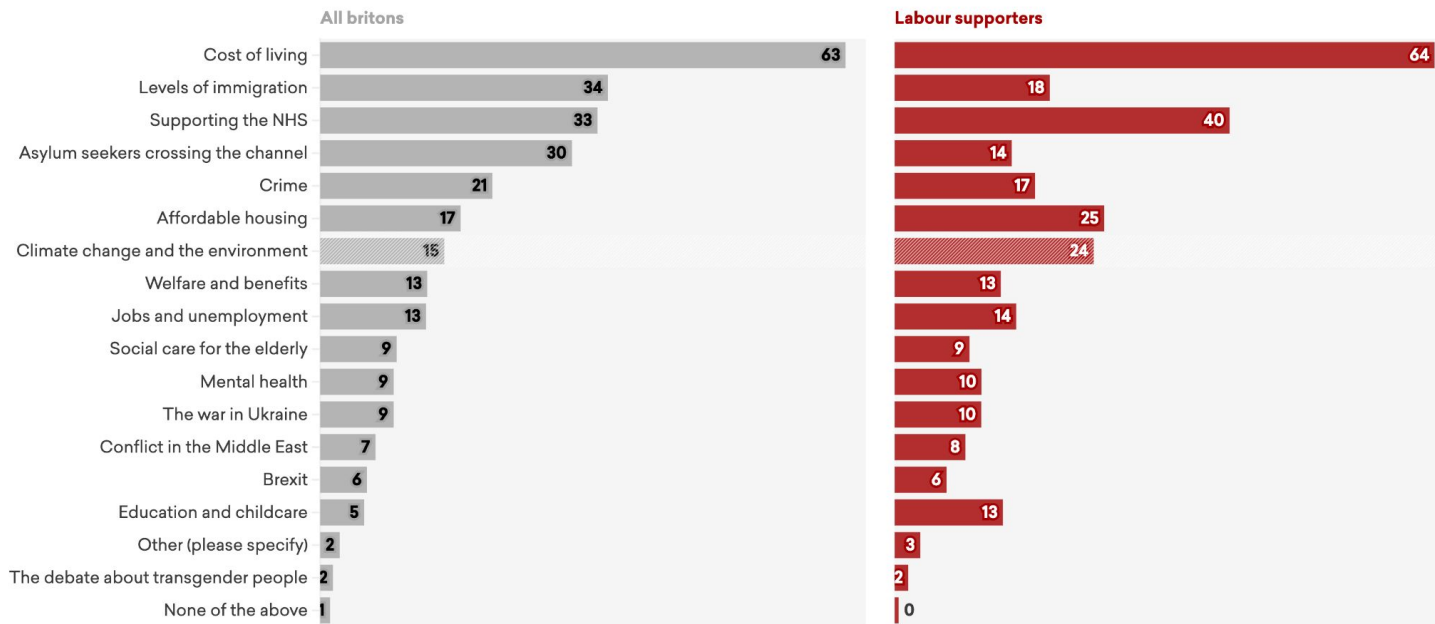
% worried minus % not worried



# Climate is a top issue for Labour voters

## Labour supporters are more likely to prioritise the environment than other Britons

In your opinion, which are the most important issues facing the country today? Please select up to three  
(By voting intention)



**15 percent of Britons** would place climate change and the environment as one of their top three issues facing the country.

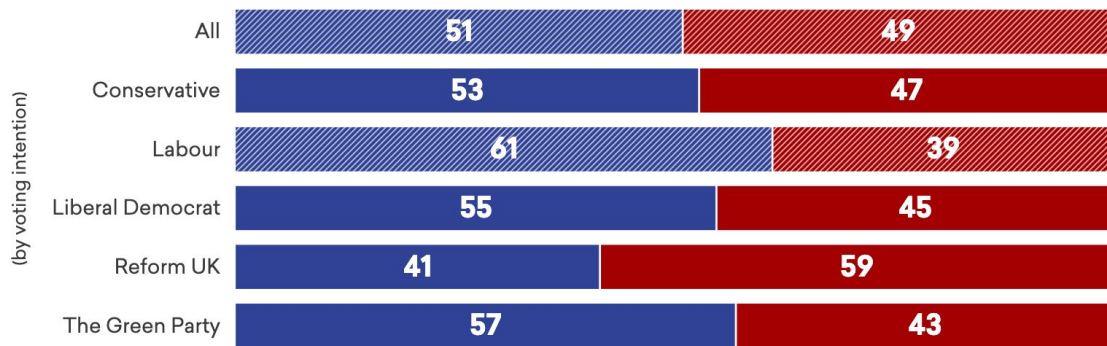
**This rises to one in four (24 per cent) among Labour supporters.**



# Labour supporters are more willing to bear the costs of climate action

If a leader has made a promise about taking more climate action but that promise is found to be extremely expensive to implement, which is more important to you?

- That they keep to their promise, no change is easy
- That they break their promise in order to adapt



**Labour supporters back climate action even when faced with expensive implementation costs.**

There is a 10 point difference between Labour supporters and the general public in backing continued climate action, even when extreme costs are considered .

**61 per cent of Labour supporters think climate promises should be kept in the face of higher costs.**

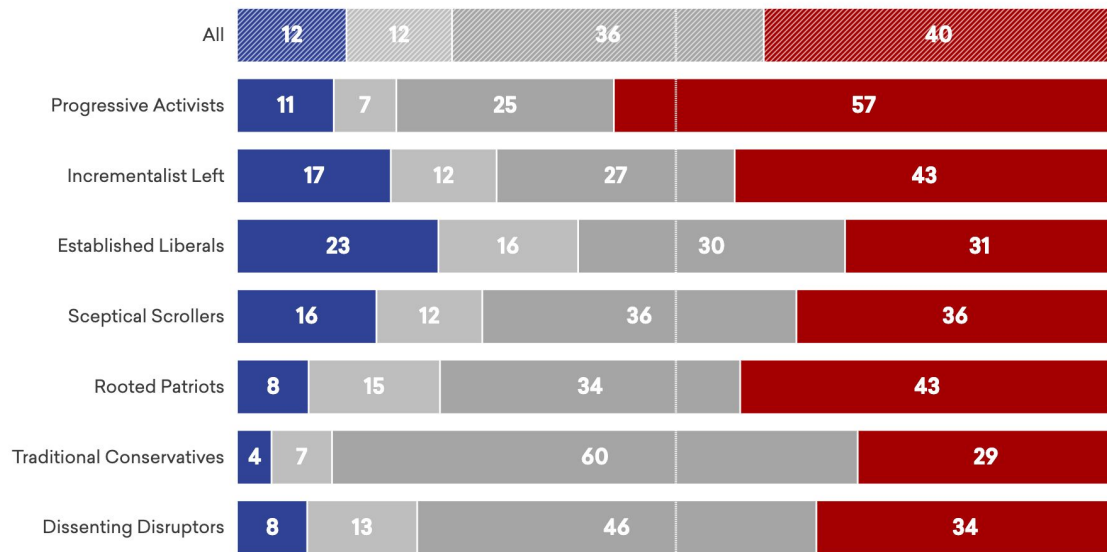
The public overall are more split: 51 per cent thinking sticking to the promise is the correct decision, 49 per cent think an adaptation is necessary when faced with high costs.



# Britons are not reassured by government climate action

Would you say that our government's response to climate change makes you feel...

● More reassured that climate change will be tackled effectively ● Don't know ● Neither  
● More worried that climate change will not be tackled effectively



Britons remain unconvinced by the effectiveness of the Government's response in tackling climate change.

**40 percent of Britons think that the Government's response to climate change has made them more worried it will not be tackled effectively, only 12 per cent say they feel reassured the Government is on track..**

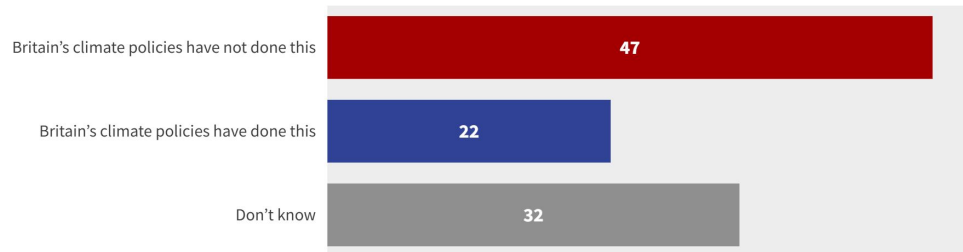
# There is low awareness of Britain's climate successes to date

## Few think that Britain's climate policies so far have made a difference to tackling climate change

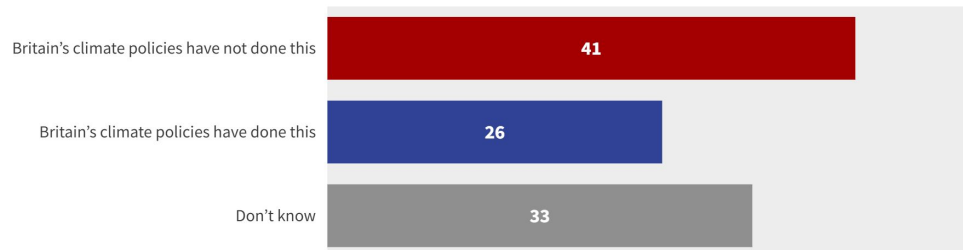
Thinking about Britain's policies to tackle climate change so far, to what extent would you say they have made a meaningful difference to...

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

### ...tackling climate change



### ...reducing Britain's emissions



The lack of confidence in the Government's success on climate change could be explained by the failure to tell the story about the progress the UK has made so far.

Despite the UK having reduced emissions by 52 per cent since 1990, just 26 per cent think that Britain's climate policies have actually made a difference to reducing Britain's emissions and only 22 per cent think that Britain's climate policies have made a meaningful difference to tackling climate change.

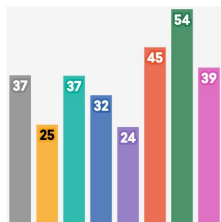
This perception that Britain has made no progress risks driving a sense of hopelessness about tackling climate change.

# Priorities for climate action vary across politics

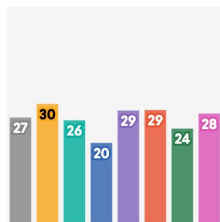
What are your top priorities for government policies to respond to climate change?

● All ● Progressive Activist ● Incrementalist Left ● Established Liberals ● Sceptical Scrollers  
● Rooted Patriots ● Traditional Conservatives ● Dissenting Disruptors

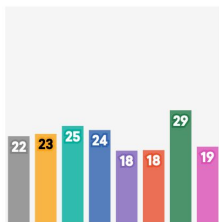
They should protect our food supply and support British farmers



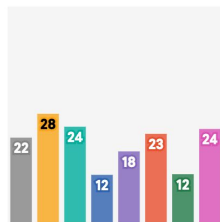
They should support wildlife



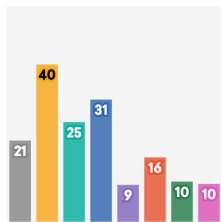
They should encourage other countries to lower their emissions



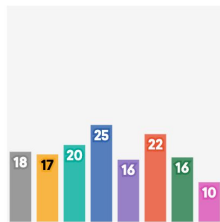
They should be affordable or cost-saving for the least well off



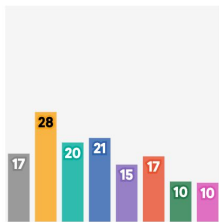
They should prioritise lowering emissions as fast as possible



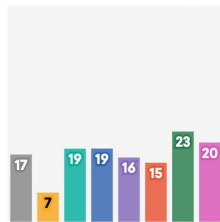
They should protect people and property from extreme weather events



They should help businesses to lower their emissions



They should boost the national economy



Britons think the Government should prioritise the protection of the food supply and supporting British farmers - with 37 per cent thinking this should be the priority policy response to climate change.

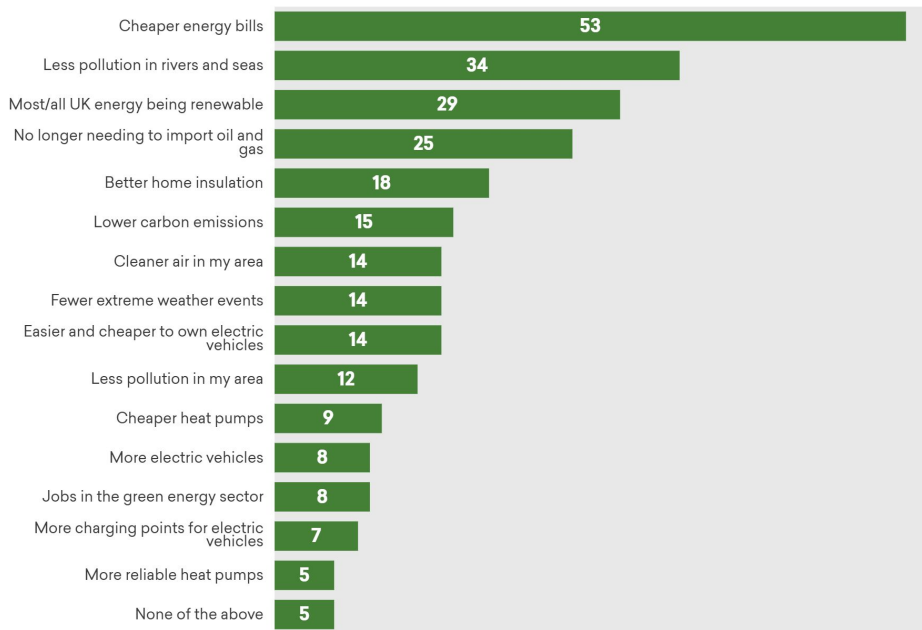
This view is particularly held by **Traditional Conservatives and Rooted Patriots at 54 and 45 per cent respectively**. Among Progressive Activists only 25 per cent consider food supply and farmers should be a top priority.

Conversely, lowering emissions as fast as possible **was the top priority among Progressive Activists (40 per cent)**. This differs from Traditional Conservatives with only 10 per cent support.

# Britons will judge climate policies on tangible impacts

## What do Britons most want to see from climate policies?

Thinking about the government's climate and energy policy, which of the following results would you most like to see? Select up to three.



**Britons will judge the success of climate policies on the impacts they can see and feel.**

Asked what results they would most like to see from the Government's climate and energy policies, 'cheaper energy bills' is the top answer - selected by 53 per cent, followed by less pollution in rivers and seas.

One third of voters want to see action on water pollution- the second key driver behind energy bills.

Linking climate policies to wider environmental benefits build public support more than focusing on climate alone.



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# What do we think of the speech? Expert analysis of the Prime Minister's speech



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17:30 to 18:30



Sherwood Arena Room,  
Secure Zone, ACC



**Luke Tryl**

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**Marc Stears**

UCL Policy  
Lab



**Josie Rourke**

Writer &  
Playwright



**Tom Baldwin**

Author &  
Journalist



**Rachel Sylvester**

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Later today...



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