

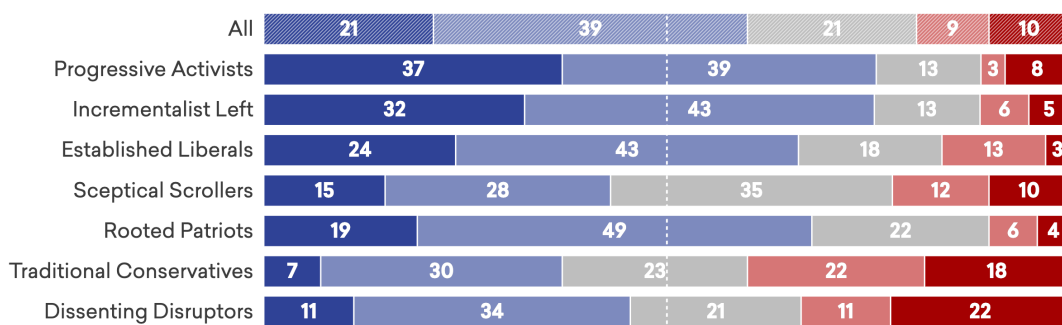
## Climate Change

The British public care about protecting the environment and a majority are worried about climate change. However, there is growing divergence between segments on how to deal with the challenges of tackling climate change and environmental protection as the realities of societal transformation as the implementation of the green transition come into view.

**Figure 100 | Climate worries by segment**

How worried are you about climate change?

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



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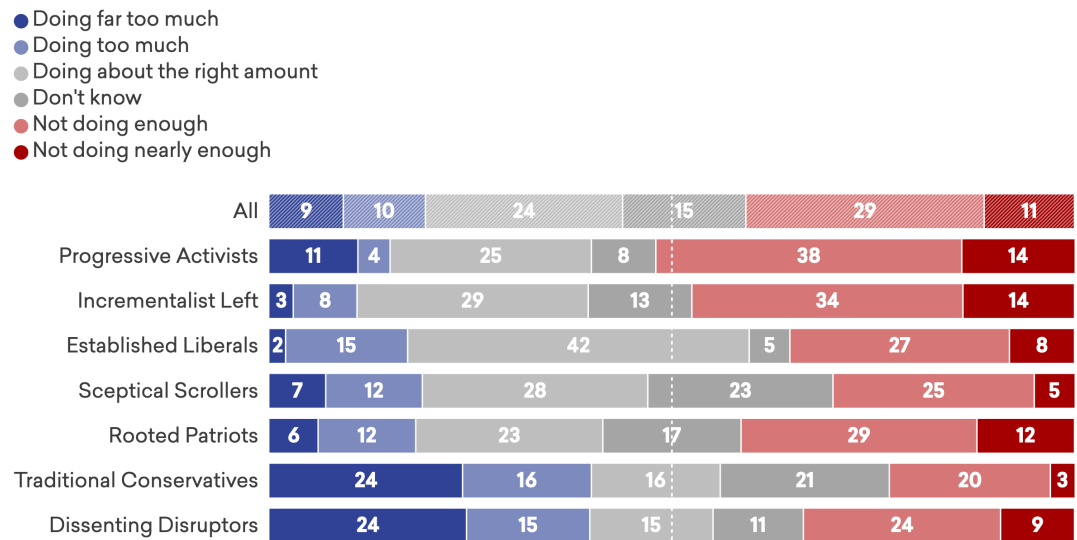
In four out of seven segments, a majority are concerned about climate change, and in a further two a plurality are. The driver for those worries differ between segments: Progressive Activists are more likely to be concerned about climate change because of how it might affect economic justice and global inequality, whereas Rooted Patriots have a particularly high threat perception which makes them more animated by the threat of climate impacts such as floods or droughts closer to home.

For some of the segments, however, concern about climate change does not necessarily translate into universal support for the government's plans to tackle climate change.

At a top level, a majority of Britons currently say that the government either is not doing enough on climate change, or is doing the right amount. In contrast, Dissenting Disruptors and Traditional Conservatives are more likely to say that the government is doing too much than to say it is not doing enough.

Figure 101 | Satisfaction with government action on climate change by segment

Would you say that the current government is doing too much or too little on tackling climate change, or are they doing about the right amount?



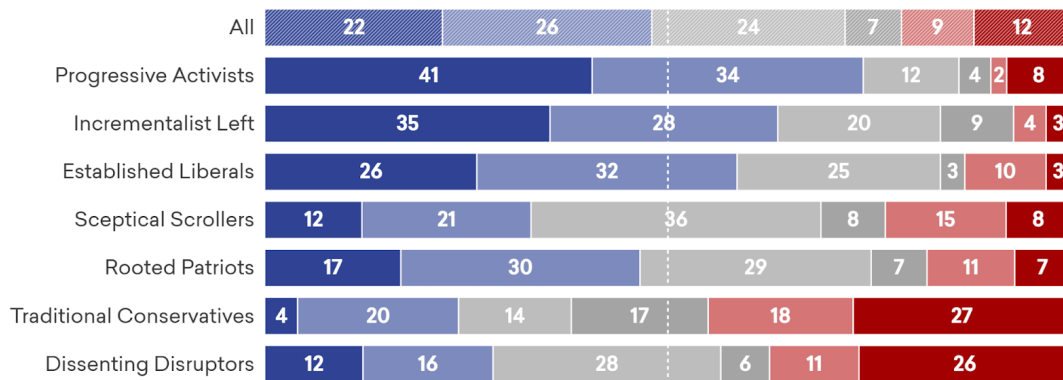
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The divide in public attitudes to the net zero target is much more stark. Progressive Activists, the Incrementalist Left, Established Liberals and Rooted Patriots all express support for the target. However, Sceptical Scrollers are divided and Dissenting Disruptors and Traditional Conservatives are much more likely to oppose the net-zero target than support it.

**Figure 102 | Attitudes to net zero by segment**

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

- Strongly support
- Slightly support
- Neither support nor oppose
- Don't know
- Slightly oppose
- Strongly oppose



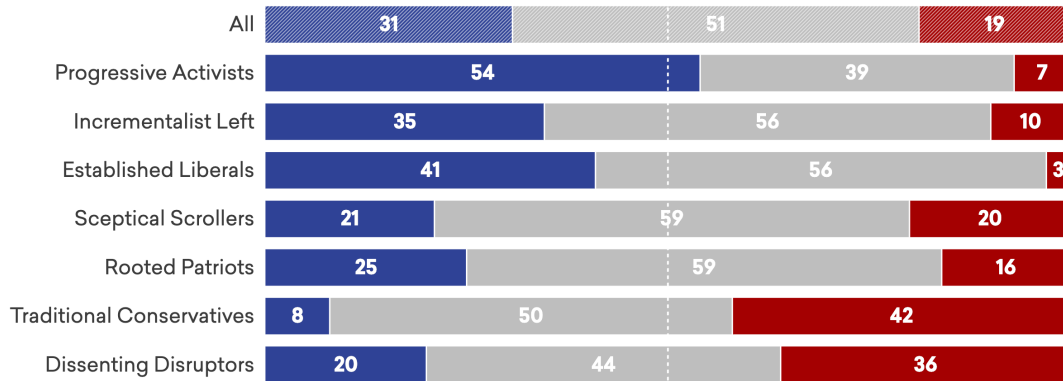
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However, even for those segments that oppose the 2050 target, it is not that they reject the idea of net zero outright, but instead believe that setting a strict target to reach it is unnecessary and potentially economically damaging for the country and unaffordable for the public. Across the segments, a majority support Britain working towards reaching net zero, but support for a strict target varies dramatically by segment.

**Figure 103 | Attitudes to the net zero target by segment**

Thinking about Britain's target of reaching net-zero by 2050, which comes closest to your view?

- Britain needs a strict target of reaching net-zero by 2050
- Britain should work to reach net-zero but it does not need a strict target of reaching it by 2050
- Britain should not work to reach net-zero



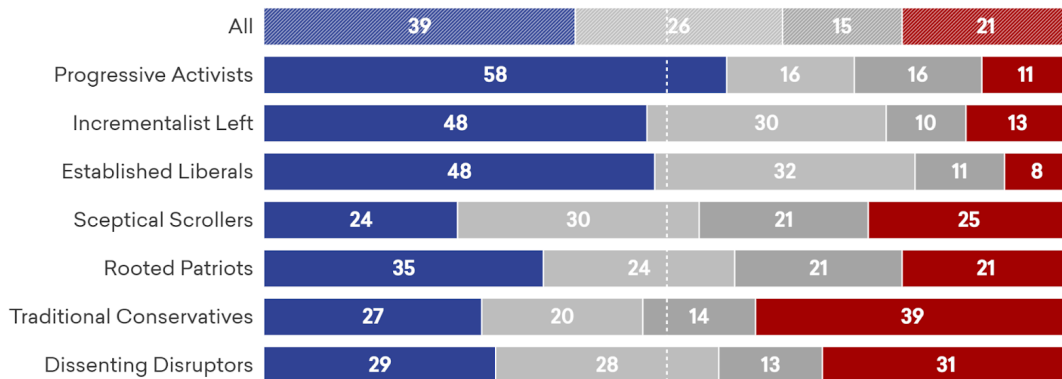
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Part of the reason that climate action is popular in the UK is that renewable energy is, for many, 'winning the argument' on cost of living. Britons are twice as likely to think their bills would be cheaper if more of our energy came from renewables than if it came from fossil fuels. The three segments who do not hold this view (Sceptical Scrollers, Traditional Conservatives and Dissenting Disruptors) are also the segments least supportive of climate action overall.

**Figure 104 | The perceived impact of renewable energy on energy bills**

Do you think that your energy bills would be lower if...

- More of our energy came from renewable power like wind and solar
- It would make no difference
- Don't know
- More of our energy came from fossil fuels like oil and gas



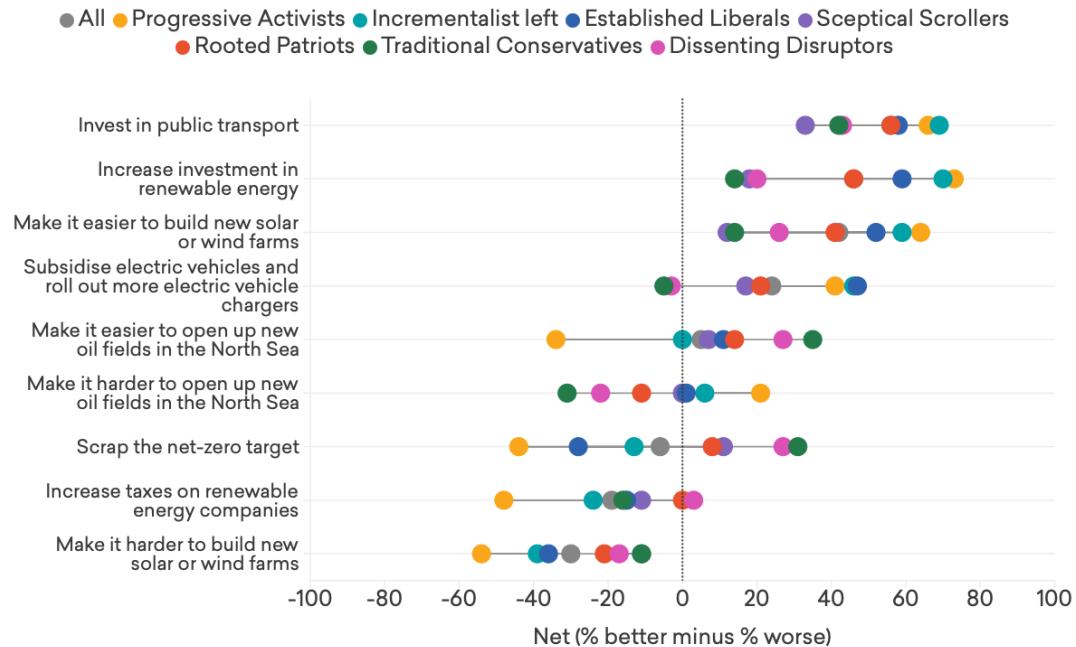
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Policies aimed at increasing investment in renewable power are among Britain's least divisive energy policies. All seven segments also oppose a policy that would make it harder to build new solar and wind farms. But there remains more support for scrapping net zero altogether or making it easier to open new oil fields in the North Sea among Traditional Conservatives and Dissenting Disruptors.

While support for climate action in the UK remains high - particularly investing in renewable power - climate polarisation has increased in recent years. Part of the challenge is that while most of the segments still remain hopeful that stronger climate policies will be good for Britain in the long-run, very few have a positive story to tell about the impact of Britain's climate policies to date. With the exception of Established Liberals - the most optimistic and comfortable segment - every segment (including Progressive Activists) think that Britain's climate policies so far have not made a meaningful difference to reducing emissions (despite a 50 per cent reduction since 1990), have not made the country or their local areas better-off and have not been fair to people like them.

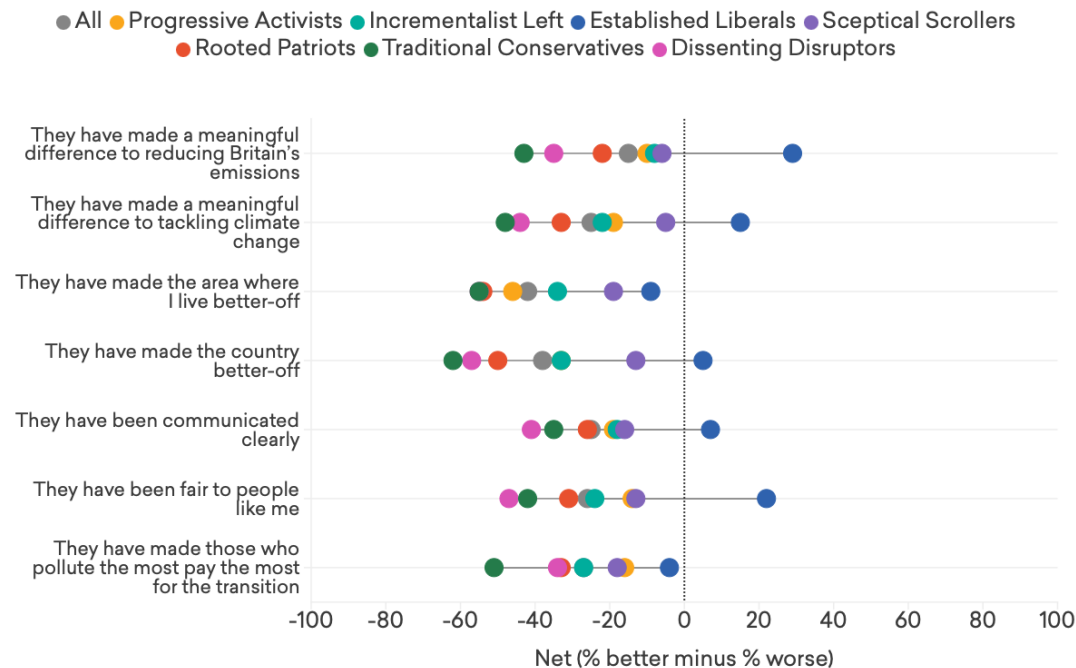
**Figure 105 | Attitudes to net zero by segment**

Thinking about the following things a politician might do, would it make you think better of them or worse of them?



**Figure 106 | Attitudes to climate policies so far**

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



## Segment profiles – climate, energy and the environment

**Progressive Activists** - The most committed to ambitious climate action, and think the government's current actions do not go far enough. They think globally and are most concerned about the impact of climate change on poorer people around the world. Their strong views on climate change, coupled with their resistance to compromise and attitudes to protest, mean that sometimes they support climate actions that go far beyond what would be considered acceptable by the wider public.

**Incrementalist Left** - Support the government's climate plans - and may have voted for Labour at the last election in part because of their promises on GB Energy or clean power by 2030. They want Britain to be a world leader on climate action and would be worried if the government started abandoning some of their climate commitments. However, they are less wedded to a hard target than other pro-net-zero segments.

**Established Liberals** - Optimistic and comfortable, this group are among the most open to societal changes necessary to meet the net zero target. While climate change might not top the list of their concerns, this segment remains excited by the opportunities for green technology that tackling climate change will bring, such as electric vehicles or heat-pumps. At the same time, their sense of optimism can make them less likely to see the need for radical and immediate climate action.

**Rooted Patriots** - This group thinks that climate action to date has not benefited their local area or been fair to people like them. They have very high threat perception and are deeply disturbed by the prospect of increased natural disasters around the world, particularly droughts, flooding and fires in the UK. This makes them among the most worried about climate change and among the most supportive of many climate policies. However, this group wants to be convinced the transition will be done fairly and not off the back of those who are already struggling.

**Sceptical Scrollers** - Some of this group hold more conspiratorial or denialist views on climate change, but for the majority their main concern is lowering energy bills - they will support any policy that achieves that goal. Their comfort with rapid change and need for chaos makes them more likely to support more radical actions, whether that is ramping up renewable energy or scrapping it altogether.

**Dissenting Disruptors** - Sceptical of net zero targets, government climate policies and even sometimes climate change itself. But this group are particularly concerned about burdening ordinary people with higher costs while benefiting wealthy interests. While many do worry about climate change, their concerns are around its immediate economic impacts rather than long-term environmental goals.

**Traditional Conservatives** - This group dislikes radical change and is hesitant to support government spending on climate initiatives, preferring market-based solutions. Their opposition to net-zero stems from concerns about economic disruption, government overreach and the pace of change.

*In the coming months we will be releasing much more information alongside Climate Outreach about the different segments' attitudes to climate change and the environment.*