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COP31: What do Britons want from Burnham on climate?



Webinar · Monday 9 November 2026

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Key findings

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Key findings

01	**Concern about climate change remains high, and the salience of climate change was heightened by a summer of heatwaves**	Almost two thirds of Britons (64 per cent) are worried about climate change, and four in five see it as a threat to the world (79 per cent) and to nature (79 per cent). The proportion of Britons selecting climate change as a top issue facing the country rose steadily over the summer, climbing to its highest point in over two years in August, before falling again.
02	**Britons lack confidence in COP31 to make a difference**	Just one in five (20 per cent) think COP summits have had a positive impact on climate change, and only 17 per cent are confident countries will keep the commitments they make at COP31. Nearly a third of Britons (31 per cent) say that ministers would be better off skipping COP and saving the emissions caused by their flight to Turkey.
03	**The cost of living crisis is driving opposition to Net Zero**	Britons remain around twice as likely to support (46 per cent) as to oppose the Net Zero target (23 per cent), but this has declined from majority support since 2024. Those who are struggling financially are 23 points less likely to support Net Zero than those who are very comfortable. Opponents of the Net Zero target cite cost of living concerns as their top reason for opposing it.
04	**Most Britons worry about Britain's resilience, and the public would a focus on adaptation over reducing emissions**	Three in five Britons (62 per cent) say the UK would not be resilient to extreme weather events. 49 per cent say the government's main priority on climate change should be adapting the UK so we are more resilient to its effects, compared with 39 per cent who say it should be reducing the UK's emissions.
05	**Most still think Britain can make a difference**	More than half of Britons (56 per cent) think the UK can make a meaningful difference on climate change, and more say the government is doing too little (35 per cent) than too much (20 per cent), although that gap has narrowed over the past year.

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Three drivers of climate attitudes

Threat

A summer of heatwaves put climate change back on the agenda.

- The share naming climate as a top issue rose from 11 per cent in March to 19 per cent in August
- 64 per cent are worried about climate change
- 79 per cent see it as a threat to the world, and 79 per cent to nature

Cost

The top public concern, the top reason for opposing Net Zero, and a driver of climate concern.

- 68 per cent name the cost of living as a top issue, against 16 per cent for climate change
- Cost of living is the top reason for opposing Net Zero (51 per cent of opponents)
- 46 per cent think renewables would lower their bills, against 18 per cent for fossil fuels

Agency

Whether Britain can make a difference globally, and cope with international shocks.

- 56 per cent think Britain can make a meaningful difference; 34 per cent say it is too small
- 47 per cent want the UK to lead the way, against 40 per cent who would let bigger polluters lead
- Just 17 per cent are confident countries will keep their COP31 commitments

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Threat

Concern about climate change remains high

Almost two thirds of Britons are worried about climate change

Nearly two thirds (64 per cent) of Britons are worried about climate change and 16 per cent are not, in line with December 2025, when 63 per cent were worried.

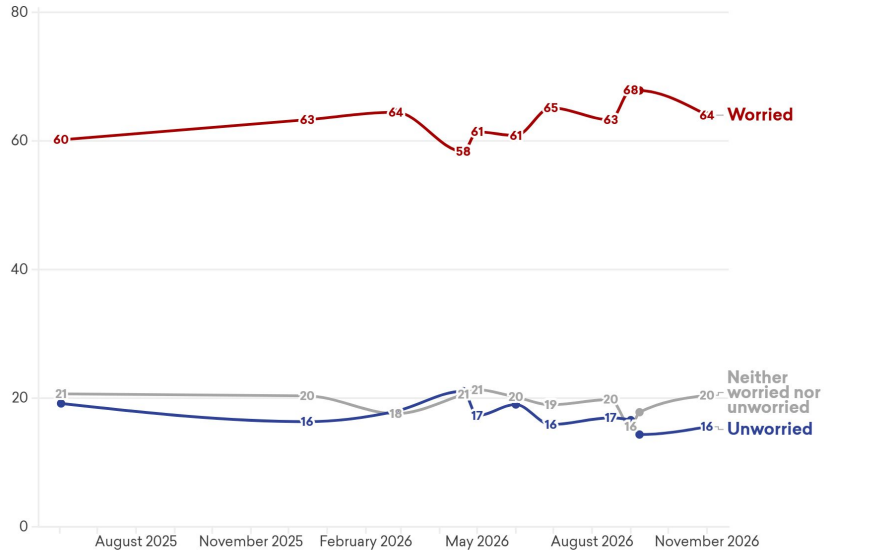
Worry crosses party lines: most Labour (82 per cent), Conservative (64 per cent), Liberal Democrat (85 per cent) and Green (88 per cent) voters are worried.

Reform UK supporters are the only group where fewer than half are worried (45 per cent), but more are worried than not (29 per cent).

> *"There's no second chances, no second planet... It's that thing that nobody thinks about, but it's happening."*
>
> **Kara, Rochdale**

Worry about climate change has been consistent overtime

How worried are you about climate change? (% very or somewhat worried / very or somewhat unworried)



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Source: More in Common • June 2025 - November 2026

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Climate concern rose during the summer's heatwaves

The salience of climate change has been in decline for years. Yet this summer brought it back to front-of-mind for many Britons.

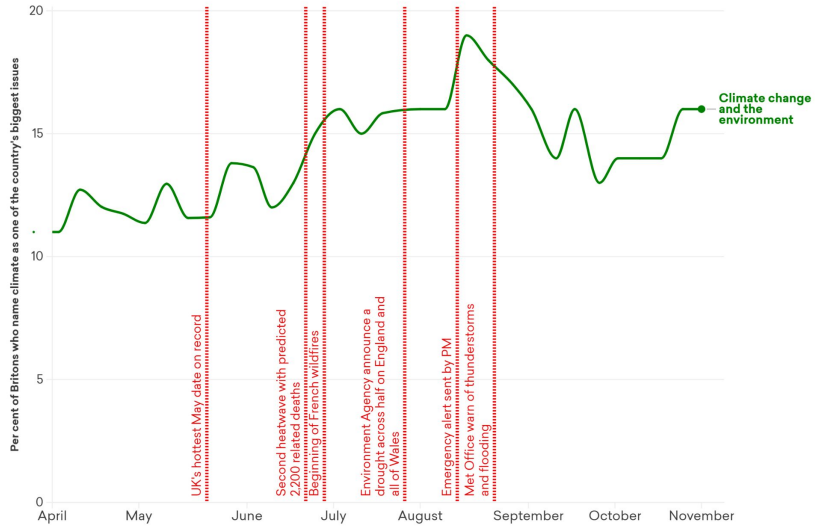
The proportion of Britons naming *climate change and the environment* as a top issue rose steadily with each heatwave, drought and wildfire. The week after the government issued an emergency alert to phones across England and Wales, 19 per cent of Britons cited climate change as a top issue - *the highest since 2024*.

It has now levelled to 16 per cent, but still remains higher than at the beginning of the year.

> *"I think with the climate change and everything, the winters are getting more extreme, the summers are becoming a little bit more extreme as well."*
>
> **Veronica, 38, Established Liberal, Leeds West & Pudsey**

The salience of climate change rose with every heatwave this summer

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



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Latest fieldwork: 31 October - 1 November

But climate is just one of many concerns

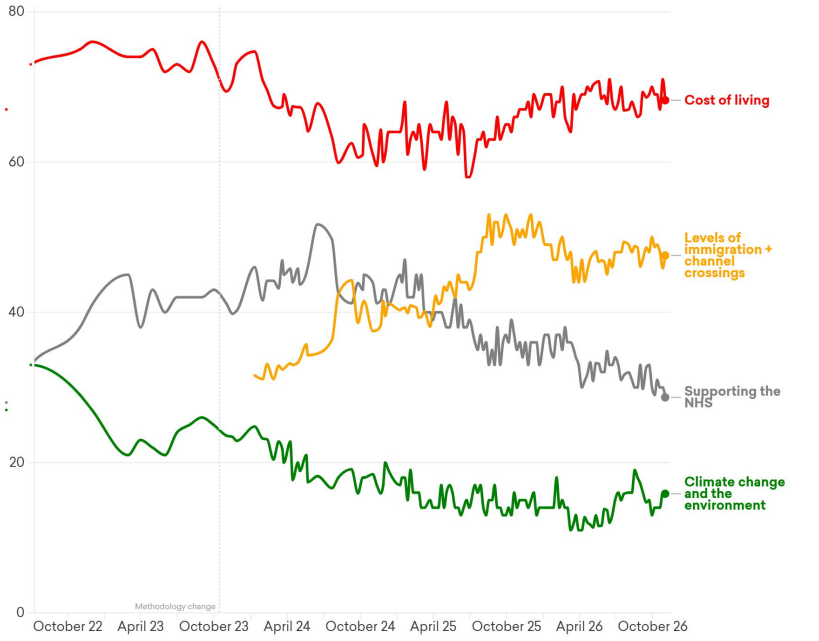
Britons rank cost of living as the number one issue facing the country, followed by migration and protecting the NHS. While climate change and the environment rank seventh. In focus groups, people often say that the climate crisis is ongoing and undoubtedly important, but also less immediate than other concerns.

> *It's not that I'm not concerned about it, but it's not my priority, and I'd like to see taxpayers' money lowering bills, lowering the cost of living … and still be concerned about the environment, but there's other pressing issues I think they could be dealing with.*
>
> ***Paula, Leeds***

This sounds really selfish, because obviously for children, grandchildren, generations to come, we want it to be as okay as possible … But … it feels like a problem for another day in a selfish way, because there's just so many other things that need attention … within our country at the minute. […] What is the point sometimes? That's what it feels like." ***Andrea, Leeds***

The salience of climate change has dropped, while migration and the cost of living are top issues

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

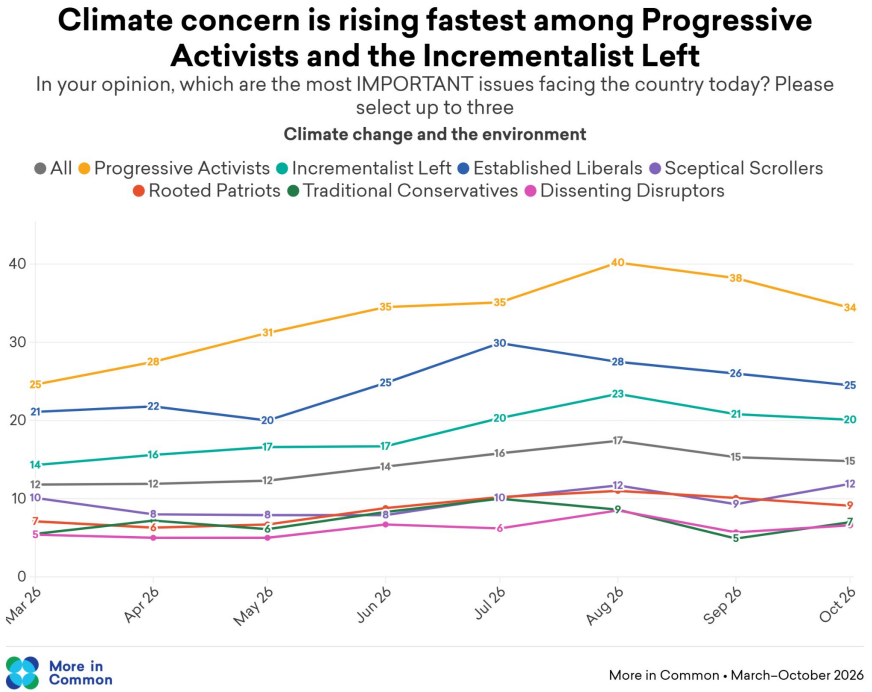


The salience of climate change rose mainly with progressives during the heatwave

The rise of salience in climate change has not been even across the political spectrum.

Salience rose rapidly with the most left wing segments through the spring and summer, from 25 per cent to 40 per cent with Progressive Activists and from 21 to 30 per cent with Incrementalist Left. But it barely changed with Dissenting Disruptors, the segment most associated with the populist right (5 to 6 per cent).

Overall, climate change and the environment is the ninth most important to Britons overall, behind the top issue, cost of living, and the NHS, immigration and welfare. But among Progressive Activists, it is the third most salient, behind just the cost of living and the NHS.



Four in five see climate change as a threat to the world

79 per cent see climate change as a threat to nature, including half (50 per cent) who see it as a high threat. Seven in ten (70 per cent) see it as a threat to the UK.

Britons are split on whether it is a threat to them personally: 47 per cent say it is and 47 per cent say it is not.

Younger Britons are more likely to see a personal threat: Gen Z (49 per cent to 44 per cent) and Millennials (50 to 43) are more likely to say it is a threat to them than not.

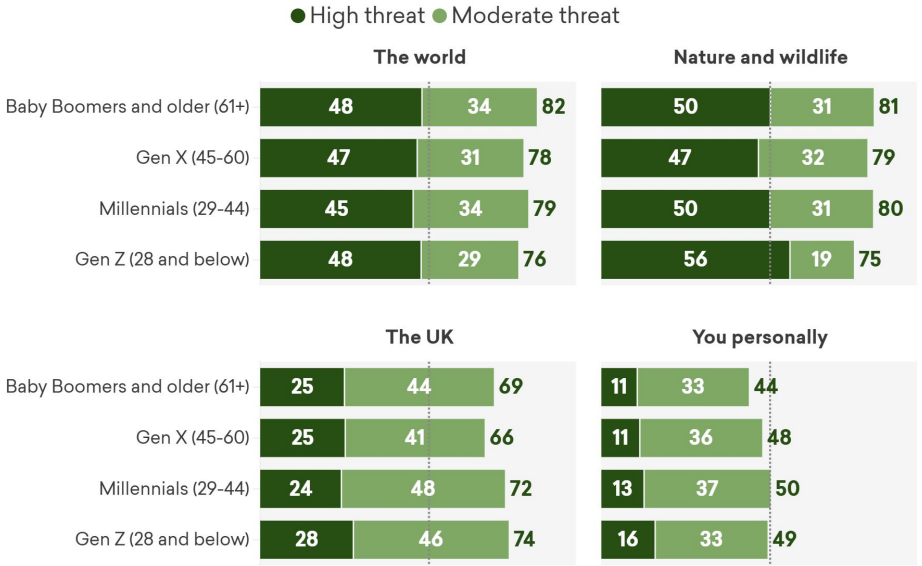
"I look at my nephews and they're four and I'm just like, oh, it just makes me just so scared for their future and what it looks like."

Bella, Leyton & Wanstead

Across age groups, most Britons see climate change as a threat to nature, the UK and the world

How much, if at all, do you think that climate change poses a threat to...

(proportion saying a high or moderate threat)



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Few Britons think Britain could cope with the next big shock

Most Britons doubt that Britain could cope with a major shock, whether from extreme weather or from events abroad.

62 per cent think Britain would not be resilient in the face of extreme weather events like flooding or droughts; only 29 per cent think it would be.

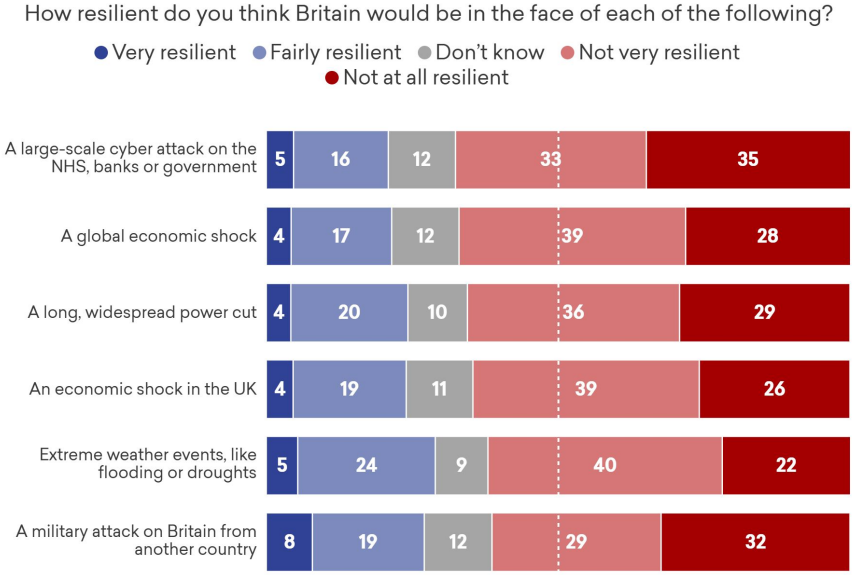
Confidence is even lower when it comes to international shocks: 67 per cent think Britain would not be resilient in the face of a global economic shock, against 21 per cent who think it would be.

"Can't cope with anything, can we? I think nothing in any big sense of extreme are we able to cope with – wind, rain or sunshine."

John

Most say Britain does not feel resilient to major shocks

How resilient do you think Britain would be in the face of each of the following?



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Extreme weather has deepened many Britons' sense of vulnerability

A summer of heatwaves reinforced to many Britons a sense that the country "can't cope with anything" and feels vulnerable to shocks.

For some, this has intensified their demand for climate action, and their desire to see a long-term plan to cut emissions.

For others, the priority should now be adaptation, and improving Britain's preparedness for extreme weather through developing our infrastructure or installing air conditioning.

This prevalent sense of threat may therefore either bolster or erode support for the energy transition.

"Can't cope with anything, can we? I think nothing in any big sense of extreme are we able to cope with – wind, rain or sunshine. […] Historically in recent years we've not needed to deal with extremes … And then generally I just think we're quite poor at forward planning. Particularly from a political point of view, we like short-term goals and short-term benefits and we don't think long term."

John

"The UK just always seems to act really surprised. It happens every year and we're all like, 'What's going on here? No one could have seen this coming.'"

Noel, Harringay & Wood Green

[I] don't think we learn either. We say this year after year, like, oh, we've had extreme heat, we've had extreme coldness, and we don't seem to do anything about it … you're still in the same position like a year, two years down the line."

Nicole, Leeds South West & Morley

The freezers were empty. You couldn't get any kind of ice cream, any ice lollies. It's like the end of the world, it was like COVID again with the toilet paper."

Saher, Manchester

Many would choose adaptation over cutting emissions

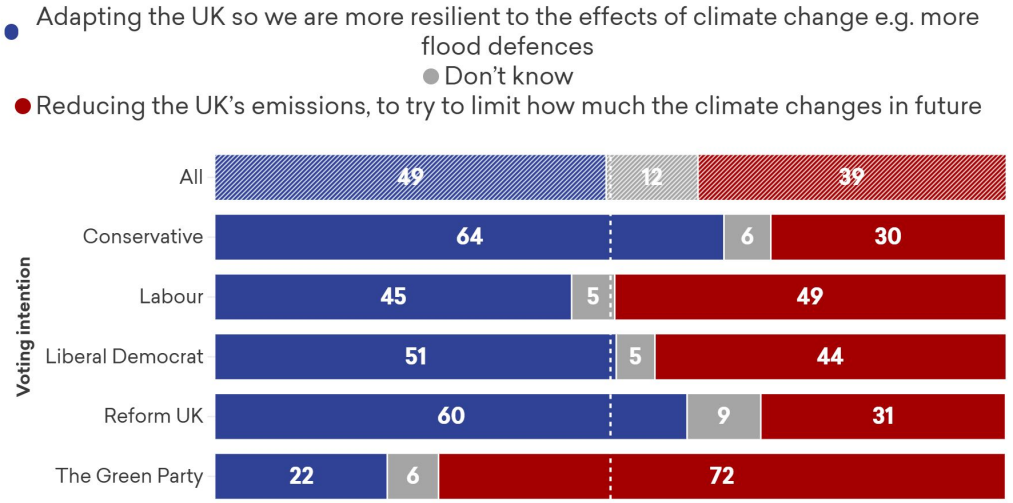
Adaptation is the bigger priority for Britons: 49 per cent say the government's main priority on climate change should be adapting the UK so we are more resilient to the effects of climate change, such as through more flood defences, compared with 39 per cent who say it should be reducing the UK's emissions to try to limit how much the climate changes in future.

Conservative (64 per cent) and Reform UK (60 per cent) supporters are the most likely to prioritise adaptation, while Labour supporters are split (49 per cent reducing emissions, 45 per cent adaptation). Green supporters are the only group where a large majority (72 per cent) prioritise reducing emissions.

> *"Even with rain, I just think that the current England isn't built for anything extreme,because the trains were being cancelled because they said the rails were overheating … I saw the highest temperature was 38. […] In Dubai … even their bus stations have air conditioning."*
>
> **Pamela, Salford**

Britons tend to think the Government should prioritise adaptation over reducing emissions

Which of the following comes closest to your view? The government's main priority on climate change should be…



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Cost

The cost of living shapes attitudes to the transition

More support Net Zero than oppose it, but support has fallen

Britons remain around twice as likely to support (46 per cent) as to oppose the Net Zero target (23 per cent). This has declined from majority support since 2024.

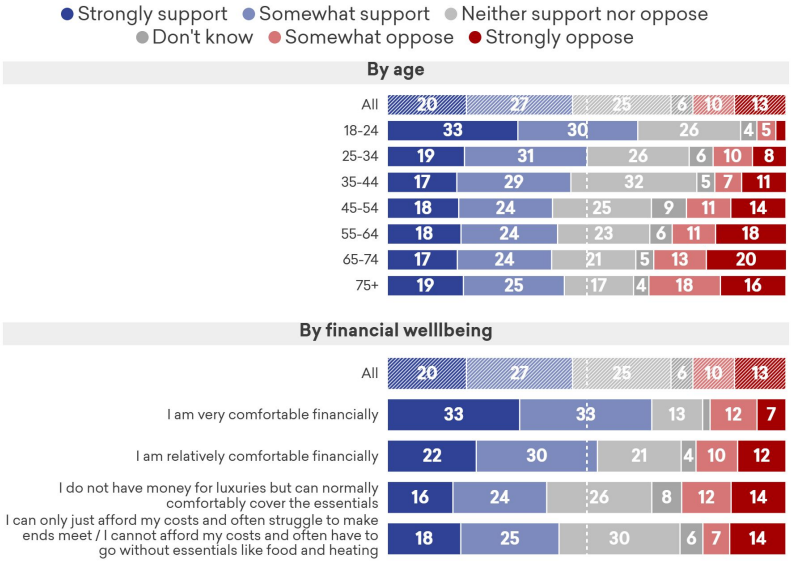
Support for the government's net zero target is strongest among under 25s. Almost two thirds of 18-24 year olds (63 per cent) support the target, compared with 46 per cent of the public overall.

One of the biggest predictors of Net Zero support is financial wellbeing: Those who are struggling financially are 23 points less likely to support net zero than those who are very comfortable (43 per cent compared with 66 per cent).

Crucially, support for Net Zero has fallen asymmetrically across voter groups - collapsing steeply among right-leaning voters, while remaining relatively stable among left-leaning groups. This will be explored in more depth in the final section.

Britons are twice as likely to support as to oppose Net Zero

To what extent do you support or oppose the UK government's target of achieving net zero by 2050?



Cost of living is the top driver of Net Zero opposition

Among those who oppose Net Zero, the top reason is that it is making the cost of living too expensive (51 per cent).

Close behind is a belief that the UK can't make much of a difference compared to countries like the US, India and China (49 per cent), followed by concern that it will damage the British economy (38 per cent).

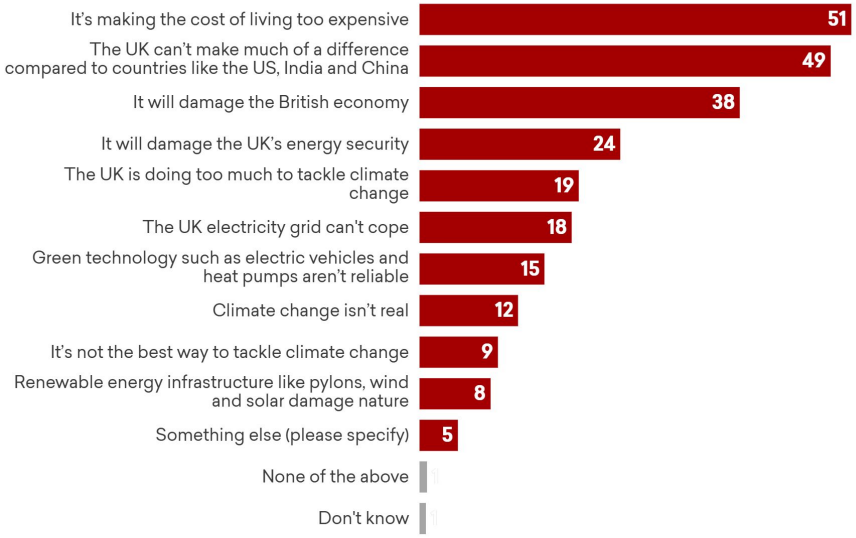
Just 12 per cent of opponents say it is because climate change isn't real, and nearly a quarter (23 per cent) are worried about climate change.

"It's not that I'm not concerned about it, but it's not my priority, and I'd like to see taxpayers' money lowering bills, lowering the cost of living."

Paula, Leeds South West & Morley

The cost of living - and a sense that Britain can't make a difference - drive opposition to Net Zero

In the previous question, you said that you oppose the British government's commitment to achieving net zero emissions by 2050. Why is that? (Select up to three)



In a choice, Britons will choose cheaper bills over the transition

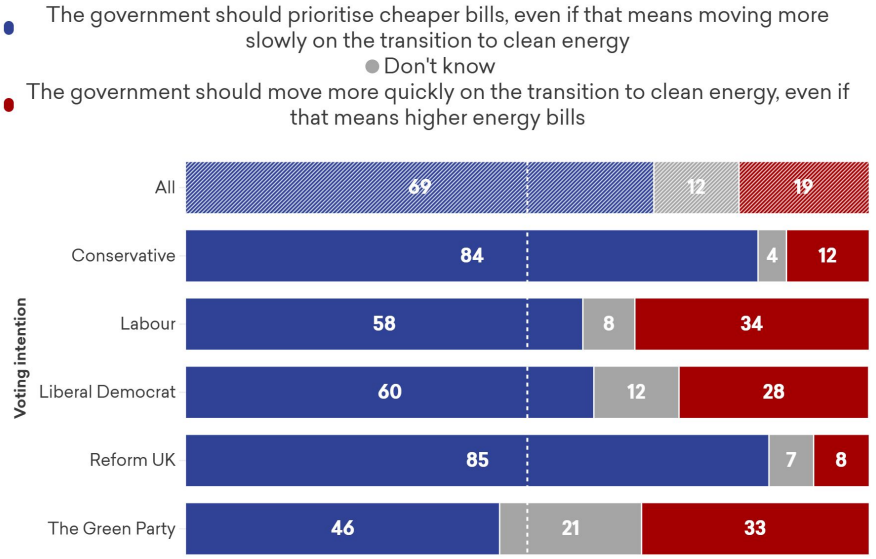
More than two thirds of the public would rather have a slower clean energy transition if it meant cheaper bills.

Just 19 per cent would pick a faster energy transition. This falls further to just 14 per cent of those who say that they are struggling to afford the Cost of Living. A clear majority of Labour's 2024 voters (65 per cent) would prioritise cheaper bills over the pace of the clean energy transition.

For climate action to receive broad support, a case needs to be made that renewable energy will bring down energy bills, including in the short term. 40 per cent believe that their energy bills would be lower if more came from renewables, compared to 20 per cent who think that their energy bills would be lower if more came from oil and gas.

Seven in ten Britons would prioritise cheaper bills over clean energy

Which of the following comes closest to your view?



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The cost of living also drives concern about climate change

But cost can drive attitudes in either direction on climate change. While the cost of living crisis has eroded support for Net Zero, for some it also heightens the need for greater energy security and action on climate change.

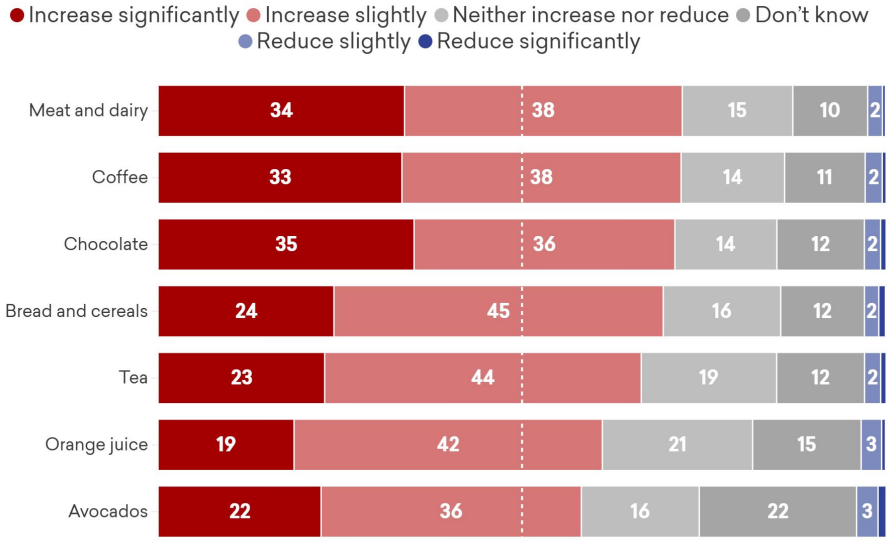
Two thirds (67 per cent) think climate change is at least partly responsible for rising food and drink prices, including 7 per cent who say it is entirely responsible. 24 per cent say it is not responsible at all.

Around seven in ten expect it to push up the price of meat and dairy (72 per cent), coffee (72 per cent) and chocolate (71 per cent) over the next few years.

But climate change is not seen as the main driver: Britons blame international wars (43 per cent) and energy costs (38 per cent) first, while 12 per cent cite drought and flooding caused by climate change.

Most Britons expect climate change to increase the prices of many foods

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



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More Britons think renewables, not fossil fuels, would lower bills

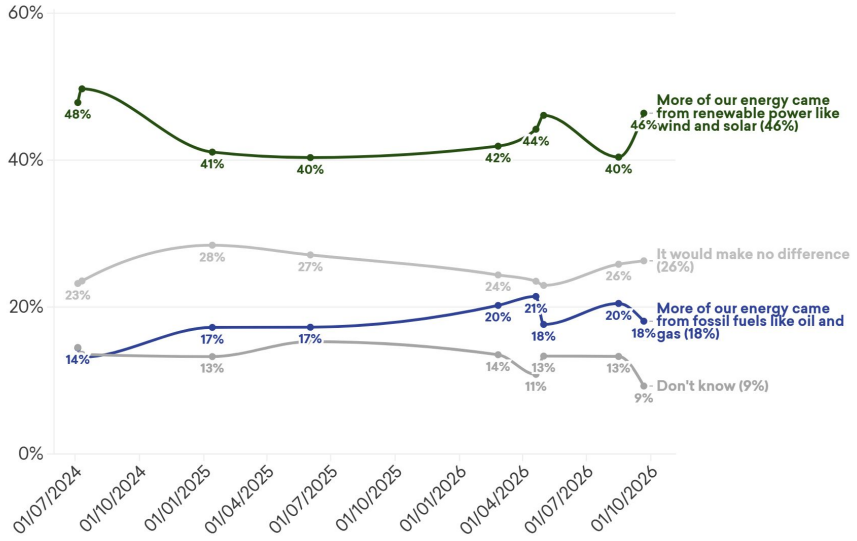
So far, renewables are still winning the cost debate. For many Britons, conflict in Ukraine and the Middle East - and subsequent price shocks - have only served to reinforce the sense that we cannot afford to rely on fossil fuels.

Nearly half (46 per cent) of Britons think their energy bills would be lower if more of our energy came from renewable power like wind and solar. 18 per cent say the same of fossil fuels like oil and gas.

The challenge is timelines: few think that their bills will come down any time soon. Only one in ten Britons say they expect their energy bills to become affordable within the next year; only 29 per cent expect bills to become affordable "in the next few years". 59 per cent say they are unsure if their bills will ever be affordable.

Britons remain more likely to say our bills would be cheaper if more of our energy came from renewables

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



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Can Britain make a difference?

A majority think Britain can make a meaningful difference

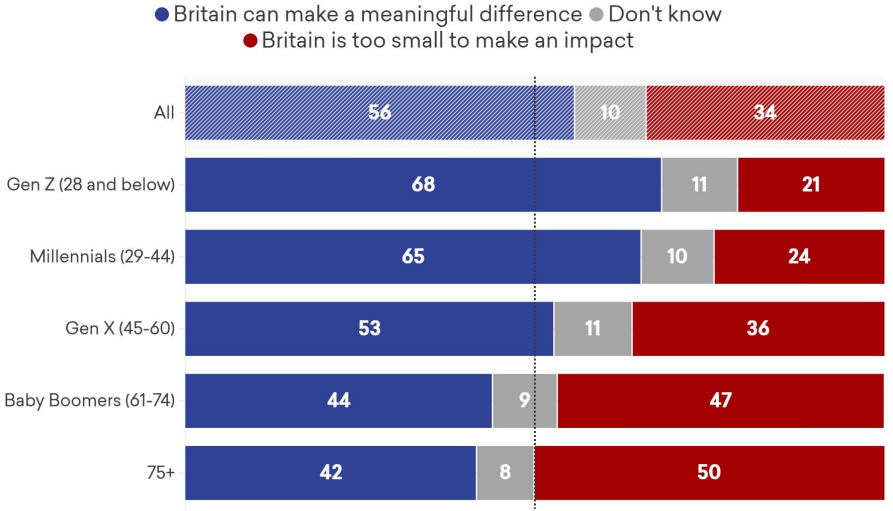
Most Britons (56 per cent) think Britain can make a meaningful difference in tackling climate change, compared with 34 per cent who think it is too small to have an impact.

There is a sharp political split: large majorities of Labour (78 per cent), Liberal Democrat (74 per cent) and Green (82 per cent) supporters think the UK can make a difference. Conservatives are split (46 per cent to 48 per cent), and a majority of Reform UK supporters (55 per cent) think the UK is too small.

Over two thirds of Gen Z (68 per cent) think the UK can make a meaningful difference, but this drops to just 42 per cent of those over the age of 75.

Younger Britons think Britain can make a difference on climate change; older Britons think it is too small

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



Britons are split over taking the lead

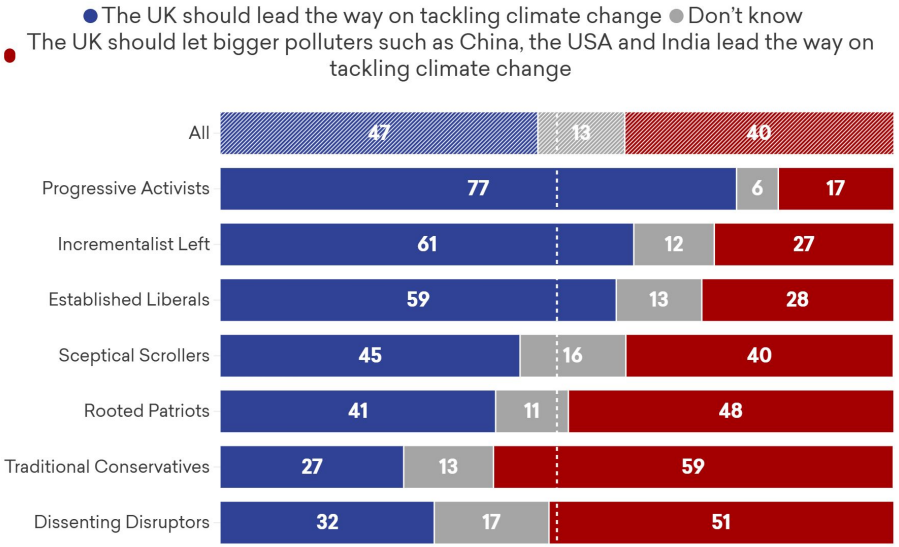
More say the UK should lead the way on tackling climate change (47 per cent) than say it should let bigger polluters such as China, the USA and India lead the way (40 per cent).

More think the government is doing too little to tackle climate change (35 per cent) than too much (20 per cent). 31 per cent think it is doing about the right amount.

That gap has narrowed over the past year. In November 2025, 45 per cent said the government was not doing enough to tackle climate change; that has fallen to 35 per cent. The share saying it is doing about the right amount has risen from 27 to 31 per cent, while the share saying it is doing too much has barely moved (17 to 20 per cent).

Britons lean toward the view that the UK should lead the way on tackling climate change

Thinking about the UK taking a stance on tackling climate change, which statement comes closer to your view?



Just one in five think COP summits have had a positive impact

Few Britons think that past COPs have had an impact, and even fewer are confident that countries will stick to their promises.

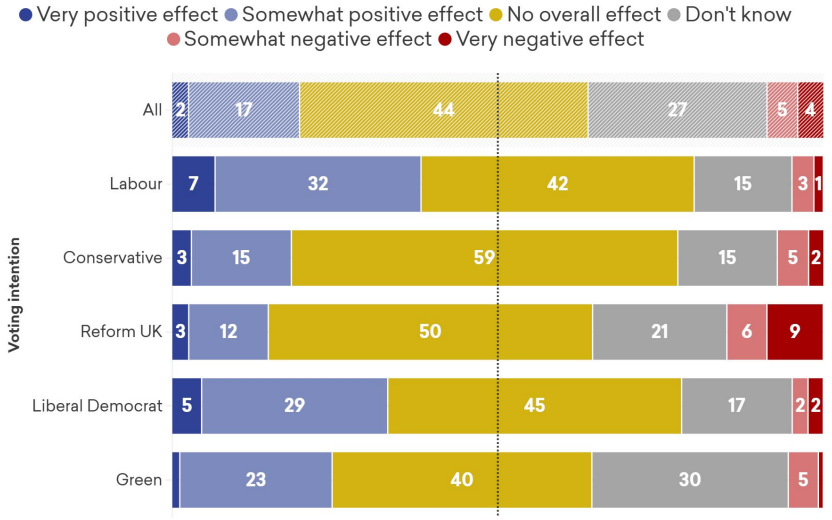
20 per cent think previous COP summits have had a positive effect on climate change, while 44 per cent think they have made no difference, and 9 per cent think they have had a negative effect.

Only 17 per cent are confident countries will stick to the commitments they make at COP31; 64 per cent are not, including 24 per cent who are not confident at all.

Few are following the summit: 43 per cent are aware of COP31, down from 48 per cent last year, and just 37 per cent among Gen Z.

Less than one in five think COP summits have made a positive difference in fighting climate change

In your opinion, have the previous COP climate summits had a positive, negative or no overall effect on climate change?



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Three in ten say COP31 isn't even worth the flight

While Britons tend to value our participation in international climate efforts, nearly a third say that ministers would be better off not attending and saving the emissions of a flight.

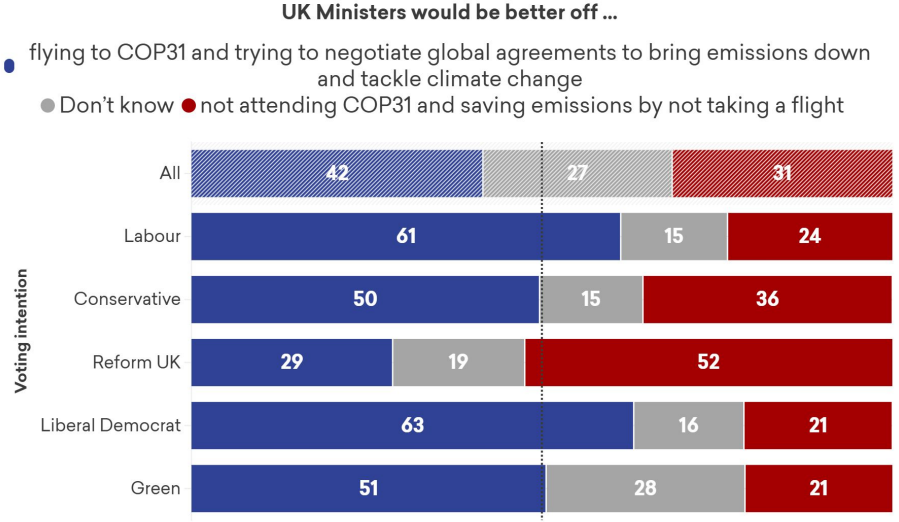
42 per cent say UK ministers would be better off flying to COP31 to negotiate global agreements, while 31 per cent say they would be better off staying at home to save emissions.

Reform UK supporters are the only group who would rather ministers stayed at home (52 per cent) than flew out to negotiate (29 per cent).

Only 24 per cent of strong Net Zero supporters, and 21 per cent of those who name climate change as a top three issue, want ministers to stay at home.

Britons tend to think ministers should fly to COP - although nearly a third say it's not worth the emissions of the flight

COP31 will be held in Turkey - thinking about the impact UK Government Ministers can have on climate change, which comes closest to your view?



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The North Sea

Jackdaw, Rosebank and Aberdeen



Half of Britons back new drilling, and treat both fields alike

Around half of Britons support new drilling in the North Sea, and few oppose it.

55 per cent support issuing new licences for drilling at the Rosebank and Jackdaw fields, and 14 per cent oppose it.

Britons draw little distinction between the oil and gas fields. Asked about each separately, 46 per cent support approving production at the Rosebank oil field (15 per cent oppose), and 51 per cent support the approval of production at the Jackdaw gas field (12 per cent oppose).

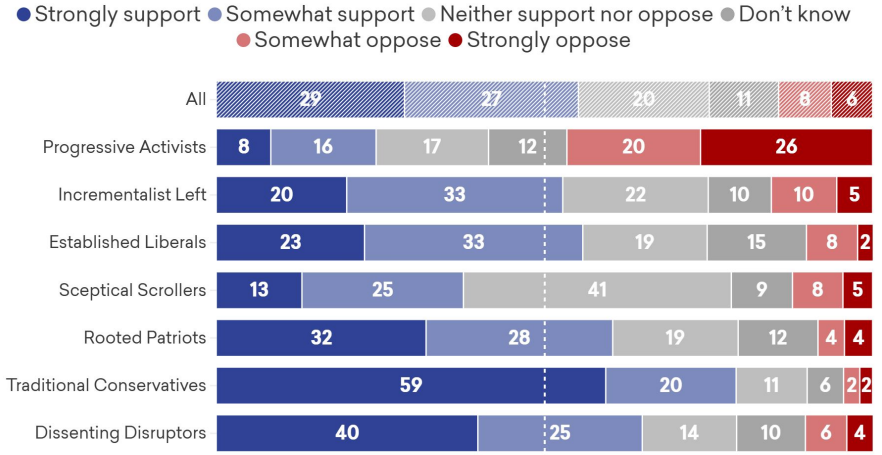
Every segment except Progressive Activists tends to support new drilling. Progressive Activists are the only segment more likely to oppose it than support it (47 per cent to 24 per cent).

"If we don't do something to save it, we need this energy right now and it's right there."

Russell, hospitality business owner, Aberdeen

More than half of Britons support new drilling at Rosebank and Jackdaw

The UK Government is considering allowing new oil and gas drilling in the North Sea at the Rosebank and Jackdaw fields. Supporters suggest this could help stimulate economic growth, but opponents worry it would damage progress towards Net Zero. Would you support or oppose issuing new licences for drilling in the Rosebank and Jackdaw fields?



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Backing new drilling is not a rejection of Net Zero

Support for new drilling does not reflect a wider rejection of Net Zero.

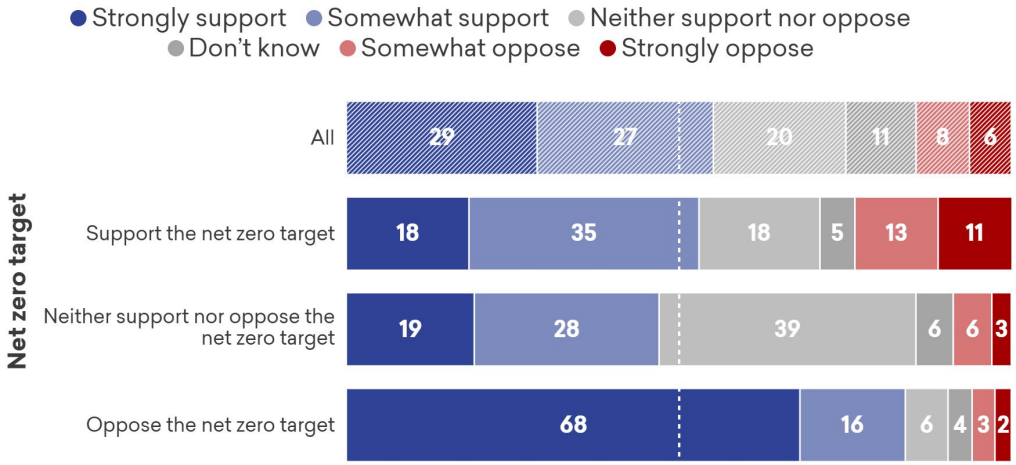
Supporters of the Net Zero target back new drilling at Rosebank and Jackdaw by more than two to one: 53 per cent support it, and 24 per cent oppose it.

Even those who strongly support Net Zero are split: 43 per cent support new drilling, and 40 per cent oppose it.

And among those who support new drilling, more back the Net Zero target (42 per cent) than oppose it (34 per cent).

Even supporters of the net zero target back Rosebank and Jackdaw drilling by two to one

Would you support or oppose issuing new licences for drilling in the Rosebank and Jackdaw fields?



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The UK Government is considering allowing new oil and gas drilling in the North Sea at the Rosebank and Jackdaw fields. Supporters suggest this could help stimulate economic growth, but opponents worry it would damage progress towards Net Zero.

But new North Sea drilling could make some Britons doubt that the government is committed to tackling climate change

Drilling in the North Sea could, however, damage faith that the government is committed to tackling climate change.

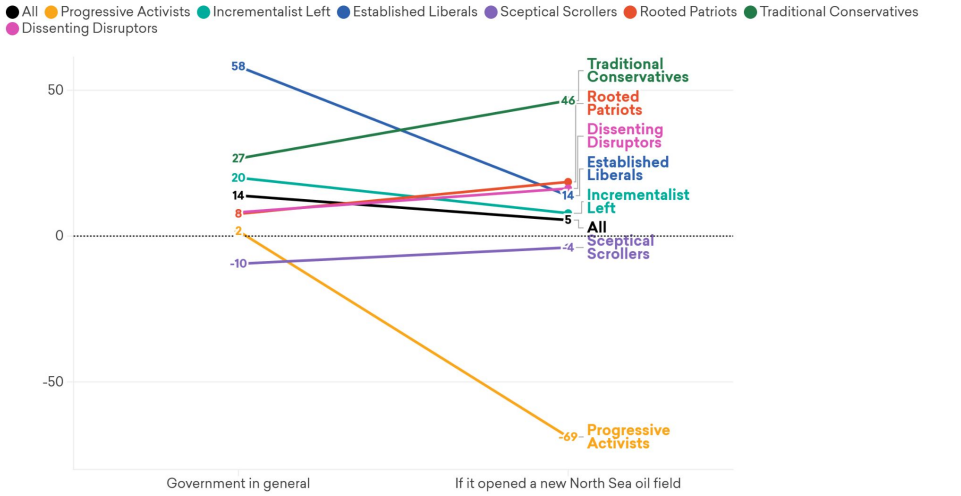
In a split sample, hypothetical drilling in the North Sea reduced the number saying that the government was committed to tackling climate change from 47 per cent to 39 per cent.

But this change was significantly more dramatic with Progressive Activists and Established Liberals. The net score for those saying the government was committed among Progressive activists falls from +2 to -69. This would potentially pose serious risks politically for Progressive voters worried about the climate for the government.

New North Sea drilling threatens the faith of many progressive segments in the government to tackle climate change

[If the government were to open a new oil field in the North Sea], how committed or uncommitted do you think the British government is to tackling climate change?

Net saying "committed" minus "uncommitted"



Source: More in Common • June 2026

Aberdeen: many feel that the energy transition hasn't been "all it's cracked up to be"

In a focus group in Aberdeen South in October, participants described a city in decline as the oil and gas industry has shrunk, and felt promises such as a Great British Energy headquarters had not come to fruition.

Asked whether the government should approve new drilling, the group broadly agreed it should. Even those most sympathetic to climate action felt the transition had stopped oil and gas without replacing it.

> *I think we do need to transition away from fossil fuels... they talk about this just transition thing and I agree with that, but it's like they haven't really transitioned. It's like they've stopped it all.*
>
> **Alistair, retail worker, Aberdeen**

> *We're supposed to be headquartered up here because we were the oil capital of Europe. So take one energy, put one in and it's just never come to fruition.*
>
> **Maura, works in sport, Aberdeen**

> *You're still using the resource, but you're not getting the benefit of that resource because you say you want to go green.*
>
> **Patricia, service supervisor, Aberdeen**

> *It's a source that we're not tapping into because they want to go green, but I just don't know if green is all that's cracked up to be.*
>
> **Melissa, Aberdeen**



More in Common

The politics of climate

Net Zero has become polarised

Support for the Net Zero target has fallen across the board since 2024, but most steeply among Reform UK and Conservative voters.

In April 2024, 34 per cent of Britons strongly supported the target; that has fallen to 20 per cent.

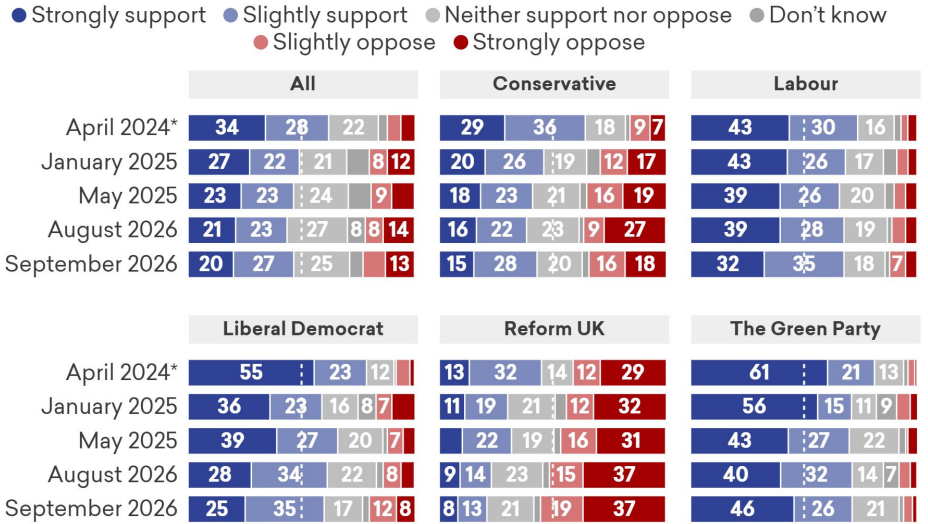
Among 2024 Conservative voters, opposition has more than doubled, from 16 to 34 per cent. Among 2024 Reform UK voters, a majority (56 per cent) now oppose it, up from 41 per cent.

Support has held up far better among Labour and Green voters: two thirds of 2024 Labour voters (67 per cent) and seven in ten Green voters (72 per cent) still back the target.

Support for the Net Zero target has dropped most among voters on the right

To what extent do you support or oppose the UK government's target of achieving net zero by 2050?

(By 2024 vote)



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The Conservatives' potential voter pool is split on Net Zero

The Conservatives' potential voters are united on most economic and even social issues, but they diverge sharply on Net Zero.

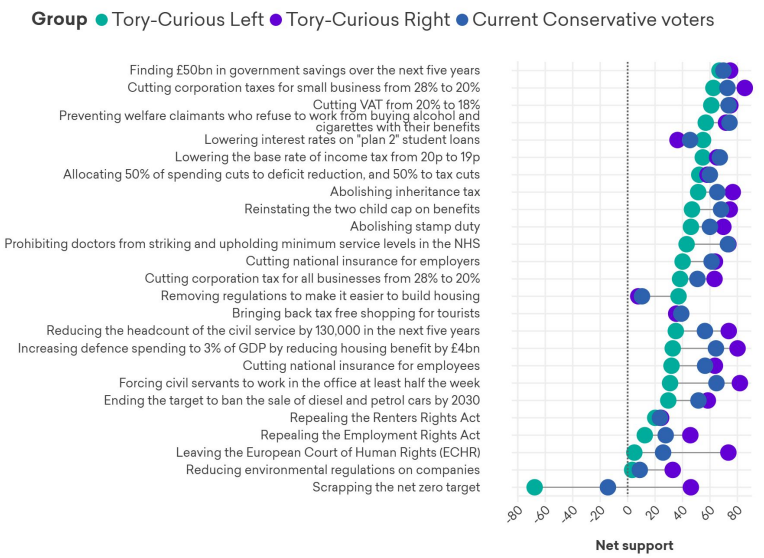
Of those who would consider voting Conservative, 45 per cent currently back Labour, the Liberal Democrats or the Greens (the 'Tory-Curious Left'), and 53 per cent are voting for or considering Reform UK or Restore Britain (the 'Tory-Curious Right').

Three quarters of the Tory-Curious Left (76 per cent) support Net Zero, compared with 16 per cent of the Tory-Curious Right.

Elsewhere there is common ground: the party's key tax and spend policies are popular across both groups, and even leaving the ECHR has more support than opposition among the Tory-Curious Left (38 per cent support).

Net Zero splits the Conservative voter base - but the vast majority of their other policies are non-divisive

Net support (support minus oppose) for each Conservative Party policy



Reform UK voters are sceptical of Net Zero, but tend to support renewables and prioritise nature

Most Reform UK voters oppose the Net Zero by 2050 target, but this doesn't stem from a wholesale rejection of renewables, nor a lack of concern for the environment.

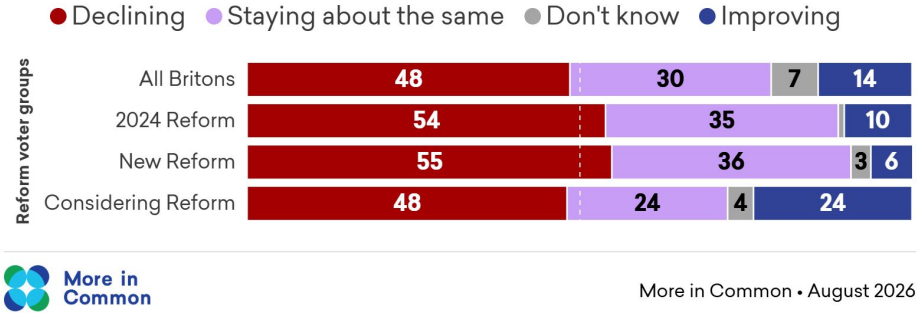
Half of Reform voters (51 per cent) say the UK should be investing in renewables, compared to 40 per cent who disagree. **And nature is particularly important to this voter group.**

Almost half of Britons (48 per cent) say that they think nature is in decline in the UK. Among those who have joined Reform since 2024, this view is the most acute with 55 per cent saying nature is in decline in the UK.

In focus groups, it is clear that many Reform voters' feelings of national decline are deepened by the state of the local environment - namely litter, loss of green space and fly tipping.

Reform voters are more likely than the public as a whole to say nature is declining

How would you describe the state of nature in the UK? In comparison to previous generations, nature in the UK...



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"The whole borough, the area that I live in, has totally gone downhill... Years ago, the air quality was much better out there. Now it's not so pure... you can smell the difference from 15, 20 years ago."

Leroy, Fashion Industry, Enfield

Voters who prioritise climate change have stuck with Labour- for now

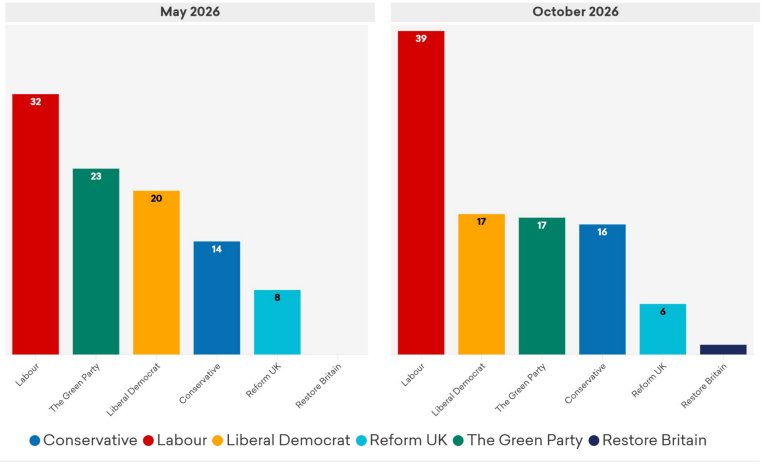
For now, Labour has broadly held steady with voters who say climate change and the environment are one of the top issues facing the country.

Labour still holds a healthy lead with these voters, 39 per cent to 17 per cent for the Liberal Democrats and Greens. This is down slightly from 41 per cent in 2024. The Conservatives have ticked up slightly from 14 to 16 per cent, and Reform has failed to make many breakthroughs with these voters at 6 per cent.

However, Burnham has improved substantially with this group from May. Labour is up 8 points from May 2026, the Greens are down six and the Liberal Democrats are down three- indicating, as with other progressive voters, that Burnham is beginning to reunify the climate-conscious coalition.

Labour has won back climate-focused voters from the Greens and Liberal Democrats since May

Headline voting intention among those naming climate change and the environment as one of the most important issues facing the country



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Climate could spark a ‘Greenlash’ on Labour’s left flank

Progressive Activists stand out from the rest of Labour’s coalition on climate, and they have done more than any other segment to fuel the Burnham bounce.

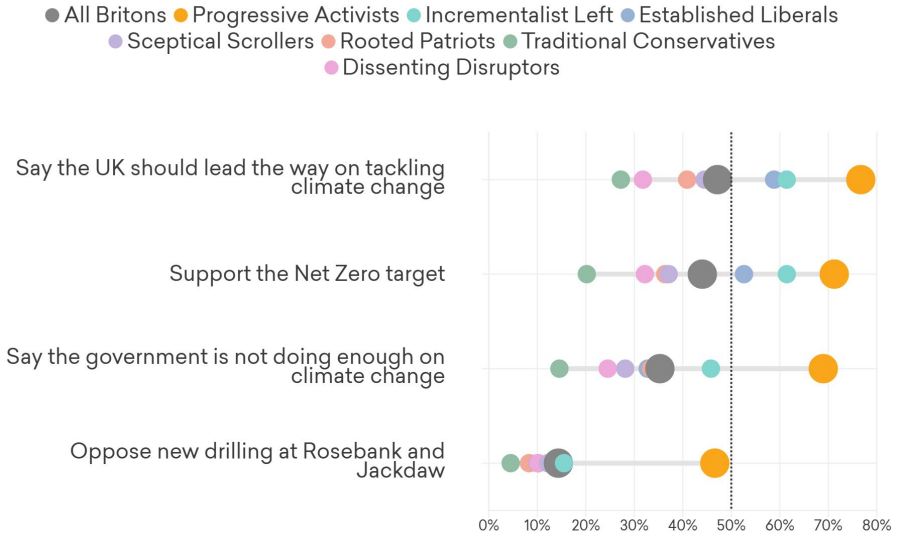
Since Andy Burnham replaced Keir Starmer, Labour has surged among Progressive Activists. In March, 11 per cent of 2024 Labour voters said they would vote Green; by September, that was down to 5 per cent.

Progressive Activists are the most committed to climate action: 71 per cent support the Net Zero target (44 per cent of all Britons) and 69 per cent say the government is not doing enough on climate change (35 per cent).

So while new drilling at Rosebank and Jackdaw is popular overall, it is Labour’s progressive core who would be unhappy with a climate retreat.

Progressive Activists stand out in their attitudes on climate

Share of each segment who support the Net Zero target, say the UK should lead the way on tackling climate change, say the government is not doing enough on climate change, and oppose new drilling at Rosebank and Jackdaw



Source: More in Common • October 2026. Net Zero and Rosebank and Jackdaw: 3,069 GB adults, 16-19 October; lead the way and government action: 2,602 GB adults, 31 October - 1 November

Economy *and* environment are Green voters' bread and butter

Asked what the Green Party looks like at its best, Green voters and considerers alike say it protects nature and champions renewables. But equally, a focus on the economy, big business and inequality is important to the Green Party's target segments.

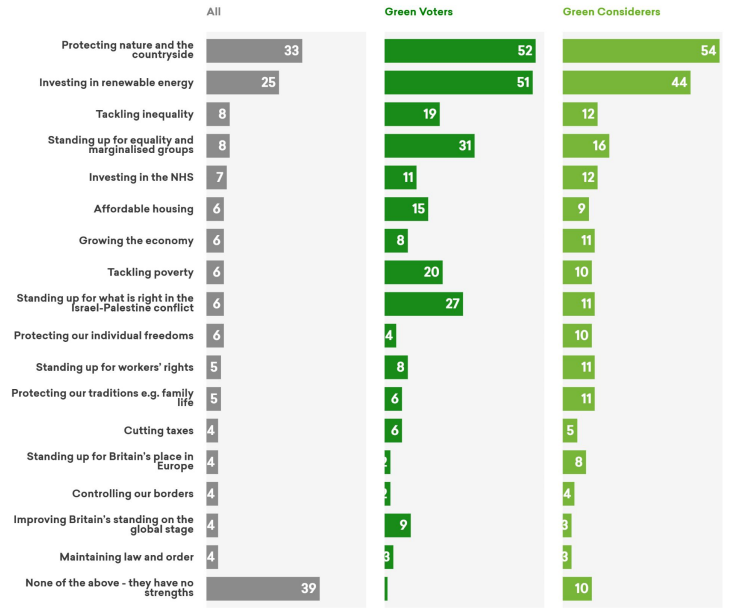
In particular, Progressive Activists and Incrementalist Left Britons lean say focusing on the economy, taking on big business and tackling inequality would reflect well on the Green Party. And these voters place the cost of living and affordable housing as top issues.

It's clear that the Green Party's voter pool do not want them to choose *between* economic populism and environmental action – most would want to see both.

> *I think they're the only party that are actually concerned about the environment, which is refreshing and they seem genuinely concerned about the communities as well, like pumping money into the NHS, they want to do that.*
>
> **Molly, Finance, 30, considering the Greens**

To the public, their voters and those considering voting Green, nature is their top value

Thinking about the Green Party, when they are at their best, what do they stand for? (select up to three)



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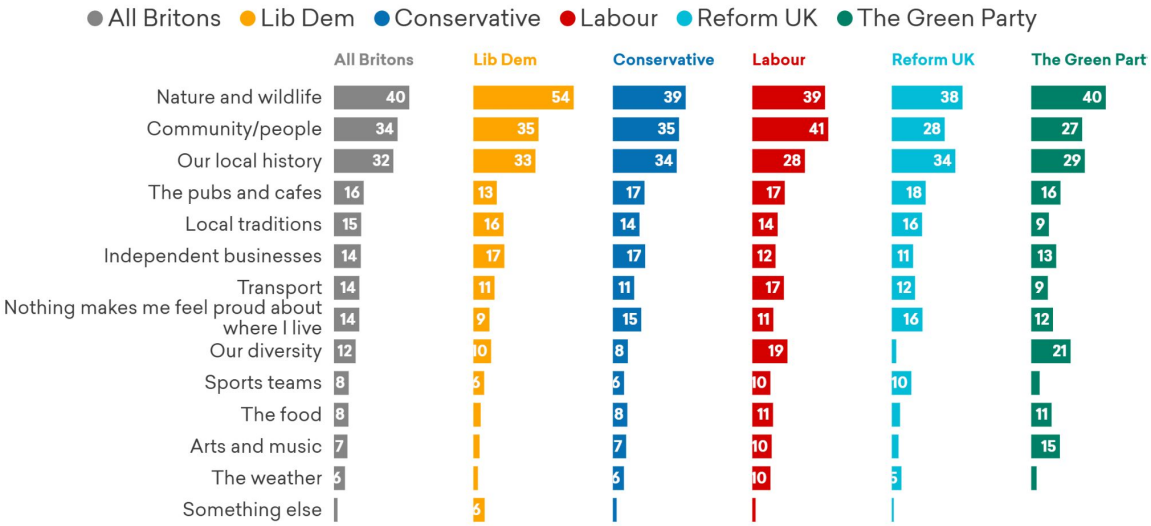
Championing nature is a key issue to many Liberal Democrat voters

Local nature and wildlife a key source of pride to many Britons – but particularly to Liberal Democrats voters. 54 per cent of them say nature and wildlife are their greatest source of local pride, compared to 40 per cent of the country as a whole, and 59 per cent say that it is their favourite thing about their local area.

For the Liberal Democrats, a key opportunity – and one that could set them apart from other parties – is in championing nature.

Lib Dem voters stand out for taking pride in their area's nature and wildlife

What are the things that make you most proud of where you live?



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Thank you!