



What next for net zero?

How to rebuild consensus on the environment

Conservative Party Conference Fringe Event 2024

Progressive Activists



Civic Pragmatists



Disengaged Battlers



Established Liberals



Loyal Nationals



Disengaged Traditionalists



Backbone Conservatives



...a group for whom politics is an important part of their identity and who seek to correct long-standing injustices

...a group that cares about others, at home or abroad. They wish for less conflict and more compromise.

... a group that are just getting by. They blame the system for its unfairness, but not other people.

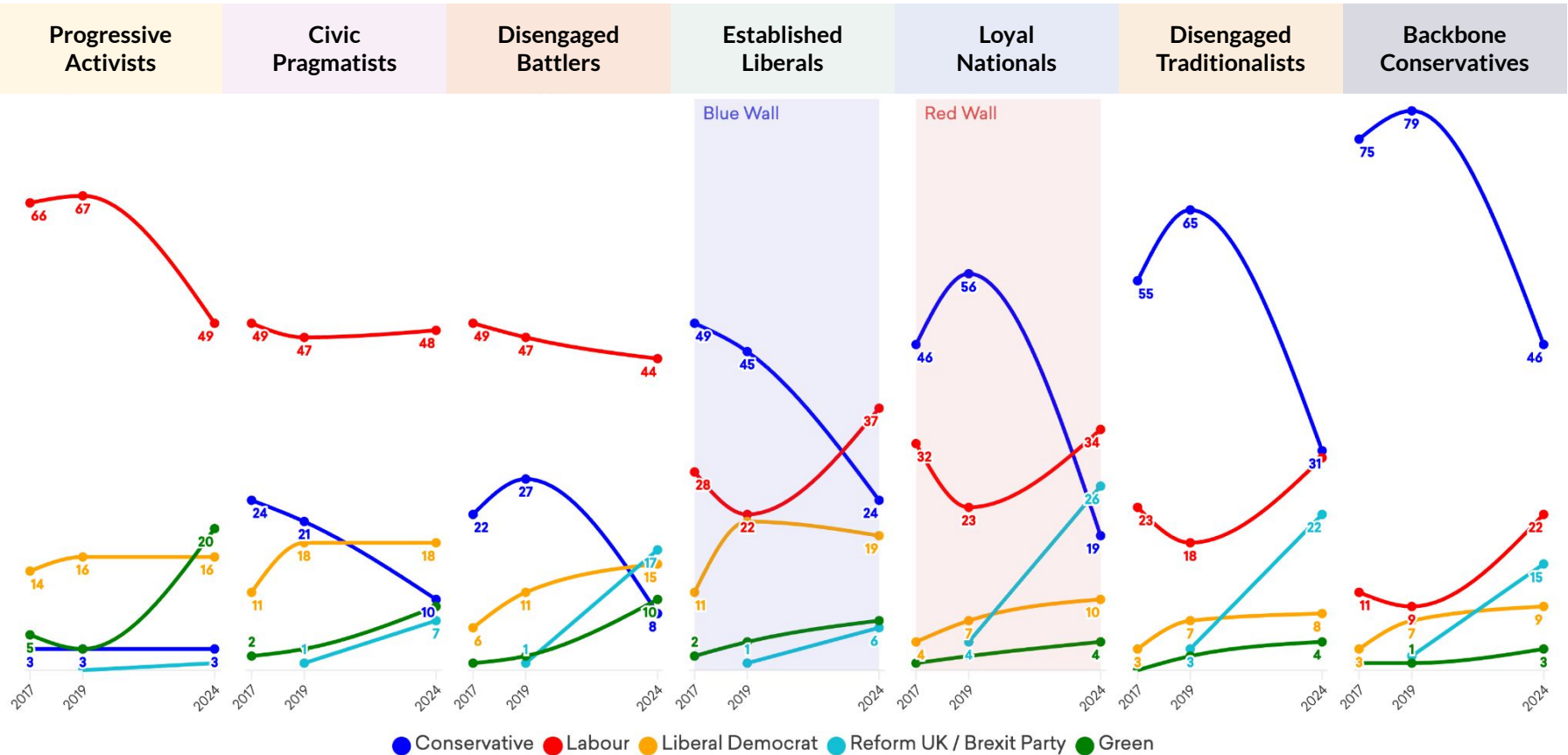
...a group that has done well and means well towards others, but also sees a lot of good in the status quo.

...a patriotic group, who worry that our way of life is threatened and also feel our society has become more unfair.

... a group that values a well-ordered society, takes pride in hard work and wants strong leadership that keeps people in line.

... a group who are proud of their country, optimistic about Britain's future, and who keenly follow the news.

How did the Seven Segments vote?

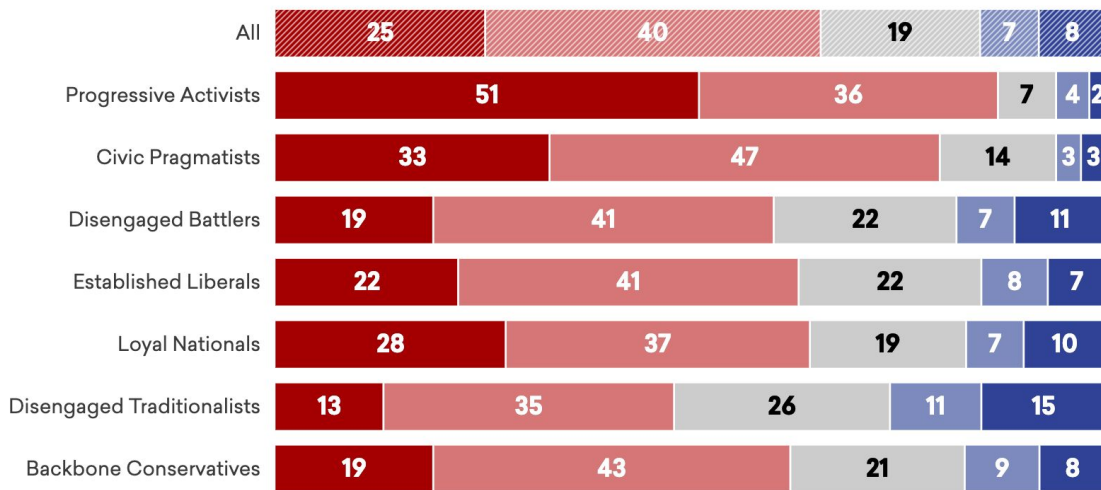


Climate change is not a polarising issue in the UK

How worried are you about climate change?

By segment By 2024 GE vote By age

● Very worried
 ● Somewhat worried
 ● Neither worried nor unworried
 ● Somewhat unworried
 ● Very unworried



Unlike in other countries, there is a broad public mandate for climate action in the UK.

Across all our seven segments, a large plurality are worried about climate change, with only 15 per cent saying they are not worried.

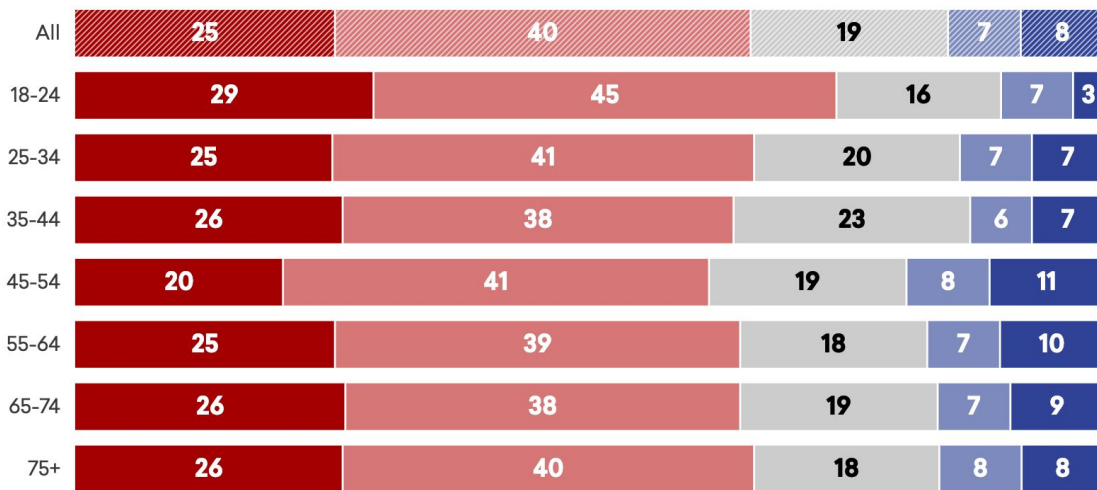
The least worried segment is Disengaged Traditionalists, but even they are twice as likely to be worried than to be unworried about climate change.

The environment is not just a young person's issue

How worried are you about climate change?

By segment By 2024 GE vote By age

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

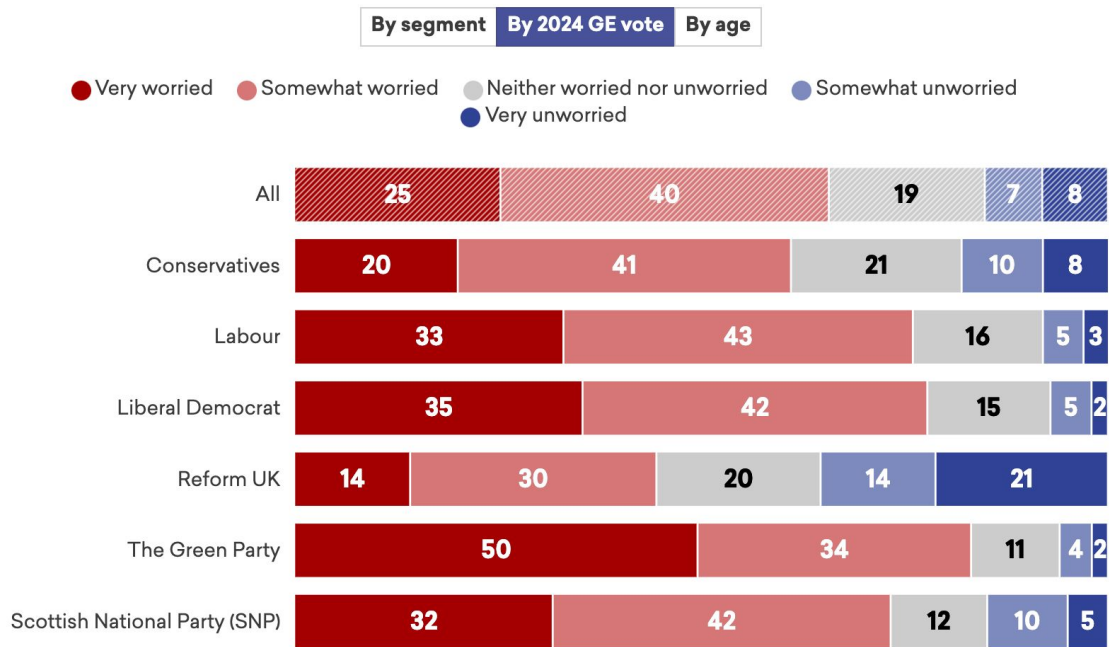


It is a misconception that climate change is only a “young persons’ issue” in the UK.

Old people are just as likely to say they are worried about climate change, and they are more likely to prioritise climate change and the environment in the biggest issues facing the country.

Reform voters are outliers

How worried are you about climate change?



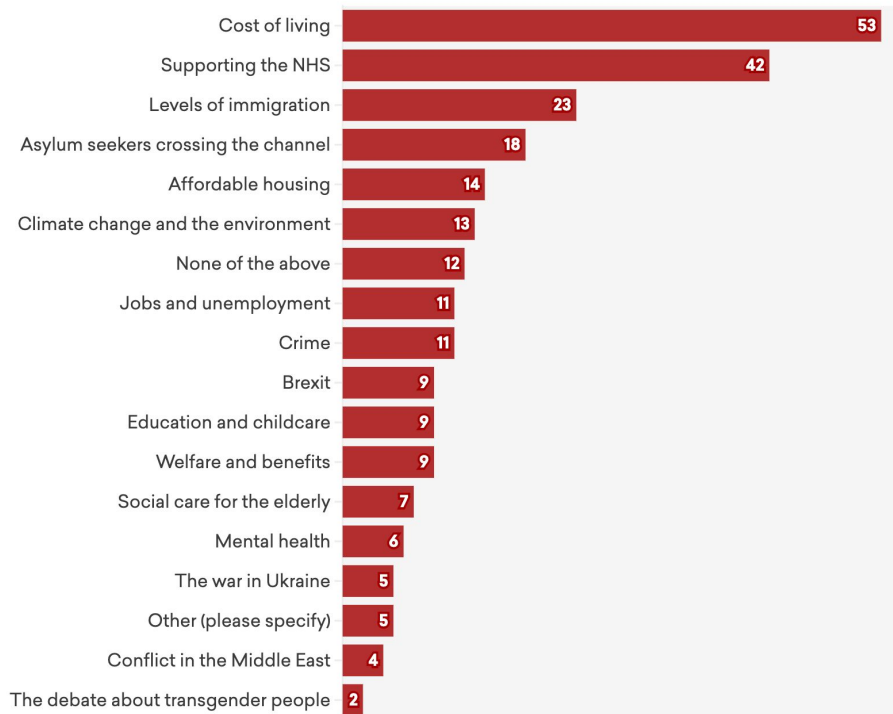
There is some polarisation on climate by party votes in the UK - but it is not as significant as you might expect.

61 per cent of Conservative voters say they are worried about climate change, compared to 76 per cent of Labour voters and 78 per cent of Liberal Democrat voters.

The exception is Reform UK voters, where 44 per cent are worried about climate change - which is more than the 35 per cent of them who are unworried, but still one of the few demographics where less than a majority say they are worried.

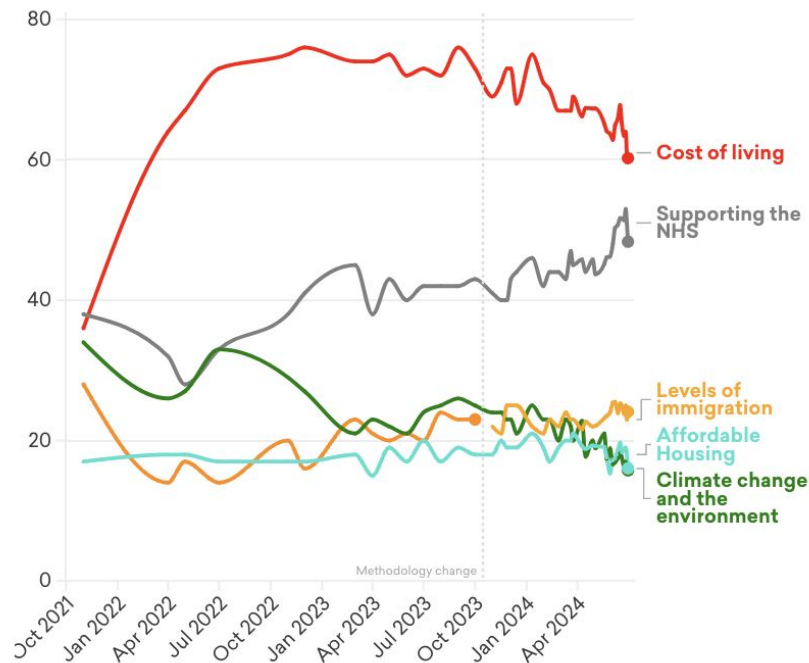
This election was fought over the cost of living and NHS

Thinking about the General Election, which of the following issues had the biggest impact on how you voted? Please select up to three



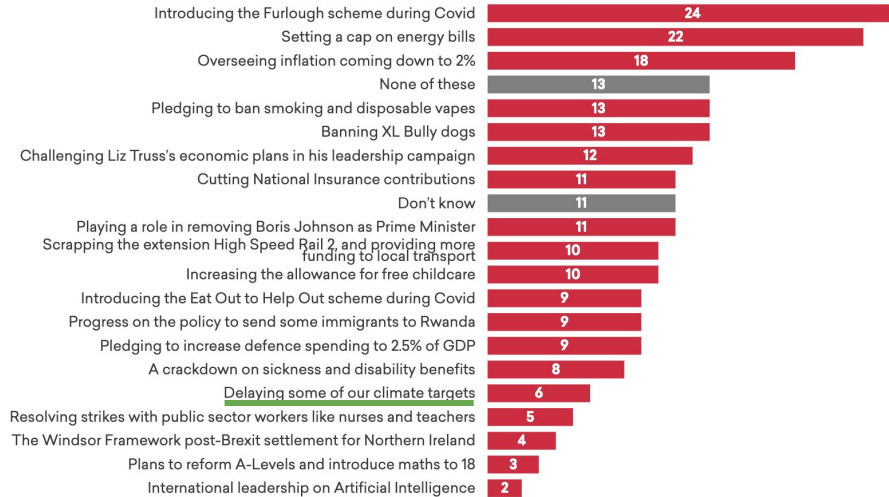
Britons' big issues over time

Thinking about the next General Election, which of the following issues are most likely to impact your vote? Please select up to three



Sunak's Net Zero reversals didn't help

Thinking back on Rishi Sunak's time in government, which of the following have been his best achievements? Select up to three.



Thinking back on Rishi Sunak's time in government, which of the following have been his best mistakes? Select up to three.

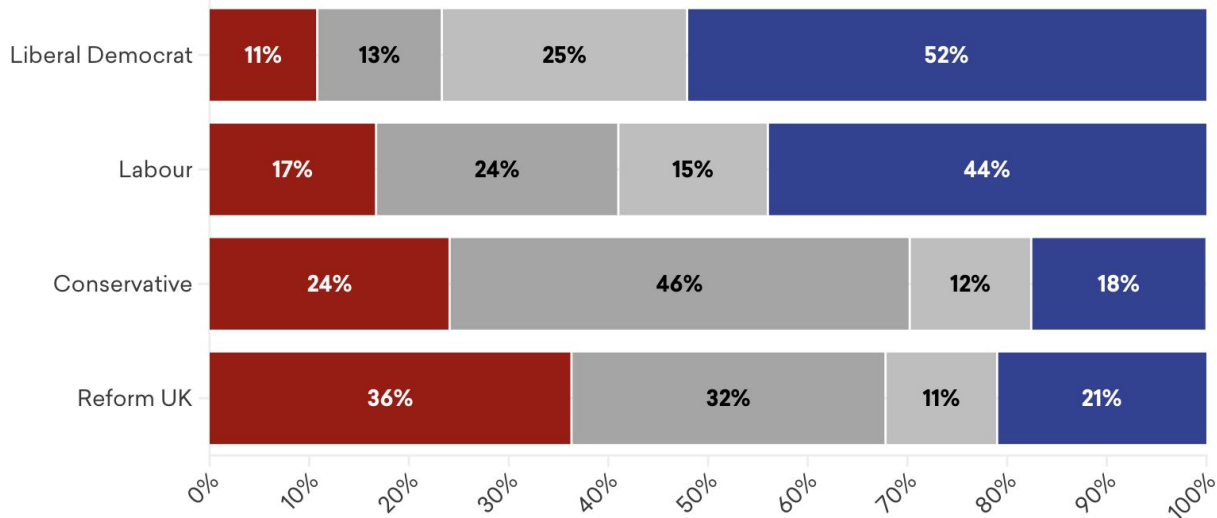


Very few voters give Sunak any credit for delaying the UK's net zero targets, whereas they see the decision to delay those targets among his top ten mistakes while in office.

For many switchers, the Tories didn't do enough on Net Zero

- Prioritised action to tackle climate change too much
- Placed the right level of priority on action to tackle climate change
- Don't know
- Did not prioritise action to tackle climate change enough

2024 vote among 2019 Conservatives



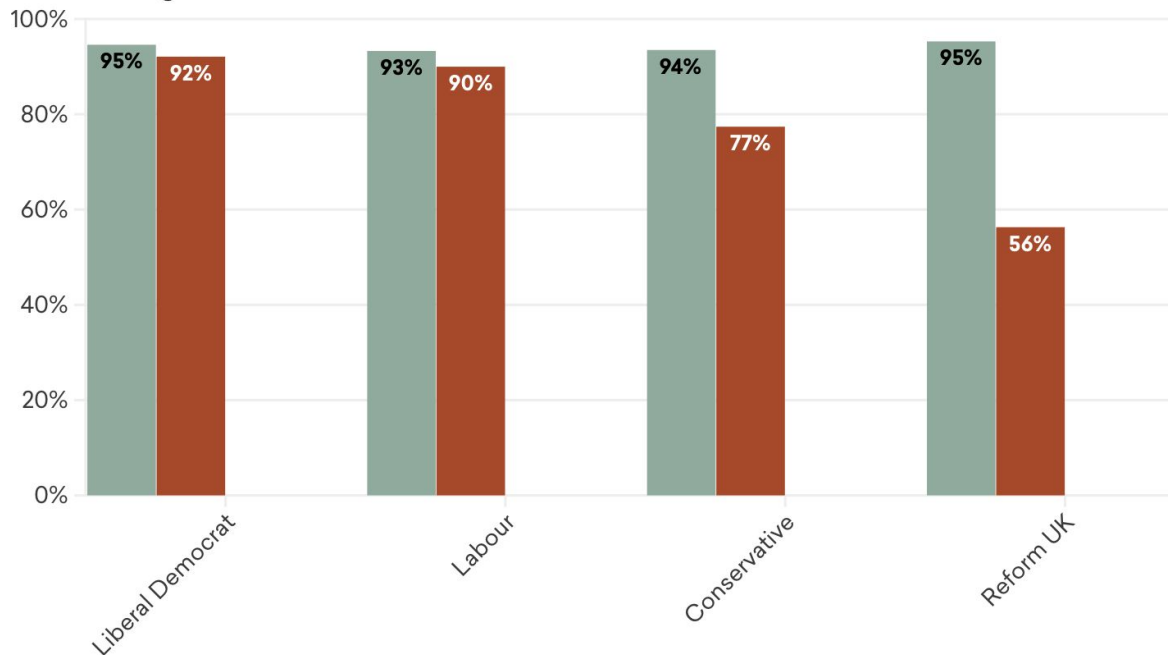
44% of those who switched from Conservatives to Labour think the Conservative Government did not do enough to tackle climate change.

But a third of those switching to Reform thought the Tories did too much rather than too little.

The 2019 coalition agrees on protecting nature, but not on tackling climate change

- It is important to protect nature
- It is important to tackle climate change

2024 vote among 2019 Conservatives



Every part of the Conservative coalition values protecting nature.

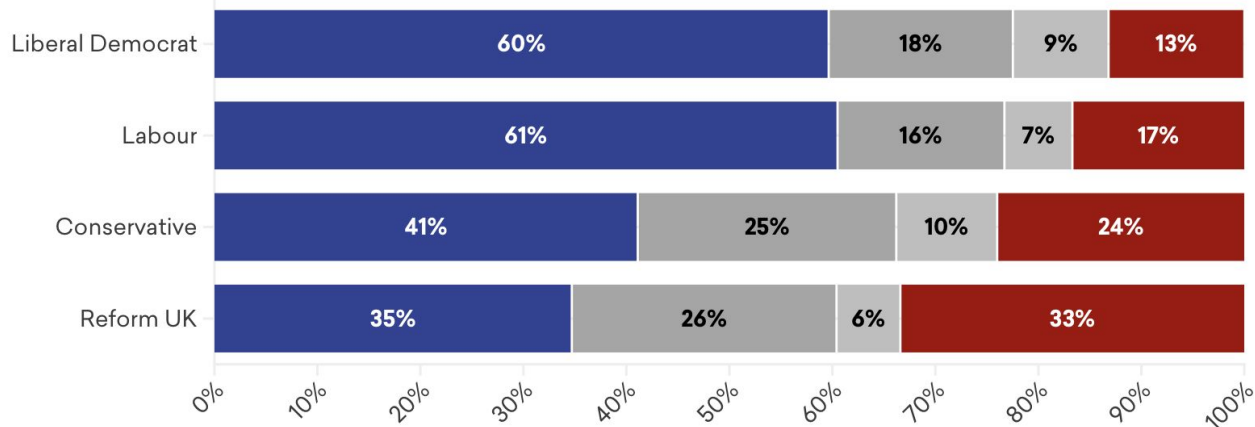
But where 90% of Con-Lab switchers think tackling climate change is important, only half of Con-Reform switchers agree.

Conservative 2019 coalition thinks that more renewable energy would make bills cheaper

Do you think energy bills would be lower if...?

- We generated more of our energy from renewable sources like wind and solar
- It would make no difference
- Don't know
- We generated more of our energy from fossil fuel sources such as oil and gas

2024 vote among 2019 Conservatives



Con-Lab switchers overwhelmingly think that renewables would lower their energy bills.

By a small margin, Con-Reform switchers think renewable energy will lead to cheaper bills than when energy produced by oil and gas.

Cost of living is the key lens through which people see Net Zero

I just worry if everybody's got the money to be able to do the things that the government are wanting to bring in because a lot of these things are extremely expensive.

Kathy, GP Receptionist, Clacton

I just think it is absolutely ridiculous. It's not feasible, it's not doable at all. Electric cars are too expensive, there's not enough charging points. I think it's a lot of talk just to try and make themselves look good.

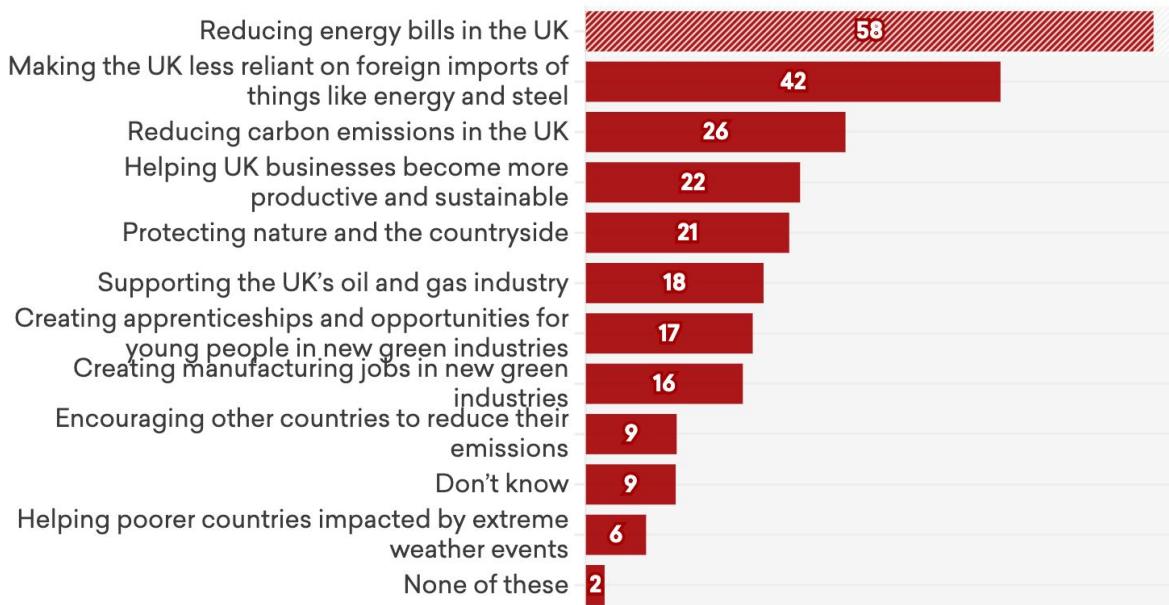
Adrian, Fast Food Area Manager, Clacton

[Climate change] is a risk, I think simply because generally it increases cost and increases complexity for business because it's new, so businesses are needing to innovate. But I guess the opportunity is to get it right.

Paul, Logistics Operations, Tees Valley

Britons prioritise cheap bills and energy security

Which of the following do you think should be the main job of the Minister for Energy Security and Net Zero? Select up to three.



The public care far more about the cost of their energy bills than they do about carbon emissions.

And Britons want to see more domestic production of energy, to avoid relying on foreign imports.



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