### CLIMATE Policy & Strategy

Climate Policy & Strategy: Great Britain Tracking survey, November 2023



### What this is based on

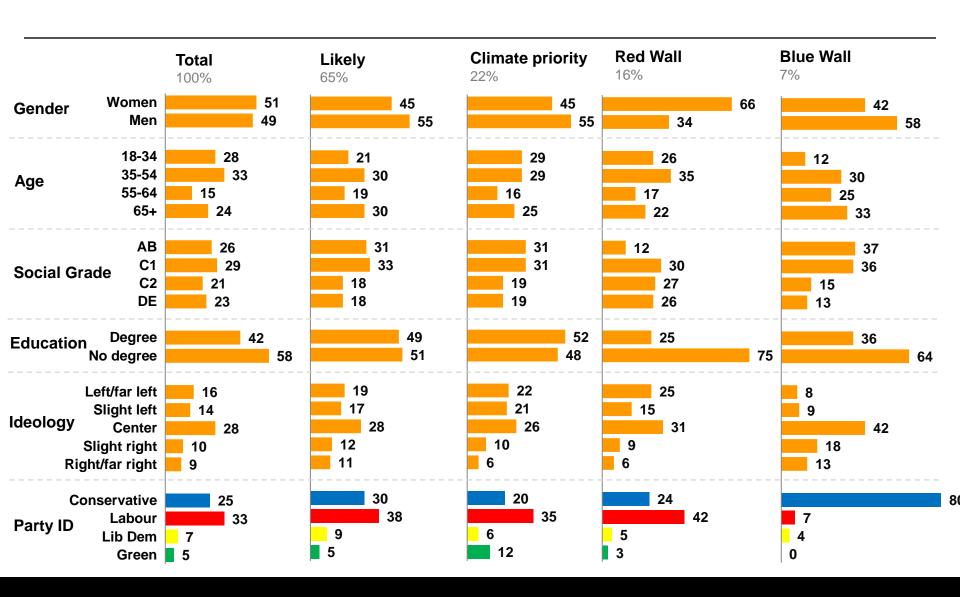
#### Our poll

- N=1,000 nationally representative survey of Great Britain
- Fieldwork: 17-22 November, 2023
- Online, 20-minute questionnaire
- Weighted to national statistics on gender, age, region, education, social grade, ethnicity and past voting behaviour

#### Political target groups

Target group	Definition
Total	All respondents – represents national 18+ population of Great Britain
Engaged	Those very likely to vote in elections (8-10/10)
Climate priority	Chose climate as a top priority for government
Blue Wall	Voted Conservative in the 2019 General Election, voted Remain in the EU Referendum
Red Wall	Lives in the Midlands or North of England, in a town or rural area, and identifies as working class

### **Political targets:**



### What you need to know (1/2)

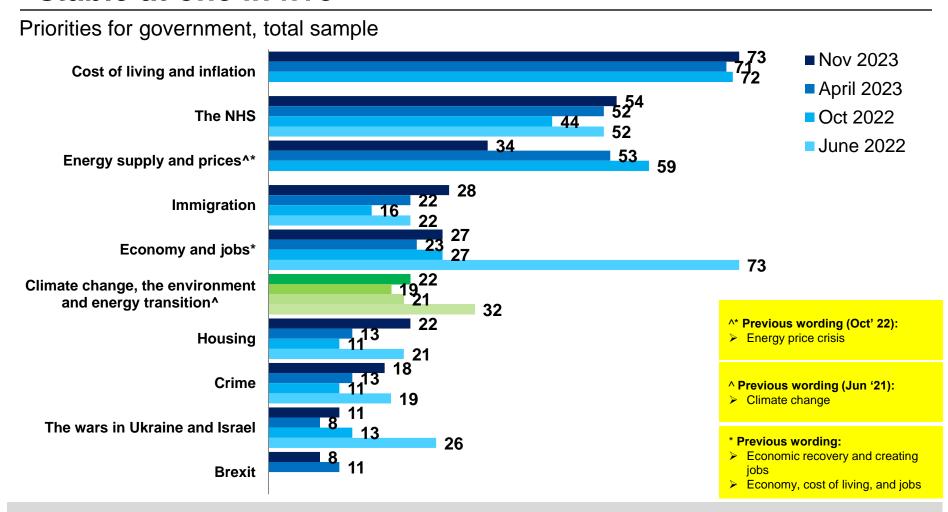
- ➤ The cost of living, inflation and energy prices along with the NHS are still the top problems. Immigration rises for Conservatives and climate for Liberal Democrats.
- The structure of attitudes creates a daunting set of challenges for the government to raise its standing. Its 30-year narrative of bold changes loses to Labour's 13-years of austerity by a margin greater than the vote. Nobody believes the government's promises of major changes.
- Voters think government delivered a halved inflation-rate, but no other goal, including promised improvements to the NHS, more police and control of boats. Which leads to all the leaders in the government getting ratings below the Conservative vote.
- Sovernment is weighed down by belief it has left the NHS with 7 million-long waiting list, no part of government works and it's enriching donors.
- In the context of high prices, voters fault global prices, excessive-profit taking and Brexit. That creates opportunity to evolve polices for dealing prices and sustained growth.
- For Labour, its top vision statements are modernization of the NHS waiting times and policies to create British energy while addressing climate change. Its most popular policies are freezing energy bills paid for with excess profit tax and creating thousands of green jobs and accelerating on-shore power and solar.

### What you need to know (2/2)

- Almost two-thirds feel strongly that climate change is a crisis, requiring bold action and it is worth the cost. And the percent wanting government to take action prevent climate change has risen steadily, particularly in the last six months.
- ➤ Big majorities reject the government's position of pursuing all domestic energy sources; instead, speed transition to renewables. That is true in Red Wall.
- A big and growing majority views addressing climate as an opportunity for Britain to grow the economy and show global leadership.
- Voters believe the UK's industrial policy should be focused on the low carbon sector. But a rising number also think oil and gas requires some attention. And a majority want to expand exploration of the North Sea to address high energy prices.
- Russia anchors new strategic space for British voters. That means strong support for aiding Ukraine. Support has grown.
- ➤ But voters are more negative on helping Israel. Israel is viewed more negatively than Palestinians. But there is cross-party support for policies that Israel end Hamas' role.

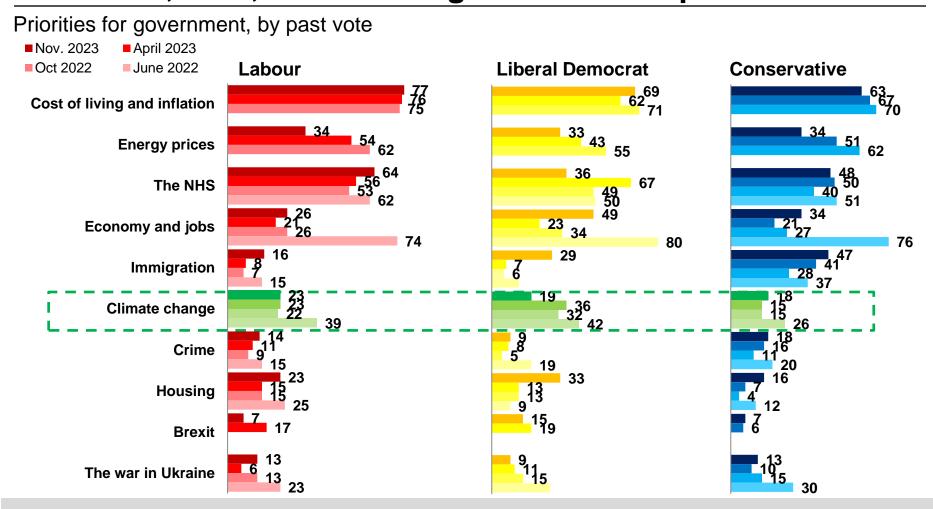


# Cost of living and inflation, plus NHS top priorities; energy supply/price still high; immigration up; climate stable at one in five



What are the THREE issues you think should be the top priorities for government?

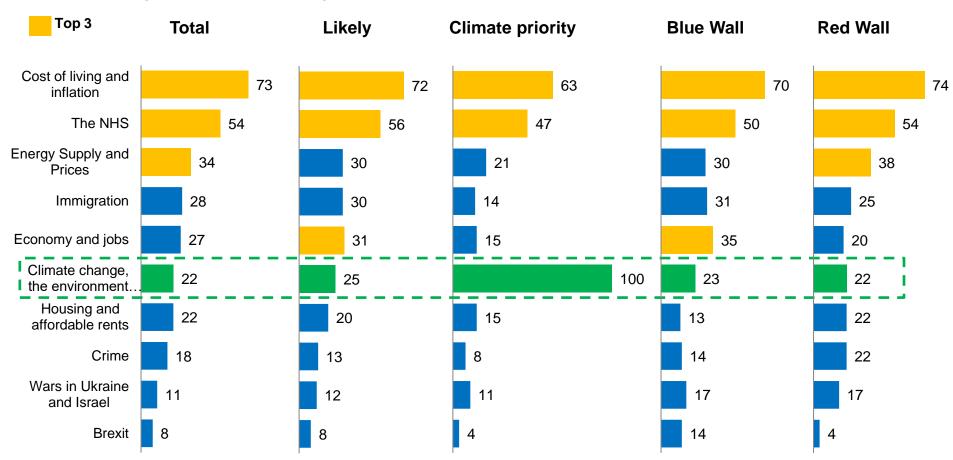
# For Labour top issues are costs, inflation & energy prices; with NHS near top; for Tories, costs, NHS & immigration; for Lib Dems, NHS, cost of living and climate up to 36%



What are the THREE issues you think should be the top priorities for government?

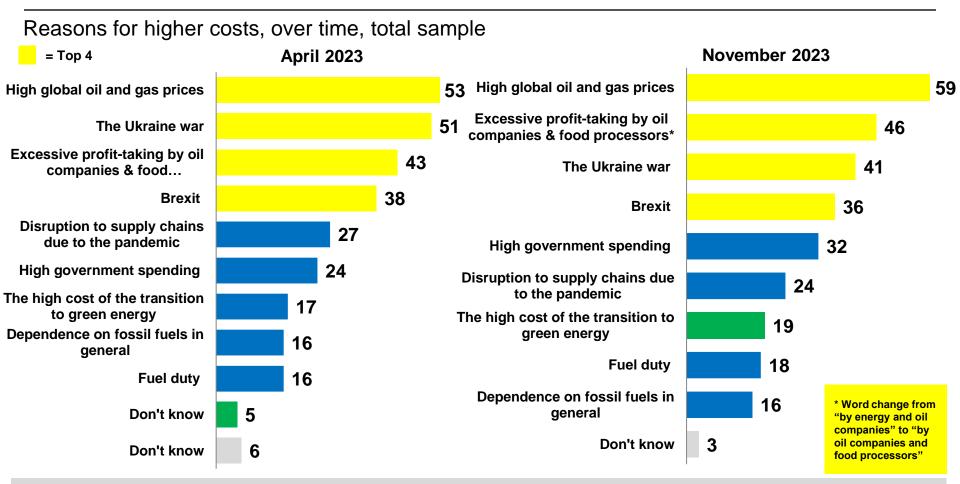
## Among targets, cost of living and inflation, the NHS, joined by energy supply & price, particularly in Red Wall

Priorities for government, by target



What are the THREE issues you think should be the top priorities for government?

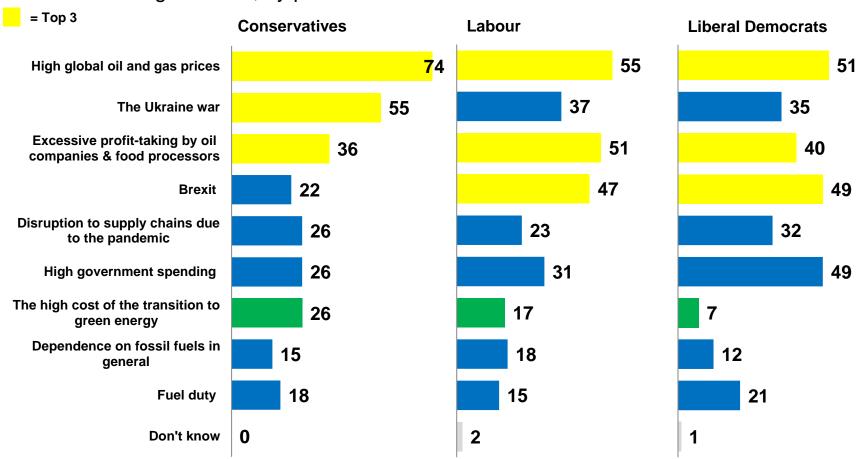
## High global prices remains top reason for higher costs. Excessive profits & Brexit part of cause



(2023) As you know, Britain has faced higher prices for things. Please select the THREE most important reasons those are happening from the list below. (2022) You may have noticed increased prices recently, particularly for energy and food. Why do you think energy prices are high today? Please select the THREE most important reasons from the list below.

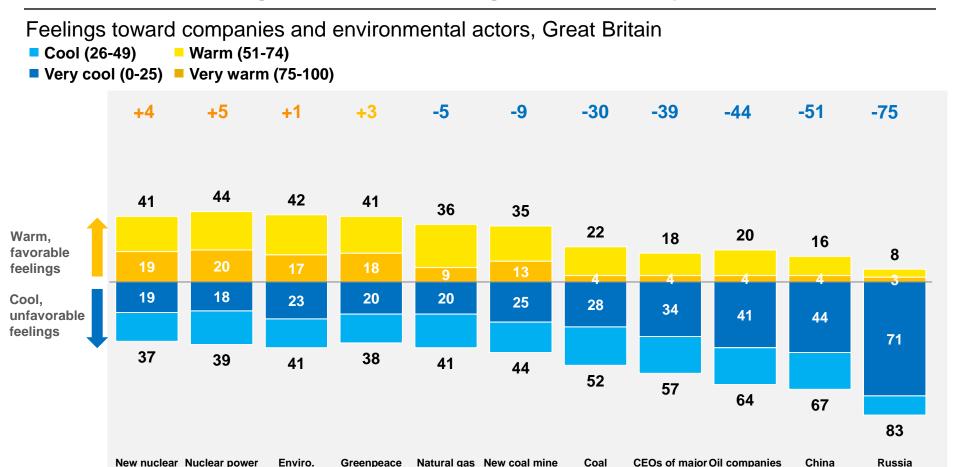
# All parties blame high oil and gas prices for why prices have risen; Lib Dems and Labour also split between Brexit and excessive profit-taking

Reasons for higher costs, by past vote



As you know, Britain has faced higher prices for things. Please select the THREE most important reasons those are happening from the list below.

## Nuclear power and new nuclear power stations receive favourable ratings, but not new coal; mixed feelings on environmental groups; oil sector in own negative space, though exceeded by China & Russia



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVOURABLE feeling; zero meaning a VERY COLD, UNFAVOURABLE feeling; and fifty meaning not particularly warm or cold.

CO.

companies

co.

Groups

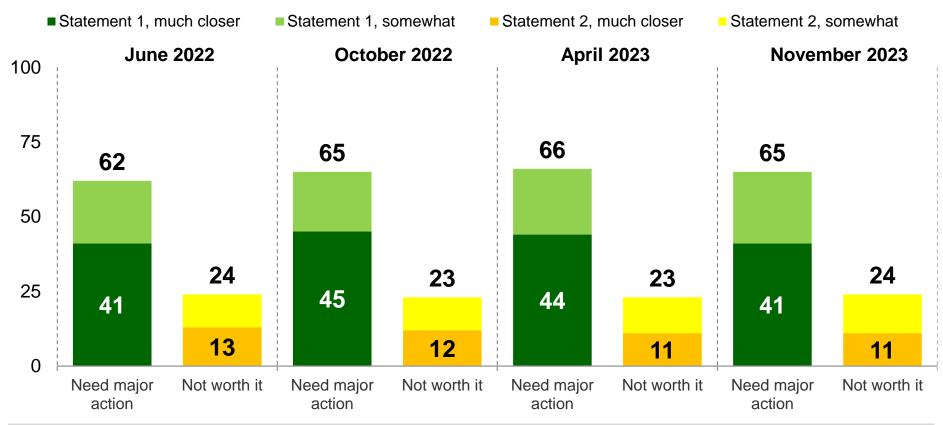
power

stations

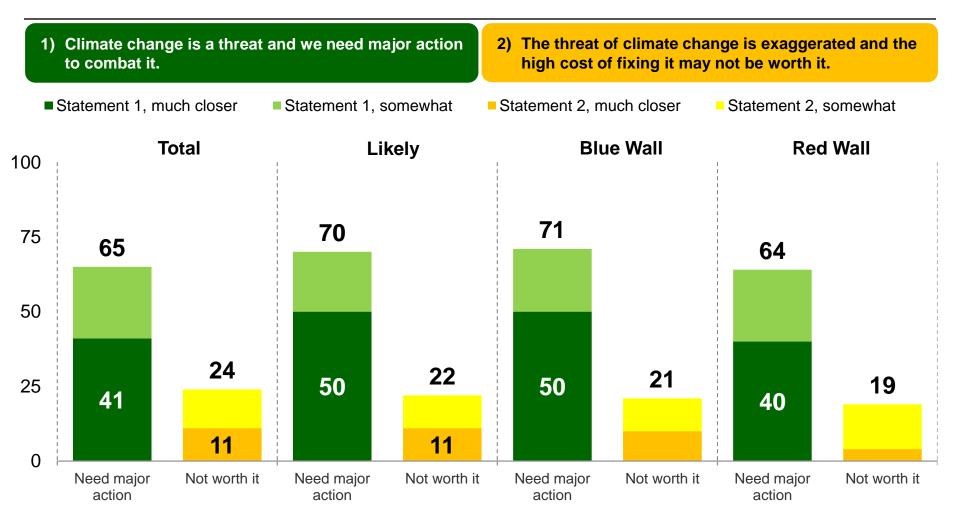


## Stable is the two-thirds who believe climate change a threat needing major and worth the cost

- 1) Climate change is a threat and we need major action to combat it.
- 2) (2021) The threat of climate change is exaggerated and we are already doing enough.
- 2) (2022-2023) The threat of climate change is exaggerated and the high cost of fixing it may not be worth it.

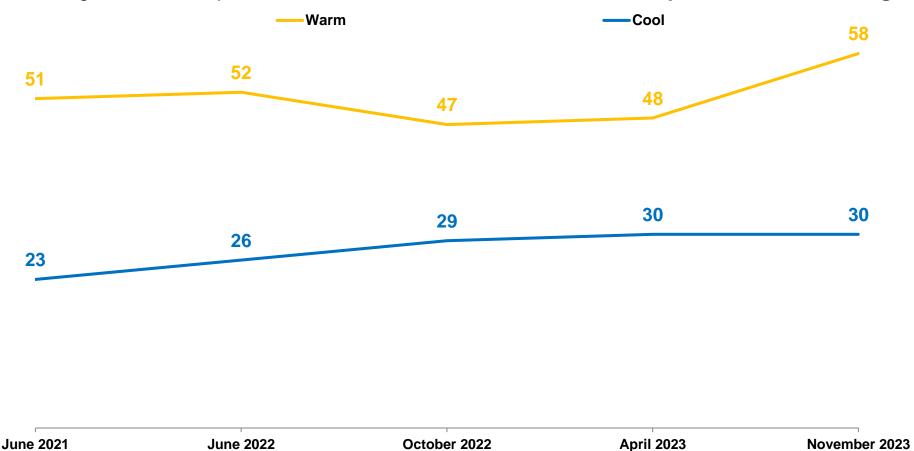


### This belief much higher with likely voters and Blue Wall, while sustained in Red



### Big growth in support for measures to prevent climate change over two years and especially last six months

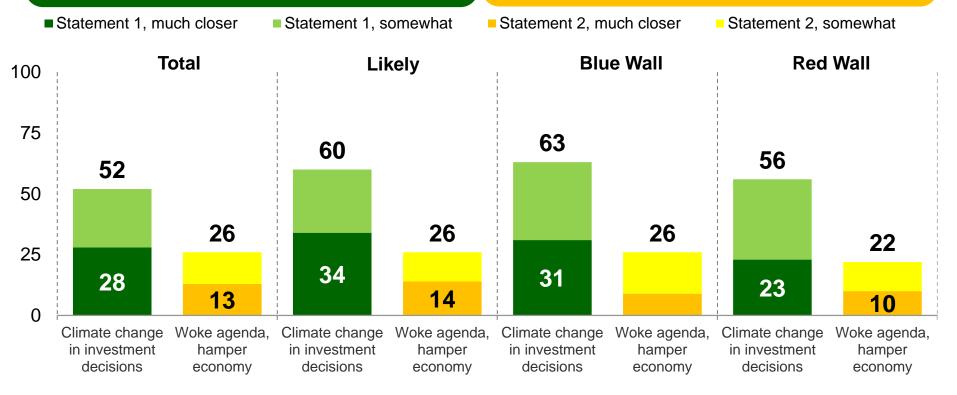
Feelings toward companies and environmental actors, Measures to prevent climate change



Please rate your feelings toward some people and organisations, with 100 meaning a very warm FAVOURABLE feeling; 0 meaning a very cold, UNFAVOURABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100

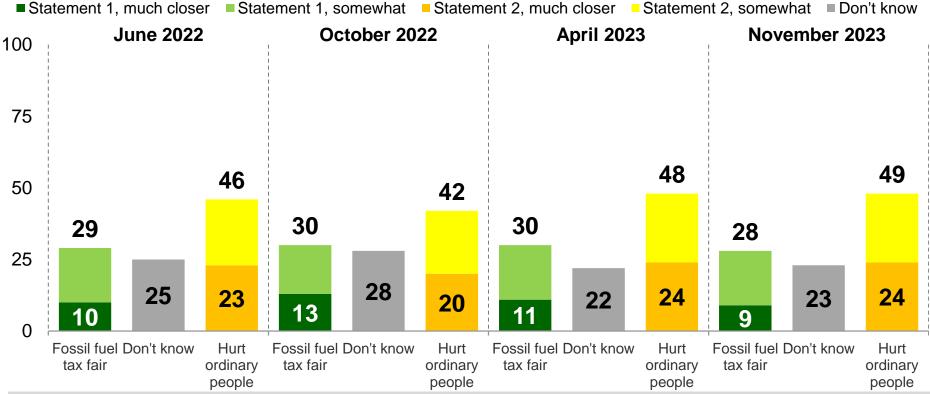
# Majority in the UK say right for companies to factor in climate change in their investments; it's not "woke" here, including Red Wall

- 1) Climate change is a major factor affecting future operations and companies and banks are right to bring it into their investment decisions globally.
- 2) Bringing climate change into investment decisions is about forcing a left wing, woke agenda on companies and banks and will hamper flourishing of the economy and our ability to make correct decisions for Britain.



### A shrinking bloc of 28 percent supports a carbon tax

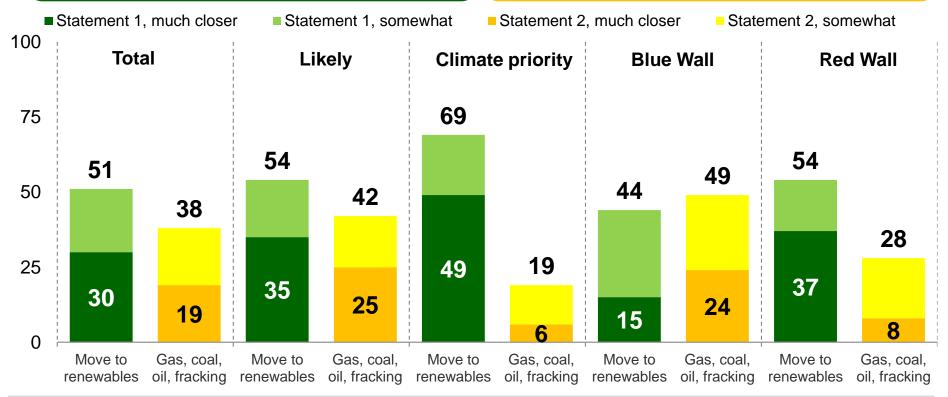
- 1) A tax on burning coal, oil and natural gas would be a fair and efficient way of encouraging people to switch to lower-carbon ways of living.
- 2) Even if the government tries to fully refund any tax revenue back to families, a tax on burning coal, oil and natural gas would end up hurting ordinary people.





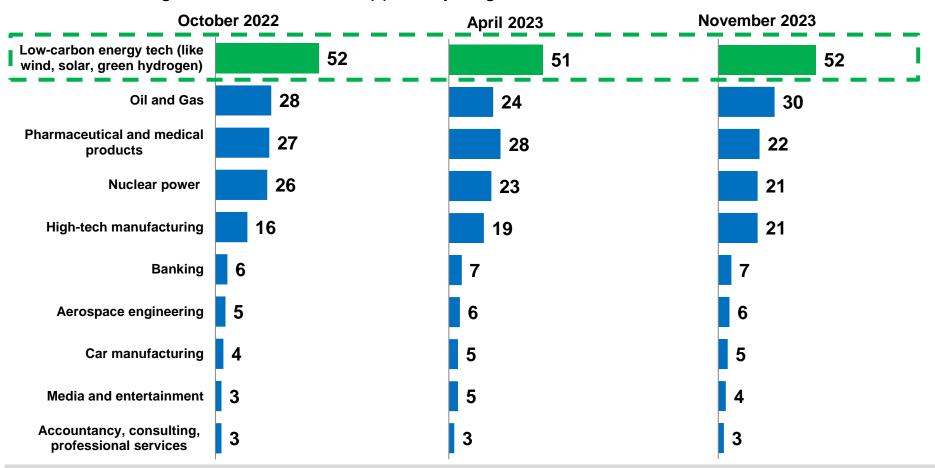
## Public rejects all-domestic energy sources in favor or accelerated shift to renewable power, including intense majority in Red Wall

- 1) With our stopping energy imports from Russia, we should increase efforts to move quickly to renewable power that addresses climate change and doesn't have to be imported from unstable countries.
- 2) With our stopping energy imports from Russia, we should exploit our domestic natural gas, coal and nuclear energy resources as well as renewables to achieve energy security



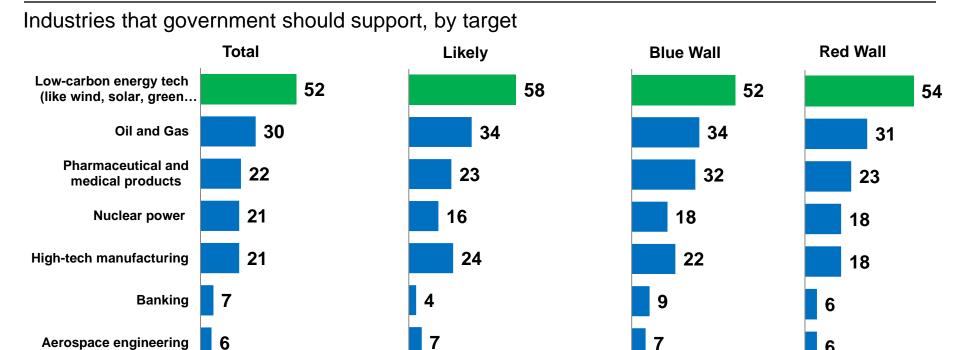
## Low-carbon energy remains top sector for government to support and 6-point increase for oil and gas

Industries that government should support, by target



Which TWO of these industries would you MOST want the government to support and champion?

## Low-carbon energy remains top sector for government to support across all target groups, but also oil and gas



10

3

2

Which TWO of these industries would you MOST want the government to support and champion?

2

3

Car manufacturing

Media and entertainment

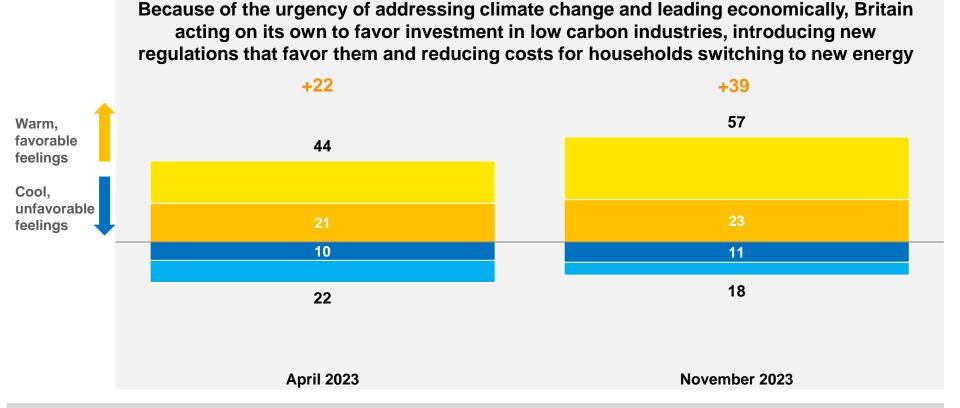
Accountancy, consulting,

professional services

# Among the public, there is an increased belief that to lead economically, Britain must invest in low-carbon industries

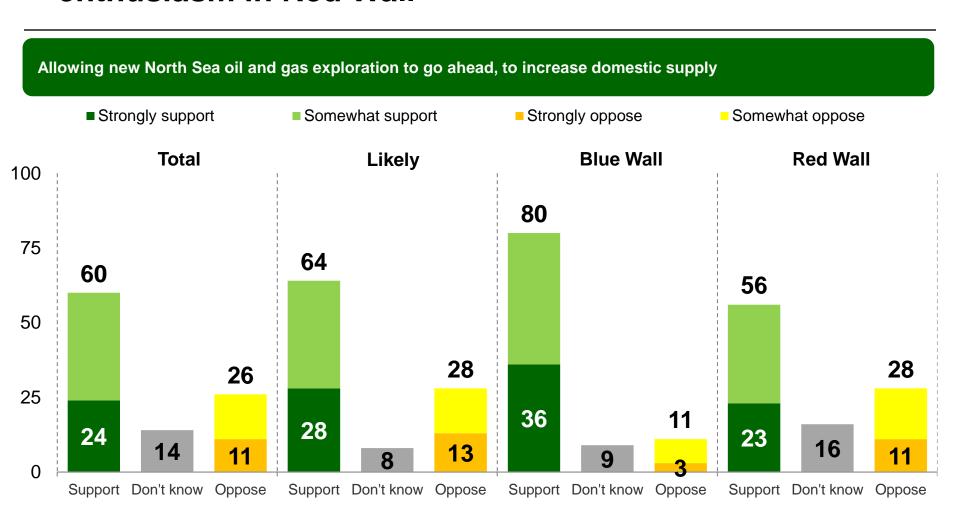
Feelings toward low carbon industry investments, total sample

- Cool (26-49)Warm (51-74)
- Very cool (0-25) Very warm (75-100)

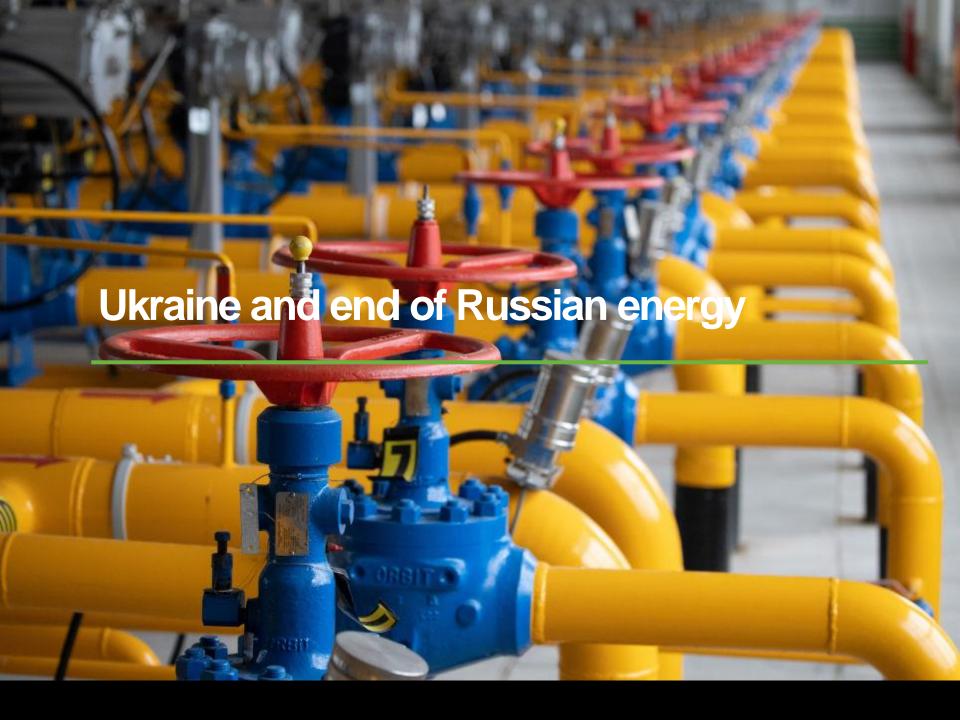


Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

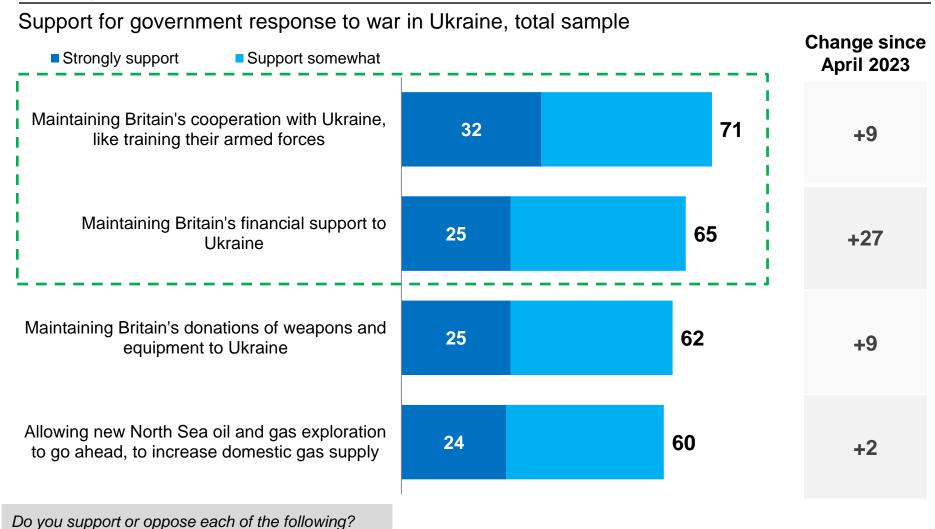
### Big majorities for exploring in North Sea, but with little enthusiasm in Red Wall



Do you support or oppose each of the following?

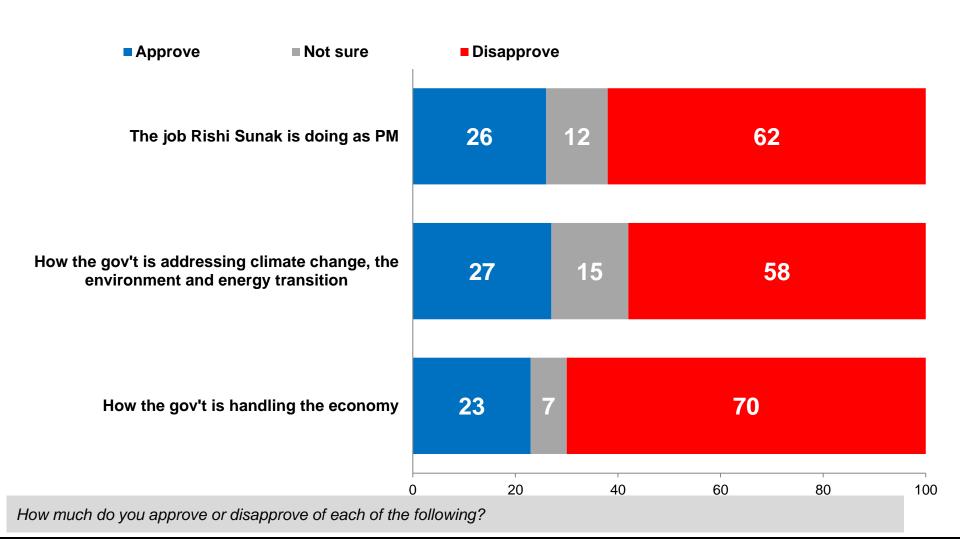


# Almost two-thirds support maintaining financial support for Ukraine and 60 percent, new North Sea oil and gas exploration





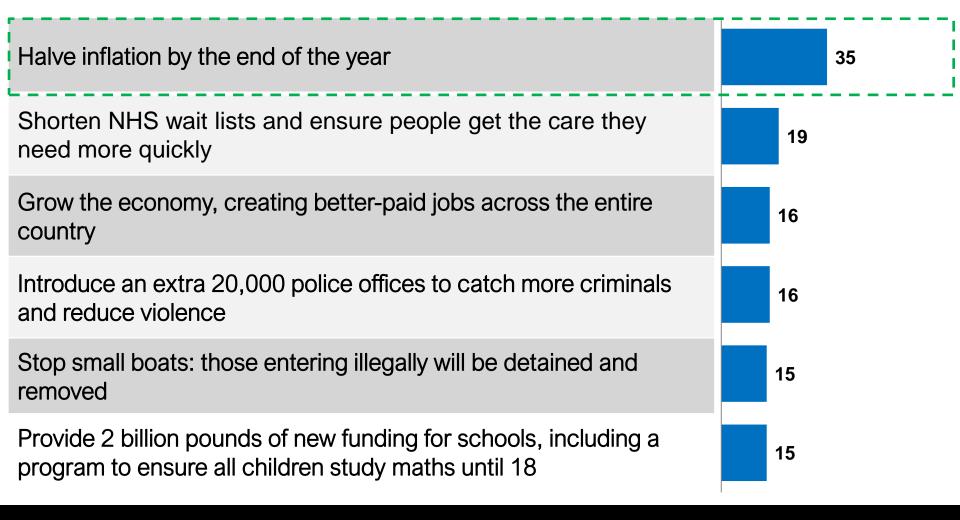
# Sunak's overall approval rating at 26% is in line with Conservative vote; his handling of the economy and energy prices also comparable



# A third believe the government has halved inflation of the past year. Little belief in achieving any of their other plans, including NHS waiting lists, more police & stopped boats

Plans achieved by government, total sample

Top 6



### Public only interested in government envisioning hiring more doctors and nurses

Most important Conversative Vision for Britain, total sample Top 5 (NHS) To improve and solidify our NHS, Prime Minister Rishi Sunak announced a reform programme to train and double the number of new doctors and nurses here in 42 Britain to stray from hiring from abroad and through international agencies (IMMIGRATION) Prime Minister Rishi Sunak is dedicated to protecting our British way of life. He has pledged to "stop the boats" of migrants trying to reach Britain across the 29 English Channel and plans to deport asylum-seekers to Rwanda (CLIMATE) Prime Minister Rishi Sunak is committed to creating common sense climate guidelines that reduce our carbon emissions without hurting our British 26 economy and taking money from people for whom every pound matters (EDUCATION) To ensure Britan's youth continue to keep up with our everchanging world, Prime Minister Rishi Sunak has proposed the creation of a British standard 24 qualification for those aged 16-19, making it mandatory for everyone to study some form of English and maths. (SMOKING) Prime Minister Rishi Sunak and the Tory Government are committed to 19 ending smoking in Britain and creating a smoke-free generation.

Total: n=1,000

## At the bottom of list is belief government has a vision for fundamentally changing Britain

Most important Conversative Vision for Britain, total sample	Bottom 4
(DEFENSE) The Tory Government has been a leader in protecting our country and our citizens. The Tories have backed our military, ensuring we have a strong defense, continue to support our allies in Ukraine in their fight against Russia, and play a leading role in boosting NATO	18
(HS2) The Conservative Party is committed to making tough decisions to fundamentally change our country. Proof of this was Prime Minister Rishi Sunak's decision to cancel the HS2 railway line, freeing up 36 billion pounds for new road and rail projects across the Midlands and North	17
(GENDER) The Tory Government won't be bullied by woke Labour politicians beholden to pushing their sex change agenda on Britons. Tories will not be bullied by any sex and push for greater free speech in our schools and in the NHS	15
(CHANGE) The Tory Government's mission is to fundamentally change Britain and we are the only ones who can deliver after 30 years of Labour refusing to make tough decisions. In the short term, the Tories will fight against special interest groups and bring the structural changes that are necessary to bring Britain forward	9

# When hearing concreate Tory proposals, criminal justice reforms are front of mind for the public as well as creating new jobs from offshore oil & gas

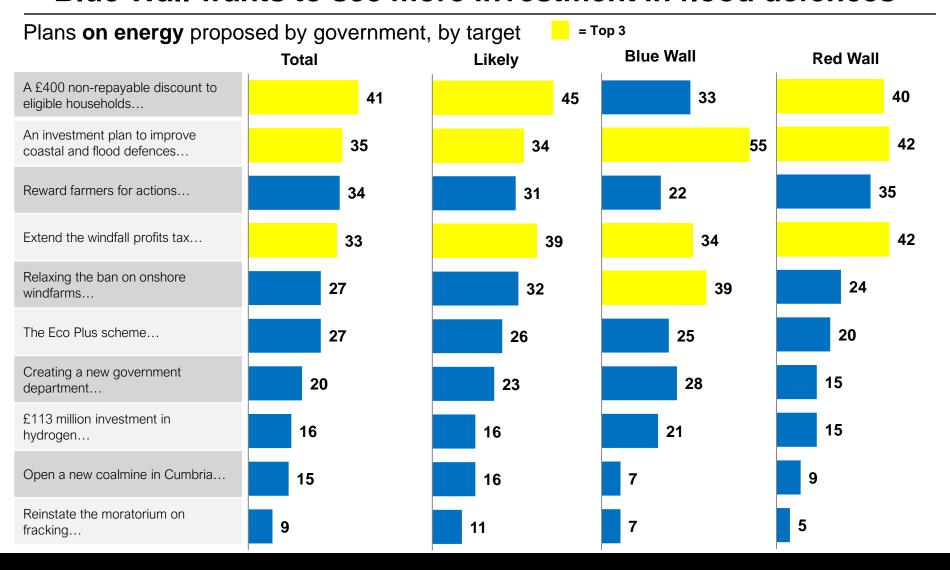
Most important **Conversative Policies**, total sample Top 5 Strengthen our criminal justice system by ensuring dangerous offenders are locked up 57 for longer and rapists and sex offenders serve their full sentences Create new offshore oil and gas licenses to reduce the U.K.'s dependence on imports 40 from overseas and create 200,000 new jobs Force criminals to attend court while their sentences are read out or face two 38 additional years behind bars if they refuse Strengthen renters' rights by banning "no-fault" evictions 33 Raise the legal age for buying cigarettes by one year, every year and restrict the 26 flavours and appearance of vapes to make them less attractive to children

## Public most interested in government's plans to introduce a £400 discount to help with energy bills

Plans **on energy** proposed by government, total sample Top 5 A £400 non-repayable discount to eligible households to help with their energy bills over winter 2022 to 2023, with an additional 41 £1,200 support for the most vulnerable households An investment plan to improve coastal and flood defences, 35 including 100 million pounds on the most frequently flooded areas Reward farmers for actions to reduce risks and impacts from 34 floods, droughts, and wildfires through our new future farming schemes Extend the windfall profits tax on oil and gas companies from 25 to 33 30 percent 27 Relaxing the ban on onshore windfarms

Total: n=1,000

# £400 discount to help with energy bills & extending windfall profits tax top proposal for engaged & Red Wall. Blue Wall wants to see more investment in flood defences



## Top powerful critiques center on lack of NHS investment, broken institutions and enriching donors

Most important Labour Critiques of the Current Government, total sample Top 4 (NHS) Our NHS system is failing everyday Brits, and the Conservative Government is doing nothing about it. We are currently experiencing the longest wait times in years 41 and have 7 million people having to pay for service or forced to go private. The Tories are trying to turn our healthcare system into the American healthcare system (BROKEN) It feels like nothing works - not the National Health Service, not the railways, not schools. Nurses, paramedics, border agents, teachers, and other 37 workers are protesting. This goes beyond inflation, but to systematic underfunding of our schools and British infrastructure for the past decade (CORRUPTION) The Conservative Party is more concerned with making their donors and friends rich than helping the everyday Briton. They give bonuses to people 36 pumping sewage into our rivers, freeze your pensions while energy firms make record profits and award their friends back-door contracts to enrich themselves (DECLINE) For the past 13 years under Tory control, our government and country is in decline. We still have record inflation, crumbling infrastructure and rising crime all 27 while the Tories bicker among themselves. We are no longer the proud, confident nation we were under leaders like Tony Blair

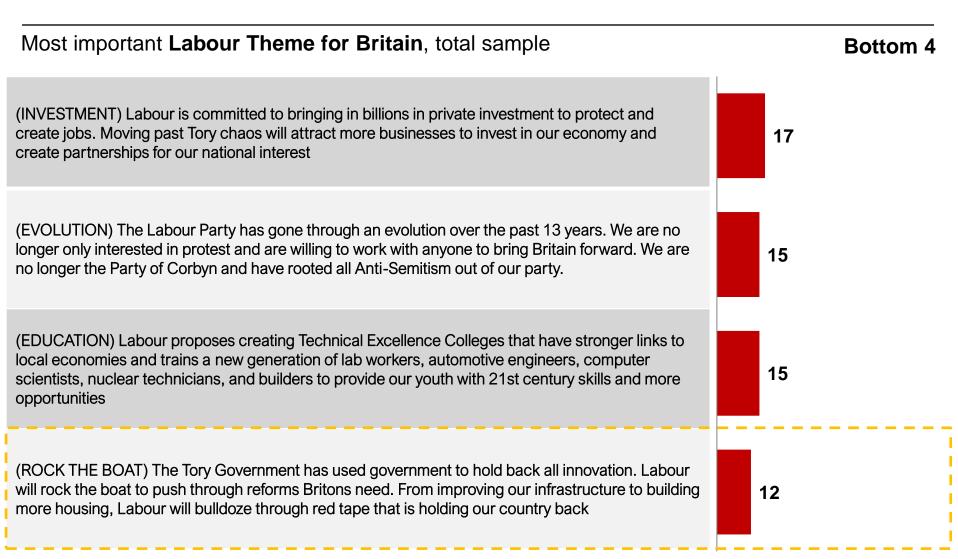
## The public less focused on Conservatives blocking reforms or not giving a damn about climate

Most important Labour Critiques of the Current Government, total sample **Bottom 4** (COST OF LIVING) The Conservative Party has not done nearly enough to mitigate high inflation and a harsh decline in living standards. As we continue to see high 25 prices on all everyday goods, the Tories are more concerned with gender battles and cancelling infrastructure projects than achieving goals that will benefit everyday Brits (TORY CIRCUS) The Conservative Party has been too chaotic. Under Rishi Sunak's leadership, we have already seen cabinet members quit due to bullying and this 24 chaos is causing business to avoid investing in our country, costing our economy billions (CLIMATE CHANGE) Labour Shadow Secretary Ed Miliband says Rishi Sunak "does not give a damn" about climate change. Sunak sees the drive for net zero emissions 15 as an obligation rather than a real opportunity for our economy. Britain could create jobs insulating our homes and building wind turbines, but the Conservatives refuse to take these opportunities (BLOCKAGE) The Conservative Party is blocking all efforts to reform our country. They are a blockage that stops us from building roads, improving our electric grid, 15 building 21st century labs, windfarms, and power stations. They are an obstacle to the aspirations of millions in the present and in the future

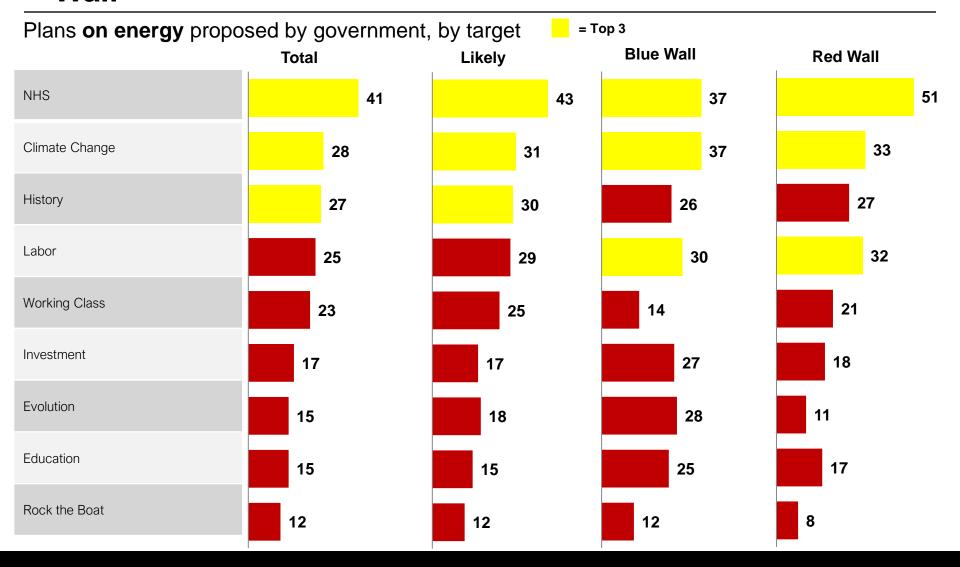
## For Labour, an NHS centered vision most striking, followed by revolutionizing energy and taking country forward

Most important **Labour Theme for Britain**, total sample = Top 3Top 5 (NHS) The Labour Party is the only party committed to reforming the NHS. Labour will provide the NHS with the funding it needs to reduce wait times to no more than 7 days, ensure there are more 41 operations, and prevent sickness rather than solely treating patients (CLIMATE CHANGE) Britain has the opportunity to revolutionize British energy. With the proper investment, we can bring our national grid into the 21st century and ensure Britain is creating only 28 clean energy by the year 2050 (HISTORY) The Labour Party is the Party that has brought our country forward. The Labour Party has increased our minimum wage, created the Sure Start Program, decreased crime by a third, 27 shortened NHS wait times to their shortest in history and brought half a million children out of poverty. (LABOR) The Labour Party will partner with British business to strengthen workers' rights and 25 protect all workers. Labour will scrap zero-hour contracts, end the practice of fire and rehire, and make business pay workers with a real living wage (WORKING CLASS) The Labour Party is the only true working-class party and has always worked for the everyday Brit. The Conservatives are led by an elitist, out-of-touch leader who watches the 23 cost-of-living crisis from his short-haul helicopter. The Labour Party is solely focused on the interests of working people

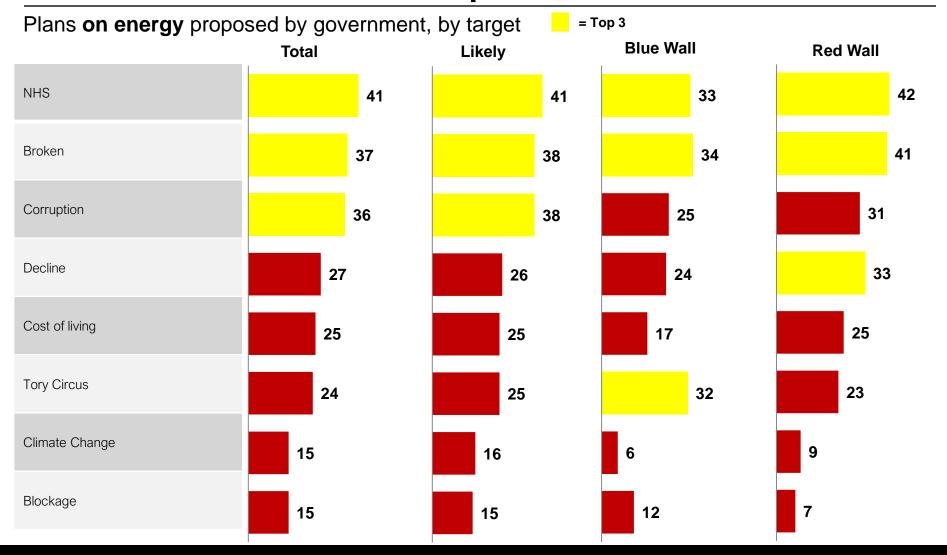
#### **Bulldozing regulation & Technical Excellence Colleges** are less noticed



#### All targets resonate with Labour's promise of reforming the NHS, followed by its climate vision; equal in Blue Wall



# Blue Wall Brits agree the Tories have been too chaotic recently and most target groups see British institutions as broken and in need of repair



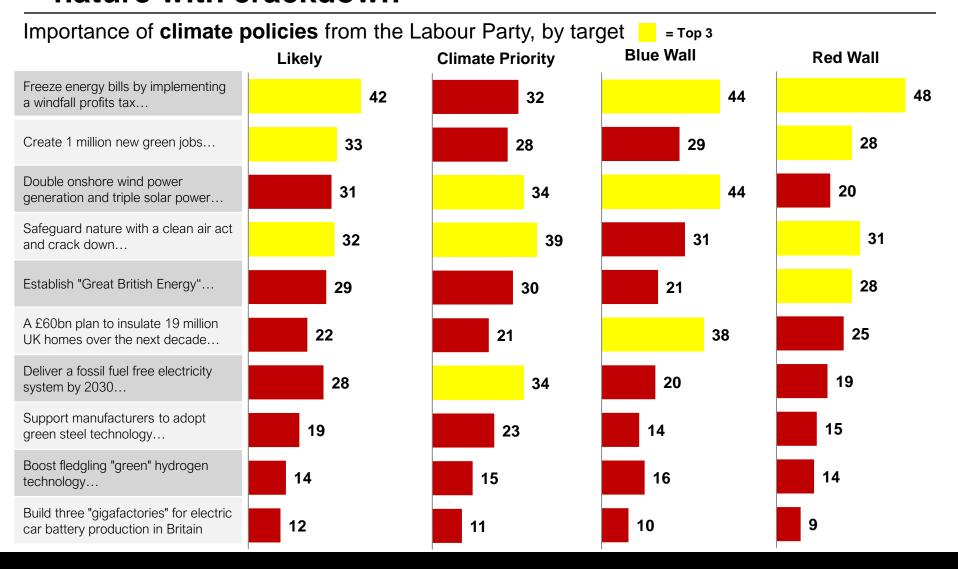
# Top climate and energy policies are freezing energy bills, followed by creating new "green" jobs and increasing onshore wind & solar projects

Importance of **climate policies** from the Labour Party, total sample Top 5 Freeze energy bills by implementing a windfall profits tax on oil and gas companies 41 Create 1 million new green jobs, including plumbers, electricians, engineers, 31 and technicians Double onshore wind power generation and triple solar power generation 30 Safeguard nature with a clean air act and crack down on sewage dumping in 29 rivers and seas Establish "Great British Energy", a new, publicly-owned clean energy generation company that will provide additional energy production capacity and deliver 28 energy independence

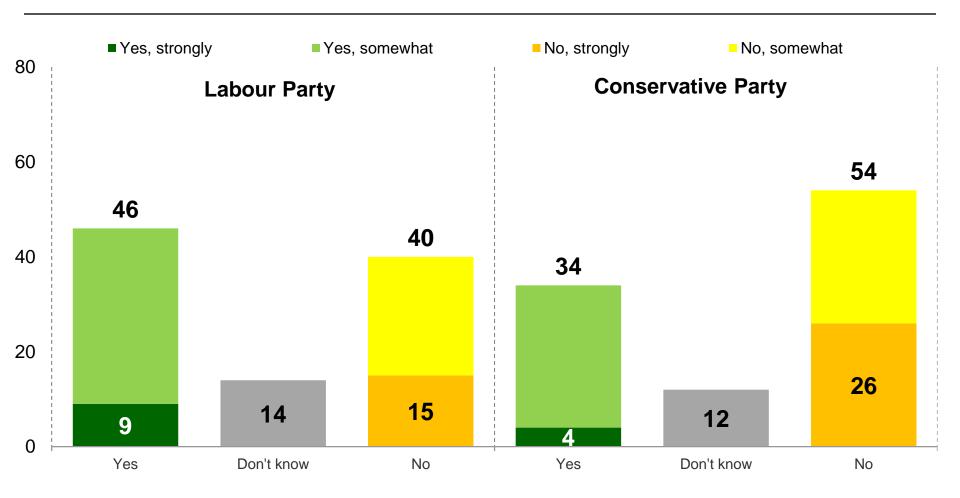
## Building three gigafactories, green hydrogen and green steel were lowest priorities. Do people understand these terms?

Importance of climate policies from the Labour Party, total sample	Bottom 5
A £60bn plan to insulate 19 million UK homes over the next decade, permanently saving about £1,000 per household on energy bills	25
Deliver a fossil fuel free electricity system by 2030, with 100% of energy generated from renewable or nuclear sources	24
Support manufacturers to adopt green steel technology, to reduce carbon emissions and end reliance on fossil fuels	19
Boost fledgling "green" hydrogen technology, through the national wealth fund	14
Build three "gigafactories" for electric car battery production in Britain	10

### Freezing energy bills most popular policy for all targets, followed by creating 1 million jobs and safeguard nature with crackdown



### Belief Labour will try to achieve plans matches vote, while there are more thinking Tories will try

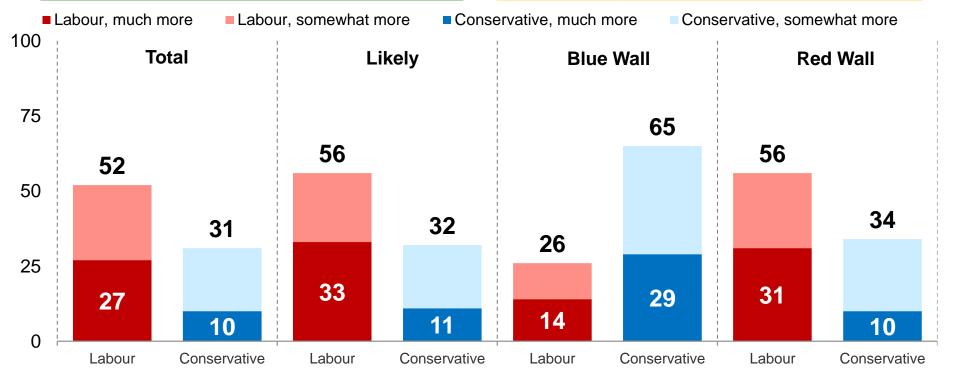


Now that you have you read some of the plans the **Labour Party/Conservative Party** has for Britain and their vision for our country, do you believe they will actually try to achieve these plans?

### Dramatically more support for Labour narrative on last 13 years vs Conservatives about 30 without tough choices; a quarter of Blue Wall remain-Tories support the former

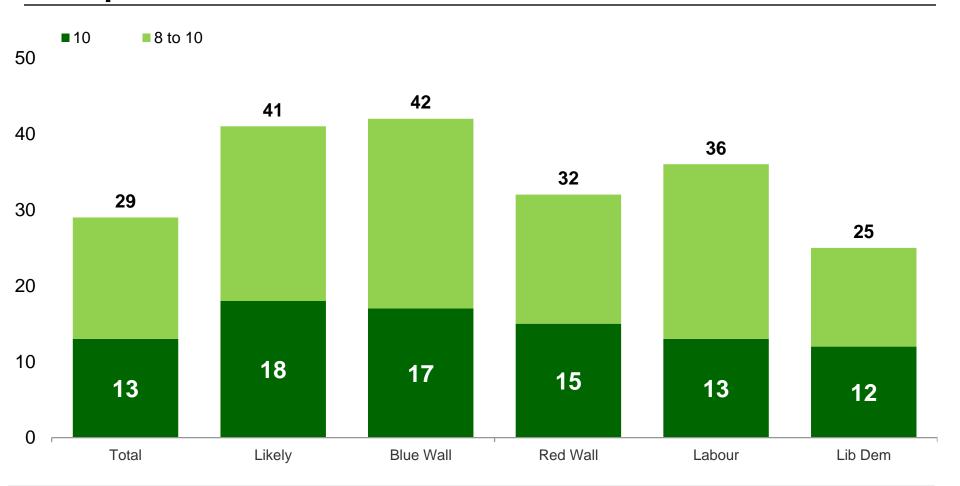
Labour Party leaders say the Tories have overseen our government for the past 13 years and have nothing to show for it. Inflation is out of control with no end in sight. There have been no infrastructure improvements, no efforts to tackle climate change, and no efforts to modernize our electricity grid. We can't sit back and wait for the Tories to do something; it is time to halt our national decline and revolutionize Britain.

Prime Minister Rishi Sunak says the Labour Party had 30 years in charge to achieve the reforms they speak of today. The Labour Party refused to make the tough choices needed to bring real reform to Britain and prepare us for the challenges we are facing today. The Conservative Party has had only 13 years and under Prime Minister Rishi Sunak's leadership, a Conservative Government is prepared to make the tough decisions to bring real reform for everyday Britons.



Now you will read two statements from the point of view of members from the Labour and Conservative parties. After you read both, please select which comes closest to your point of view, even if neither is exactly right.

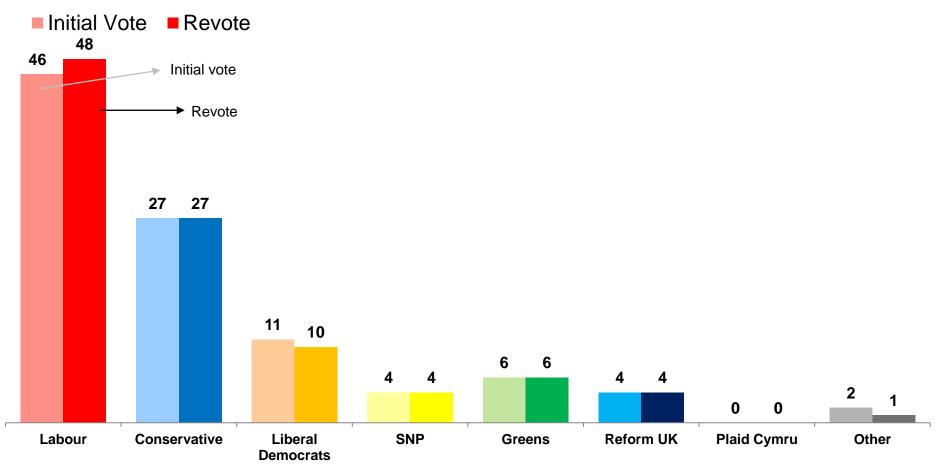
# Four in ten likely and Blue Wall voters rate the importance of climate change in their vote at 8 to 10 on 10-point ladder scale



On a scale of 0 to 10, where 10 is very important in deciding how you will vote and 0 is not at all important in deciding how you will vote, how would you rate the importance of a parties' climate change platform in deciding which party you will vote for in the next election?

#### Poll conducted after both party conferences; Labour's 19-point lead grows to 21 points after hearing full government & Labour agenda

Voting intention with "don't know" allocated, among likely voters



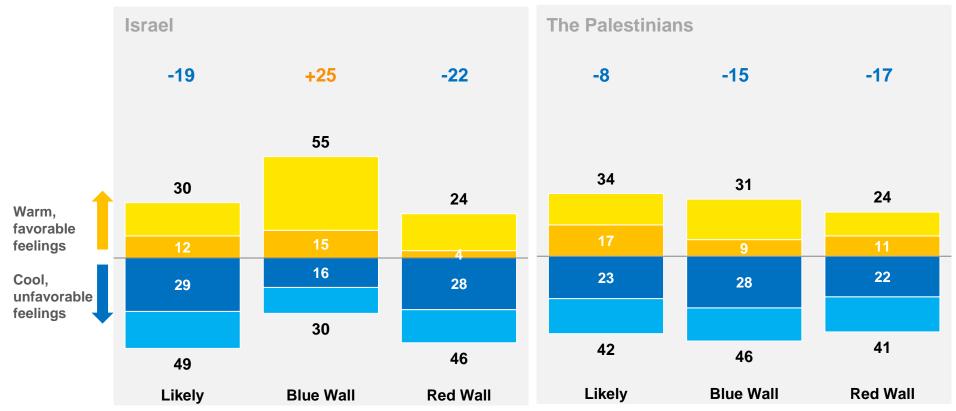
If there was a general election tomorrow, for which party would you vote?



### Likely voters show less warmth for Israel; Blue Wall warm to Israel and cool to Palestinians; Red Wall cool to both

Feelings toward international conflicts, total sample

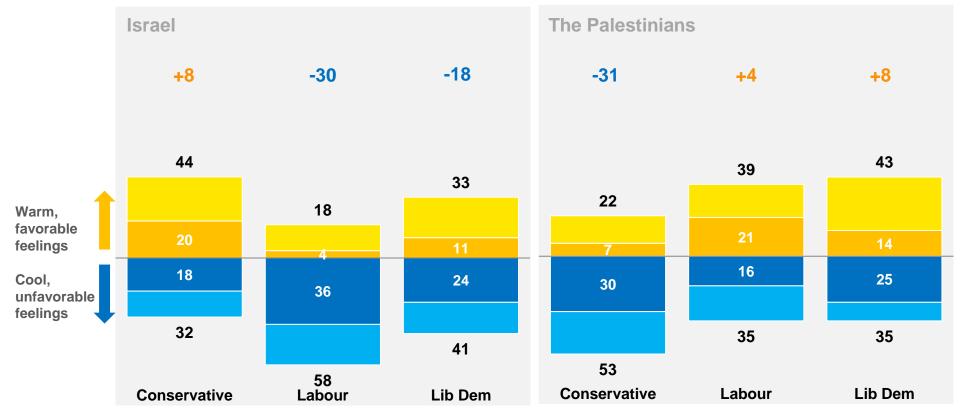
- Cool (26-49) Warm (51-74)
- Very cool (0-25) Very warm (75-100)



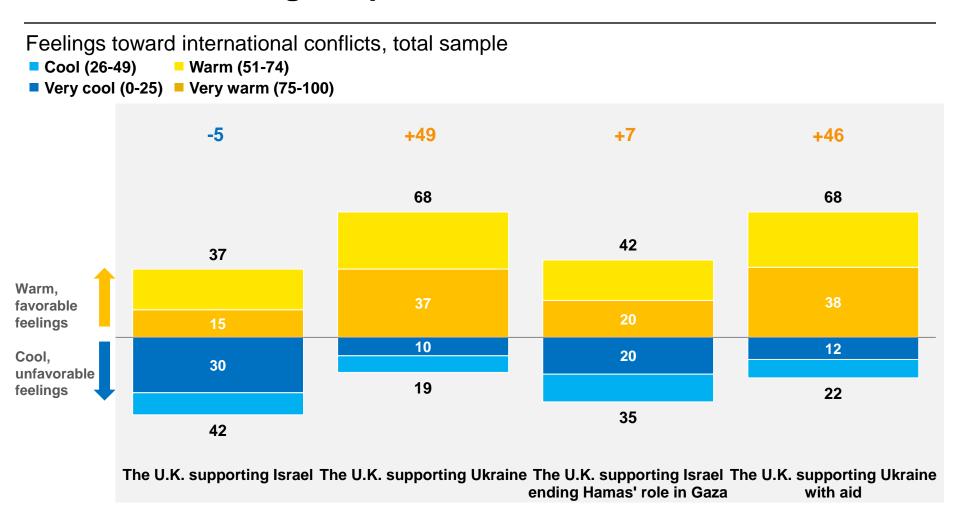
## Tories warm to Israel and very cool Palestinians; Labour and Liberal Democrats more favourable of the Palestinians & cool to Israel

Feelings toward international conflicts, total sample

- Cool (26-49) Warm (51-74)
- Very cool (0-25) Very warm (75-100)



### Stark difference in views towards the Ukraine and Israel conflicts among the public

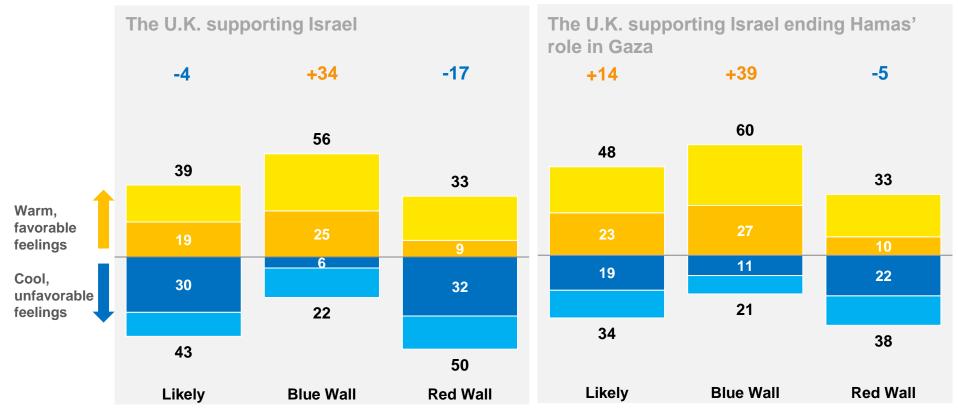


#### Feelings towards Israel flip once introducing ending Hamas' role in Gaza





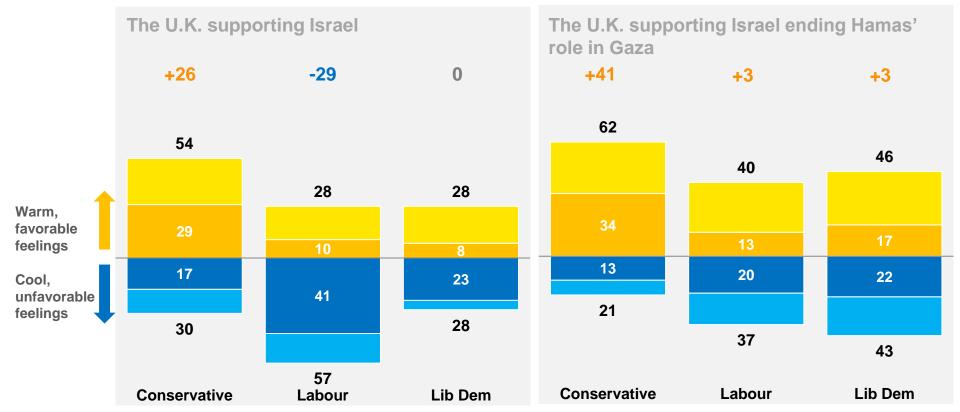




# Supporting war to end Hamas' role has cross-party support, though among Labour, very cool larger than very warm

Feelings toward international conflicts, total sample

- Cool (26-49) Warm (51-74)
- Very cool (0-25) Very warm (75-100)



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