

GREENBERG RESEARCH

CLIMATE

Policy & Strategy

Climate Policy and Strategy

Tracking Survey, December 2025

YouGov

YouGov® Blue

Sample methodology

- On behalf of Climate Policy & Strategy Associates, YouGov Blue fielded the December 2025 wave of the UK Climate Tracker, including 2,010 UK adults
- The December 2025 wave fielded from December 15 to December 18
- The figures have been weighted and are representative of all UK adults (aged 18+)

Key Findings

- Labour is crashing. It alone is continuing to lose major support and reputation. The Budget not only failed to stabilise Labour's position, it intensified the opposition. Negative feelings about the party jumped from two-thirds to three quarters. The Labour vote dropped from 24 to 18 percent. With a record 83 percent now saying country is headed in the wrong direction, Labour will likely continue to shed support.
- Labour is losing support because the budget is deeply unpopular. Only 13 percent had a positive view, and 55 percent who were very negative. That was produced by voters rejecting of the decision to raise taxes so all contribute to support our priorities and achieve fiscal stability. That was the lowest testing element of the budget.
- At a moment of major increase in worry about prices, cost of living and the economy, voters believe the government raised their taxes. That crashed the government standing on handling the economy. The poll showed a stunning 12 point rise in strong disapproval on the economy.
- Labour was also hurt by the good relations with Trump. Labour's biggest drop in approval came on the handling of Donald Trump.

Key Findings - Continued

- Voters liked the increased spending for the NHS, more tax fairness measures, raised minimum wage, pensions and help with energy, as well as tougher immigration policies. A third liked lifting the 2-child cap to lower poverty. That allowed Labour to make its gains on which party is better on addressing child poverty and making Britain fairer. It would have been different had it avoided broad tax increases in favor of a wealth tax or Council tax on pricey properties.
- And critically, a third still believe Labour will be the biggest party of the left. That means there is something in the history that has voters turning to Labour. Over 40 percent respond warmly to alternative Labour narratives about its vision and 3 percent shift to Labour at the end of the poll.
- Labour has to take account of evolving social dynamics. Polarisation around Trump is producing stronger feelings about Trump, Putin, woke policies, immigration, and the EU.
- The energy transition creates a dynamic that is being shaped by attitudes toward low carbon energy, net zero, oil and energy companies. Being seen as woke and more expensive by some is hurting, but climate remains the area of highest approval. Two thirds of targets want government to do even more.
- Labour has strong narratives that distance from Trump, align with the EU's fight for freedom and liberty, a fairer Britain that cuts taxes for working people, and a mission to drive down child poverty.

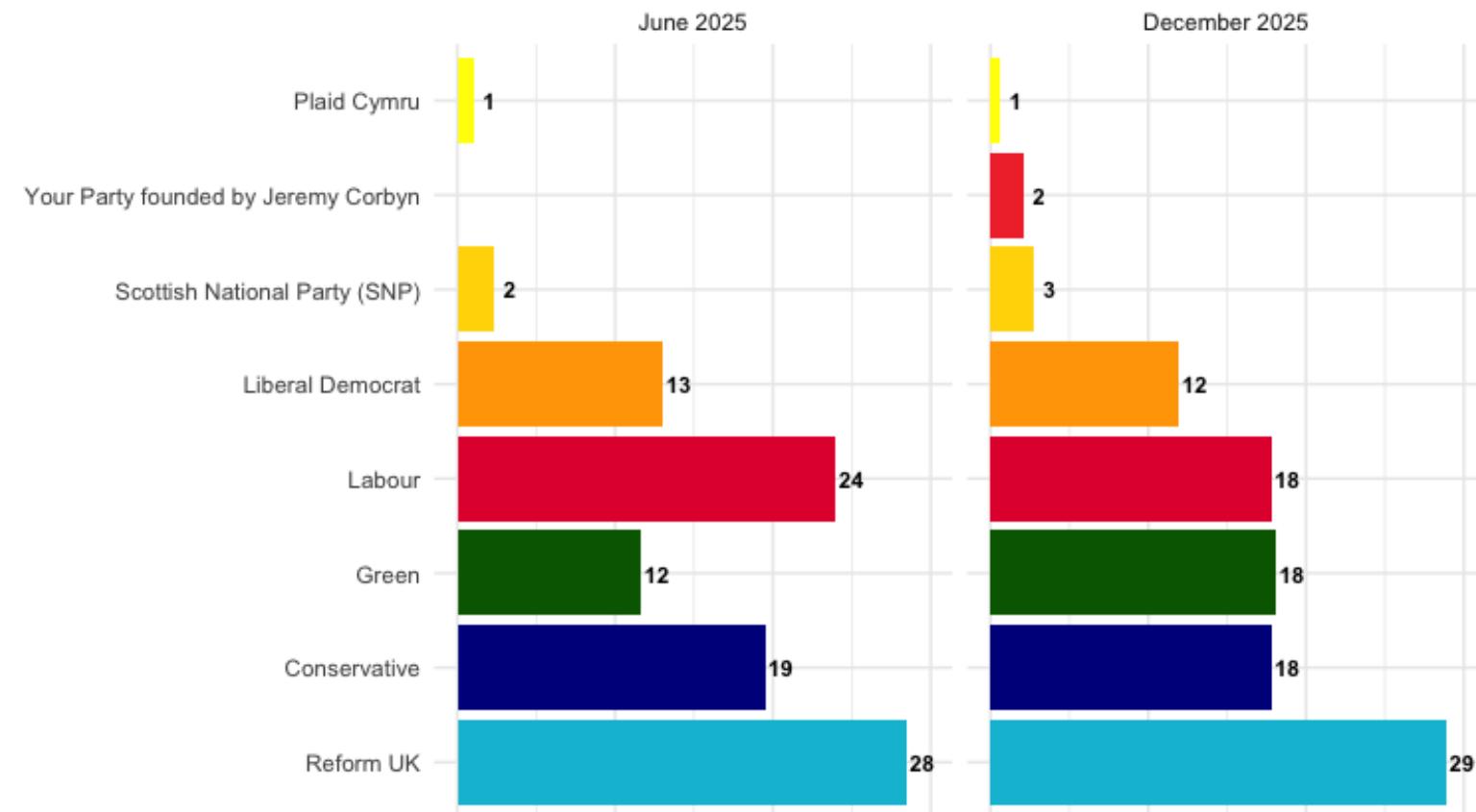
Key Findings - Continued

- The results are encouraging on whether Labour be run as a major party that get can get 40 percent of the vote.
- The climate superpower narrative includes natural gas in transition and net zero as a goal driving investment to achieve secure and affordable energy.
- Labour narratives that address major national issues and solutions get more than 40 percent of voters saying, they feel more positive about the Labour Party. The narratives address those challenges at an elevated level and show Labour will bring change.
- After hearing all the narratives, including immigration, 37 percent say, Labour will the largest party of the left. Immigration is an existential issue for voters, and Labour earns the right to govern when it addresses all the major issues facing the country.
- The narratives raise Labour's standing on the cost of living and the vote by 3 points. At a time when Labour is crashing, this poll shows that Labour can set out on a very different trajectory.
- Labour must embrace a mission for Britain to lead on raising the cost of living for working people with reduced taxes and rising incomes, slashing childhood poverty, fighting the climate crisis, challenging Trump's agenda, & fighting in Europe for raised living standards, democracy & freedom.

Labour's Standing

Labour Drops to 18 Percent in favor of Greens and Your Party, while no change in conservative-nationalist bloc

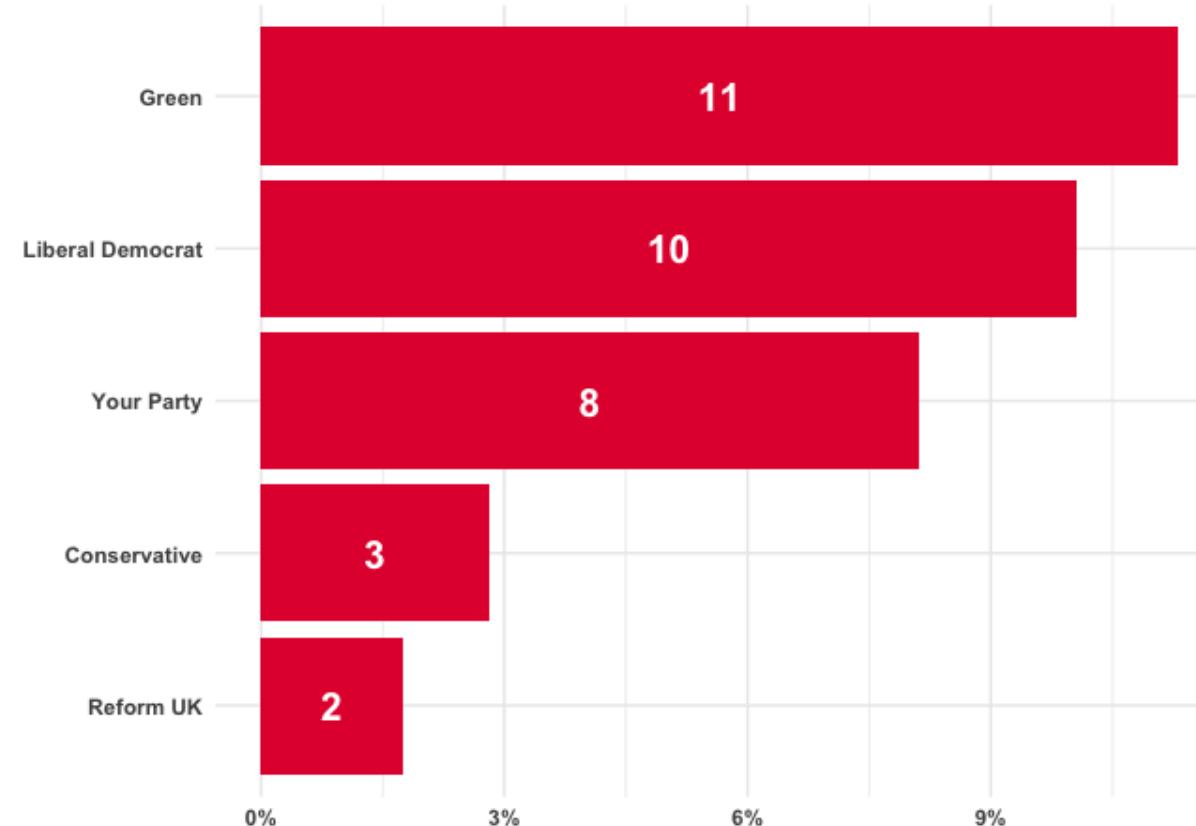
Second tier of Labour, Green, Conservatives roughly tied



If there were a general election held tomorrow, which party would you vote for? -Full recode

About 10 Percent of Left-liberal Bloc Open to Labour, Only 2 Percent of Reform Voters

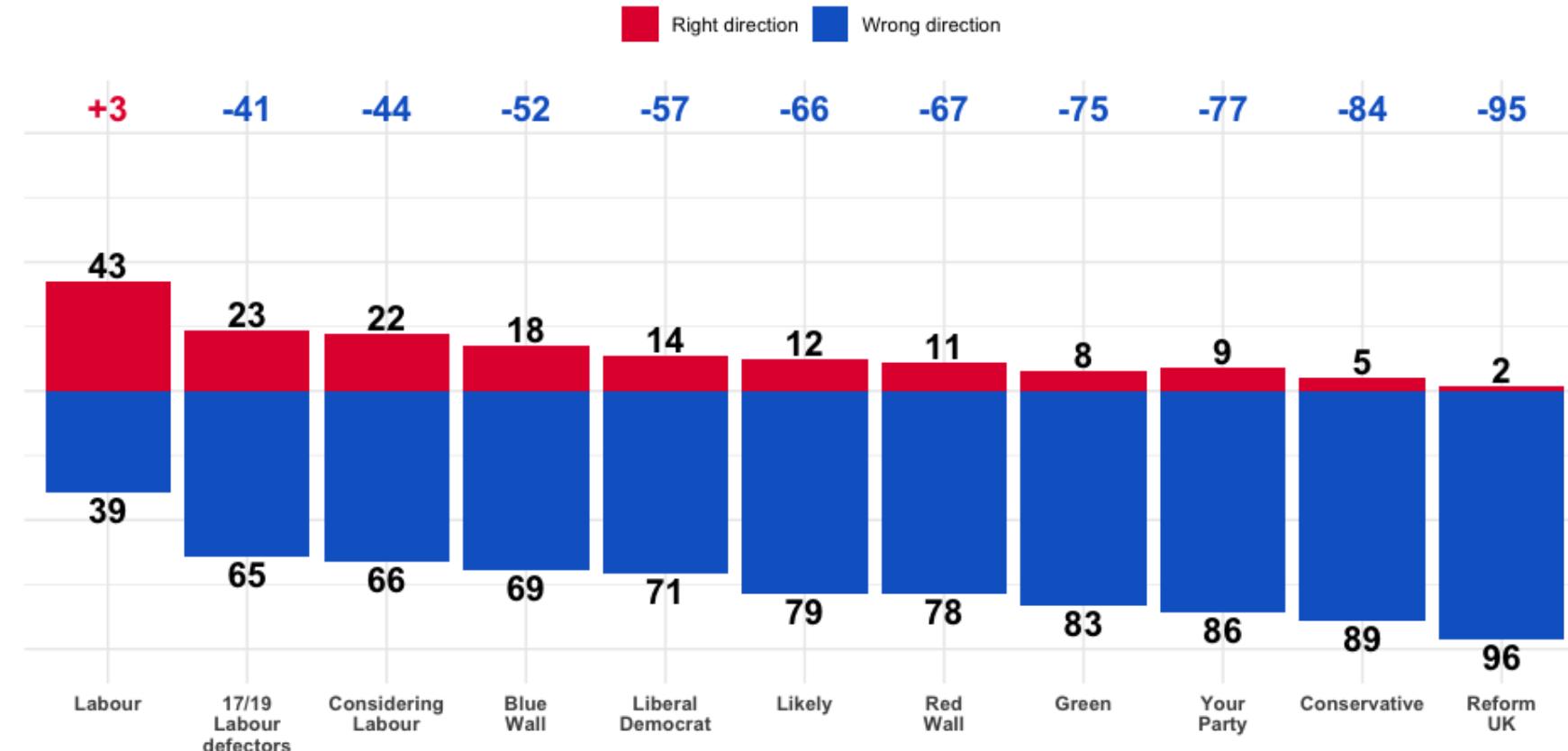
Labour can make gains with Your Party too



Even though you are not supporting Labour now, what are the chances that you might support Labour at the next general election - [is there a fair chance, a small chance, just a very slight chance, or no chance at all] that you might support Labour?

Wrong Track Jumps to Almost 80 Percent

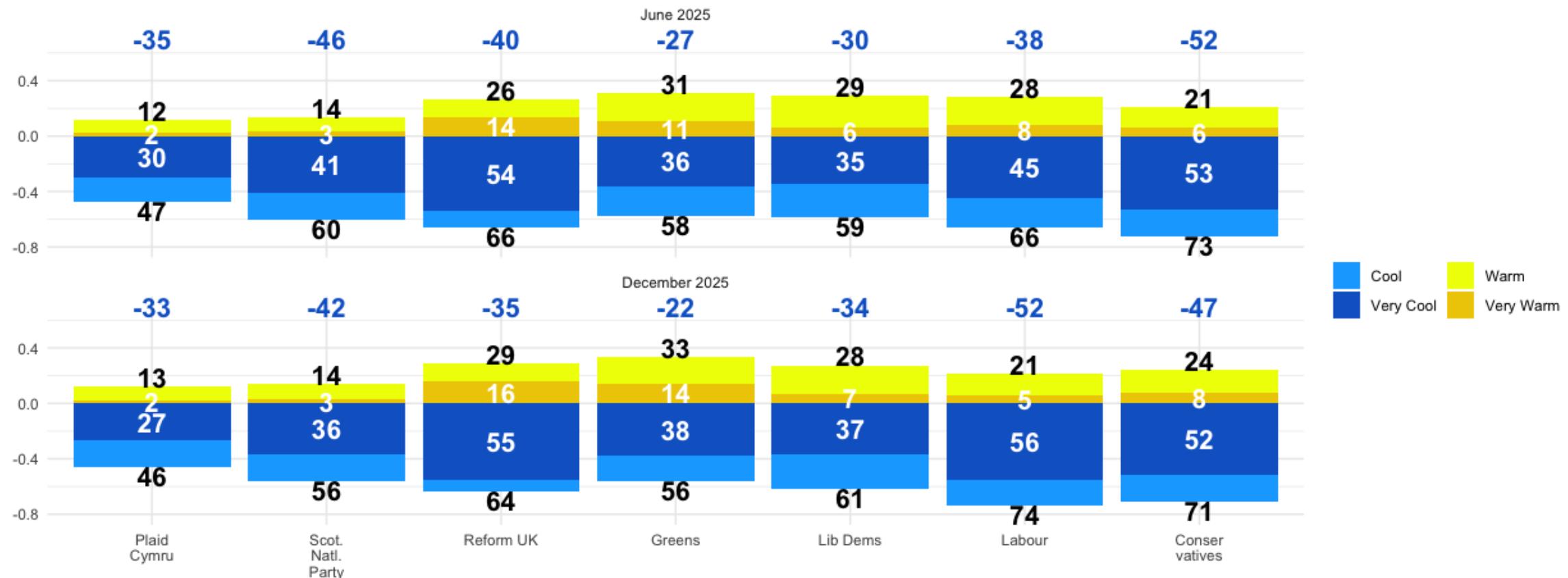
Labour voters divided on direction of country



Generally speaking, do you think that things in this country are [going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track]?¹

Image of all parties amazing stable, except the Labour Party. Negative sentiment grew from two thirds of voters to three quarters.

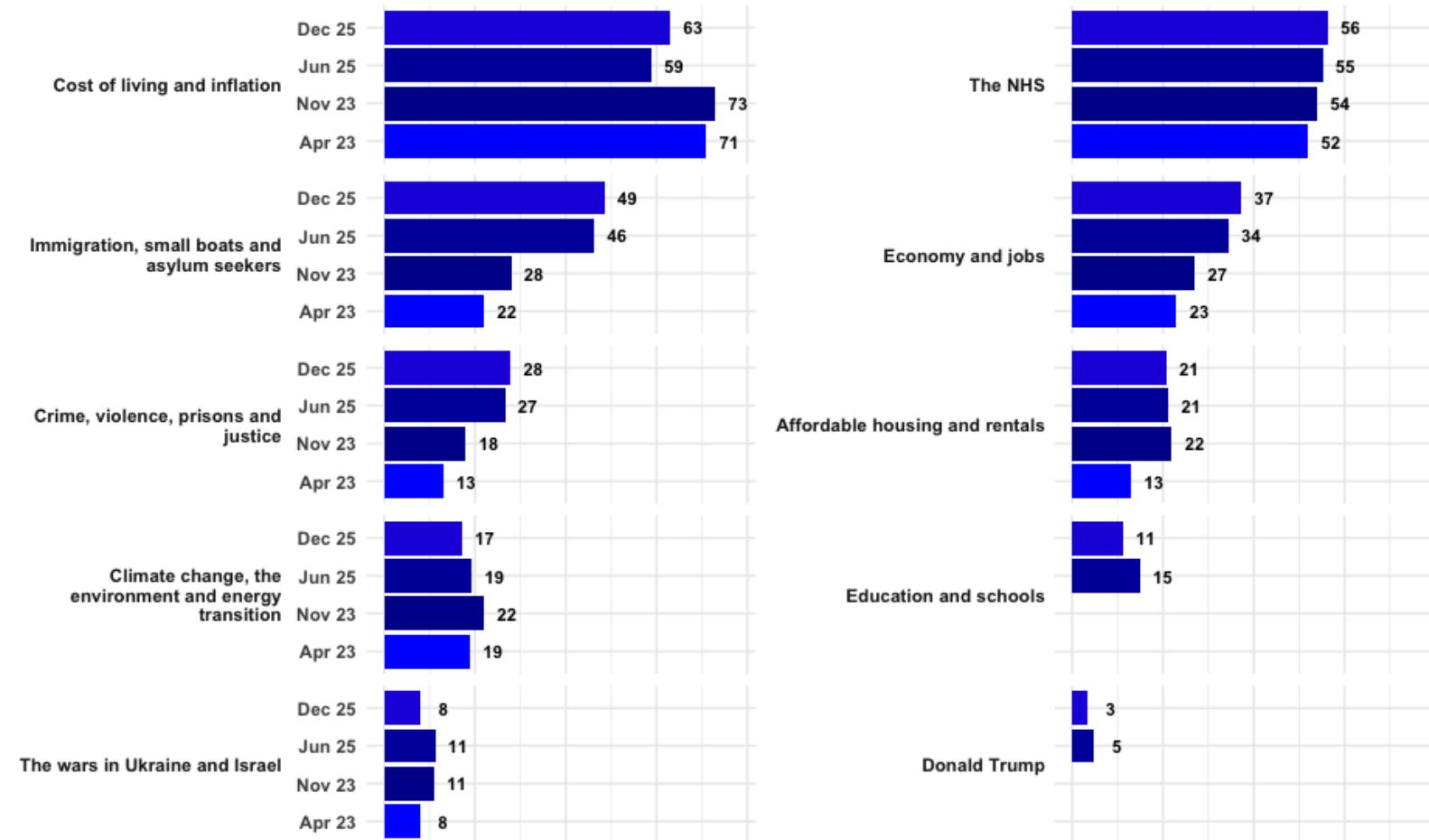
The intense negative grew by over 10 points



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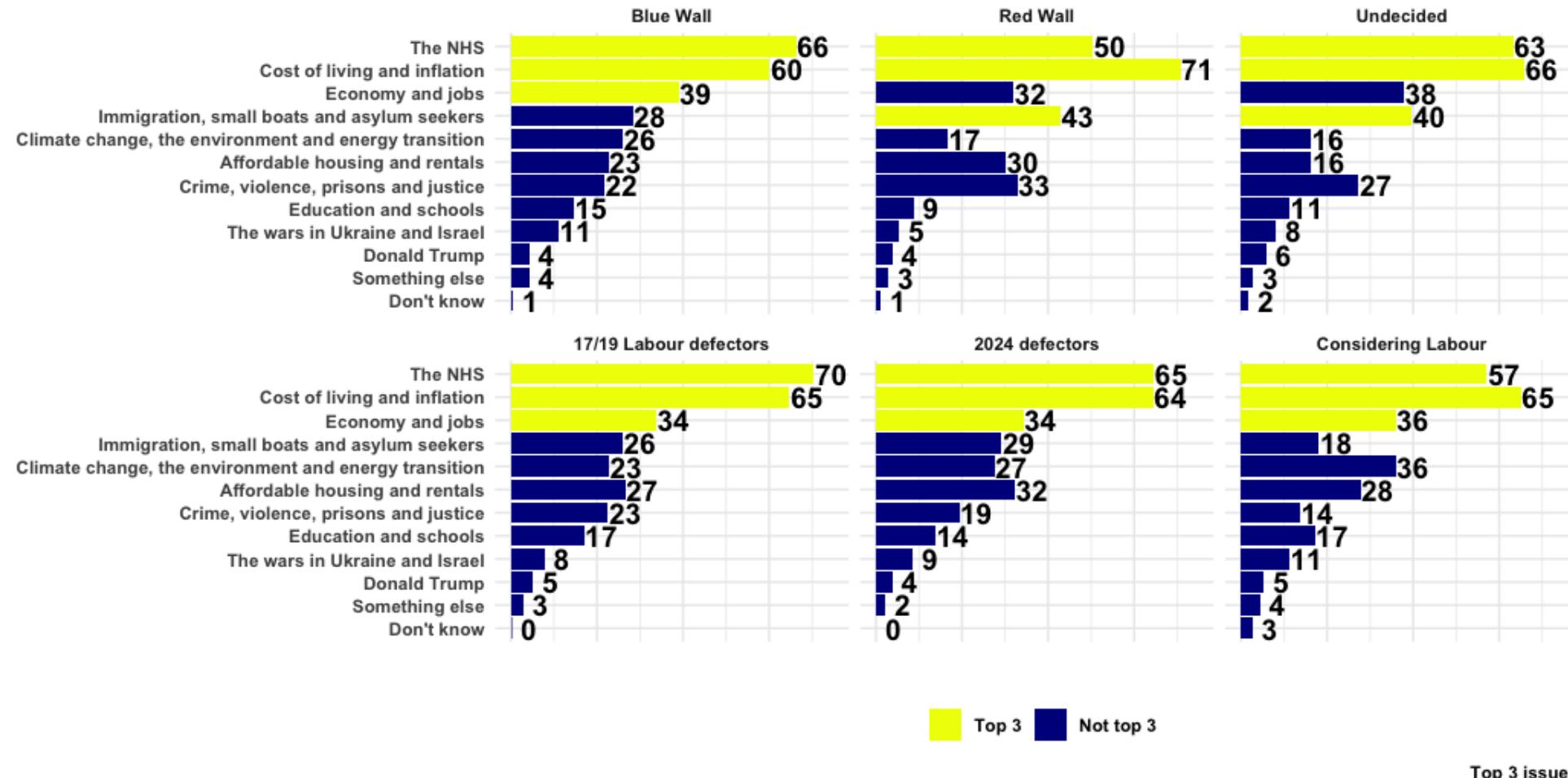
Cost of living, economy and immigration show major increased in concern

Climate concern dropping



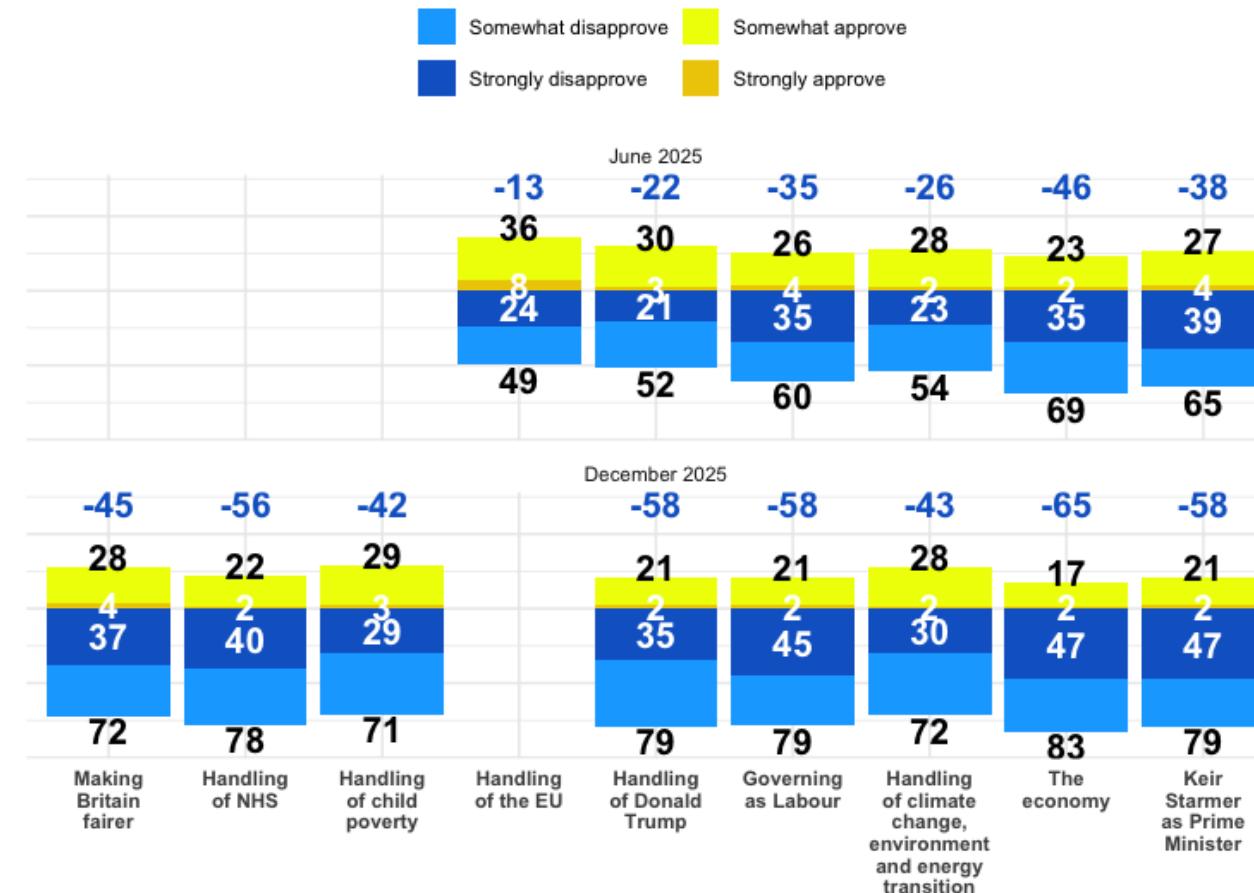
Cost of Living Surges to Top in Red Wall but same for NHS in Blue Wall

Cost of living an economy dominant for those considering Labour



Starmer approval on economy falls to below vote; strong disapprove jumps 12 points. Making Britain fairer and handling child poverty well above vote.

Majorities disapprove of the Starmer government's performance. Government has lost ground in every question that was re-asked with the largest decline on handling of Trump.

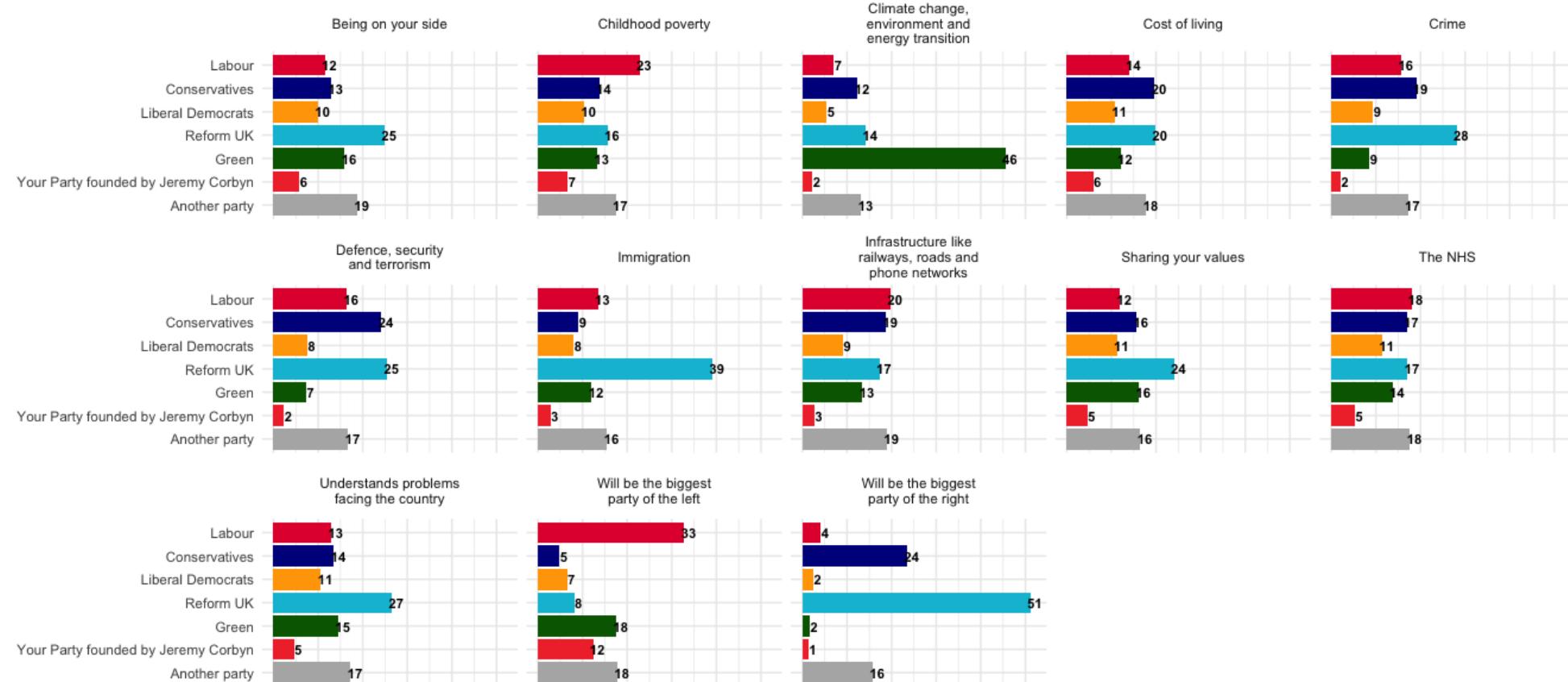


How much do you [approve or disapprove] of each of the following?

Labour at only 14 percent on top problems, cost of living and immigration, though above or at vote with childhood poverty and NHS. A third expect will be the biggest party of left

At only 13 percent on understanding top problem

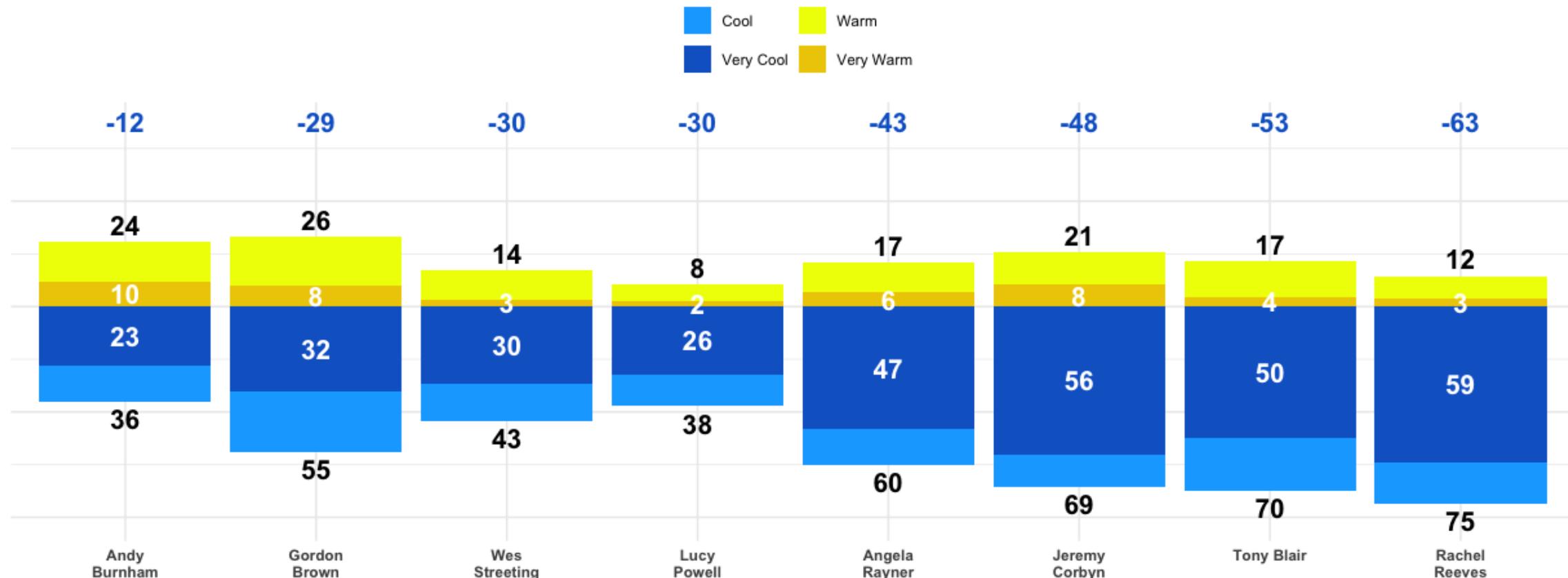
Which party will be best for...



Which of the six main parties do you think would do the best job on each of the following?

The Popularity of Labour leaders

Gordon Brown has highest favorability

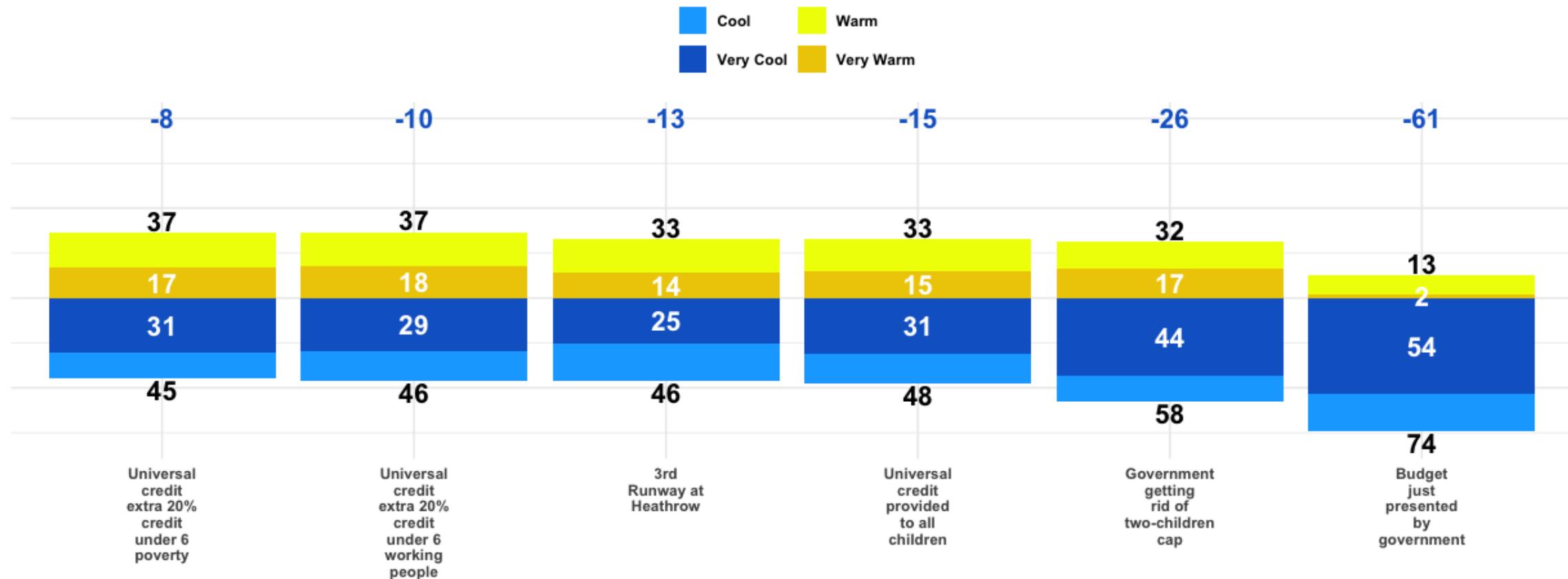


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Labour Policies

Just 13 percent liked new Budget, though a third liked getting rid of child cap

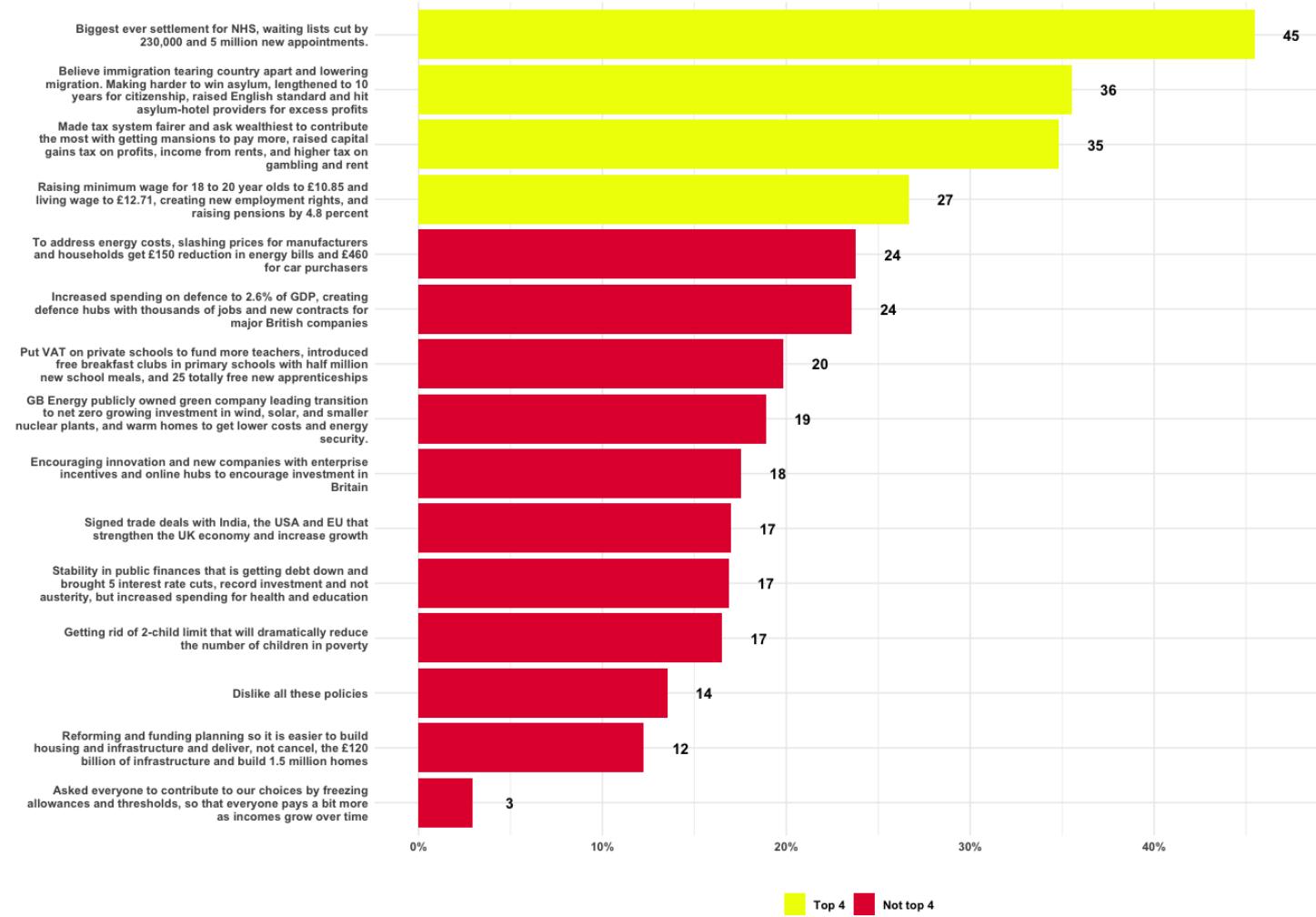
55 percent very cool on budget



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Budget's big Investment in NHS, immigration policies and fairer taxes top policies for public, followed by economic help with living wage, pensions and energy costs

Lowest was everyone contributing (taxes)



Below is a list of policies the Labour Government just announced in the budget. Please select the FOUR you believe are MOST IMPORTANT

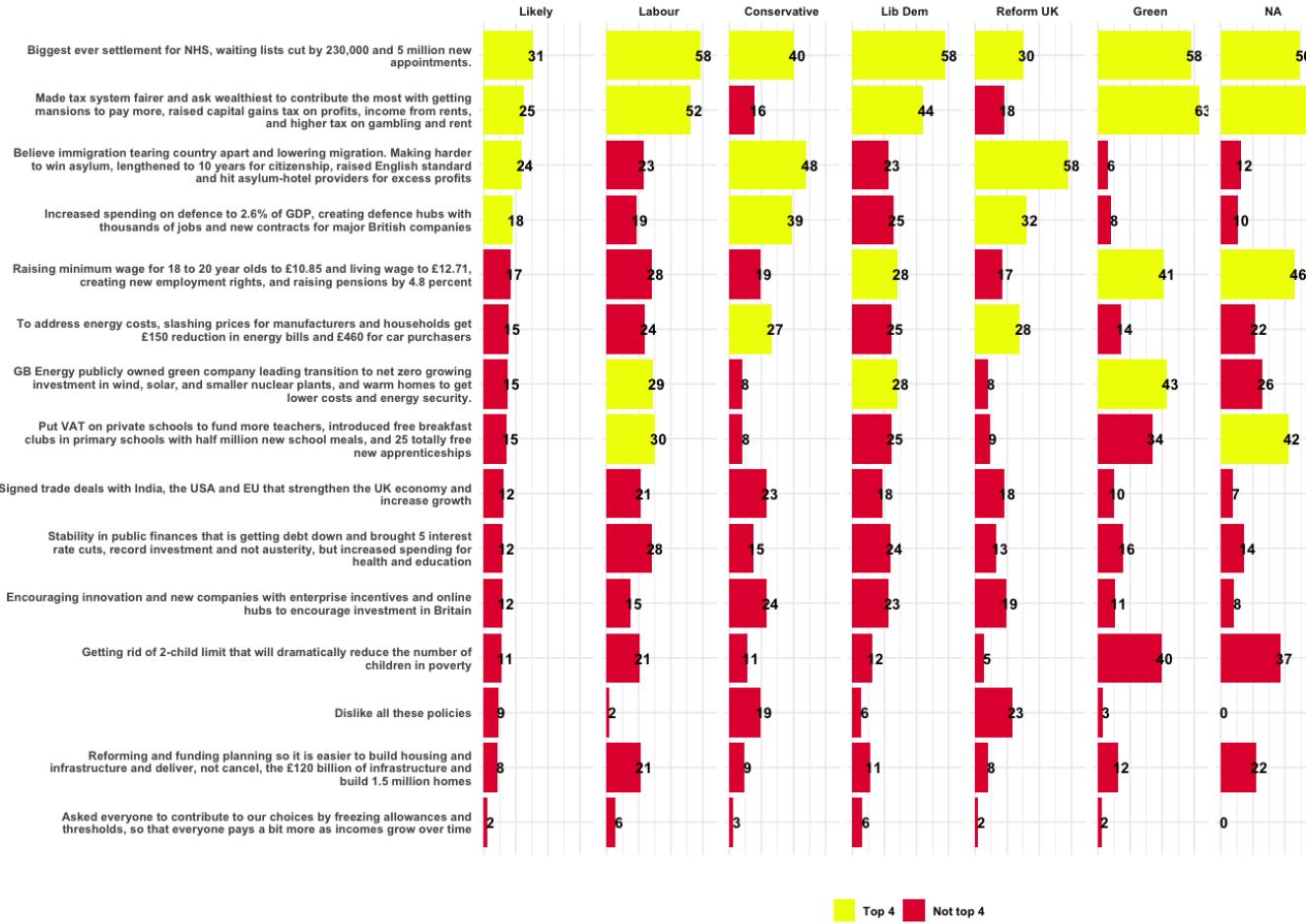
NHS spend, tax fairer and higher minimum and living wage dominant for targets

Also important raised minimum & living wages, pensions and labor rights



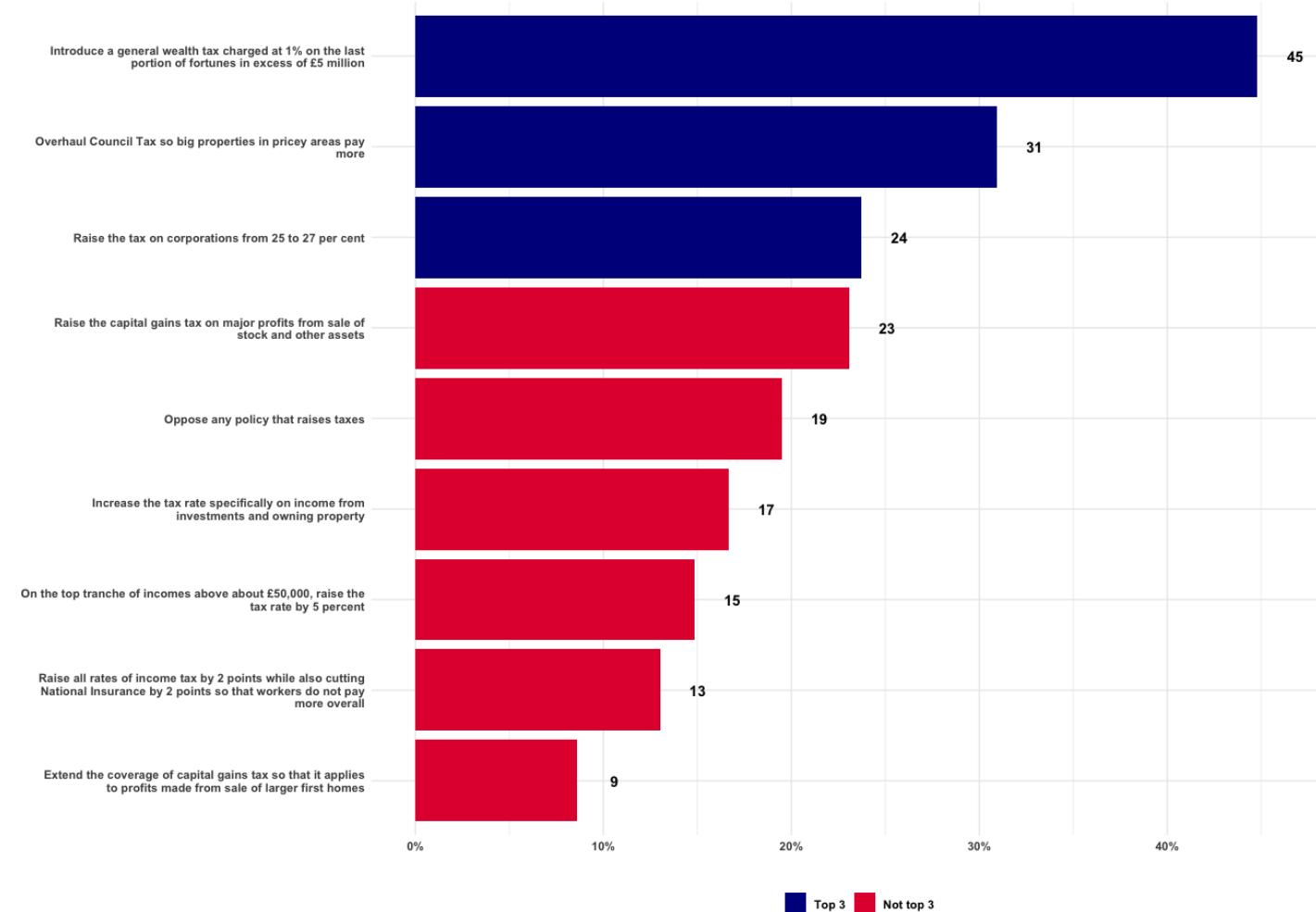
NHS spend and tax fairness dominate, but GB Energy key for Greens

Immigration message heard mainly by Reform and Conservatives



Strong Support for wealth tax, as well pricey property, corporate tax and capital gains

Raising taxes on high earners was less popular.

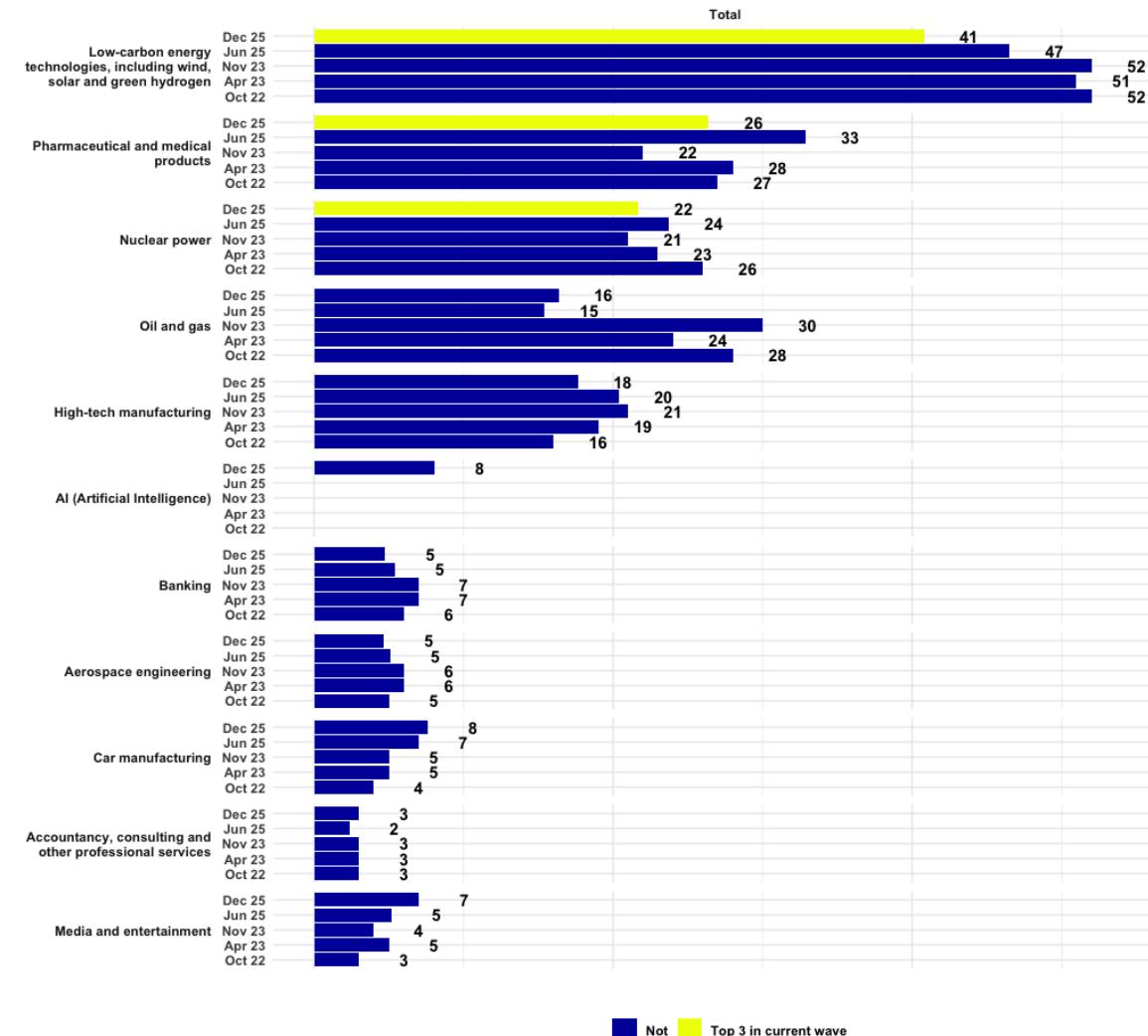


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Climate Change Debate

Big drop in prioritizing low carbon power, though 40 percent still want it

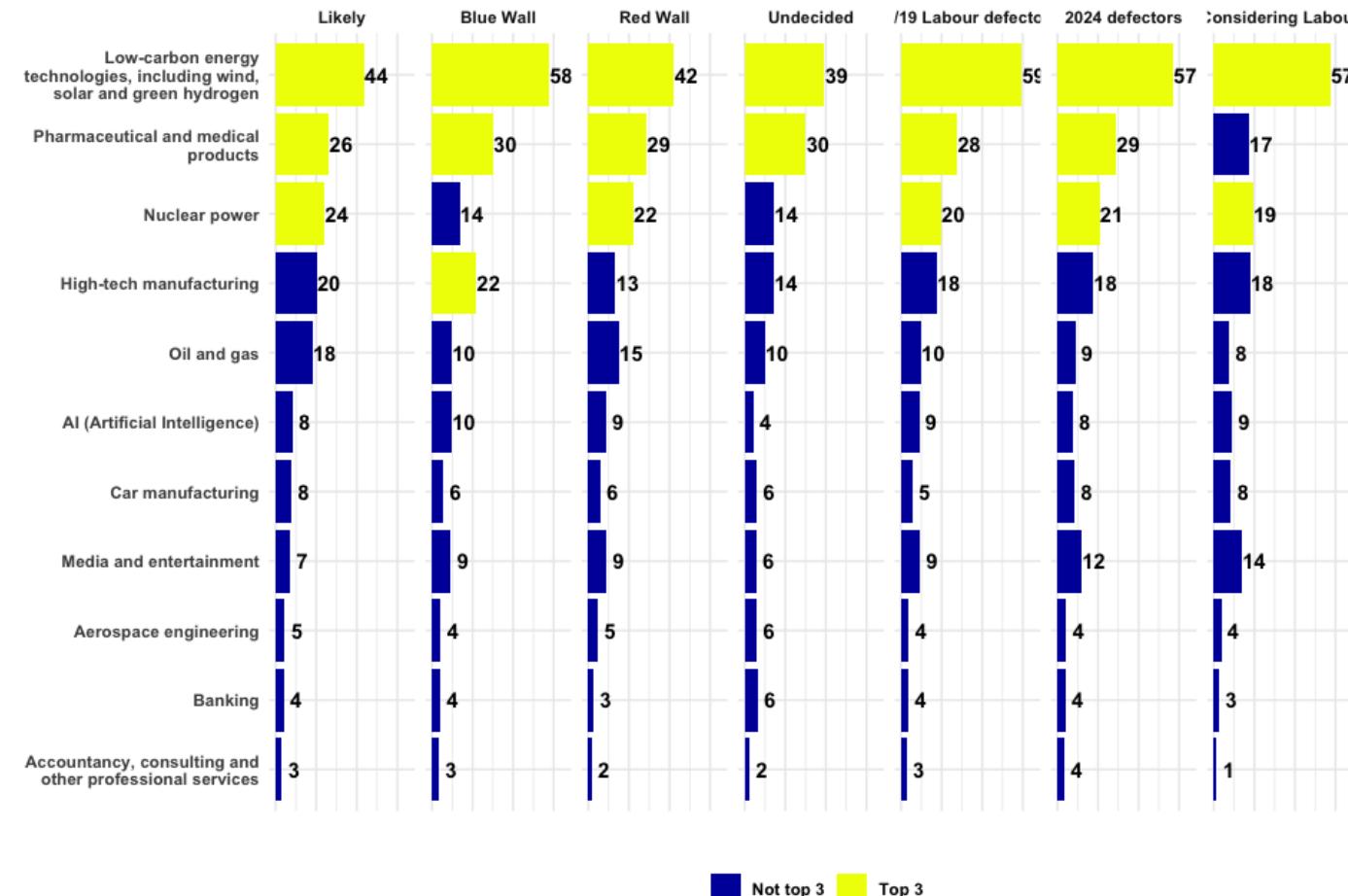
Low-carbon energy, pharma, and nuclear power remain popular potential sources of support



Which of these industries would you MOST want the government to support and champion? Please choose two.

The government supporting low carbon sector strong priority for all Labour targets

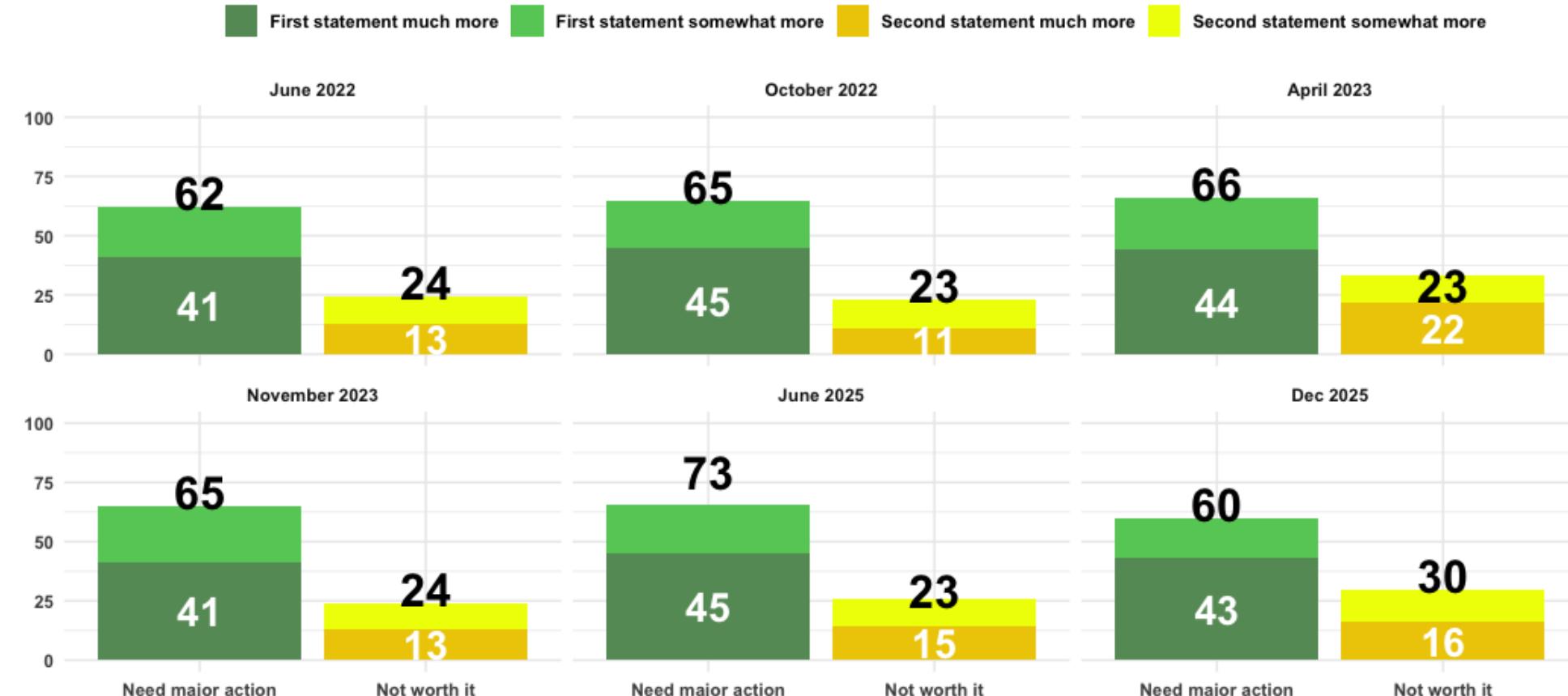
Pharmaceuticals and nuclear power also important



Which of these industries would you MOST want the government to support and champion? Please choose two.

60 percent say crisis and action worth it, with growing 30 percent bloc who say not worth it

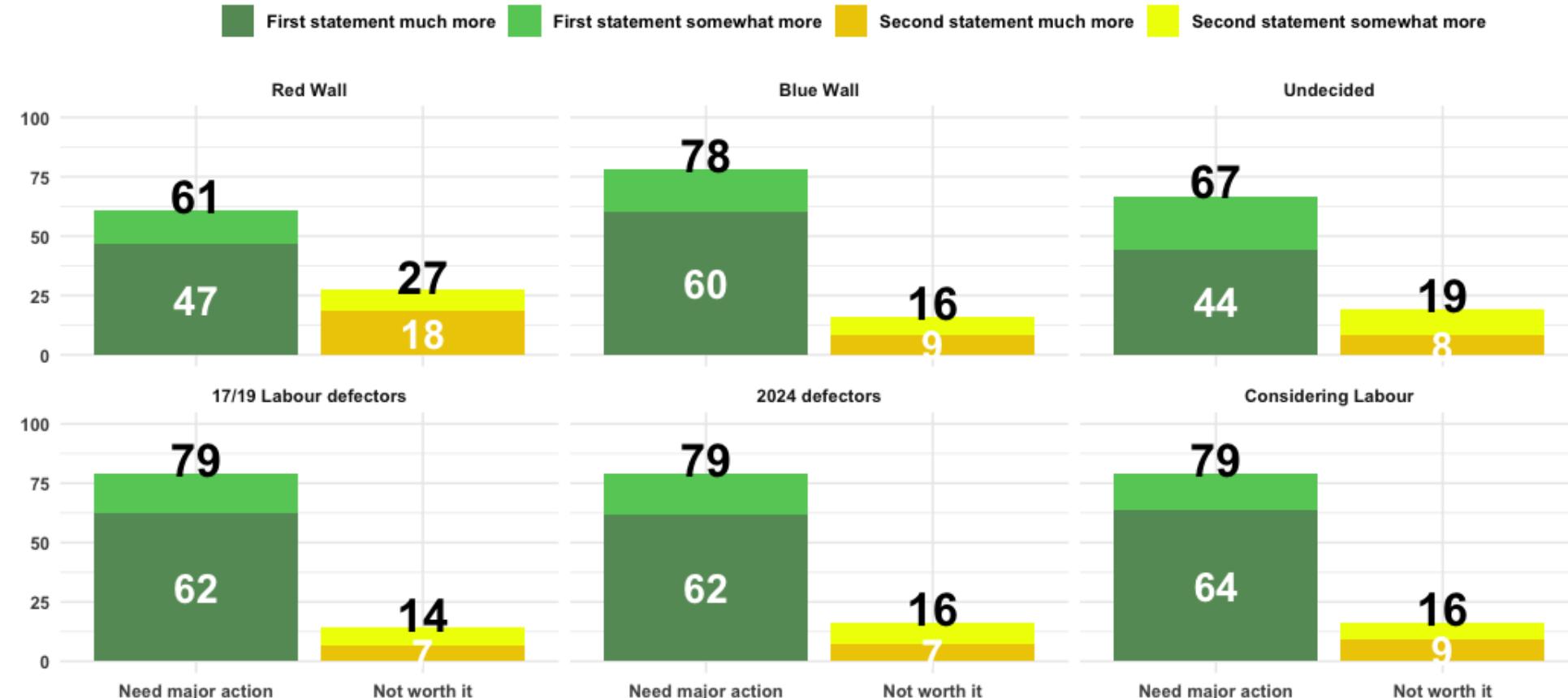
1) Climate change is a threat and we need major action to combat it. 2) The threat of climate change is exaggerated and the high cost of fixing it may not be worth it.



On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

Blue Wall voters much more likely than Red Wall to drive support for climate action, but both share the sentiment and those considering voting Labour

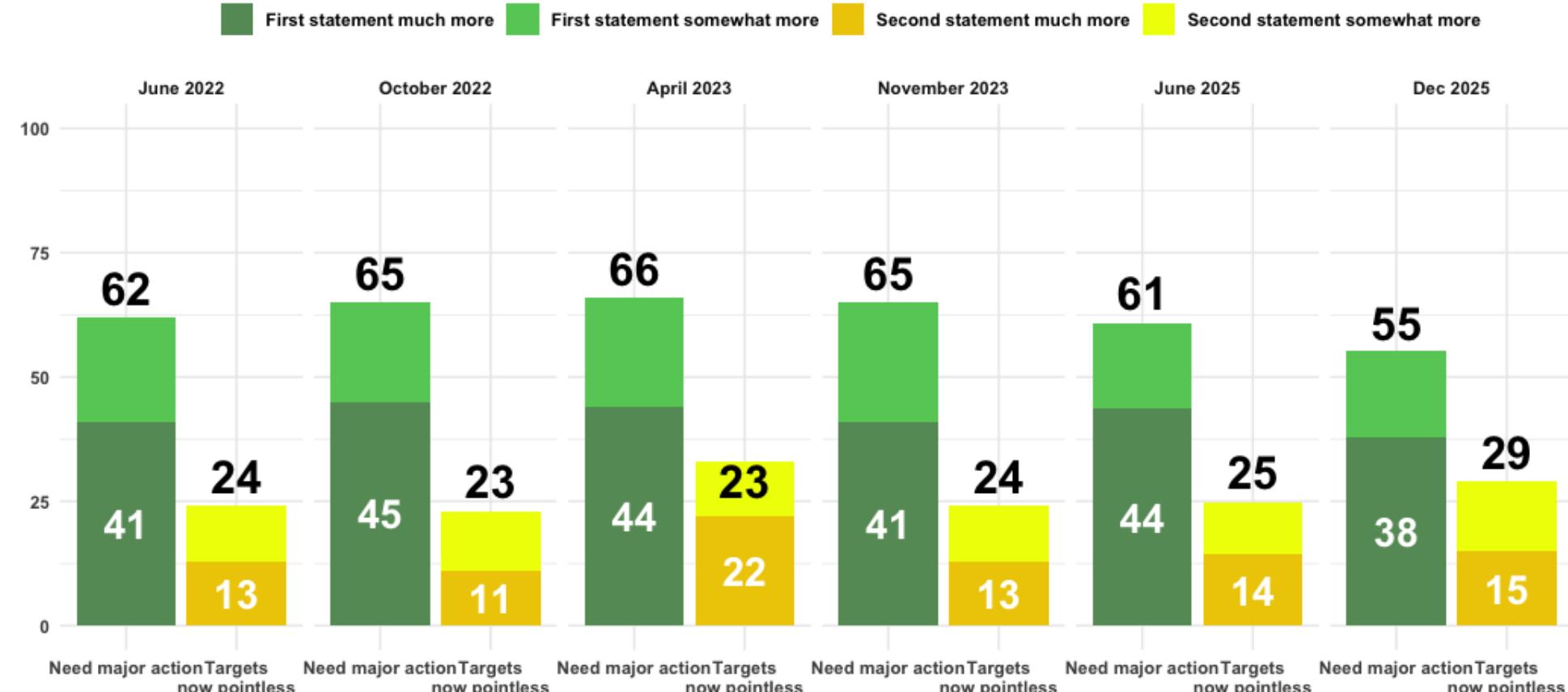
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Big Intense majority still key to act, despite US action

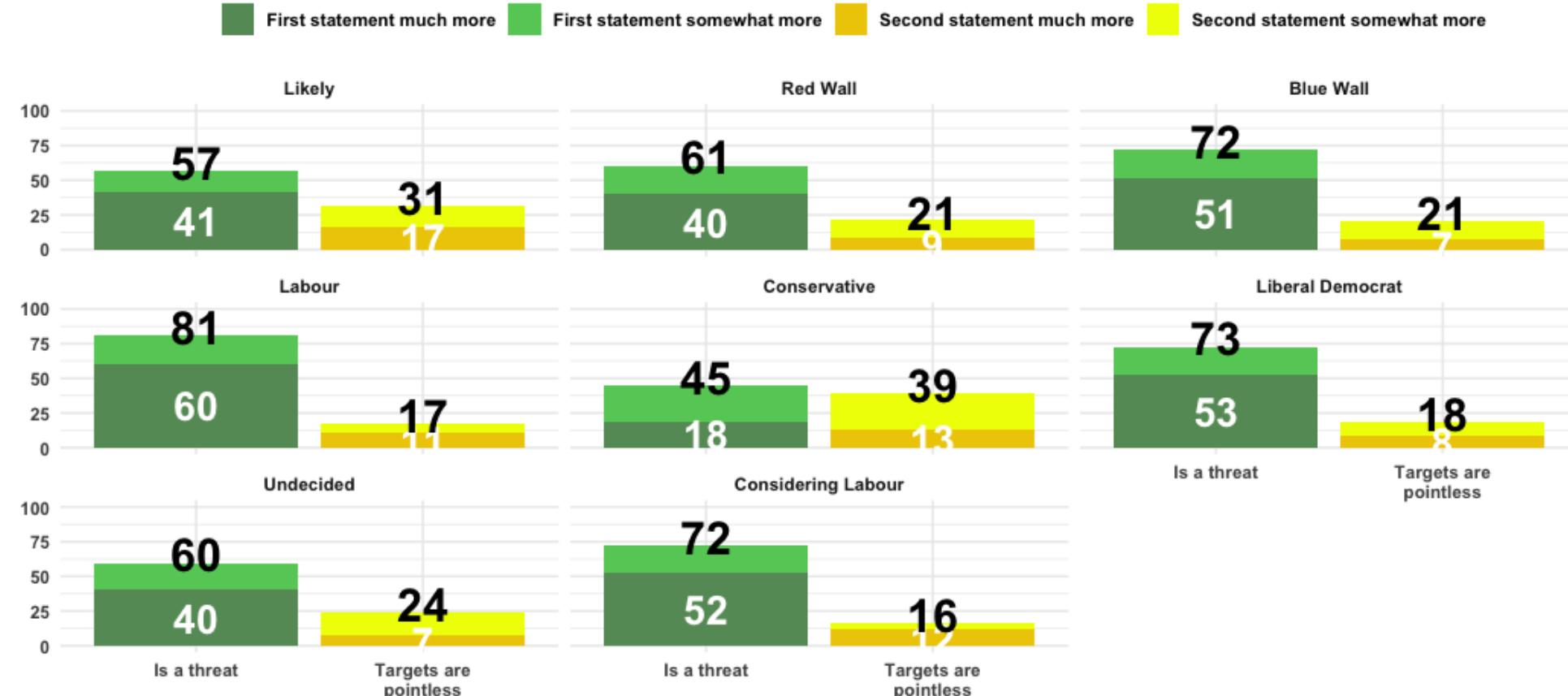
1) Climate change is a threat and we need major action to combat it. 2) President Trump is cutting US support for policies meant to mitigate the risks of climate change and will accelerate production of oil and gas. Maintaining our climate targets is pointless



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Important to act, despite US, dominant in all party targets

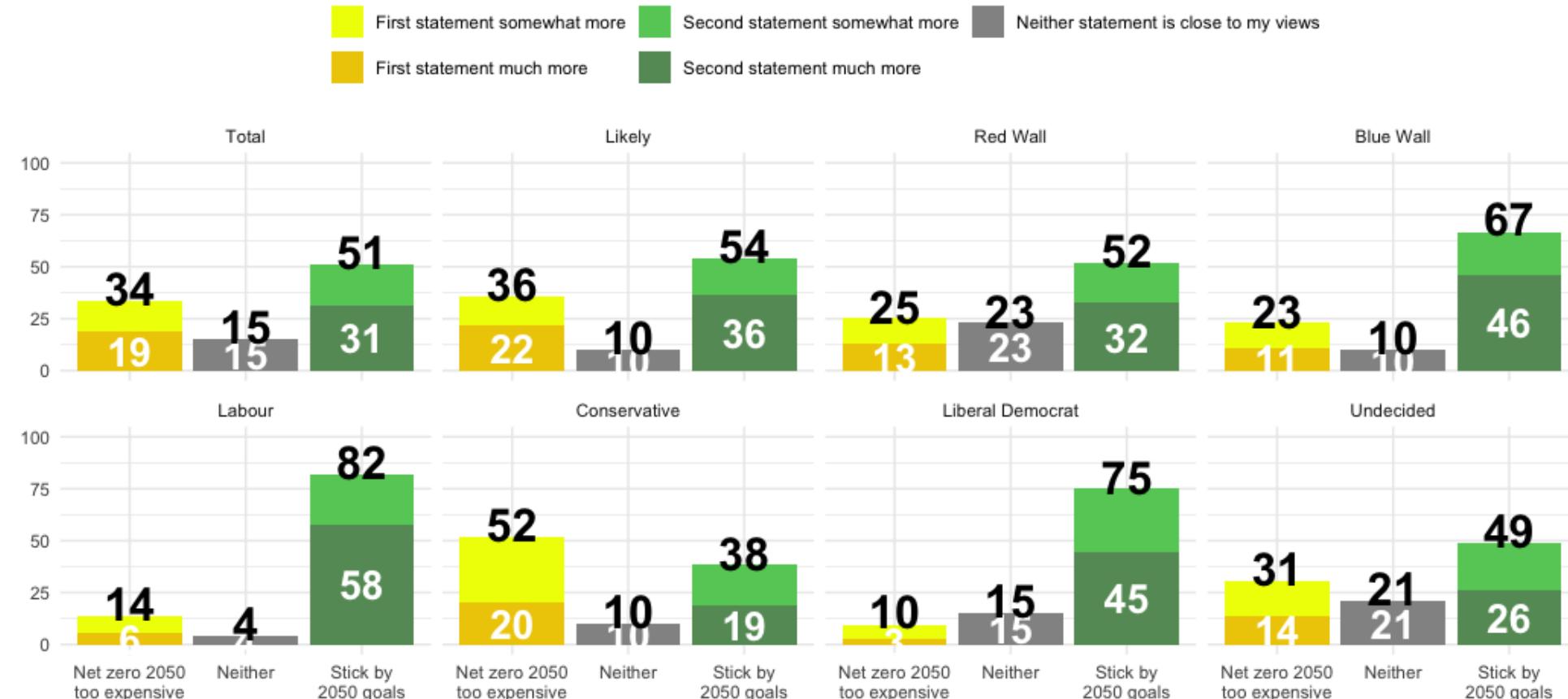
1) Climate change is a threat and we need major action to combat it. 2) President Trump is cutting US support for policies meant to mitigate the risks of climate change and will accelerate production of oil and gas. Maintaining our climate targets is pointless.



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Support for Net Zero has collapsed, though to half of public still supports

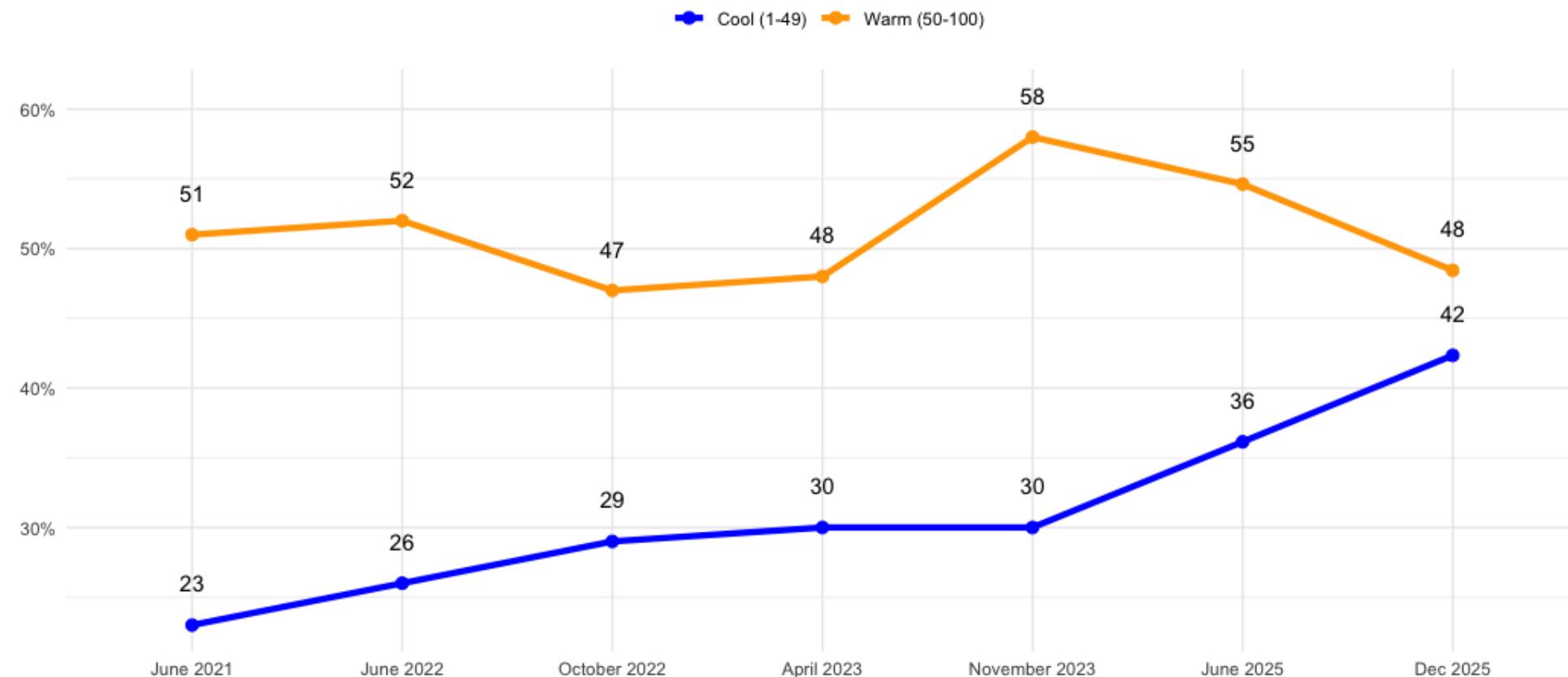
1) Abandon net zero by 2050 because it is too expensive. 2) Stick by the goal of Britain not burning fossil fuels to achieve net zero emissions by 2050 as the right choice for energy security, jobs and climate.



On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

Support for measures to prevent climate change continues to drop

Downward trend continues from previous wave

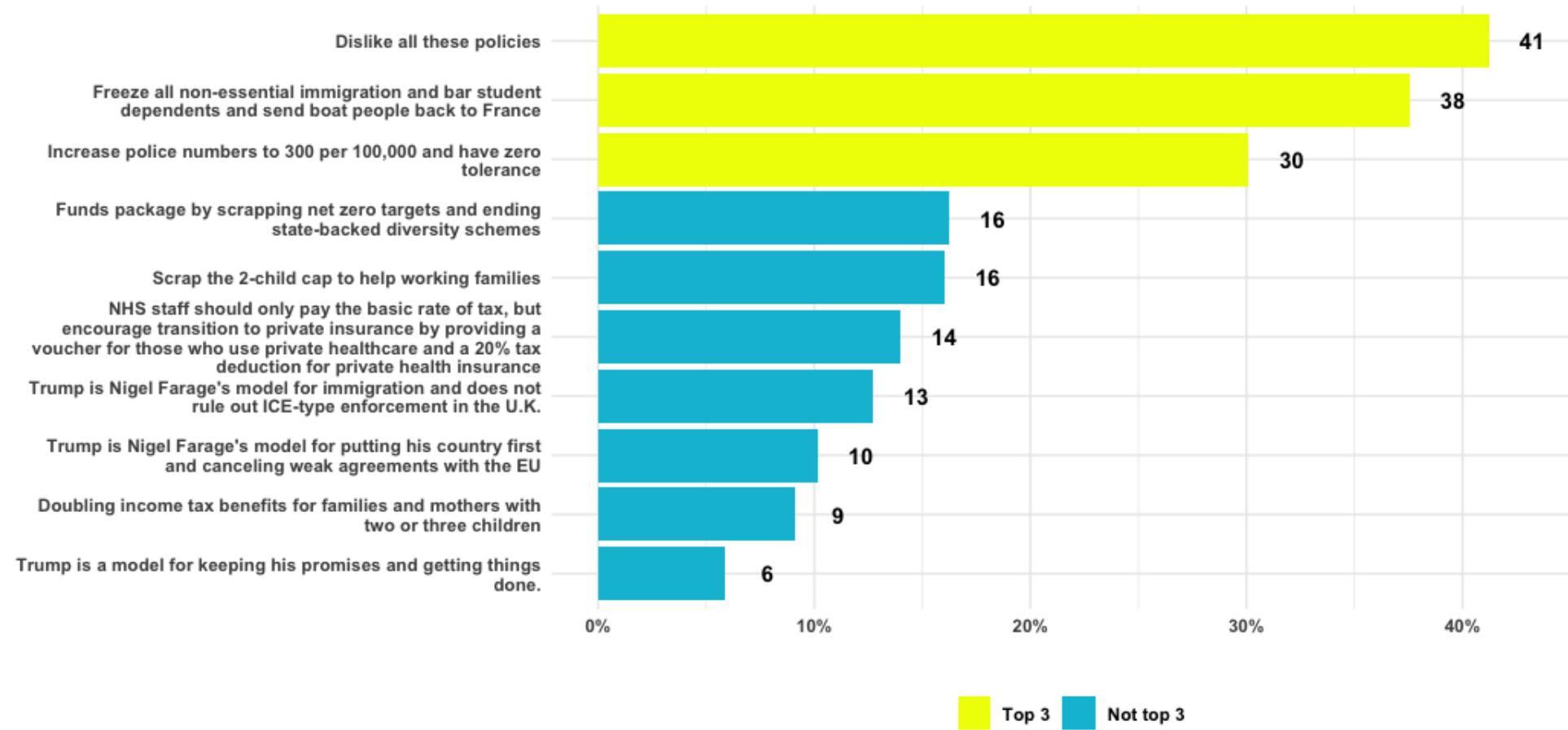


Please rate your feelings toward some people and organisations, with 100 meaning a very warm FAVOURABLE feeling; 0 meaning a very cold, UNFAVOURABLE feeling; and 50 meaning not particularly warm or cold. You can use any number from 0 to 100

Party Positions

Reform has Strong Support on Immigration and Crime

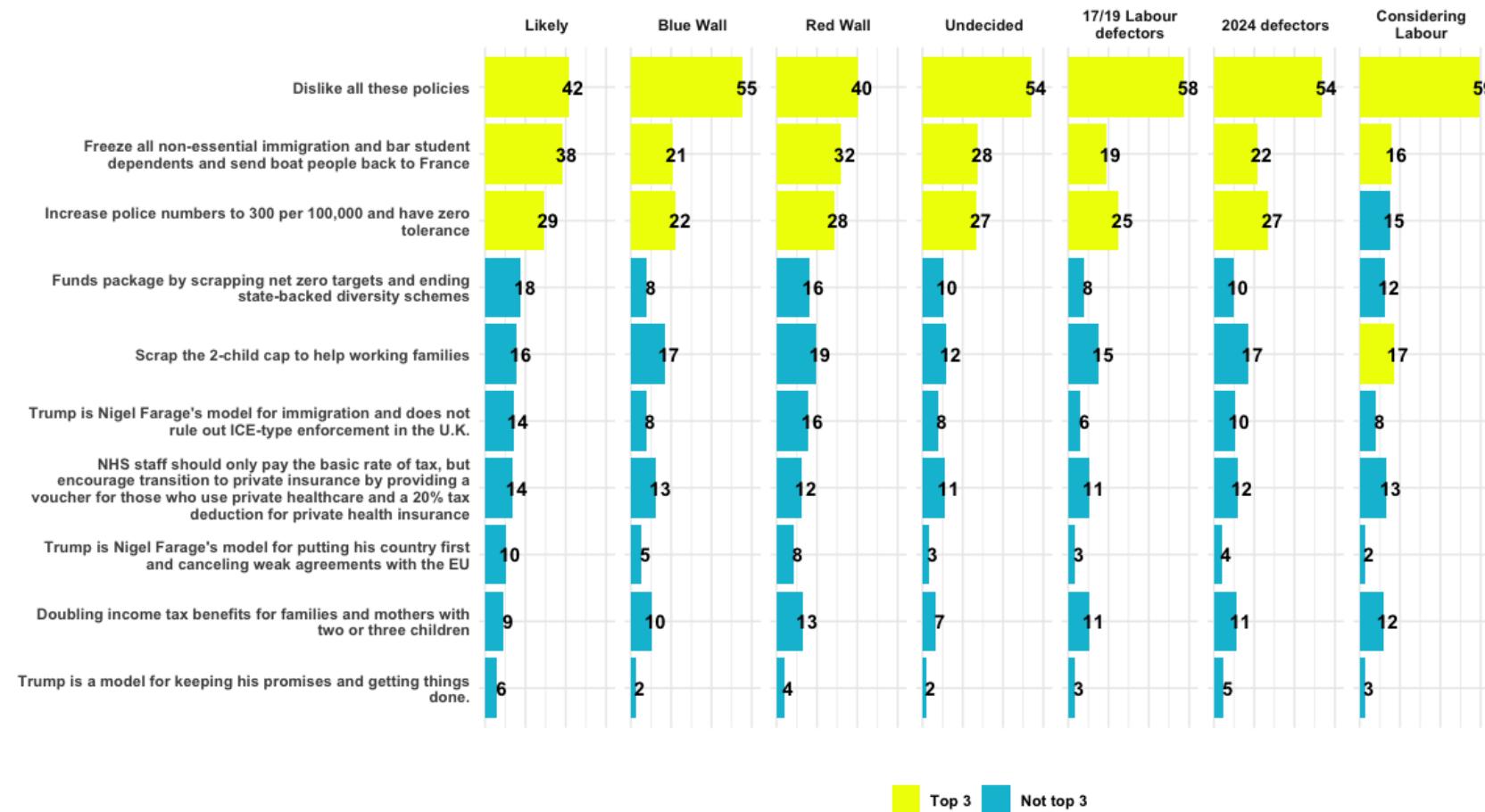
Funding plan from cuts from net zero not a high priority



Below is a list of positions taken by Reform UK. Please select the THREE you believe are MOST important.

A third of red wall supports reform's immigration policies

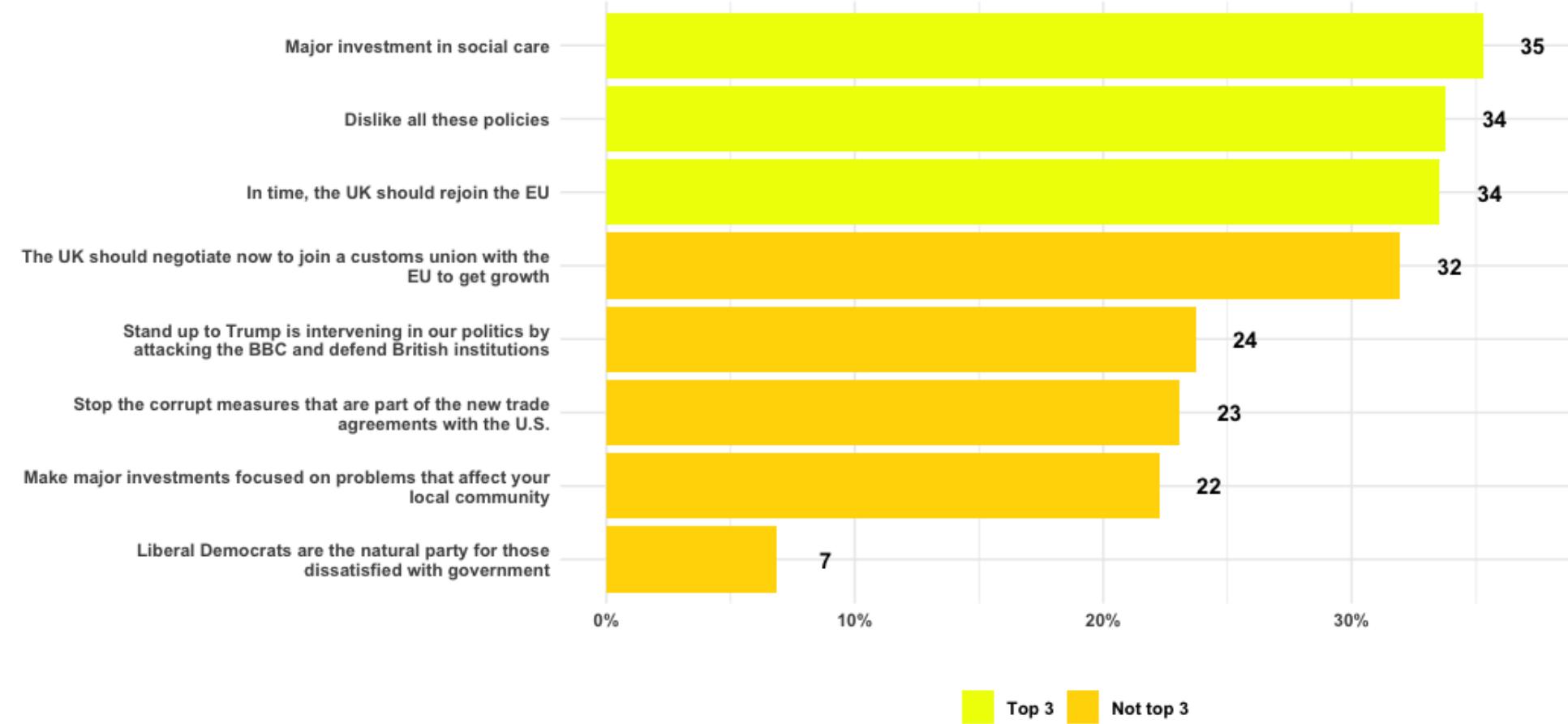
Many also support increasing policing



Below is a list of positions taken by Reform UK. Please select the THREE you believe are MOST important.

Two thirds of Liberal Democrats cite their policies on Europe

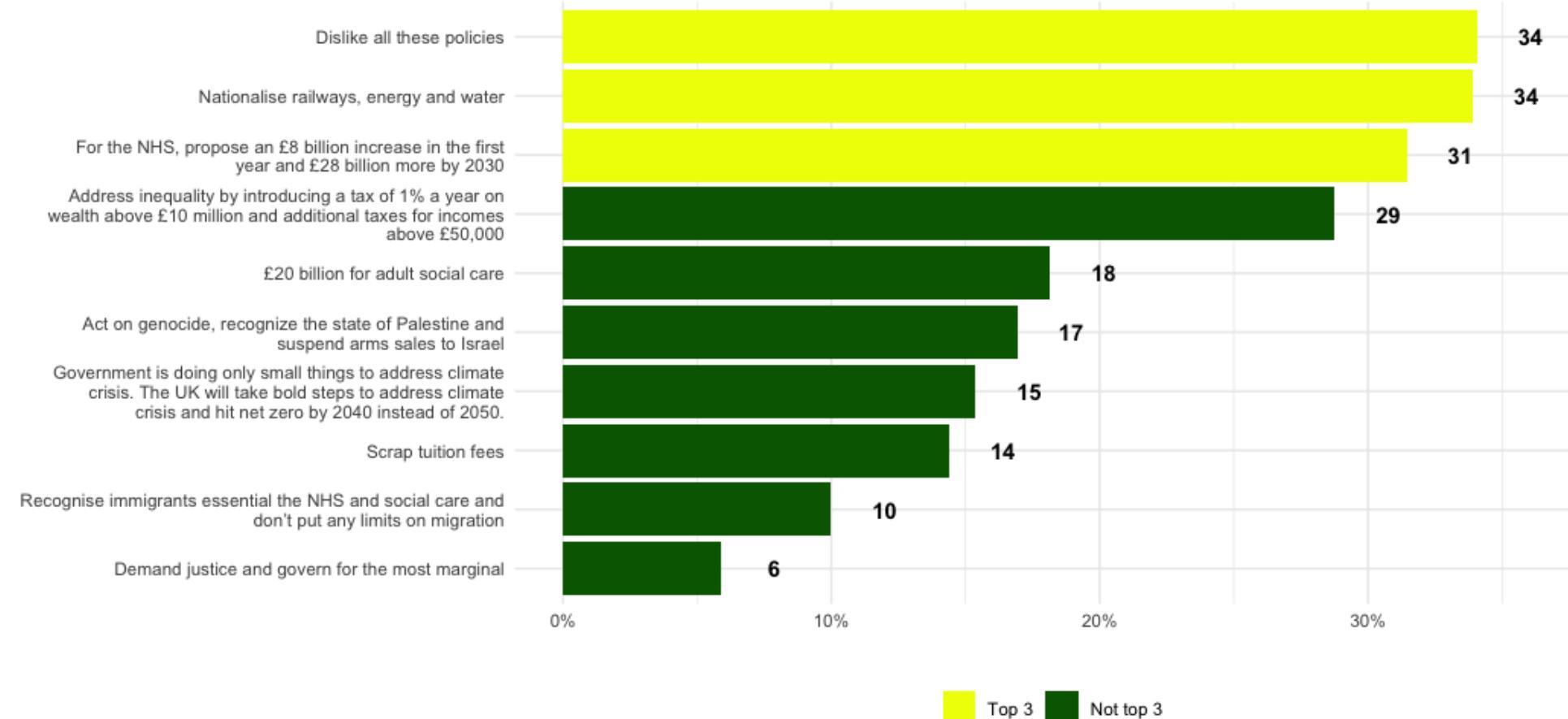
As with previous wave, voters support policies to invest in social care and rejoin the EU



Below is a list of positions taken by the Liberal Democrats. Please select the THREE you believe are MOST important.

Green Vote motivated by nationalizing industries, investment in NHS and wealth Tax

Climate crisis not as central

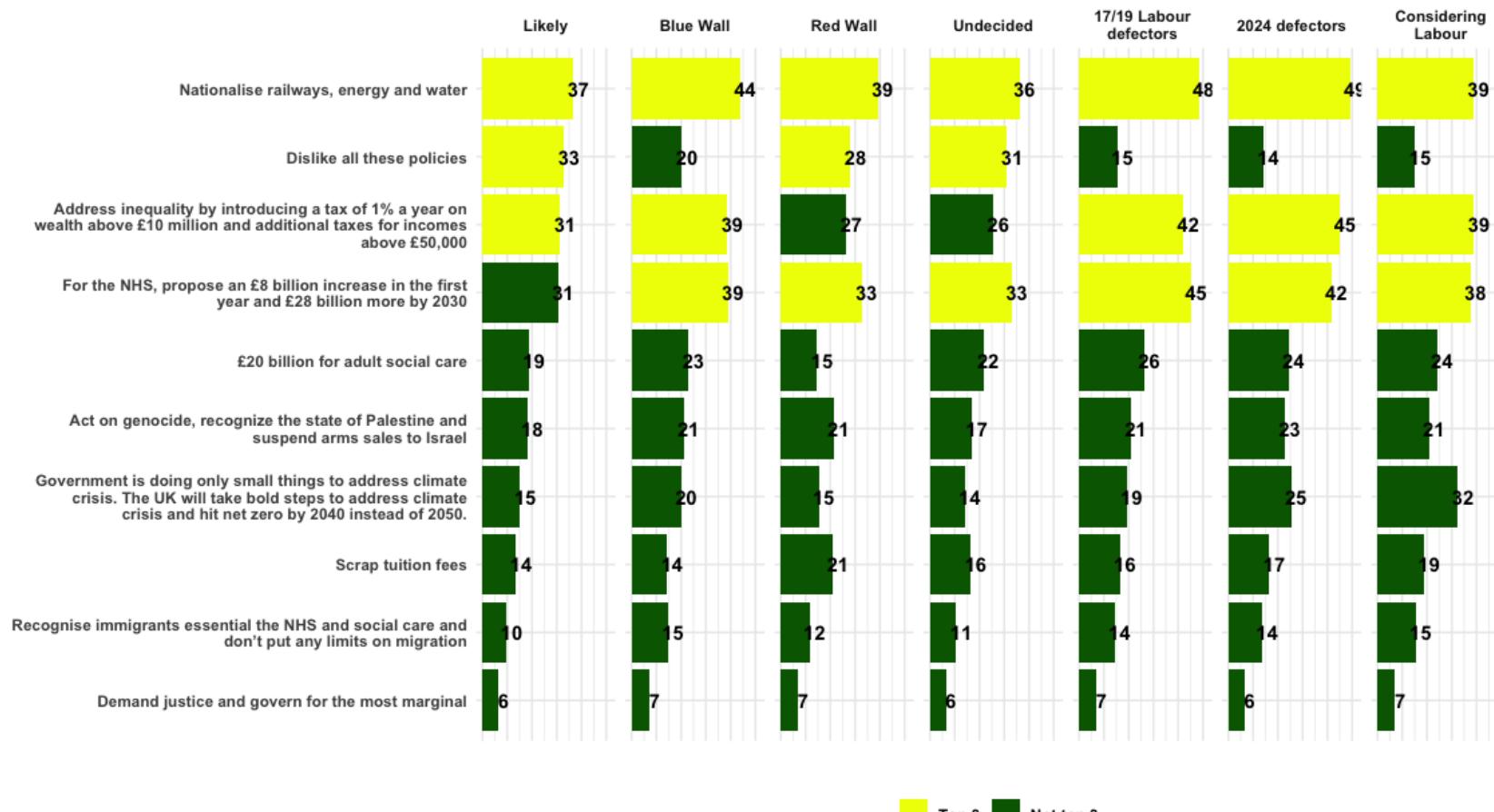


Top 3 Not top 3

Below is a list of positions taken by the Green Party. Please select the THREE you believe are MOST important.

Same is true for target groups

Climate crisis nothing as important



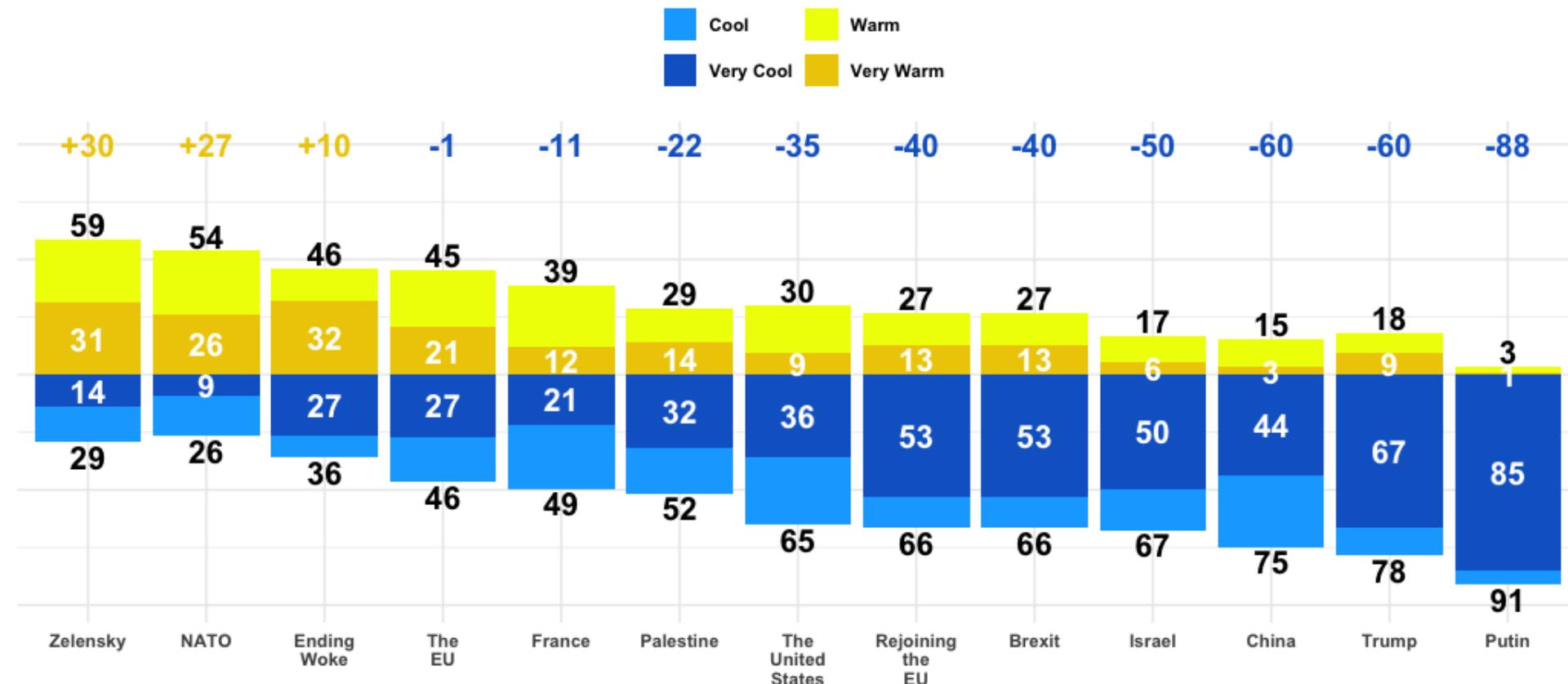
Top 3 Not top 3

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Social Dynamics

Putin, Trump and ending woke polarise, along with NATO, the EU and Israel

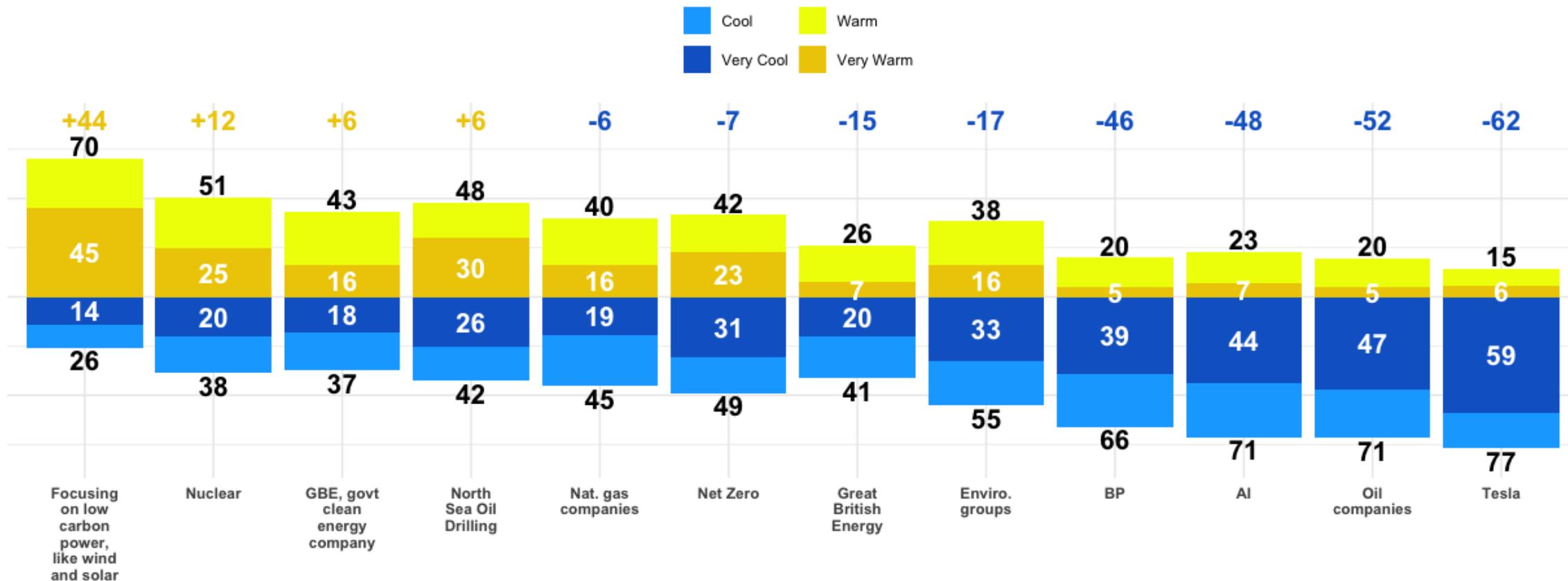
Zelensky the popular figure



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Industry and energy sector shaped by views of low carbon, nuclear & GBE and also by Tesla, oil companies and AI

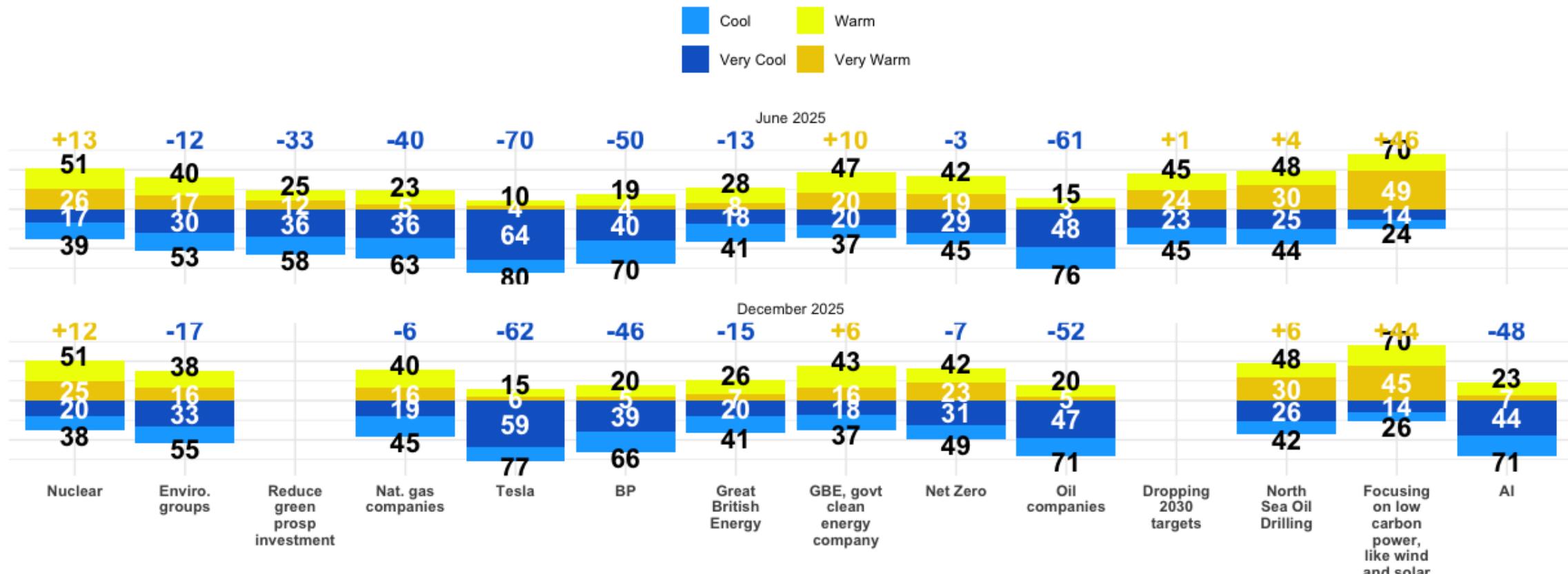
Country now breaks against net zero



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Views mostly stable, except oil companies more negative and natural gas companies more positive

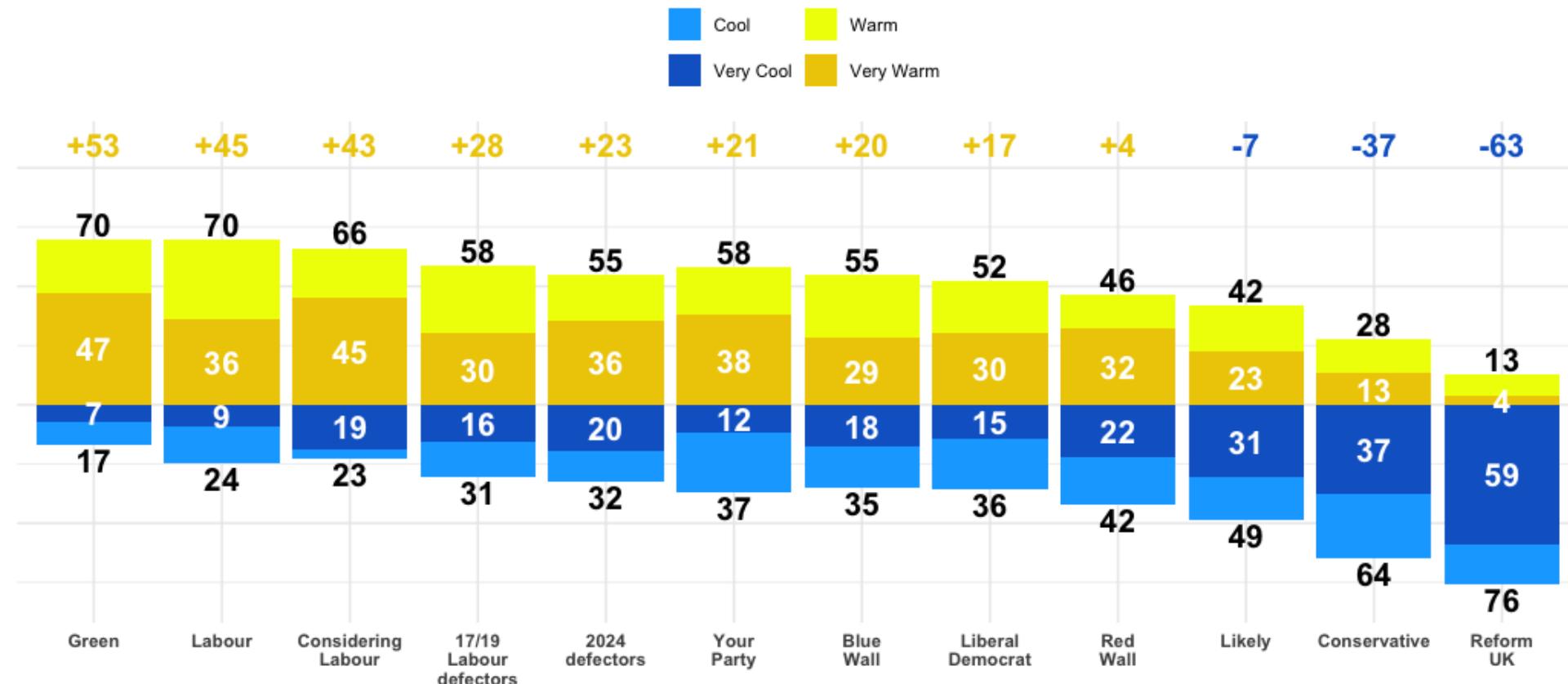
High support for low carbon power continues



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While Net Zero contested, it is very important to defectors and those considering Labour

Likely voters overall less supportive of Net Zero



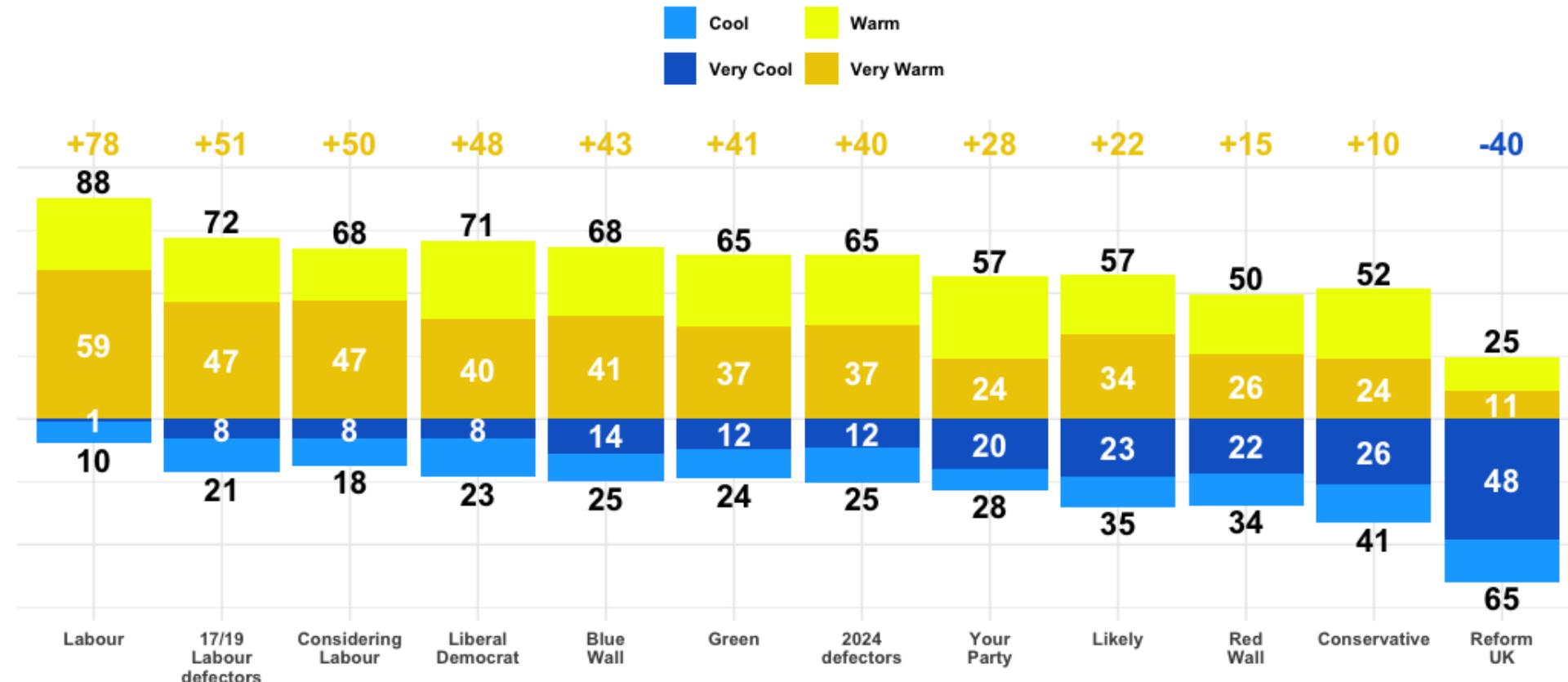
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Labour Message Narratives

Labour's message regarding US President Trump

We must keep our long-standing ties with the United States, but Britain must be honest with Donald Trump. Our leaders must say, Vladimir Putin is a tyrant that must be opposed. We will ally with the democracies of Europe. Climate change is not a hoax. We will defend our British institutions, like the BBC. We do not accept this Intervention our politics from anyone.

Being honest on Donald Trump produces intense positive result, including all defectors & those considering Labour

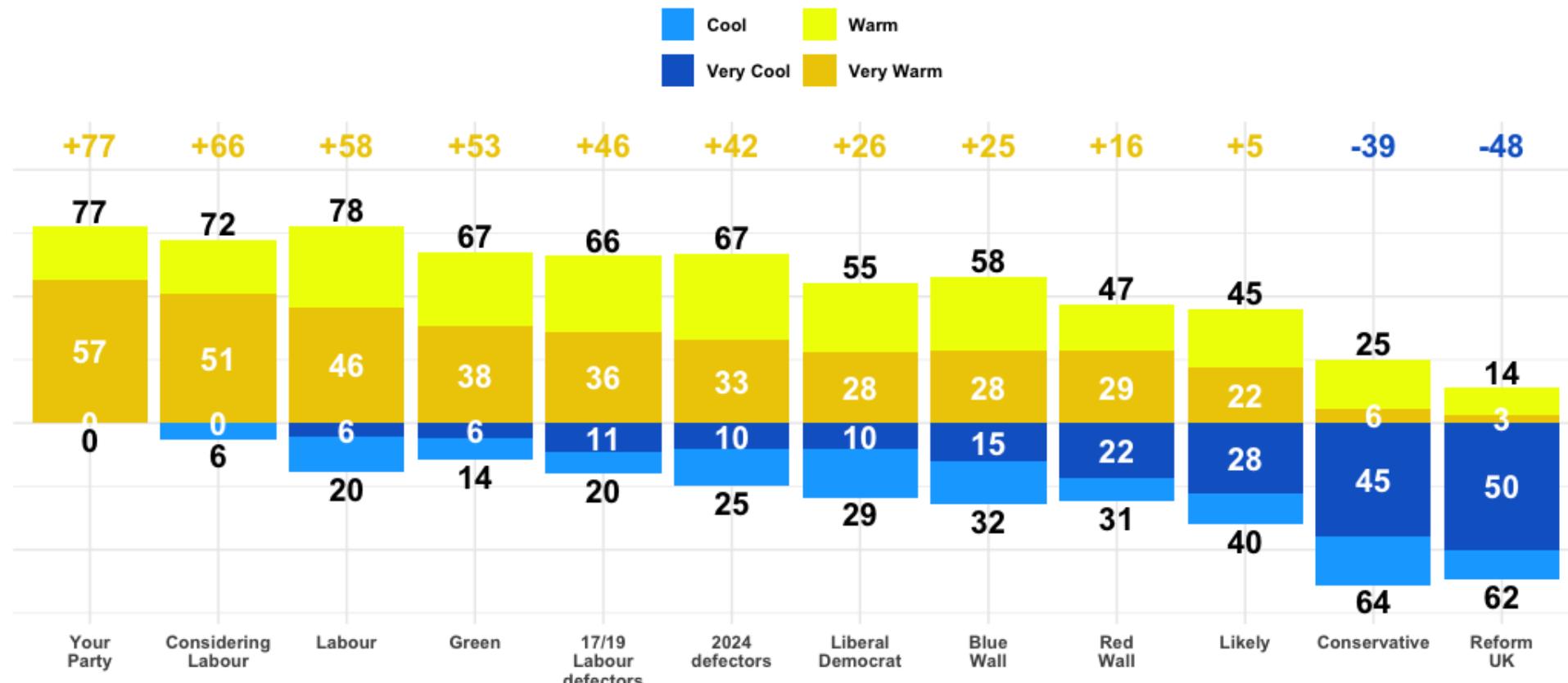


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Labour's ambitious child poverty mission, restoring to 2020 level

The Labour manifesto called for an ambitious strategy to reduce child poverty. The Blair-Brown governments lifted over half a million children out of poverty. But Tory austerity wiped out all the progress and left 4.5 million children in poverty. The rising cost of living has placed pressure on working families. Child Benefit was historically paid to all households to help with costs of raising children, but it has since lost over 20% of its value. Some households no longer receive payments. We should restore the value of Child Benefit to its 2010 levels as part of an ambitious plan to tackle child poverty and the rising cost of living.

Ambitious child poverty strategy gets 45 warm response, an intense response from those considering Labour and Green

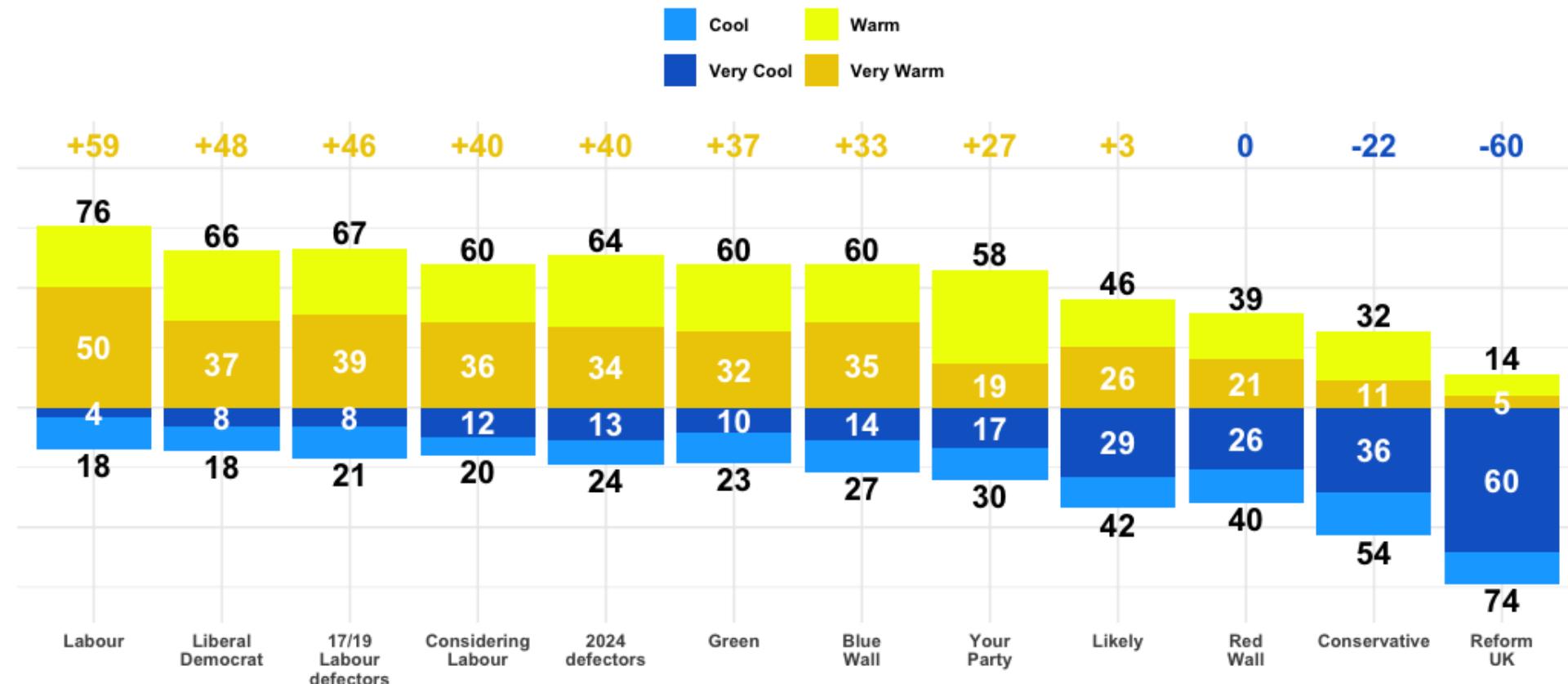


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Labour's "Europe" message text

Labour's manifesto accepted the current framework with Europe, but that must change. Trump's trade war means slower economic growth for Britain. Brexit brought us falling growth and incomes, and we need a customs union and start to rejoin the EU. Trump's embrace of Vladimir Putin betrays Ukraine. Britain must ally with Europe in raising our defence spending. Britain must be true to our historic legacy and lead the battle against tyrants and for freedom.

Aligning with Europe's Fight for Freedom and Democracy gets 46 Percent Warm Responses

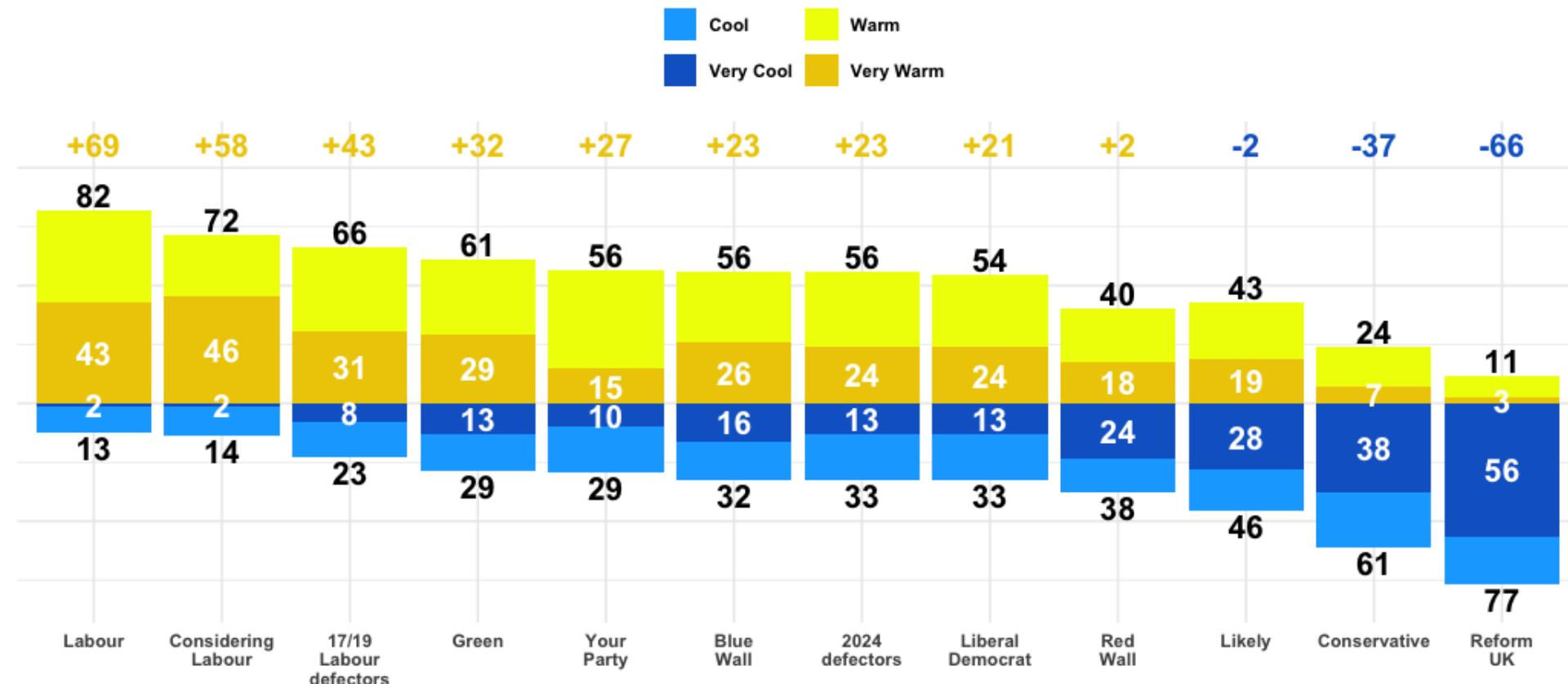


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Labour's message: Britain clean energy superpower, but using natural gas in transition and goal of net zero drives increased investment to get secure and affordable energy

Labour is leading Britain to be a clean energy superpower. We created the first GB Energy, the state-owned clean power company making big Investments in wind power, solar, modular nuclear plants, energy Infrastructure and Warm Home Plan. We now prioritize reducing bills and achieving energy security. We will need natural gas, but the goal of net zero gets us to move fission, geothermal, renewables and electric power transmission efficiency a long way forward, while Investing In university clusters. This clean energy superpower will produce secure and affordable energy..

Climate Message gets over 70% for those considering Labour, two-thirds of 17/19 defectors, over 60% of Greens

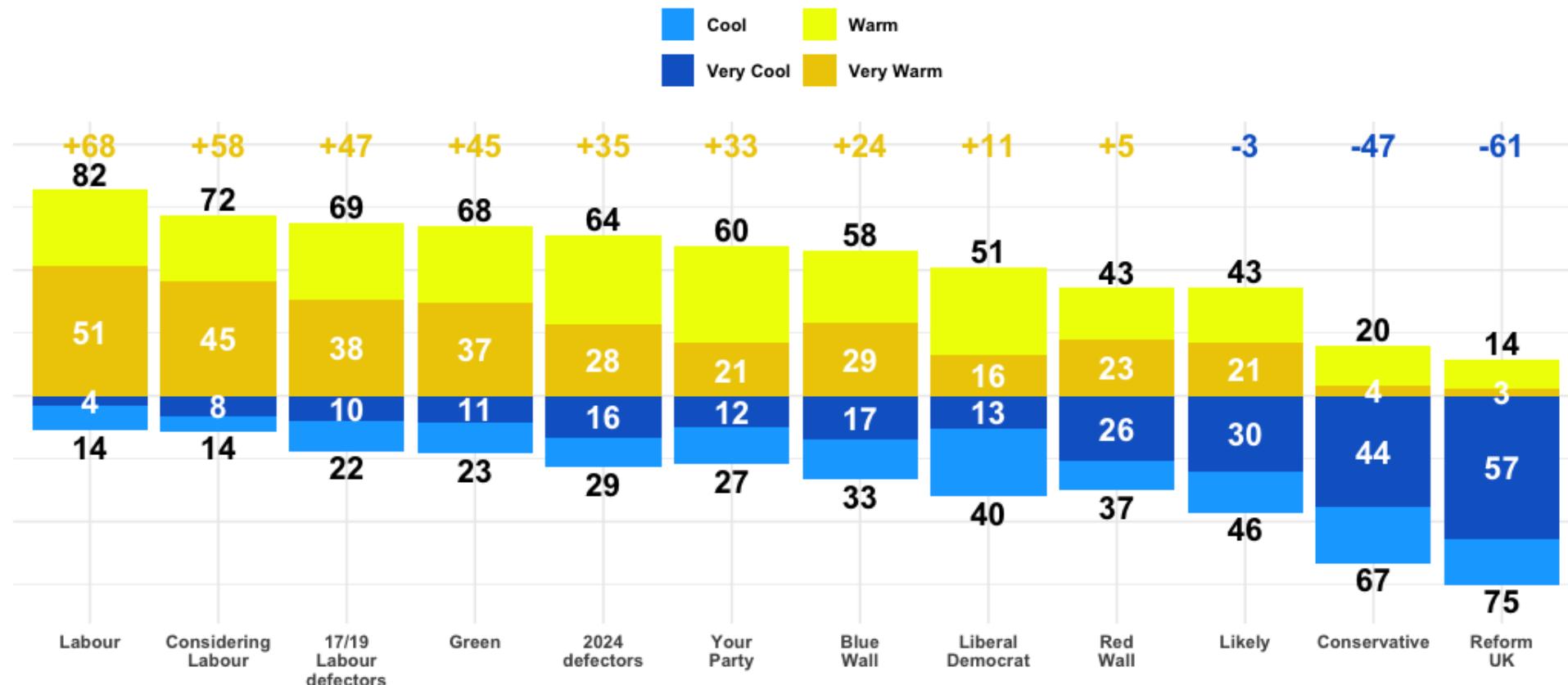


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Getting Britain fairer with new tax policy

Labour must lead on making Britain fairer. We can't be taking away benefits robbed by the Tories under austerity. And we can't keep raising their tax burden during a cost-of-living crisis. Instead, we should raise taxes on the most fortunate to give working people major tax relief. We will reverse the freezing of tax thresholds and cut the National Insurance tax by 2 points to give the working-class long overdue major tax relief. With families facing a cost-of-living crisis, we should raise the Child Benefit by 20% for children and restore the benefit to its level under Labour. Addressing affordability the poor, working, and middle-class families is a Labour mission.

Cutting taxes by reversing current freeze and expanding child benefit gets 43 percent warm response

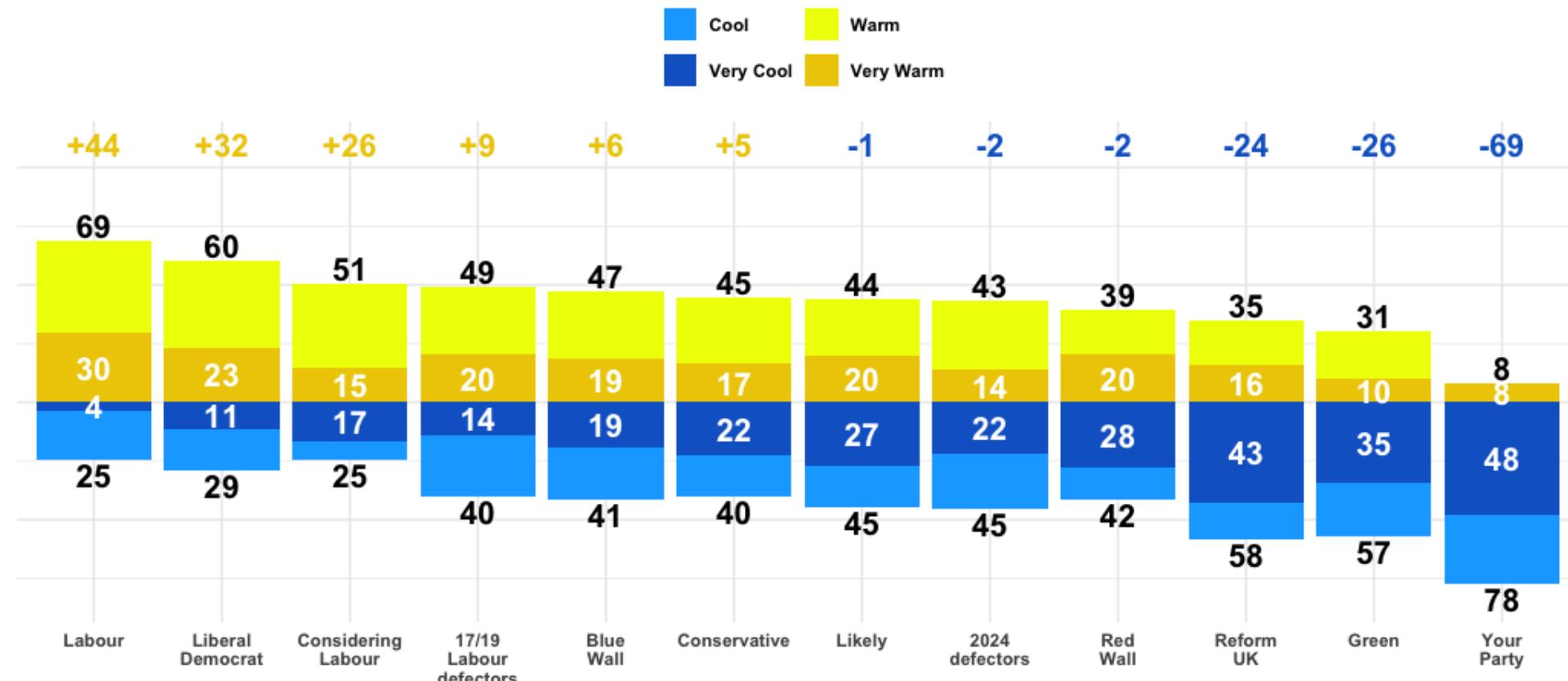


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Labour's immigration message

We know that the government must get a grip of the refugee crisis that has left so many uncomfortable. We are frank about having stricter policies for asylum and work routes. We are requiring longer residency waits for settlement and tougher enforcement for employers and universities. It includes degree requirements for skilled workers, closing care visa, longer waits for permanent residency, and greater fines for employers. Increased number of foreign criminals to be deported. Raised English requirements for dependents seeking citizenship. We are fighting the criminal smuggling gangs here and globally to get our border secure. We are working to end asylum hotels.

Current Labour immigration narrative gets 44 percent warm response, including Liberal Democrats and Defectors

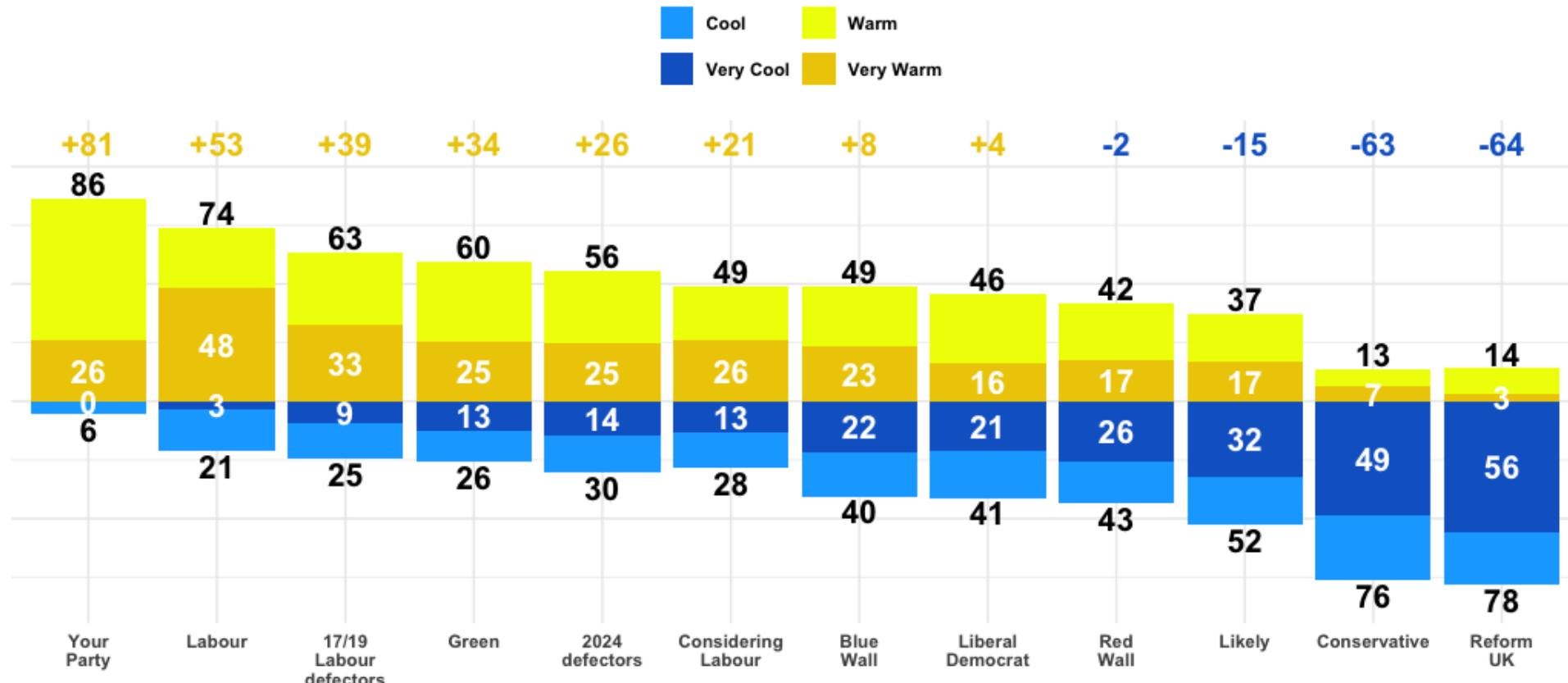


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Restoring child benefit to level in Europe

The Labour manifesto called for an ambitious strategy to reduce child poverty. The Blair-Brown governments lifted over half a million children out of poverty. But Tory austerity wiped out all the progress and left 4.5 million children in poverty. The rising cost of living has placed pressure on working families. Child Benefit was historically paid to all households to help with costs of raising children, but it has since lost over 20% of its value. Some households no longer receive payments. We should restore the Child Benefit to levels found in Europe to around £88 a week. That would cut poverty in half and help all help working families with the cost of living.

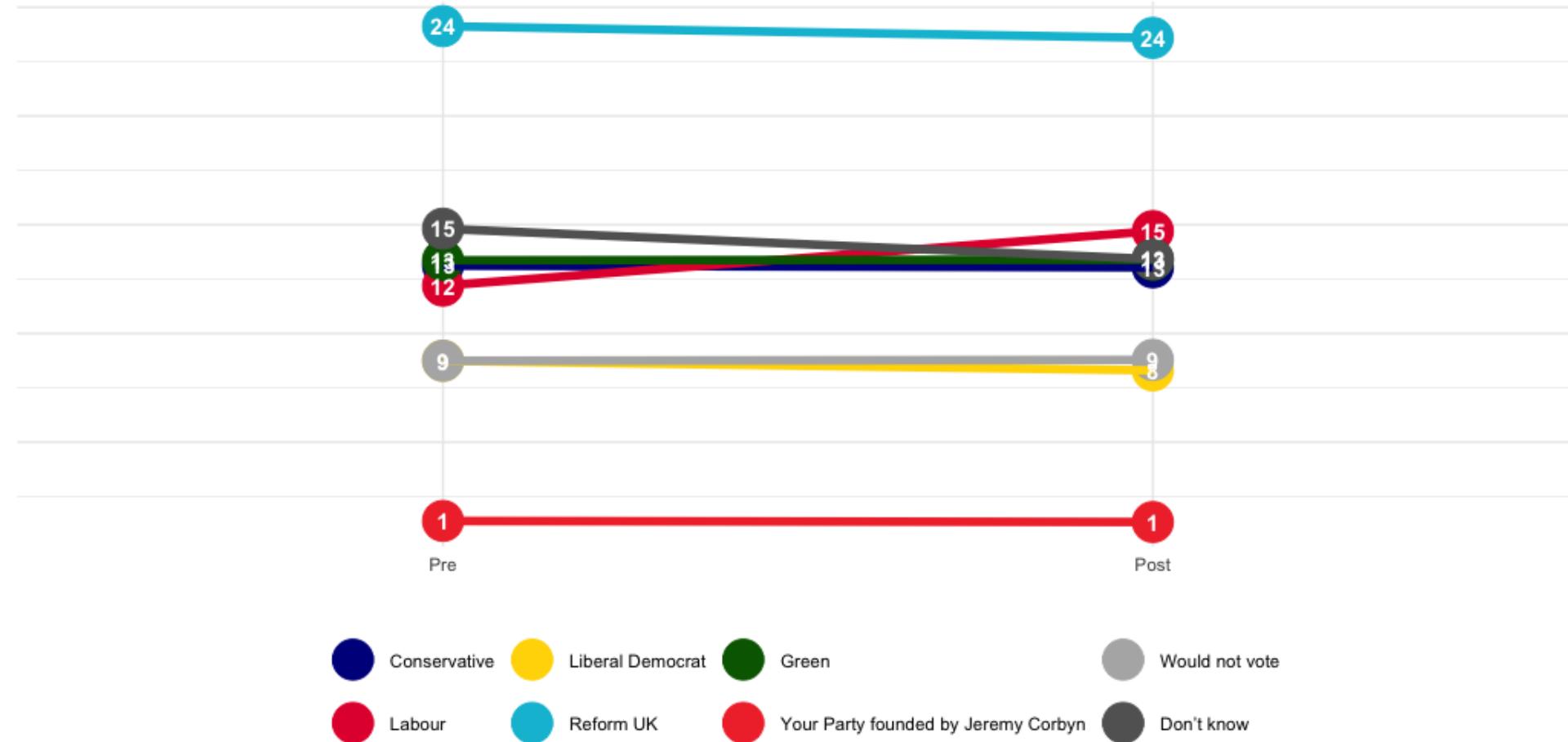
Ambitious child benefit plan gets 37 percent favorable response



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Narratives Push Labour Vote up 3 Points

Reform continues to lead, with slight boost for Labour



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

Narratives with Immigration Message raise standing significantly for biggest party of the left

Labour improvement on cost of living

