



# Getting the climate story right in an election year

Guidance on how to communicate so voters will listen, compiled from [original research conducted at the end of 2023 and the first half of 2024.](#)



Credit: [Russss](#)

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PART ONE

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# Four things to remember right now...



# Four things to remember right now...

01

**Climate leadership is a vote-winner.** People expect the government to crack on and invest.

02

**Caring about climate and nature is normal.** Most people do.

03

**Seeing is believing.** Climate action is happening everywhere and it's great news. Make it feel real to people.

04

**Empathise.** Times are tough and some people are worried about potential costs. It's the government's job to make the transition fair and exciting.

1

**People want politicians to get on with  
climate and nature action**



“ *The climate is something we need to tackle... we should have started tackling many years ago.*”

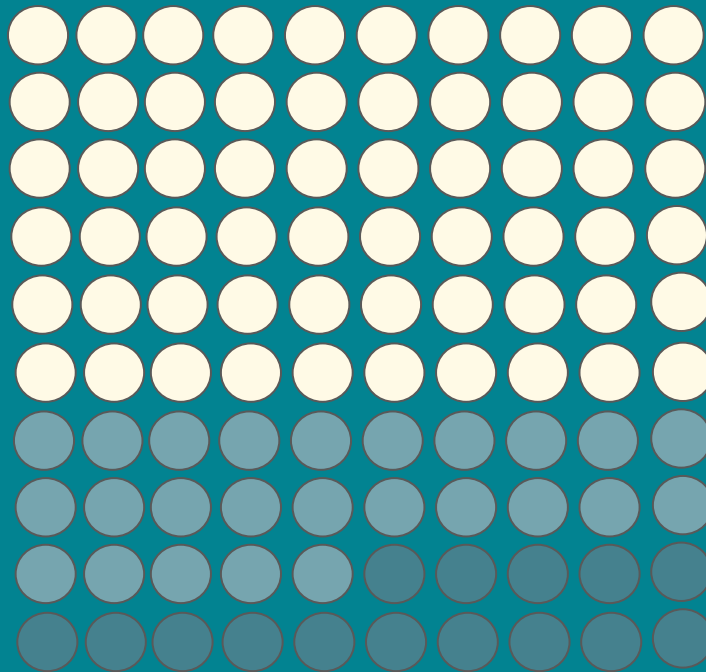
Bristol focus group member, 2024

# 60%

would vote for a party that  
keeps or speeds up the pace  
of UK climate action

Only 15% would vote for a party that would  
slow down.

Source: [Britain Talks Climate](#)

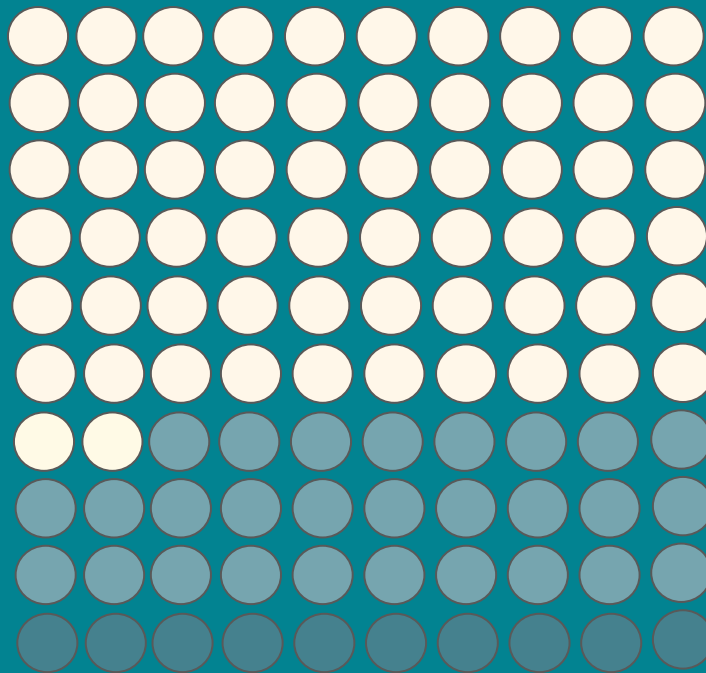


# 62%

think 'net zero' is good news  
for the UK

Only 10% think it's bad news.


Source: [Britain Talks Climate](#)





2

**Most people care  
about climate and nature**

A group of people, including a woman in a yellow safety vest and two young boys, are participating in a cleanup activity by a stream. The woman is holding a large black trash bag, and one of the boys is using a long-handled tool to pick up debris. The scene is outdoors with lush green foliage in the background.

“ I do my part, the recycling. I don't drive the car much. I walk everywhere... I just think we all got to be part of it. It's not, is it, too late for change? There's seven to eight billion people. We've all got to do our bits and make sure the planet's running again.”

Essex focus group member, 2024

Climate and nature is the **fourth highest electoral priority** - *and for some people it's even higher.\**

\*Based on data from late 2023 and early 2024.



3

Seeing is believing:  
get tangible and practical



*With the solar panels, my mum has them on her house and she sees quite a difference to be fair, obviously when it is sunny..., but I think if there was a solar farm that would save quite a lot of money and then everyone might see a difference or a decrease in their energy bills and things. That would be something that was quite good."*

Cumbria focus group member, 2024

People are sceptical of big claims that things will be better in future.

But around the country **climate action is already creating jobs and helping with energy bills.**

It's connected to how we solve other issues - from housing to health.



Credit: SolStock



Credit: Mary Turner / Climate Visuals

# 4

## Empathise: the transition must be fair



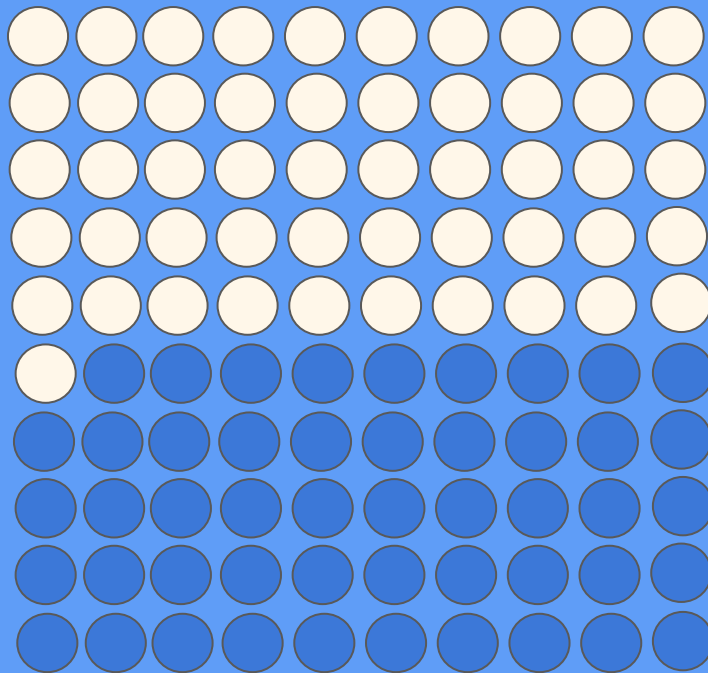
People think net zero will be good for the UK as a whole. But people on lower incomes especially worry that they will be left to face the costs of transition.

“ So that means me having to buy a whole new car that I probably can't afford anyway, just to be able to drive to a place of work and your wages are not going up either... I find it very frustrating.

Stevenage focus group member, 2024

# 51%

of people think that expecting everyone to pay for low carbon tech themselves 'goes too far'.



Source: [Britain Talks Climate](#)

People want to feel that this is a whole society effort - taken seriously by governments first & foremost.

“ If the government doesn't actually provide schemes to enable everyone the opportunity to get [a solar panel], then it's counterproductive because it's not a battle that we can win as individuals. It needs to be a collective and the collective needs to be managed and governed properly.”

Cardiff focus group member, late 2023

PART TWO

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# Show climate action is...



How we talk about climate change really matters.

Show climate action is...

Normal

Joined  
Up

Also  
about  
nature

Possibl  
e

Common  
sense

# Show climate action is... normal



## Do this

Most people care about climate and nature. Voters want to see action from politicians.



## Don't do this

We can't let the climate delayers and deniers make climate change a culture war issue.

### Why?

Most people care and want action. Denial and delay are fringe views. Don't give them air they don't deserve.

# Show climate action is... joined up



## Do this

Climate action can help with the cost of living. And clean energy is better for bills than expensive oil and gas.



## Don't do this

The cost of living crisis is nothing compared to what we're facing with the climate crisis. Without urgent, radical action, we'll be living through crisis after crisis and our children will have no future.

### Why?

Don't pit climate change against other issues, or say things that feel like a threat. Instead, show how climate action helps with the other issues that are affecting us right now. It's part of all our stories - from housing to health.

# Show climate action is...

common  
sense



## Do this

The next government can show the world how to tackle the cost of living crisis and climate crisis at the same time. With our huge potential for wind, wave and solar power, we can be leaders in clean energy.



## Don't do this

We need the next government to be radical, and show that they're prepared to put climate change ahead of all other issues no matter what.

### Why?

People want and need to feel that our country can get things done. Most don't support 'radical' approaches - they want to feel that things will be thought through and well managed.

# Show climate action is...

# also about nature



## Do this

Tackling climate change and protecting nature go hand in hand.



## Don't do this

Biodiversity and nature loss is just as important as climate change. We're not hearing and talking enough about that this election.

### Why?

Don't pit issues against each other, especially ones that most people strongly connect.

# Show climate action is... possible



## Do

Voters want climate leadership from whichever party wins the election.



## Don't do this

All politicians have let us down with their failure to put climate and nature first - and whoever wins the election will continue to disappoint.

### Why?

The idea that all leaders are the same feeds fatalism and inaction.



Thank you for reading.

Contact us:

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[www.climateoutreach.org](http://www.climateoutreach.org)

If you want to better understand and engage with people in Britain on climate action and climate policy, find more insights and recommendations in our [Britain Talks Climate](#) toolkit. Britain Talks Climate is a partnership with [More in Common](#).