

Will the next general election be won or lost on climate change?

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About Copper

Copper has more than 25 years' experience providing communications and engagement services to the infrastructure and development sectors.



Joined RSK in 2022



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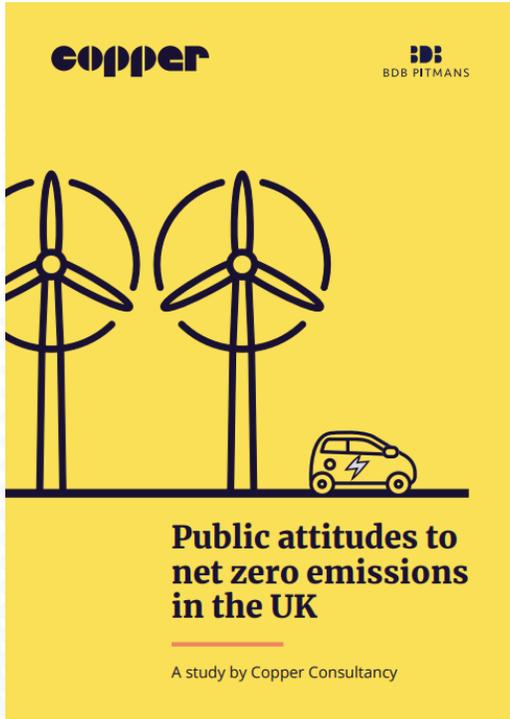
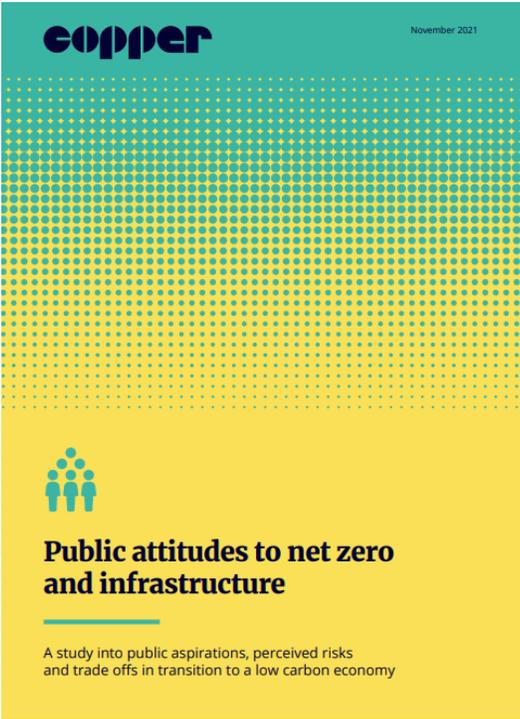
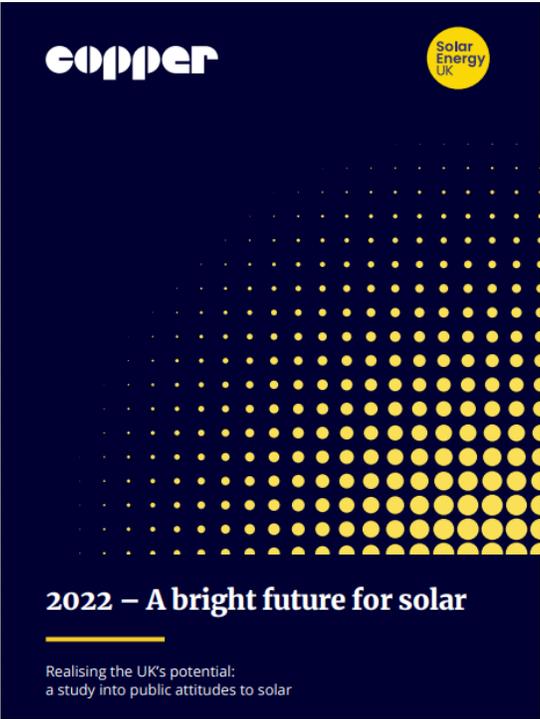
Unrivalled infrastructure experience



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Understanding public attitudes



Public attitudes ahead of the next election



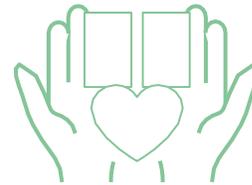
Key findings



**Faith in politics is low,
but people intend to
vote**



**The economy weights
heavily on voters'
minds**



**Healthcare and the NHS
will be significant for
voters**



**Voters in Scotland and
Wales record the lowest
interest in climate
change**



What we have learned ahead of the next general election



Today's issues matter most



The next election will not be won on climate change, but it could swing voters



Climate change is important to people



Different audiences require different messages



An inconvenient truth: making the case for low-carbon energy on the grounds of climate change is not enough, nor is energy independence

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Thank you

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