

# 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



**ACTEON**



**STOREGGA**

**nationalgrid**



**HyNet**

**RWE**



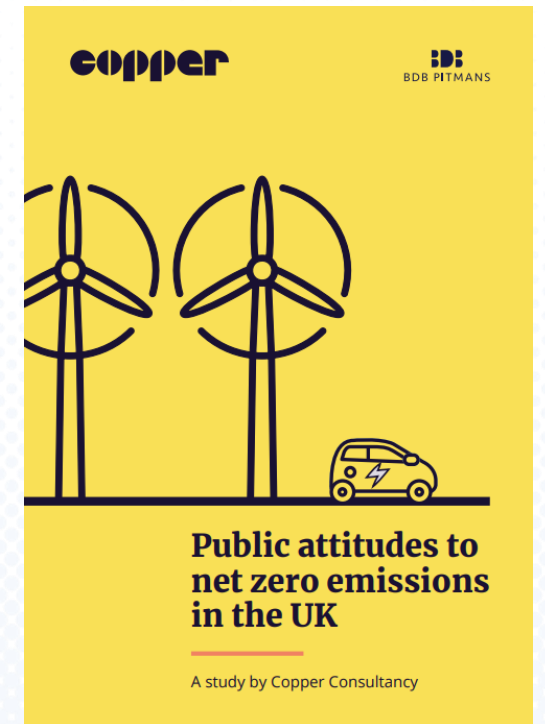
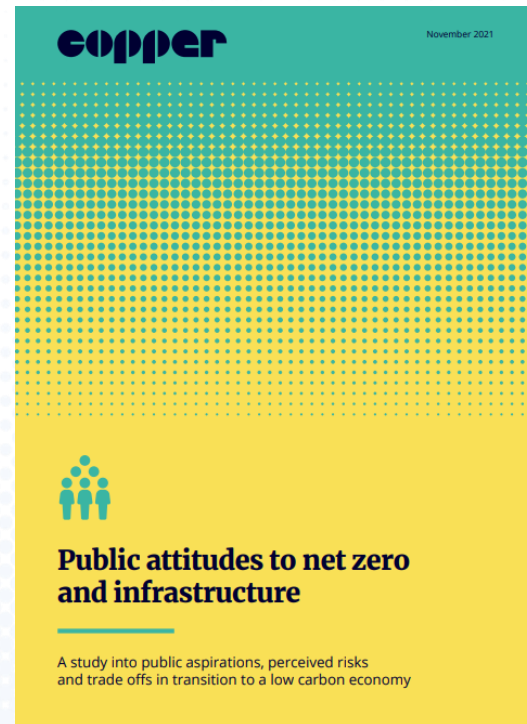
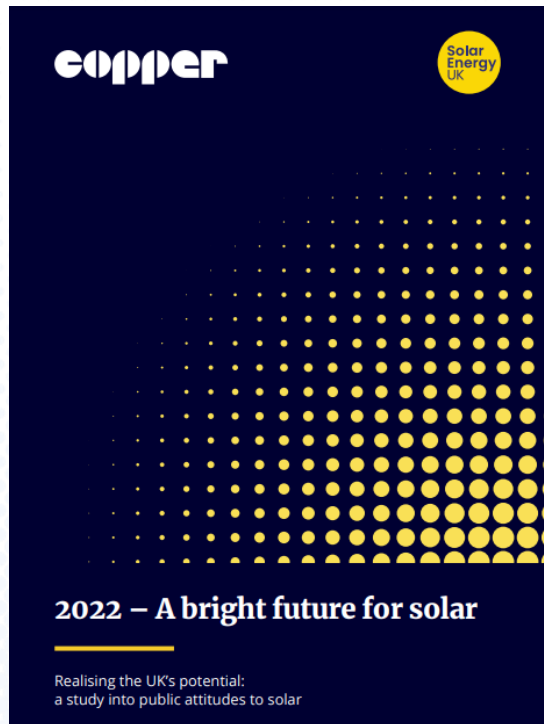
**SIEMENS**

**ecotricity**





# Understanding public attitudes



# Public attitudes ahead of the next election



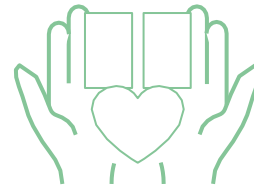
# Key findings



**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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