



Engaging Green Party supporters about R&D

A guide for engaging with politicians and voters ahead of the Autumn 2026 party conference season.

This briefing summarises attitudes of Green voters and offers advice on how to better engage this group. It draws on qualitative research and a nationally representative survey of 4,173 UK adults (17-21 July 2026) from [CaSE's R&D in a Shifting Voter Landscape project](#). Full results are on CaSE's website.

Voting intentions

Some 13% name the Greens as their as their first-preference vote, but when including those who would rank them in their top three choices, their potential voter base reaches 29%.

To understand voter leakage, we can look at where those who voted Green in 2024 would now consider placing their vote (see right). Most would still consider voting Green, however some voters are considering Labour (33%) and Liberal Democrat (32%).

Of current Green voters, 40% say they would vote only for the Greens, making this the joint-most loyal voter base, tied with the Conservatives.

Fluidity of the Greens' 2024 vote

Table shows the proportion of those who voted Green at the 2024 General Election that would consider voting for the parties below when asked to select up to three.

Conservative	13%
Green	87%
Labour	33%
Lib Dem	32%
Reform	8%
Restore Britain	8%
Would not vote	1%

Table: Who would you consider voting for if a General Election was called tomorrow? Please select UP TO THREE parties. [Question truncated. Base: Those who voted Green in 2024] • Source: Icaro and Yonder Data Solutions polling for CaSE • July 2026 • Created with Datawrapper

Who they are

Green voters skew young (52% under 35, average age 38) but a minority are 55 or older. There are more graduates than average (58% hold a degree, compared with the UK average of 47%), but more than a third have no qualification beyond GCSE. They are far less likely to own a home outright, far more likely to have no religion (62%; compared with the UK average of 44%), and much more likely to identify as something other than heterosexual (26%). Household income is slightly above the national average.

“There might be a way that research and development could possibly help me get on the housing ladder, but I’m not sure how. If there was a way I would love to know, but I don’t see how they would link together.”
Maisie (Qualitative research)

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How they see the world

Green voters are often outliers in their views, with a more global outlook and greater concerns about issues in the present, such as personal finances, jobs and housing. They are more likely to identify and want to address unfairness in UK society.

When asked about their **cultural outlooks**:

- 16% say immigration has made the country worse, much lower than the UK average of 45%, while 52% say globalisation has more upsides than downsides, higher than the UK average of 37%.
- 24% say there are always opportunities if you're willing to work hard, lower than the UK average of 45%.
- 52% say the system of democracy no longer represents people and needs fundamental change, higher than the UK average of 39%.
- 79% say the Government should listen more to scientific evidence, the highest of the sample.
- 62% think that, on balance, AI is negative, compared with the UK average of 48%.

When asked how **anxious** they were:

- They reported higher levels of anxiety about their own lives, including their financial situation (43% high levels of anxiety; compared with the UK average of 28%), their job prospects (34%; 21%) and their life changes (40%; 26%).
- 66% report high levels of anxiety about the direction the world is heading in, the highest of any of the main voter groups (compared with the UK average of 57%).

When asked about their **personal ambitions**:

- The most-selected ambitions are financial security (68%) and health and wellbeing (57%), in line with the UK average (64% and 60%, respectively).
- They are more likely to select work-life balance (42%) and less likely to select crime and safety (13%), compared with the UK average of 31% and 27%, respectively.

- They are the most likely to select personal growth (26%; compared with the UK average of 18%), home ownership (22%; 17%) and job security (22%; 16%), but less likely to select retirement readiness (19%; 24%).

When asked about **Government ambitions**:

- Almost three-quarters agree with ambitions of wealth redistribution (74%) and a green economy (64%), compared with the UK average of 51% and 43%, respectively.
- They are more likely to agree with equal opportunities (70% compared with the UK average of 50%), along with actions to improve job security, regional levelling up, nationalisation and home ownership.
- They are less likely to agree with reducing immigration (23%) or a small state (29%) than the UK average (55% and 59%, respectively).
- 61% agree with an ambition of scientific ingenuity, in line with the UK average of 59%.

When asked where they find **pockets of hope**:

- The most-selected source of hope is in their family and friendships (55%; compared with the UK average of 51%).
- They are more likely to select the UK's cultural and creative industries (43%) and the country's diversity and tolerance (29%) as sources of hope than the UK average (31% and 19%, respectively).
- They are less likely to select British businesses and entrepreneurs (14%) than the UK average of 22%.

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Attitudes to R&D

- They have lower self-reported knowledge of R&D, with 14% saying they feel they know a lot about UK R&D, compared with the UK average of 16%.
 - There is strong support for R&D, although they are not the most positive group. Some 75% think it's important for the Government to invest in R&D, 65% think it makes a significant contribution to the economy, and 59% see it as a national strength.
 - When asked what aspects of R&D support the Government should prioritise, 60% select jobs for the new generation of homegrown scientists (highest across the voter and non-voter groups, compared with the UK average of 47%). Some 41% select global collaboration, compared with the UK average of 29%.
 - 72% choose clean energy technologies as a priority for Government investment, much higher than the UK average of 44%. In contrast, 27% select defence and security technologies, compared with the UK average of 48%.
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Messaging that will resonate

- **Frame R&D as a tool for a cleaner, greener society:** This group is the most supportive of clean energy technologies and actions for a green economy.
- **Show how R&D can tackle challenges associated with finances, housing and jobs:** This group is concerned with immediate issues and want to see action to address them.
- **Emphasise the international, collaborative and diverse nature of R&D:** This group is the most positive about global issues and strong supporters of equality and diversity.
- **Be conscious of how to bring businesses, defence and AI into the conversation:** These generate less support and some scepticism. Demonstrating transparency and honesty on these topics should help to support productive engagement.
- **Use good practice principles that resonate with broad audiences:** Use messaging that makes R&D feel more human, more local and more relatable. It is also vital to avoid stereotyping voter groups and consider how to tailor messaging to different subsets of their audiences.

This briefing is part of a series covering the main vote groups. To read the full results and recommendations from the study, and briefings on other voter groups, please see the [R&D in a Shifting Voter Landscape webpage](#).

Vote intention figures are drawn from our own general population survey and are not the output of a dedicated political opinion poll. We use this question to segment our sample by political affiliation for analysis, not to estimate election outcomes. Read more in [our Methods](#).

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