Welcome to the Britain Talks Climate webinar

We’ll get started at 10:30am GMT
Britain Talks Climate

18 November 2020

Used cluster analysis, identified 7 segments based on a core set of behavioural and psychographic variables.

12 focus groups, 35 interviews
Additional polling (May, September)
SEVEN SEGMENTS

Two ideological groups: the Progressive Activists and the Backbone Conservatives.

Two disengaged groups: the Disengaged Battlers and the Disengaged Traditionalists - one left-leaning and one right-leaning.

One group defined by attitudes towards crime & immigration – Loyal Nationals

Two more groups (engaged but less ideological) – Civic Pragmatists and Established Liberals – whose politics are present, but softer.
Few differences geographically: more **Progressive Activists** in London, fewer **Disengaged Battlers** in the South, but more concentrated in urban areas. **Backbone Conservatives** more likely to be in rural areas.
Ethnic minorities are under-represented in the YouGov sample. They are highest in Disengaged Battlers (8%), and lowest in Loyal Nationals and Backbone Conservatives (3.7% and 2.1%). We conducted extra focus groups to confirm that the segmentation analysis does differ for minority groups.
“I think the hope is that we learn from what we’re going through at the moment and we produce something better. I would make an analogy that our parents and grandparents went through two world wars and we built a welfare state and a dream for a better life out of that.”
PROGRESSIVE ACTIVISTS
CLIMATE ATTITUDES

The damage we are doing to the natural environment is exacerbating the spread and severity of diseases like Coronavirus.

Coronavirus is just a random and very unfortunate event and has no link to how people are changing the natural environment.

- 93% worried
- 83% support
- 56% vote on climate
- 51% opt for compromise

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<thead>
<tr>
<th>Group</th>
<th>September</th>
<th>Don't know</th>
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<tbody>
<tr>
<td>Progressive Activist</td>
<td>73</td>
<td>15</td>
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<tr>
<td>Civic Pragmatist</td>
<td>52</td>
<td>28</td>
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<tr>
<td>Disengaged Battler</td>
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<tr>
<td>Established Liberal</td>
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<td>47</td>
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<tr>
<td>Loyal National</td>
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<td>50</td>
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<tr>
<td>Disengaged Traditionalist</td>
<td>20</td>
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<tr>
<td>Backbone Conservative</td>
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PROGRESSIVE ACTIVISTS

RECOMMENDATIONS

Build efficacy and avoid fatalism

Persuade them to bring the rest of the British population along and actively build the social mandate

Equip them with tools to widen the movement and avoids gatekeeping

Channel their energy & passion towards engaging with MPs (not just placards/cut and paste lobbying)

Manage tensions around COP conflicts

Beware of ‘silver lining’ covid 19 messages

Photo credit: Joe/Alamy
"I'll tell you the truth, I don't really talk about it with people much. I mean I just tend to do my thing and they do their thing really. I wouldn't try and preach to anybody about it because I don't really think that's my right to do that really. I let them live their own life."
Are positive towards aspects of **ethical consumption** that focus on ‘buying local’, reducing food waste, and supporting British farmers through eating seasonally as a route to sustainability.
BACKBONE CONSERVATIVES

RECOMMENDATIONS

Build on well-established research for engaging conservatives

Double down on the issues BCs care about: farming, rural way of life, British leadership on env standards: distinct from left-signifiers

Change the messenger. Scientists, farmers, representatives of rural life and people impacted by climate change are more trusted

National pride in practical achievements not grandiose rhetoric

There are some red flags (‘meat tax’) that will only change over time and with buy-in

Photo credit: Jeff Gilbert / Alamy
“It’s been great to actually **hear the birds singing in the morning rather than hearing the cars and the pollution.** It has given me an appreciation of the environment which I did not have before... **green space** has become so much more **important to me and my family** than it has ever before.”
CIVIC PRAGMATISTS
CLIMATE ATTITUDES

Coronavirus is a national emergency

And we must put all other issues on the backburner to deal with it, including climate change. But we must not forget about other emergencies and make sure we’re tackling climate change at the same time, even if it costs more in the short term.

Don’t know

May

Progressive Activist

16%

78%

Civic Pragmatist

58%

6%

5%

September

Progressive Activist

7%

92%

Civic Pragmatist

20%

74%

1%

6%
CIVIC PRAGMATISTS

RECOMMENDATIONS

Build confidence
Persuade them of the need for their voice of ‘radical pragmatism’ in climate politics: a more constructive, less antagonistic approach to PAs.

Use restoring balance and a sense of unity as key starting points for engagement: on covid 19, climate & as pragmatists they want to pull together

Living a green lifestyle doesn’t mean passing a purity test - nobody’s perfect

Hold their attention by bring climate change directly into the other social issues they are passionate about

Photo credit: Adrian Sherratt / Alamy
“I think what I have noticed are people coming together for the greater good, we’ve got a lot of people volunteering, doing things that we never expected. So I think that there is a feeling of we’re all in this together, but I think most people are trying to do their best to make it as good a situation as possible.”
ESTABLISHED LIBERALS
CLIMATE ATTITUDES

In our recovery from this crisis, we should use public money to support low-carbon industries and technologies. We must invest in the future, not in companies that won’t be around in a few decades’ time. It’s a good investment for the taxpayer.

- 61% worried
- 13% would vote on climate
- 29% would reduce meat/dairy
- 46% would eat locally

Progressive Activist
Established Liberal
Backbone Conservative

Disagree
Neither
Agree

15%
36%
53%

16%
40%
44%
ESTABLISHED LIBERALS

Common sense, low carbon solutions

Tell an authentically positive story: how things can continue to improve

The rational economics of climate policies - the green recovery as a sensible return on investment

Build the coalition around food & farming. ELs recognise the responsibility for creating a cleaner, safer natural environment

Photo credit: Rob Arnold / Alamy
“All of climate change is a Catch-22 situation. The people who have power to change, either big conglomerates or big companies, it’s not in their financial interests to do so. And the little people like you and me, we haven’t got the power to do anything other than our own little bit.”
### Disengaged Battlers

#### Climate Attitudes

- **56%** worried
- **34%** didn’t vote
- **18%** worried about unemployment
- **59%** support

There is one law for the rich and one for the poor

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<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
<th>Total</th>
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<tbody>
<tr>
<td>Average</td>
<td>38</td>
<td>14</td>
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more likely to say they are “busy enough surviving from day to day without having to worry about climate change”
DISENGAGED BATTLERS

RECOMMENDATIONS

**Build trust**

Listen to their concerns. And work out how climate policies can genuinely address them.

Show how the benefits of climate action will benefit ‘people like them’ (tangible jobs, not just slogans).

Don’t push a ‘middle class environmentalist’ lifestyle - highlight what they are already doing.

Don’t overplay the ‘silver linings’: Messages about ‘positive changes’ from lockdown are unlikely to land well; feelings of solidarity have lowered again since start of 2020.
"When I was younger, I’d vote for Labour and obviously over the years, as I’ve got older, I’m, oh no, it’s the Conservatives and now I’m like, oh God, they’re all just as bad as each other."
DISENGAGED TRADITIONALISTS
CLIMATE ATTITUDES

Coronavirus will leave the majority of the population worse off, with vulnerable people the hardest hit. The same will be true as climate change becomes more severe. Taxation needs to be fair and those with the means should pay more to help those in need.

That said, focus groups during lockdown reveal a shift amongst this group, with many expressing that they have become less cynical and more aware as a result of the virus.
DISENGAGED TRADITIONALISTS

RECOMMENDATIONS

Be careful with climate-led campaigns

Messages about ‘acting on climate change’ are unlikely to land positively. Talk about making manufacturing fit for purpose, or building on our proud industrial past (green jobs)

DTs may not respond well to messages about belonging to ‘vulnerable communities’ (e.g. impact of air pollution). They do not see themselves in this way.

Build trust - this is the beginning of the conversation. Scepticism has softened a little through covid19
“I’m really worried about what’s going to happen when society gets back to normal... There was such a tangible difference made from there being no cars on the streets. Just the birds, the fauna, the flora. That has never worried me before, but now, the difference is that I think we can make a difference. Whereas before I thought it was theoretical, now I know it’s a reality.”
LOYAL NATIONALS
CLIMATE ATTITUDES

- 60% worried
- 51% support
- 45% support
- 5% vote on climate

Endings our throw-away culture is one of the most important ways to protect the environment

Working together to protect the environment could build a society that’s based on sharing not selfishness, community not division

When I do my bit to protect the environment, I feel proud
Build on climate concern without feeding fears of climate migration

Engage on the ‘local’ (clean up ‘neglected’ areas) to build a wider sense of environmental concern

Highlight shared experiences (common currency) of heatwaves, floods & storms - give space to the trusted voices of those impacted by climate change

Call out big polluters, who must play by the rules
Strategic messages
Putting it into practice

→ Toolkit (walkthrough coming up)

→ Downloadable resources (report + more)

→ Case studies: digital message testing in early 2021
Britain Talks Climate

A toolkit for engaging the British public on climate change

www.climateoutreach.org/britain-talks-climate
Utilising the Britain Talks Climate insights....

Get in touch with us at britaintalksclimate@climateoutreach.org
Thank you

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