Digital engagement with Loyal Nationals

Climate Engagement Lab
Innovation Partnership
Climate Outreach / Hope for the Future

June 2022
Between April–June 2022, Climate Outreach and Hope for the Future (HFTF) partnered to develop messaging to inspire Loyal Nationals to attend local, in-person events.

The partnership drew on:

- Previous digital engagement work by HFTF with Loyal Nationals (see slides 3–13)
- Research and bespoke analysis from Climate Outreach on how to engage Loyal Nationals (slides 14+)

This deck summarises the above. The findings of the message development and testing will be published in due course.
Digital Outreach at Hope for the Future

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Digital Outreach at Hope for the Future

- Two years working with Digital Mobilisation agency, Forward Action, to reach audiences currently underrepresented in the climate movement
- Reaching Loyal Nationals and Disengaged Battlers segments via Facebook adverts
- Messaging on climate impacts e.g. seaside landscapes changing and opportunities for new green jobs
- Aimed to increase our constituent base, leading to greater political engagement from these groups on climate issues.
Digital Outreach user journey

1. Click ‘sign up’ on advert
2. Input details into handraiser page
3. Receive email series with further information and actions

Hope for the Future

As Sir David Attenborough is saying – climate change is real and our landscapes will be changed forever if we don’t act.

Hope for the Future

Going Green Shouldn’t Cost You Your Job: Add Your Name if You Believe There Should be a Job for Everyone.

5,628 Help us get to 10,000!

I agree “going green” shouldn’t cost me a job – it should make thousands more.

Add my name:

First name:

Last name:

Add email:

Job title:

Company:

Hi [NAME],

Thank you for joining thousands of people who have signed their names – we’re so glad to have you with us.

You might be seeing the effects of our changing climate in the news, or even on your own doorstep, but together we’ve got positive solutions. By sharing our thoughts on climate change, we can tell decision makers what needs to be done to protect and rebuild.

So we need to hear from you, [NAME] – please share your thoughts with us in this short survey, it takes less than 5 minutes. Here’s the first question:

Who do you think we should be talking to about climate change?

A. Businesses
Digital Outreach project key figures

- 6739 opted in subscribers from Seaside Town & Going Green handraisers
- 71.3% of leads also ticked the opt-in box expressing interest in finding out about MP engagement

Engagement with further action was low

Hope for the Future constituent journey
What we’ve learned

● Interest from target segments
  ○ Despite 72% of handraiser signers expressing an interest in MP engagement, we had a low number go through to take any action beyond attending a training session

  ○ This is despite a number of email responses expressing a clear need for our help - in some cases directly requesting it

    ■ Key themes from constituent emails:
    ○ ‘template’ responses from MP, deflecting the question asked, asking how HFTF can find a better way to engage

  ○ All responses to our initial Mailchimp email received a personalised follow up email, including letter templates, advice on how to engage and even draft letters ready to send. Translated to very few responses.
What we’ve learned

- Communications lessons
  - Gained evidence that copy mentioning trusted messengers (e.g. David Attenborough) performed best, delivering a third of all leads
  - The option for people to click to start engaging their MP generated a list of 4,810 leads
  - Important for asks in subject links to be as tangible, actionable and measurable as possible
  - Buttons prove more successful than hyperlinks in increasing click rates
What we’ve learned

- Low training attendance
  - Time commitment
  - Opportunity to improve communication of benefits of training
What we’ve learned

- Ad refresh
  - AB tests carried out to try and answer a range of questions e.g. does mentioning a specific location in targeted ads increase engagement?
  - ‘Jobs doubling’ framing more cost effective and generating more leads than ‘UK leading the way’ framing
  - Mentioning specific locations in copy and images increased engagement
What we’ve learned

- Keep it personal
  - ‘Start your Journey’ page on our website. Introductory video put a friendly face to the support we offer
  - Emails sent personally from staff received more responses than automated emails.
Key questions remaining

1. Why does the initial interest shown to engage someone’s MP decrease after receiving information on how to start the process?

2. Why did so many people click the ‘MP engagement’ box?

3. What could be done to decrease the drop off rate from training sign ups to training attendance?

4. Can different types of activity, specifically local, in-person events, inspire people (especially Loyal Nationals) on a pathway towards deeper engagement with their MP?
Hope for the Future events in 2022

- Events in Redcar, Stoke, Derby, Kensington and West Bromwich between June and October with local partners on issues relating to climate change at the top of the local agenda

- Aiming to engage a broader audience of people across strategic constituencies with Hope for the Future’s support

- Working with Climate Outreach to test the following hypothesis:

  ‘Hope for the Future can increase the long-term engagement with its approach from Loyal Nationals through a supporter journey that begins with locally-relevant events’.
Loyal Nationals: insights

June 2022
Loyal Nationals are concerned about climate change, the environment, and inequality. These are primarily seen as highly local issues.

They trust environmental charities to be right about climate change, but don’t trust that activists will have their interests at heart and believe them to be hypocritical.

They are particularly distrustful of and cynical about elites, including politicians. 86% feel “politicians don’t care about people like me” (vs. 76% full sample of segments).

However they are highly politically engaged – they vote in large number.

They are very worried about being treated unfairly. Even more than most people, they want to have a say in what changes and when.
Loyal Nationals

Demographics

→ 17% of the population (2020)
→ One of the oldest segments
→ Only 3.7% ethnic minority representation (vs. 13% British population average) (2020)
→ Low income/earning segment
→ Low or medium levels of formal education
→ Most likely to describe themselves as working class
→ Likely to be in social grade category C2DE
Loyal Nationals
Politics and Media

→ Left-leaning economically and right-leaning on social issues, ie on attitudes to immigration.

→ Majority vote Conservative: increase in Conservative vote by 10% from 2017 to 2019 (vs. 3% full sample increase) and a 9% drop in Labour vote (vs. -4%) (2020)

→ Strong supporters of Brexit

→ Sense of connection and pride in community

→ Use Facebook, but far less likely than some segments to use social media ie Instagram / Twitter.
Loyal Nationals
Climate and environment

→ Concerned about climate change - 3rd out of 7 segments.
→ Prefer policies which aim to get big business or the wealthy to do more (ie food waste targets), vs individual behaviour change.
→ High support for low traffic neighbourhoods (2022)
→ Most likely to say they have already taken actions to improve their home insulation (2020)
→ Judge themselves to be among the least likely to make more costly changes (2022)
I don’t think I used to worry about it quite as much as I do now I’ve got a young child. **My concerns are the amount of people around here; fly-tipping is terrible**, people building on green spaces, parks and **things are being ruined** by people driving their cars across them or motorbikes. **The council** don’t have money to look after play parks, there’s no money to cut trees back so things are getting closed down, there’s nowhere to go for a walk. Obviously, we have environmental issues as well caused by aeroplanes.”

- Loyal National, 2020
I like to think there are some politicians that have a conscience and are concerned about our climate... but I’m not convinced. I think votes mean more to them, money means more to them. I’m a bit cynical when it comes to that.”

– Loyal National, 2021
“I’m proud of the community spirit that’s been harnessed through Covid, like the clap for NHS and carers. I think we appreciate the previously underappreciated more than ever.” – Understanding UK citizens’ visions of a good life – (McLaren et al., 2021)

“I would keep citizens happy by providing them with rewarding jobs and they would only have to work four days. People would enjoy gardening and encouraging wildlife.” – Understanding UK citizens’ visions of a good life – (McLaren et al., 2021)
"I said it's very hard when you look around to see much fairness anywhere. It doesn't matter. Everyone seems to be either having to pay more taxes, paying more for everything, and getting less."

- Loyal National, 2022
Loyal Nationals Narratives

→ Receptive to messages about *fairness*, local action, patriotism - a fair outcome for people like them

→ Strong narratives include restoring *nature*; opportunities for local *jobs*; practical *health* benefits; the *UK setting a strong example* for the world; reducing *cost of living* pressures.

→ Engage on the ‘local’ (clean up ‘neglected’ areas) and also call out big polluters, who must *play by the rules*

→ Choose *trusted messengers* - ordinary people affected by *climate change* - communicate through groups that Loyal Nationals can see *represent their interests and concerns*
Trust: the messenger matters: authenticity and trust are vital for this audience. Will HFTF (or any campaigning group) be seen as having LNs’ interests at heart? Try ‘passing the mic’ to local, trusted messengers.

Narrative: the story must resonate with the values that this segment holds (see left). Test different versions of HFTF’s story using relevant frames.

Local and tangible: Showcase tangible, local benefits for recognisable people – rewarding hard work and reflecting communal values. Avoid abstracts and big promises.

Actions: Political asks aimed at elite level change may not be popular for this segment. HFTF’s local events are a chance to test whether these are more attractive to LNs.
Unless specified otherwise, the evidence described in this slidedeck comes from various projects centred around Britain Talks Climate.

The original Britain Talks Climate research comes from a collaboration between Climate Outreach, More in Common, the European Climate Foundation (ECF) and YouGov. More in Common led the research project, integrating their model of understanding people’s core beliefs with ECF and Climate Outreach’s issue expertise.

Unless specified otherwise, the data included in this slidedeck come from field research undertaken by YouGov, and analysed in collaboration with Climate Outreach and More in Common.

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References


