



OFF THE CLIFF EDGE? PUBLIC SUPPORT FOR CLIMATE ACTION

/ 10 November 2022
// GB Partner Meeting
/// www.developmentcompass.org
[@DevEngageLab](https://twitter.com/DevEngageLab)

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ABOUT THE DEVELOPMENT ENGAGEMENT LAB



DEL is a research organisation examining public attitudes and engagement with aid and sustainable development. DEL conducts research in France, Germany, Great Britain and the United States.

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DEL is a grantee of the Bill & Melinda Gates Foundation and is based at University College London and the University of Birmingham.



Formerly known as the Aid Attitudes Tracker (AAT), DEL uses tracking, panel and experimental data to provide evidence and insights for development communicators.

DATA AND USE

DATA

The data for this deck come from September GB panel (n=8,008). Data are weighted to be nationally representative. Fieldwork conducted by YouGov, 3rd October – 28th October.

USE

DEL data and analysis are a public good and can be used and shared with the appropriate citation.

CITATION

Hudson, D., Hudson, J., Morini, P., Oh, S. & Raposo, F. 2022. *Off the cliff edge: Public support for climate action*. London: Development Engagement Lab.

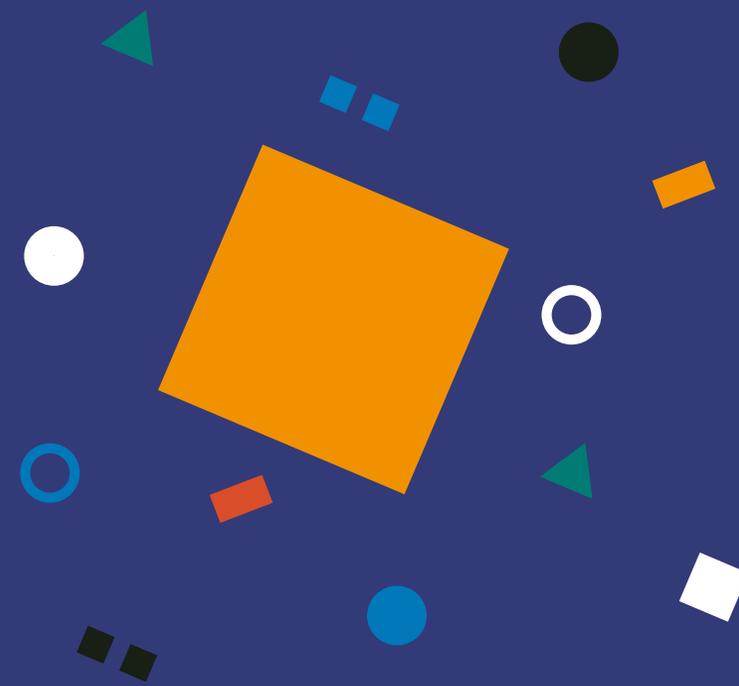
AGENDA OF PRESENTATIONS AND ACTIVITIES

- Welcome and agenda – Molly Anders
- DEL Dashboard – Paolo Morini
- Panel Partner 10: Deep dive on climate change – David Hudson, Jennifer Hudson, Felipe Raposo
- Reflection from Water Aid – Dominic O’Kane
 - Discussion – Molly Anders
- Global Strategic Communications Council Climate Insights Hub – Rachel Besenyei
- Ukraine & donations – Paolo Morini
- Close – Molly Anders



DASHBOARD OCTOBER 2022

TRACKING THE BRITISH
PUBLIC'S ENGAGEMENT WITH
GLOBAL POVERTY AND
SUSTAINABLE DEVELOPMENT



THREE KEY CHANGES SINCE JUNE 2022



17%

↓ -6%*

have donated to a global poverty charity in the past 12 months

After the peak in June 2022, donations fell back to average levels in October 2022.

This is largely driven by falling engagement with the war in Ukraine, which saw record levels of donations and other actions.



50%

↓ -6%*

think we should keep or increase our current aid budget in the UK

After sustained increases, we see the first fall in support in the UK in October 2022 since May 2021. The current level, however, is still much higher than pre-budget cut levels when support averaged 45%.



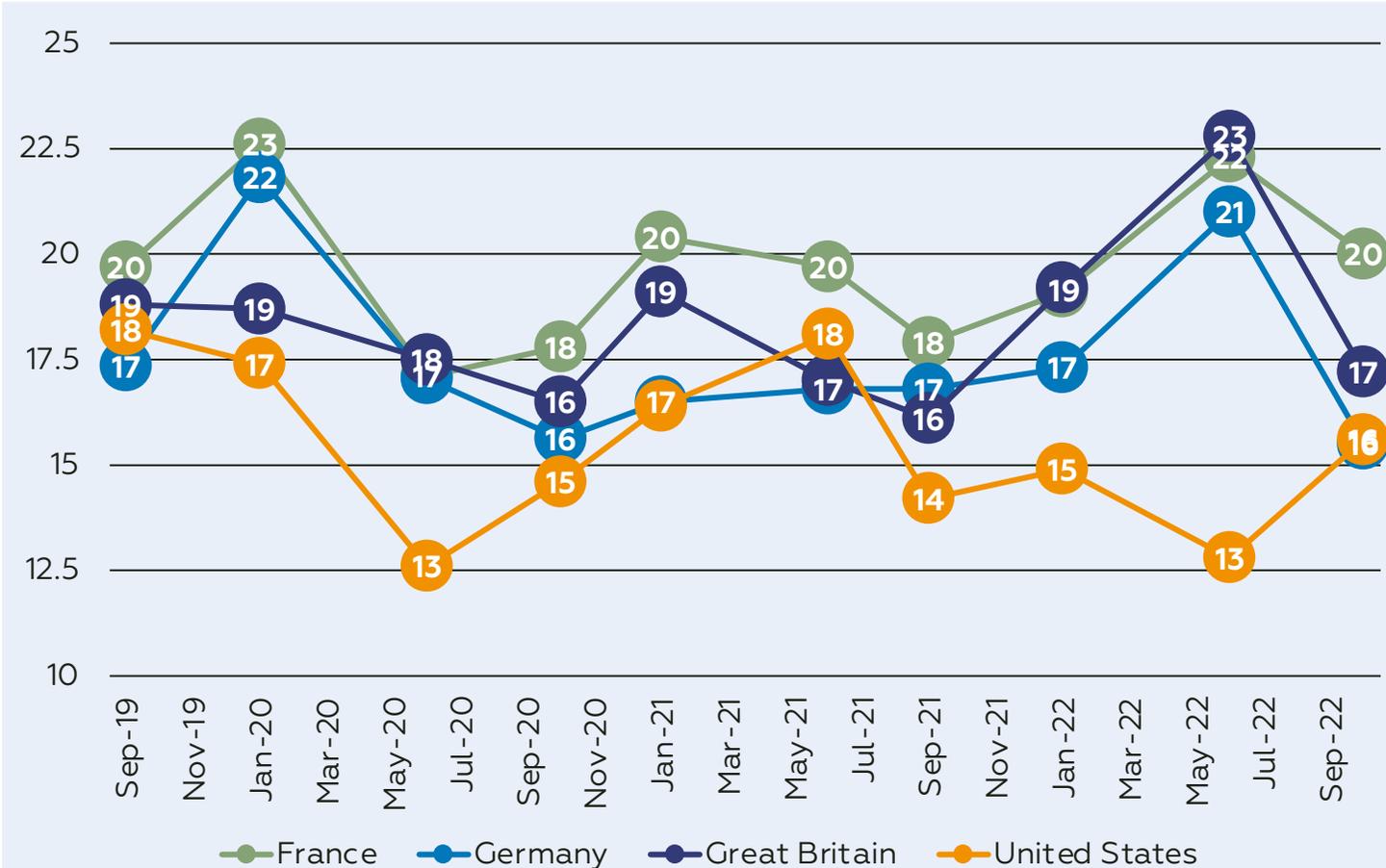
61%

↑ +5%*

are concerned about economic crises, job security and wages

Concern for economic crises is officially in a league of its own, with 61% of respondents saying it is an issue they personally care about. Climate change, which comes in as the second most important issue, is of concern for 'only' 44% of respondents.

TRENDS IN DONATIONS - 2019/2022



17%

↓ -6%*

have donated to a global poverty charity in the past 12 months in GB

After the peak we observed in June, donations fell back to more typical levels in the UK in October 2022.

Donations also fell by 3% in France and by 6% in Germany. However, donations rose by 3% since June in the United States.

Question: Thinking about global poverty and development, have you donated money to an international NGO or charity working on the issue in the past 12 months? (% who donated)

Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022 | Comparison to Jun 2022

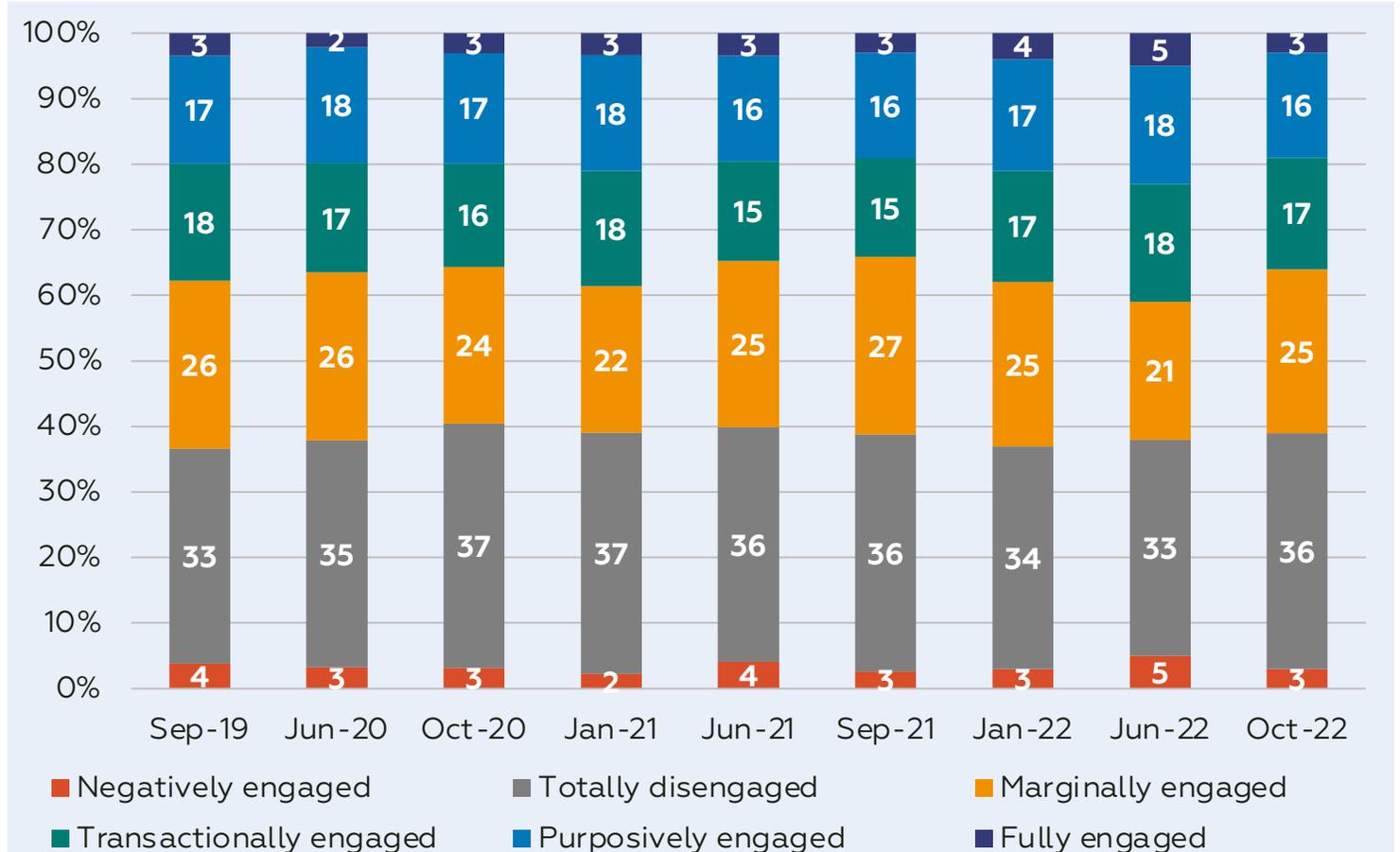


DEL SEGMENTATION – OCTOBER 2022

Segment	Change since June 2022	
Negatively engaged	↓	-1%*
Totally disengaged	↑	+3%*
Marginally engaged	↑	+4%*
Transactionally engaged	↓	-1%
Purposively engaged	↓	-3%*
Fully engaged	↓	-2%*

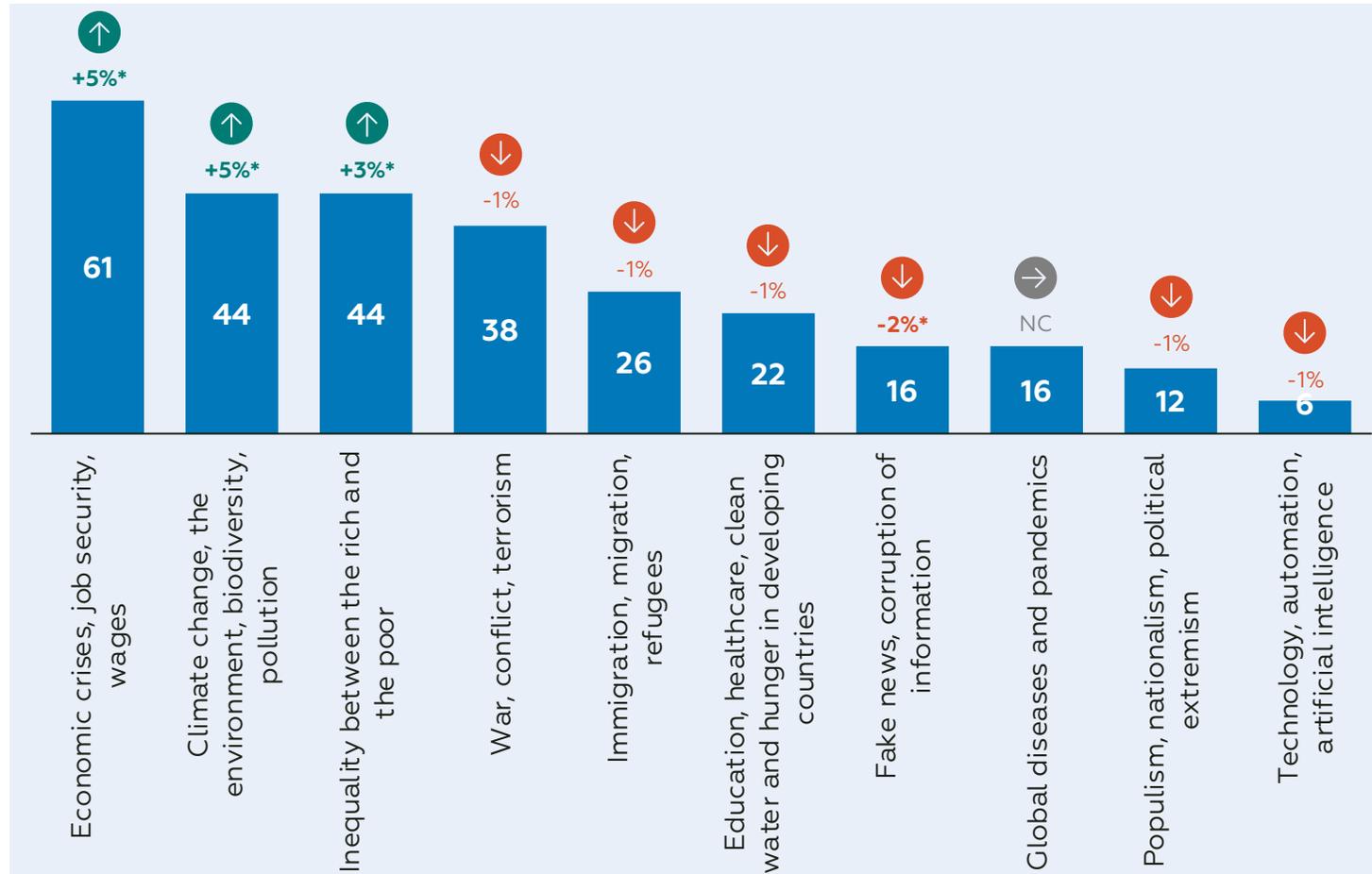
Consistent with the fall in the individual behavioural indicators, our segmentation also shows a decline in engagement from June. Totally (+3%) and Marginally Engaged (+4%) are up, while Purposively (-3%) and Fully Engaged respondents (-2%) have fallen.

Year on year, however, the October segmentation is similarly distributed, showing that June 2022 was 'anomalous' in our series.



The Development Engagement Lab Engagement Segmentation (proportion of respondents in each group)
 Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022 | Comparison to Jun 2022

MOST IMPORTANT ISSUES – OCTOBER 2022



Concern for economic crises is officially in a league of its own, with 61% of respondents saying it is an issue they personally care about.

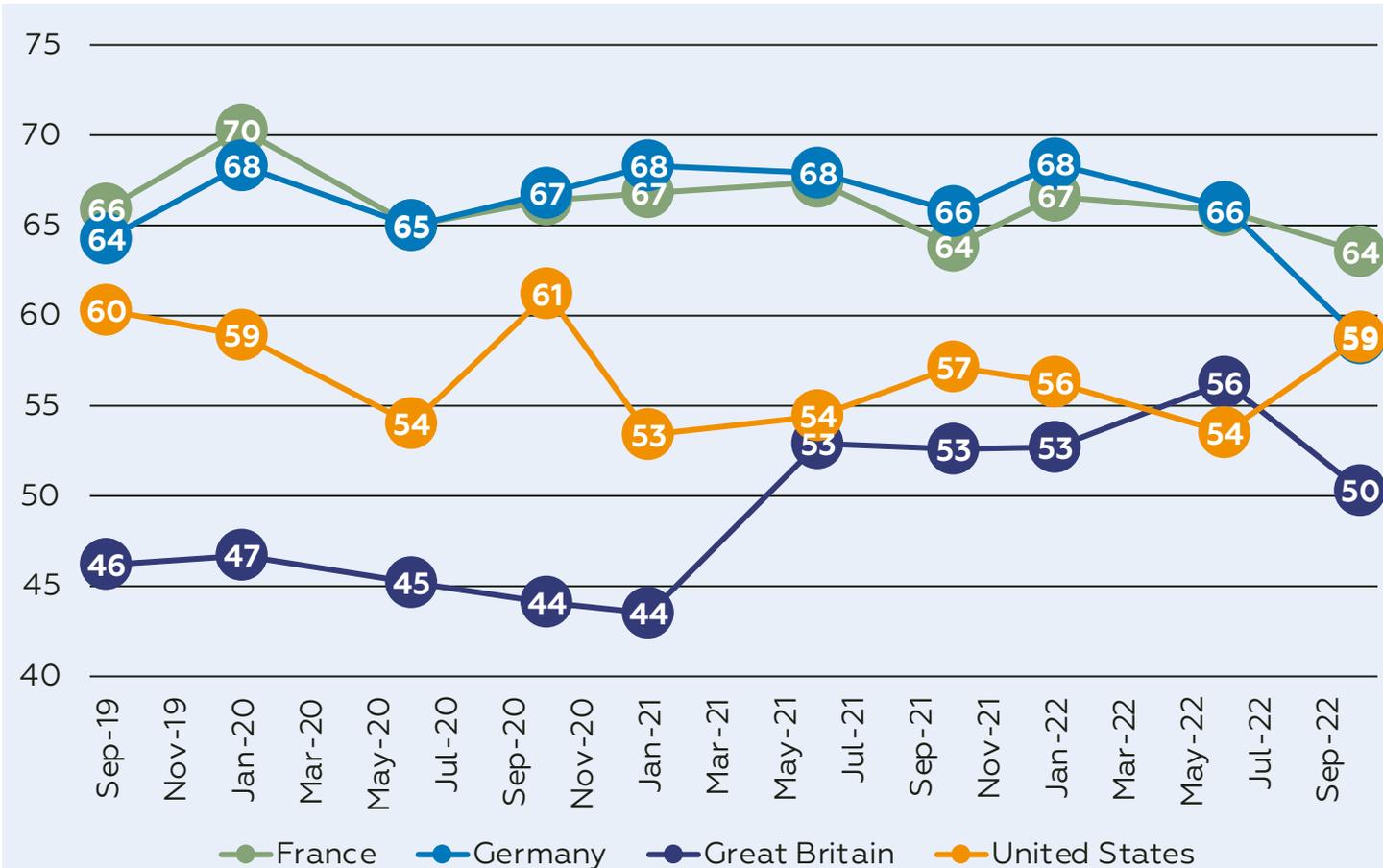
Climate change, which comes in as the second highest issue, is of concern for 'only' 44% of respondents. This has increased by 5% since June 2022 off the back of an exceptionally warm summer with drought conditions in the UK.

Concerns over inequality are also on the rise by 3% to 44%.

Concern for other issues is falling, but only concern for fake news fell significantly by 2% to 16%.

Question: Thinking about the issues below, which of the following do you personally care about? (% who select issue of concern)
 Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022 | Comparison to Jun 2022

TRENDS IN AID SUPPORT - 2019/2022



Question: Of its total budget of nearly £1,060 billion, the UK government currently allocates 1.1 percent, or £11.5 billion, to overseas aid to poor countries. Do you think that the government should increase or decrease the amount of money that it spends on overseas aid to poor countries? (% who thinks we should keep or increase current expenditure levels)

Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022 | Comparison to Jun 2022



50%
 ↓ -6%*

think we should keep or increase our current aid budget in the UK

After sustained increases since May of 2021, we observed the first fall in support for aid in the UK in October 2022. The current level, however, is still much higher than what we observed before the cut in June 21.

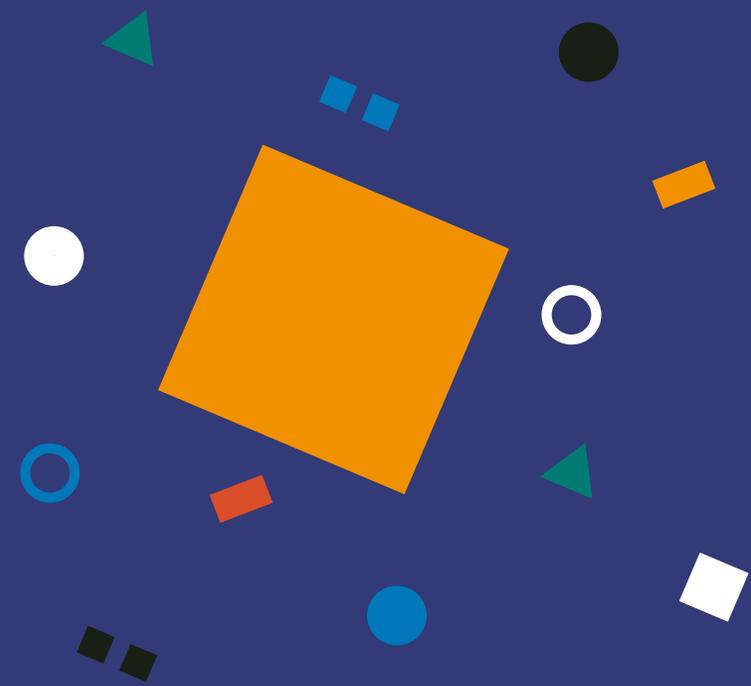
Support is also falling in Germany (-9%) and France (-2%). Support is instead increasing in the U.S., where it is up by 5% to 59%.





PANEL SEPTEMBER 2022

Tracking the British
public's engagement
with global poverty and
sustainable
development



PUBLIC MOST LIKELY TO EXPERIENCE SUPPLY CHAIN ISSUES, LESS LIKELY CC-RELATED ISSUES



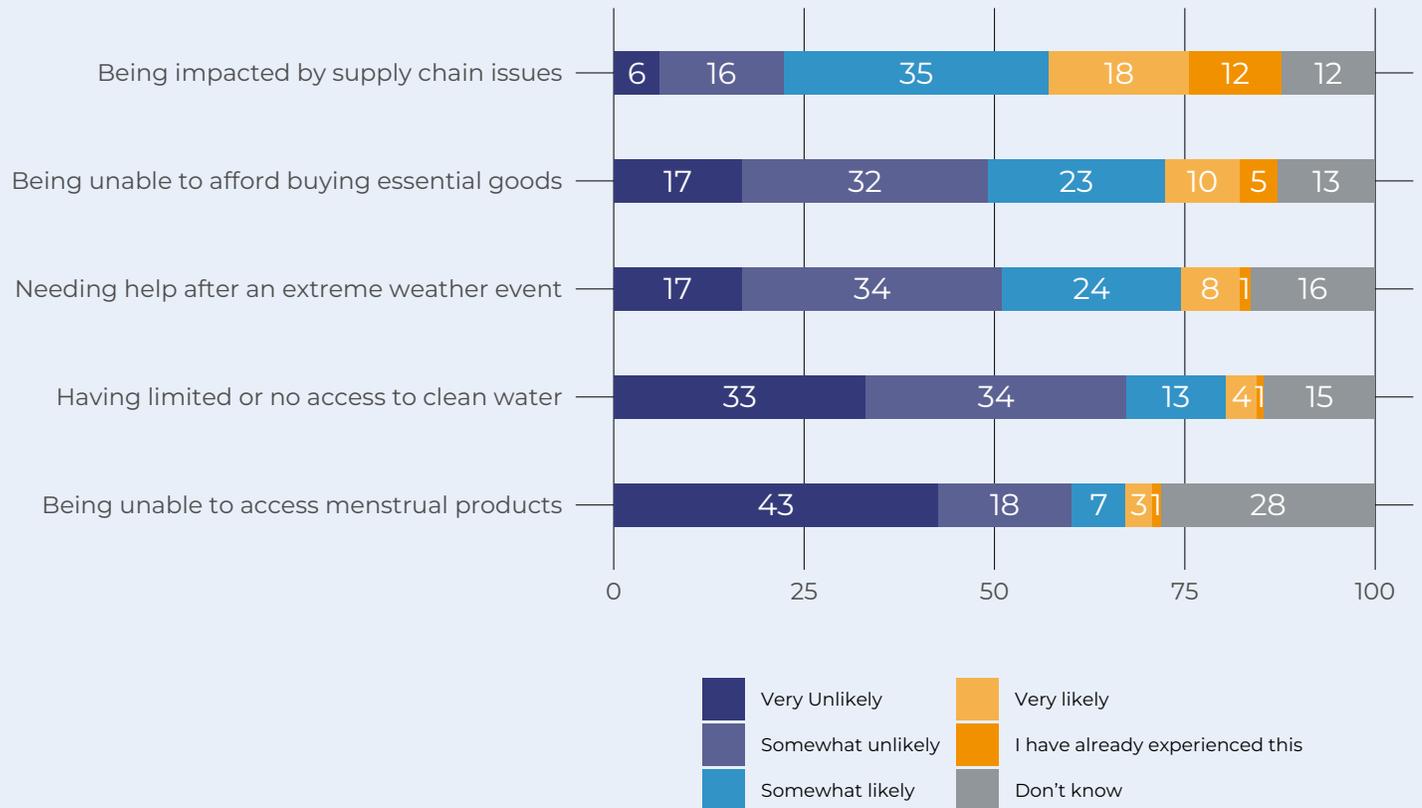
53%

think they are likely to get impacted by supply chain issues in the next 5 years

Supply chain issues are the thing that people feel like they are most likely to or have already experienced, followed by the inability to afford essential goods. Needing help after an extreme event is also somewhat likely. These are the things that resonate with people's everyday experiences.

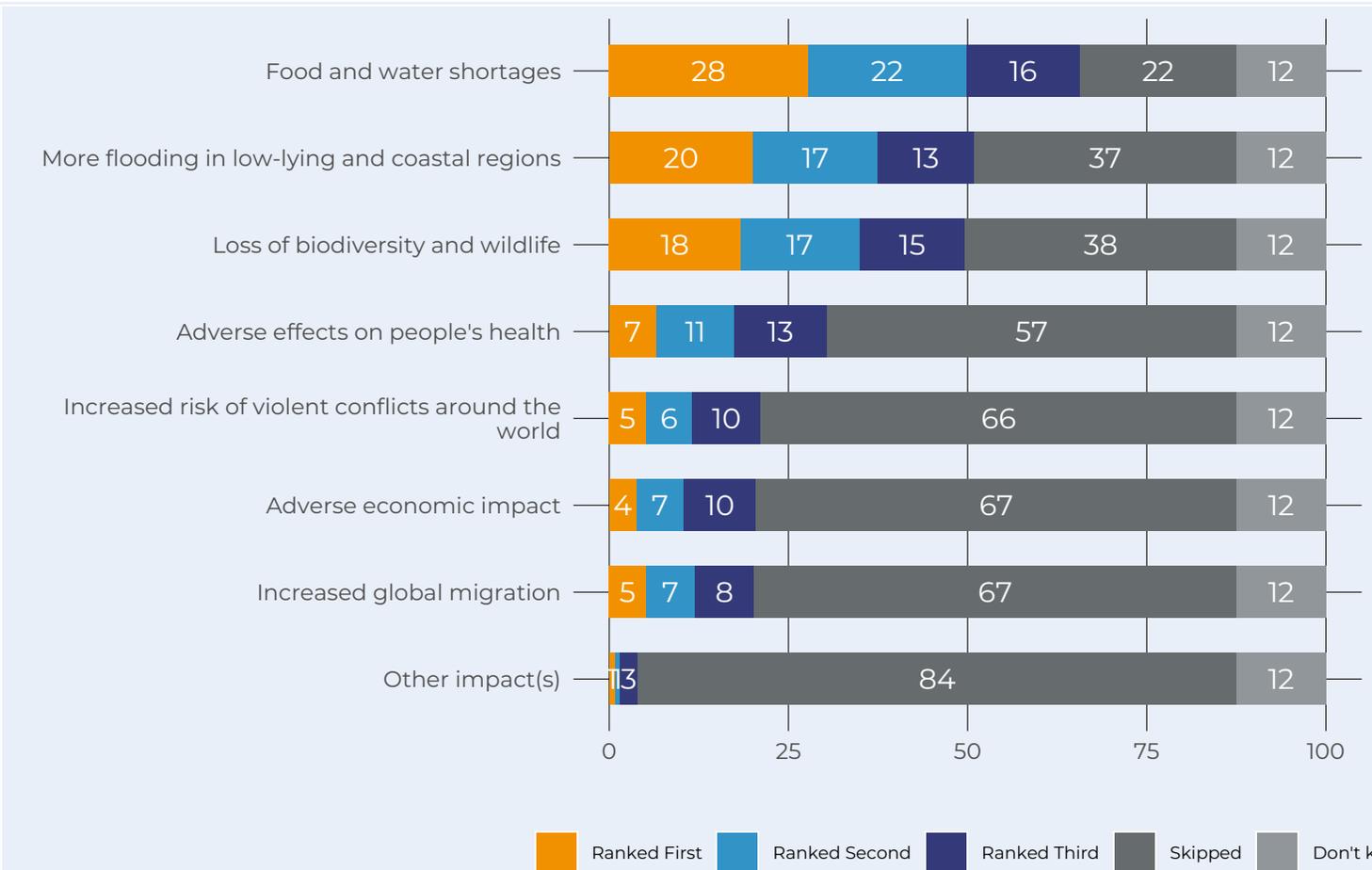
However, the notion of having limited or **no access to clean water or access to menstrual products** seem much less likely to respondents.

Does this make people more open to solidarity and sympathy on these issues?



Question: How likely are you to experience the following issues? | Base: GB adults | Sample size n= 8008

THE BIGGEST IMPACTS OF CLIMATE CHANGE



Question: Considering the following list of possible impacts of climate change, please indicate what you think are the top three impacts of climate change on the world. Base: GB adults | Sample size: n = 8,008 | Data are weighted to be nationally representative | Fieldwork by YouGov Fieldwork by YouGov, 3-28 Oct 2022



66%

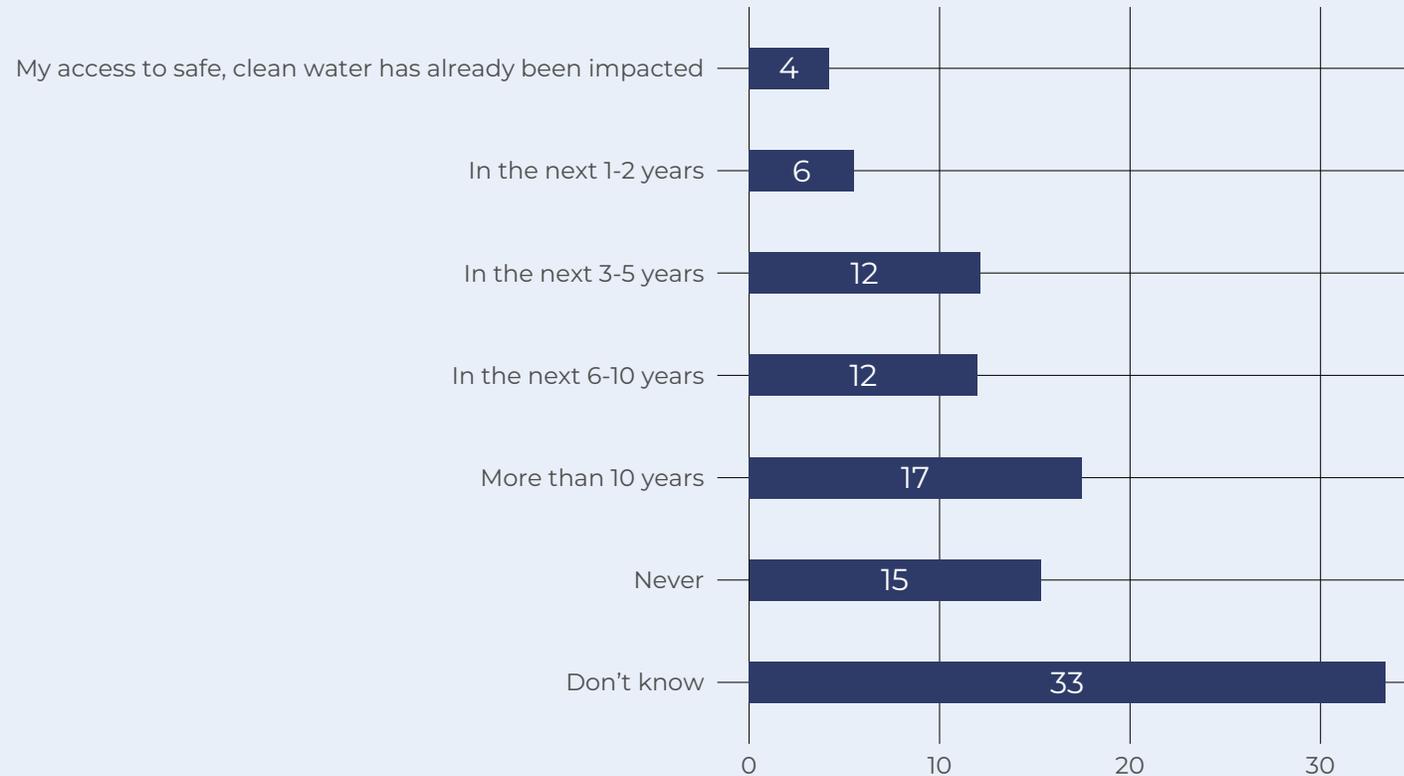
think food and water shortages will be the top impact of climate change

In contrast to the previous item, when thinking about the world writ large, the water related impacts of climate change come to the fore.

Food and water shortages and flooding are what people rank highest, with biodiversity and wildlife in third.

The **more tectonic societal consequences** of migration, economics, conflicts, and health are *not* at the top of people's minds.

GAINING ACCESS TO CLEAN WATER IS A PROBLEM OF THE FUTURE



We dug into the question of water shortages to see how clear and present this danger was, how personal it is, as it did not seem to matter hugely to people.

To recall: the UK public place food and water shortages and flooding as the top 2 impacts of climate change on the world, *but* they see **the impact on themselves** of extreme weather events and their access to clean water as less than supply chains and affording essential goods.

This is clearly a **more temporally distant issue**: 32% think they will be impacted in more than 10 years or never.

Note that 1/3rd of the UK public's response is "don't know". This suggests that they probably haven't thought about the potential impact of extreme weather events on their access to essential public goods such as clean water.

Question: When do you expect – if at all – your access to safe, clean water to be impacted by extreme weather events such as heatwaves, droughts, and flooding? | Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022



HOW DO PEOPLE FEEL ABOUT CLIMATE CHANGE?



40%

feel anxious



We had 6 emotions available, four negative and 2 positive. People definitely plump for the negative emotions.

Anxious, hopeless, angry, and overwhelmed are the public's main feelings about climate change. Though note that the dark blue / purple at the bottom is bigger than the gold at the top. So **people reject the positive emotions more than they embrace the negative emotions.**

Interestingly, while these emotional feelings are consistent across age groups, the 55+ age group are more hopeful (27%) than younger generations 18-24 (15%). Discuss.



Question: Using the scale below where 1 means 'Not at all' and 5 means 'A great deal', please tell us how you feel when you think about climate change. | Base: DE adults | Sample size n= 8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022

**WHAT CAN BE DONE TO ADDRESS THE IMPACT?
WHO SHOULD TAKE ACTION?**

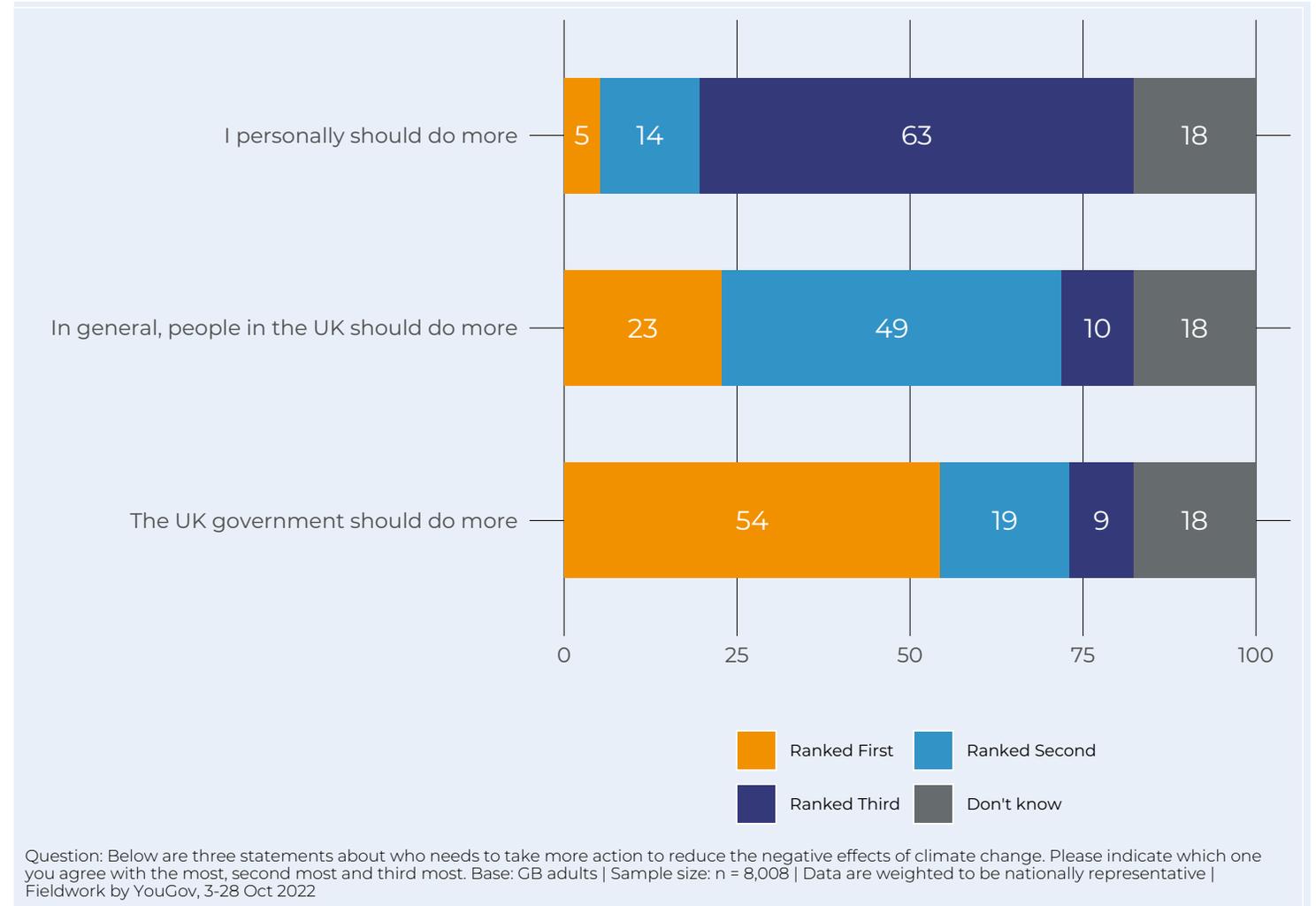
THE PUBLIC WANT TO SEE MORE ACTION FROM GOVERNMENT & LESS ACTION FROM THEMSELVES



54%

say the "The UK government should do more" to reduce the negative effects of climate change

- This is followed by 23% of the public saying "**people in the UK should do more**", and lastly "I should do more" at 5%
- The UK public place greater responsibility of taking action on the government and others, and not on themselves



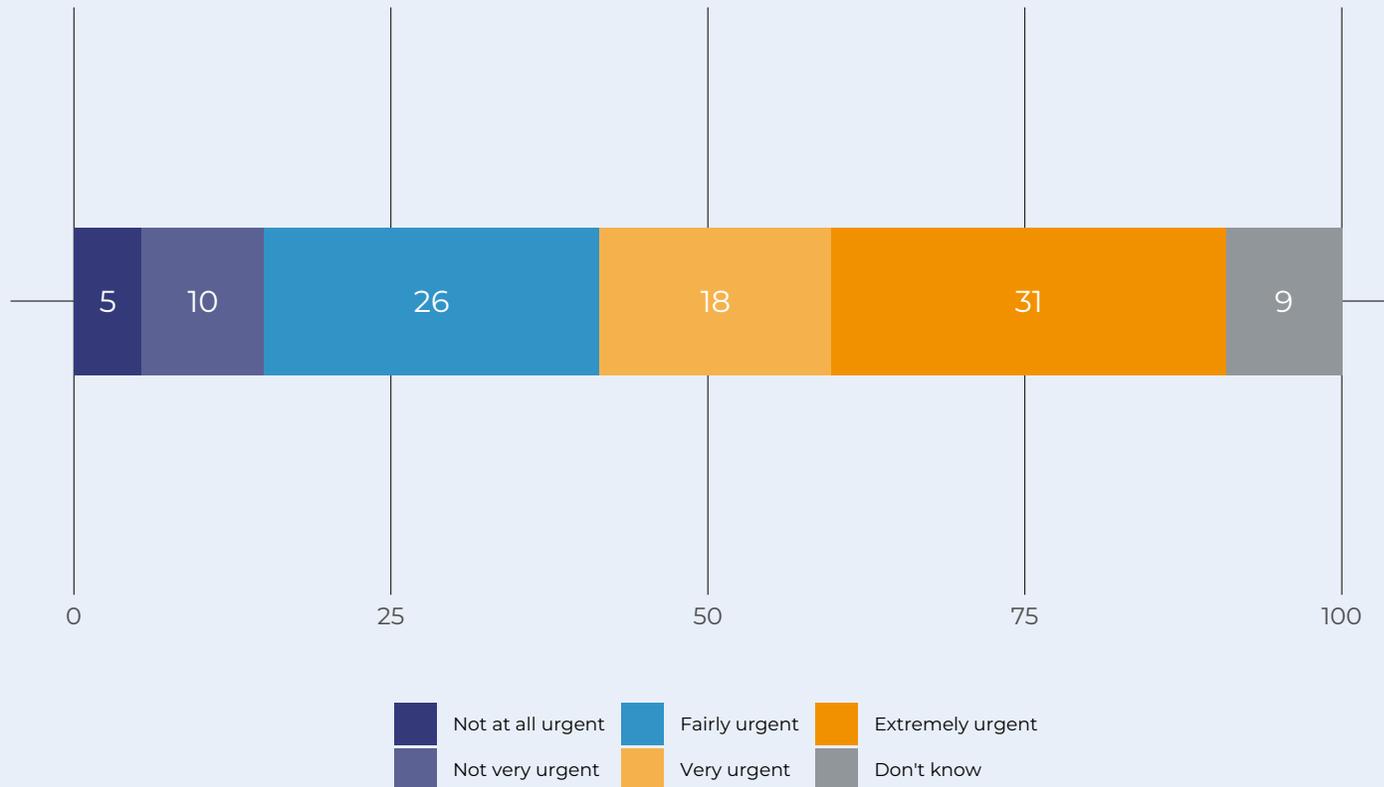
NEARLY HALF THE BRITISH PUBLIC SAY IT IS URGENT THAT THE UK GOVERNMENT TAKE ACTION



49%

think it's very or extremely urgent that the UK government takes action on climate change

- There is division by partisanship in the perception of urgency: 35% Conservative voters vs 63% of Labour voters say it is very/extremely urgent to take action on climate change



Question: How urgent, if at all, is it that the UK government take action on climate change? Sample size n= 8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022



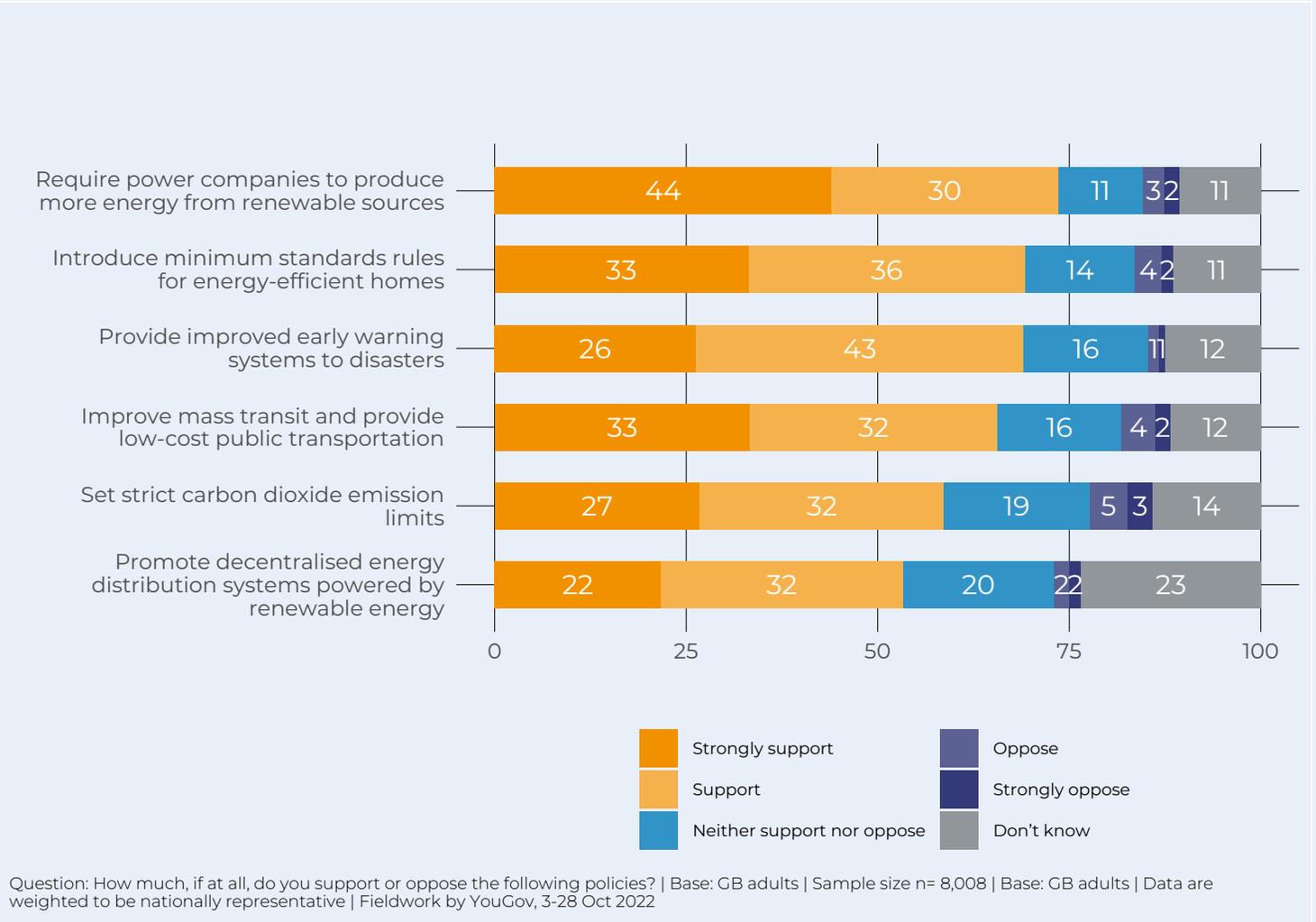
POLICIES ON RENEWABLE ENERGY SOURCES HAVE THE HIGHEST SUPPORT AMONG THE BRITISH PUBLIC



74%

support power companies to produce more energy from renewable sources

- Support for renewable energy is strong among both Conservatives (72%) and Labour (83%) voters
- Among 25-34s, there is greater support for introducing minimum standard rules for energy-efficient homes and promoting decentralized energy distribution systems powered by renewable energy



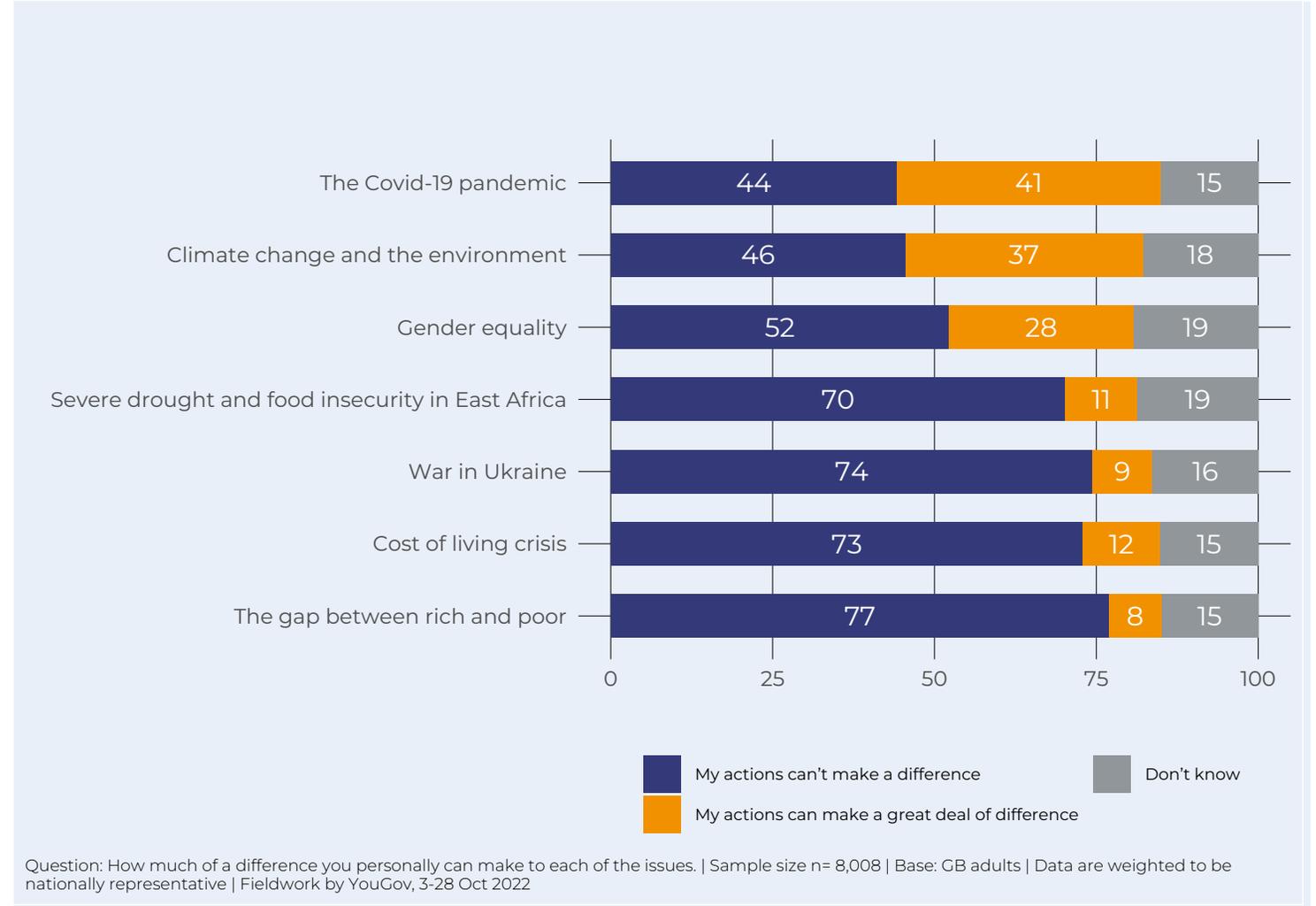
THE BRITISH PUBLIC DO NOT THINK THEIR ACTIONS CAN MAKE A DIFFERENCE ON MANY OF THE BIG ISSUES OF THE DAY



77%

think their actions cannot make a difference to reduce the gap between the rich and the poor

- 41% of respondents say their actions can make a difference on Covid-19
- Just 37% of the public thinks that their actions can make a great deal of difference to climate change & the environment
- Outside of the pandemic and climate change, the **older respondents** are more skeptical that their actions can make a difference: e.g., 41% of 18-24 vs. 20% of 55+ on gender equality; 14% of 18-24 vs. 6% of 55+ on the gap between rich and poor



CLIMATE IMPACT: IT HAPPENS SOMEWHERE ELSE

- Perceived impact grows with distance: less impact on person/family/UK, greater impact on other countries and the future generations
- Just 18% of respondent say climate change will impact them a great deal, compared to 66% who say it will impact future generations a great deal
- The younger generations feel greater impact on themselves personally (30% of 18-24s) compared to the older generations (19% of 55+)



**BRINGING CLIMATE CHANGE HOME: DOES
'CONNECTING THE STORY' MOVE ATTITUDES?**

CONNECT THE STORY EXPERIMENT

- How does public opinion on the impact of climate change on themselves, their families, people in the UK, people around the world, and future generations change when we help them “connect the story” of the trickle down effects of climate change?
- We “connect the story” from extreme weather events, to food insecurity, to shrinking/unstable supply of food
- 3 Treatments
 - Control
 - Heatwaves & drought
 - Heatwaves & drought + global food insecurity
 - Heatwaves & drought + global food insecurity + prices you pay
- Outcome
 - A great of deal of impact
 - Moderate impact
 - Very little impact
 - Not impact at all
 - Don't know

Connect the Story Experiment

Control

How much, if at all, do you think climate change will harm ...?

- You personally
- Your family
- People in UK/FR/DE/US
- People in all countries
- Future generations

T1

One impact of climate change is the increasing number and intensity of heatwaves across the globe. Recent heatwaves in the U.S., UK, France, Germany, China, and India have produced extreme drought conditions, severely impacting the availability of water for homes, businesses, livestock and crops.

How much, if at all, do you think climate change will harm ...?

- You personally
- Your family
- People in UK/FR/DE/US
- People in all countries
- Future generations

T2

One impact of climate change is the increasing number and intensity of heatwaves across the globe. Recent heatwaves in the U.S., UK, France, Germany, China, and India have produced extreme drought conditions, severely impacting the availability of water for homes, businesses, livestock and crops.

The lack of water for livestock and crops has resulted in food insecurity around the world – that is – the reduction in quantity and quality of food due to shortages created by drought conditions.

How much, if at all, do you think climate change will harm ...?

- You personally
- Your family
- People in UK/FR/DE/US
- People in all countries
- Future generations

T3

One impact of climate change is the increasing number and intensity of heatwaves across the globe. Recent heatwaves in the U.S., UK, France, Germany, China, and India have produced extreme drought conditions, severely impacting the availability of water for homes, businesses, livestock and crops.

The lack of water for livestock and crops has resulted in food insecurity around the world – that is – the reduction in quantity and quality of food due to shortages created by drought conditions.

Food insecurity means you will pay more because of the shrinking/unstable supply of food.

How much, if at all, do you think climate change will harm ...?

- You personally
- Your family
- People in UK/FR/DE/US
- People in all countries
- Future generations



CONNECT THE STORY EXPERIMENT – TWO KEY INSIGHTS



- Across all treatment groups, we see that the perceived harm or impact increases with distance – that is, climate change has a greater harm on those who are further away spatially and temporally.
- However, as we move along the story, the more connected, the greater the perceived harm – especially for “you personally”.
- The more we close the distance between CC and lived experience, the more likely respondents are to see an impact on their lives

KEY INSIGHTS



- Connecting the story works!
- The more “connected” the story, the greater the effect on perceived impact on individuals themselves.
- Connecting the story – i.e. bringing the impact to the home or household increases the sense of harm or jeopardy from climate change.
- For family, people in the UK, and people in other countries, the story that follows through all the way works to increase the perceived impact.



ARE DONORS WILLING TO REDIRECT DONATIONS?

Are Ukraine donors willing to share part of their donations to tackle challenges arising in other parts of the world?

THE BIGGER QUESTION:

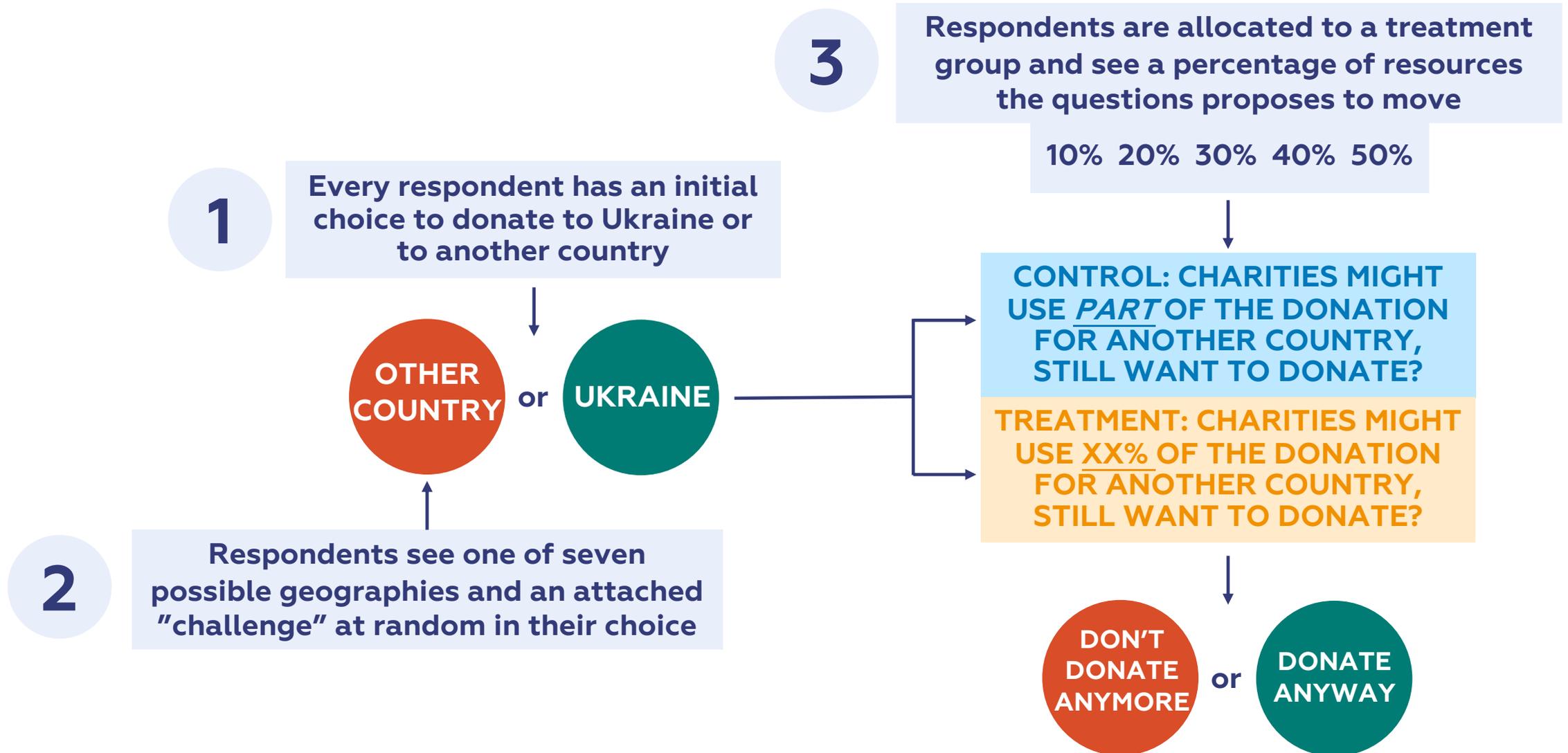
Has Ukraine awakened the collective conscience of people fighting for a better world?

THE SMALLER QUESTION:

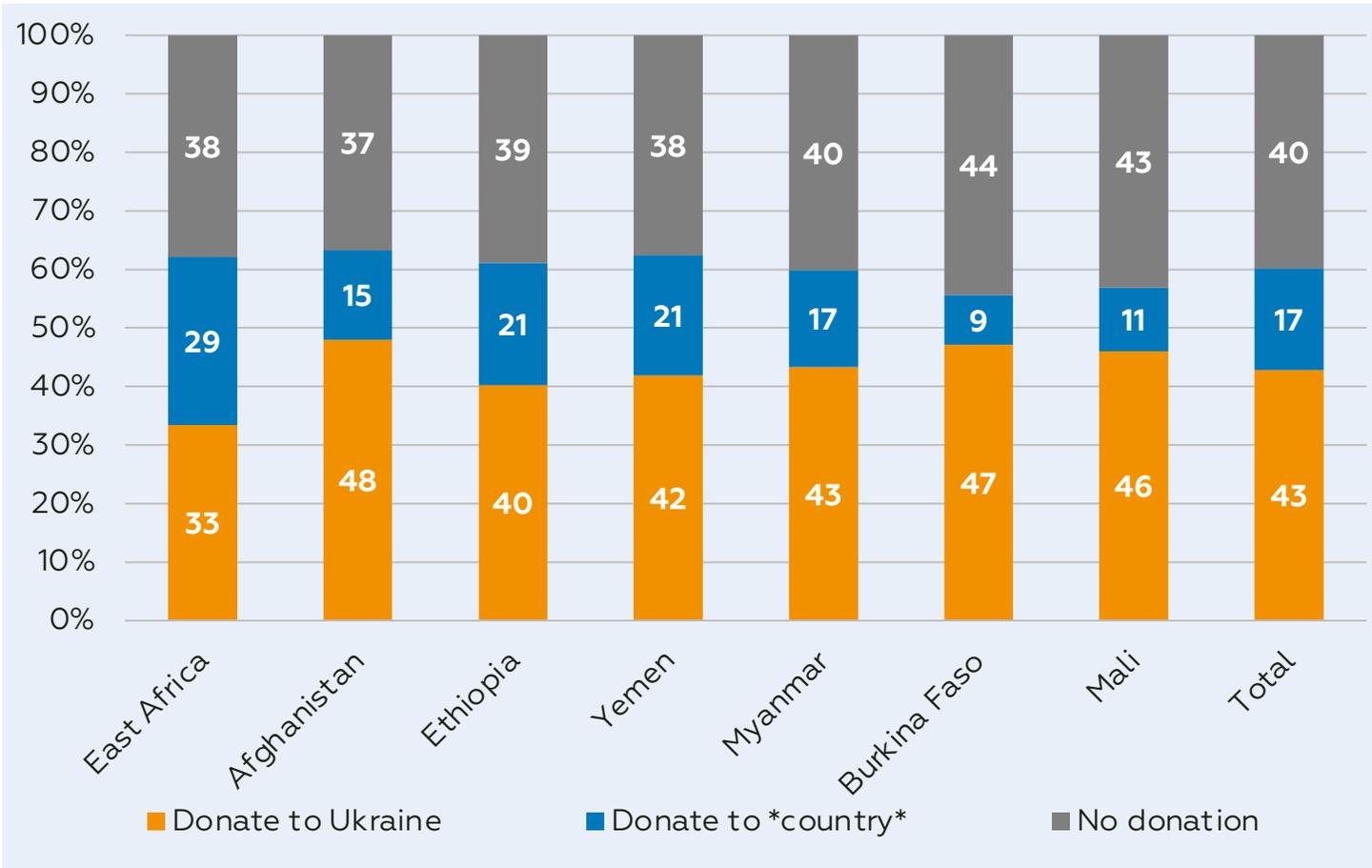
Are Ukraine supporters willing to support other causes INGOs are currently tackling?



A FLOWCHART OF OUR DONATIONS EXPERIMENT



UKRAINE REMAINS THE MOST POPULAR CAUSE



Overall, people are more likely to donate to Ukraine or to not donate at all than they are to donate to other geographies.

Nevertheless, there's a fair amount of variation when different geographies are shown. More people choose East Africa (29%) and less chose Burkina Faso (9%), but Ethiopia (21%) and Yemen (21%) are also chosen by 1 in 5 respondents.

Overall, compared to non-donors, donors to Ukraine are more likely to be older, identify as women, have higher incomes, be transactionally engaged and Lib-Dems supporters.

Meanwhile, compared to non-donors, donors to other geographies are more likely to be women, more likely to hold a university degree, with higher income, fully engaged, and Labour, Lib-Dems, or Greens supporters.

Question: Thinking about the crises currently unfolding around the world, please choose the cause that you would be most likely to donate to among the two options presented below.

Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022



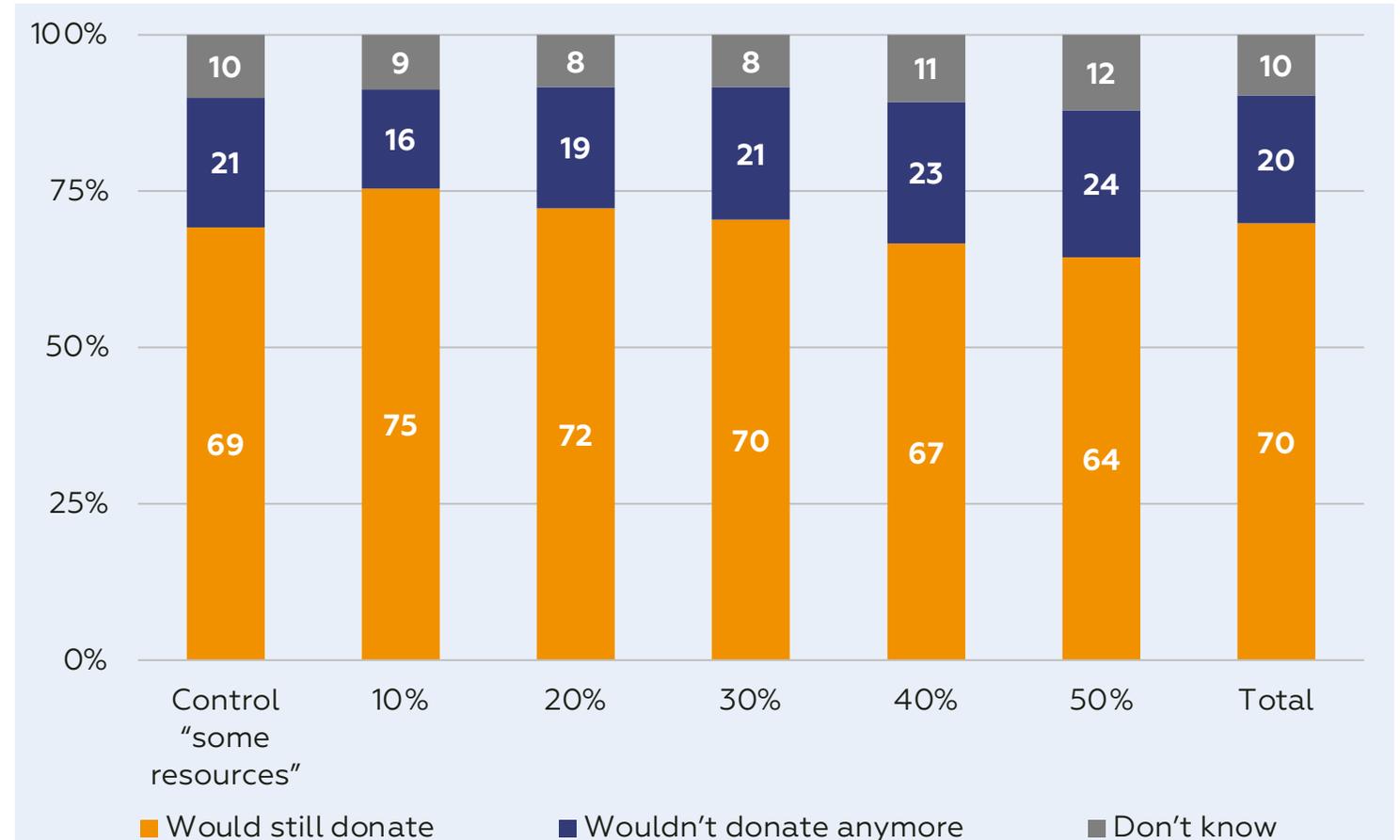
INCREASING THE REALLOCATED PERCENTAGE INCREASES THE CHANCE OF LOSING A DONATION

Across all countries and all treatment groups 7 out of 10 donations go ahead even when we tell donors some resources could be reallocated.

As we might expect, when the question asks to reallocate more and more resources, the chance of losing a donation rise. At 10% reallocated, 16% of donors drop out, compared to 24% at 50%, and uncertainty rises slightly as well. There is no evidence that this varies by geography.

The generic control version performs similarly to an ask to reallocate 30% of resources.

Overall, **people who won't donate anymore** are more likely to be older, men, Conservatives, less likely to hold a university degree, and are totally disengaged.



Question: In the previous question you said that you would donate to Ukraine. At the moment charities and NGOs helping Ukrainians have sufficient resources. However, they might instead **use part of your donation** to help people in \$donation_to_pipe. Would you still be willing to donate?

Sample size n=8,008 | Base: GB adults | Data are weighted to be nationally representative | Fieldwork by YouGov, 3-28 Oct 2022

KEY INSIGHTS: BETTER THAN EXPECTED?

UKRAINE IS STILL THE MOST POPULAR CAUSE, BUT EAST AFRICA IS SUCCESSFUL TOO

- Overall, **donors will pick Ukraine 43% of the times in the initial choice** against all other geographies, which are picked on average 17% of the time. Finally, **40% of times, people just choose not to donate.**
- The **most popular** alternative cause for donations is **East Africa, picked 29% of times.** Even in this case however Ukraine is more popular (picked 33%) and 38% would not donate at all.
- The **least popular** alternative cause for donation is **Burkina Faso, picked 9% of times.** In this choice, 47% of respondents would instead donate to Ukraine, and 44% would not donate at all.

ASKING TO REALLOCATE SOME MONEY TO OTHER CAUSES WORKS (BUT IT'S NOT PAIN-FREE)

- Overall, most people who pick Ukraine as beneficiary of their donations and who are asked to reallocate a percentage of their donations would still donate. **Across all geographies for all percentages to reallocate, 70% would still donate.**
- Asking to reallocate donations still means losing some donors, and these increase with the percentage proposed to be reallocated. **16% of respondents wouldn't donate if they are told 10% of their donation to Ukraine will be reallocated. This rises to 24% of those told 50% of their donation will be reallocated.**
- **Burkina Faso loses out on the second turn as well, 26% would not donate on average** across all percentages.

LANGUAGE MATTERS

- To specify the percentage or to not specify? On average, **21% of people who receive the generic "some resources" version of the ask wouldn't donate anymore.**
- This falls to 16% of those who are asked to re-allocated 10% of their donation, which is a statistically significant drop. All other groups are not significantly different from the generic, but, **descriptively, higher percentages have higher numbers of dropouts than the generic request group.**





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The Development Engagement Lab (DEL) is a five-year study of public attitudes and engagement with global development in France, Germany, Great Britain, and the United States (2018-2023).

DEL is a partner focussed research programme, convening and co-producing research and insights with over 30 international development NGOs and government agencies to understand the drivers of engagement and inform development communications.

Fieldwork is carried out by YouGov and surveys are weighted to be a nationally representative of the adult population. DEL is funded by the Bill & Melinda Gates Foundation and led by Professor Jennifer Hudson (University College London) and Professor David Hudson (University of Birmingham).

The Development Engagement Lab

(Aid Attitudes Tracker Phase 2) has three goals:

1. Co-production of an evidence base for development campaigning
2. Enabling collaboration across the sector
3. Increasing advocacy capacity through the sharing of research and strategic insights

You can find out more information about DEL research at www.developmentcompass.org, follow us on Twitter [@DevEngageLab](https://twitter.com/DevEngageLab) or by contacting del@ucl.ac.uk.

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