Who Gives A Stuff About Climate Change and Who's Taking Action ?

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Introduction

Back in 2004 we reported on a values-segmented survey about attitudes to climate change[iii]. A number of people in focus groups agreed or disagreed with a series of statements shown below in short form.

*Which **one** of these statements comes closest to your own attitude to the state of the natural environment?*

Statement:

(1) I'm not concerned; it doesn't worry me
(2) The situation is not as dangerous as it is made out to be
(3) It's dangerous. But not too late to actively restore
(4) It's too late to prevent damage lasting centuries
(5) Everybody should do something
(6) We're all responsible
(7) Government should legislate
(8) Introduce an environmental tax

Cultural Dynamics Strategy And Marketing (CDSM[iv]) have now re-run the same set of questions in a 2008 survey but this time in more detail and in a large nationally representative survey. Some of the results are reported below. This forms part of a new British Values Survey involving hundreds of questions, which CDSM will publish in due course.

The 2004 survey showed marked values differences. For example Pioneers (especially FI and TX Flexible Individualist and Transcender[v]) were significantly more likely than others to agree that "it's dangerous. But not too late to actively restore the natural environment". So Pioneers, as opposed to Prospectors and Settlers, were the most optimistic and least likely to give up. The only over-indexed group on "Everybody should do something" was the Prospector (about to become Pioneer) Mode 'Tomorrow People' but the sample size was too small to really interpret that. Agreement with the statement "We're all responsible" was heavily skewed towards Pioneers (Modes FI, TX and CE Concerned Ethical) and younger ABC1 females. In contrast, Settlers (Security Driven) significantly disagreed with this idea.

The importance of this is that it's not 'the public' that thinks these things but in many cases a particular segment of the public with coherent linked values, and who can be motivated to act in particular ways.

2008 Survey

The 2008 survey used 1 – 5 likert scales of agreement and disagreement and gives a much finer definition as well as using a nationally representative sample. This time CDSM has also mapped the results on 'terrain maps' which show a gradient of agreement or disagreement across the Values Map and the Values Modes that lie on it.
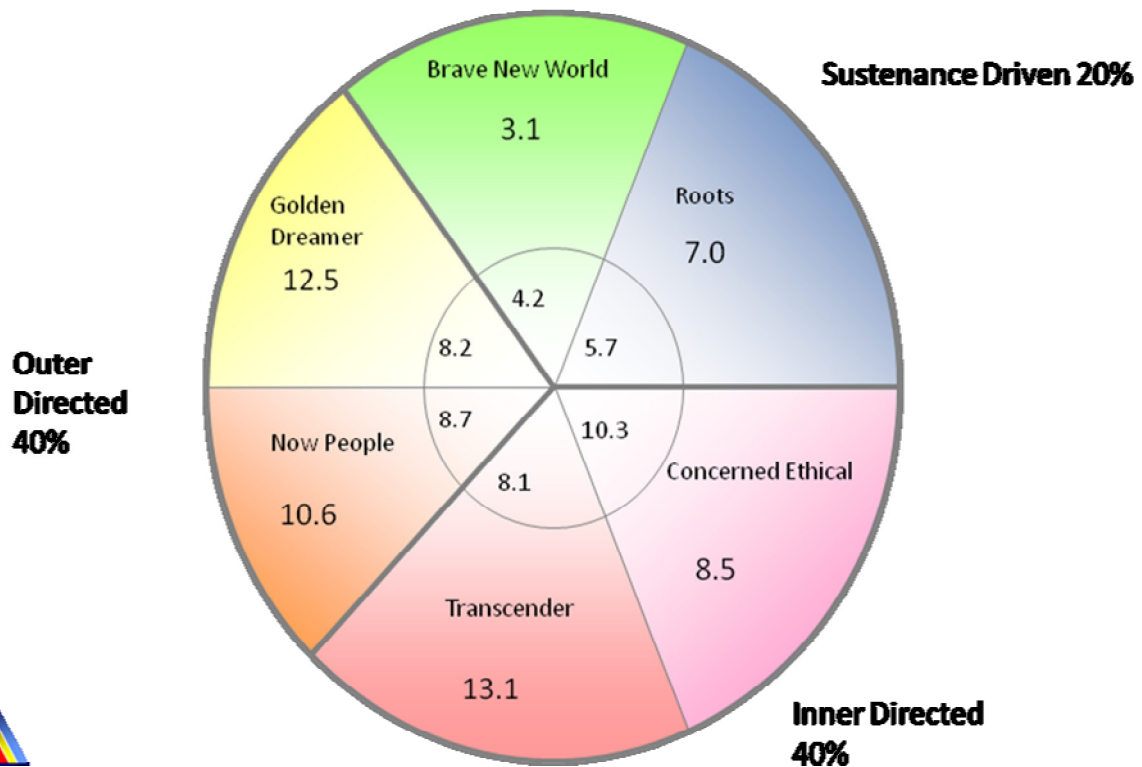
The Values Map (Britain 2007[vi]):
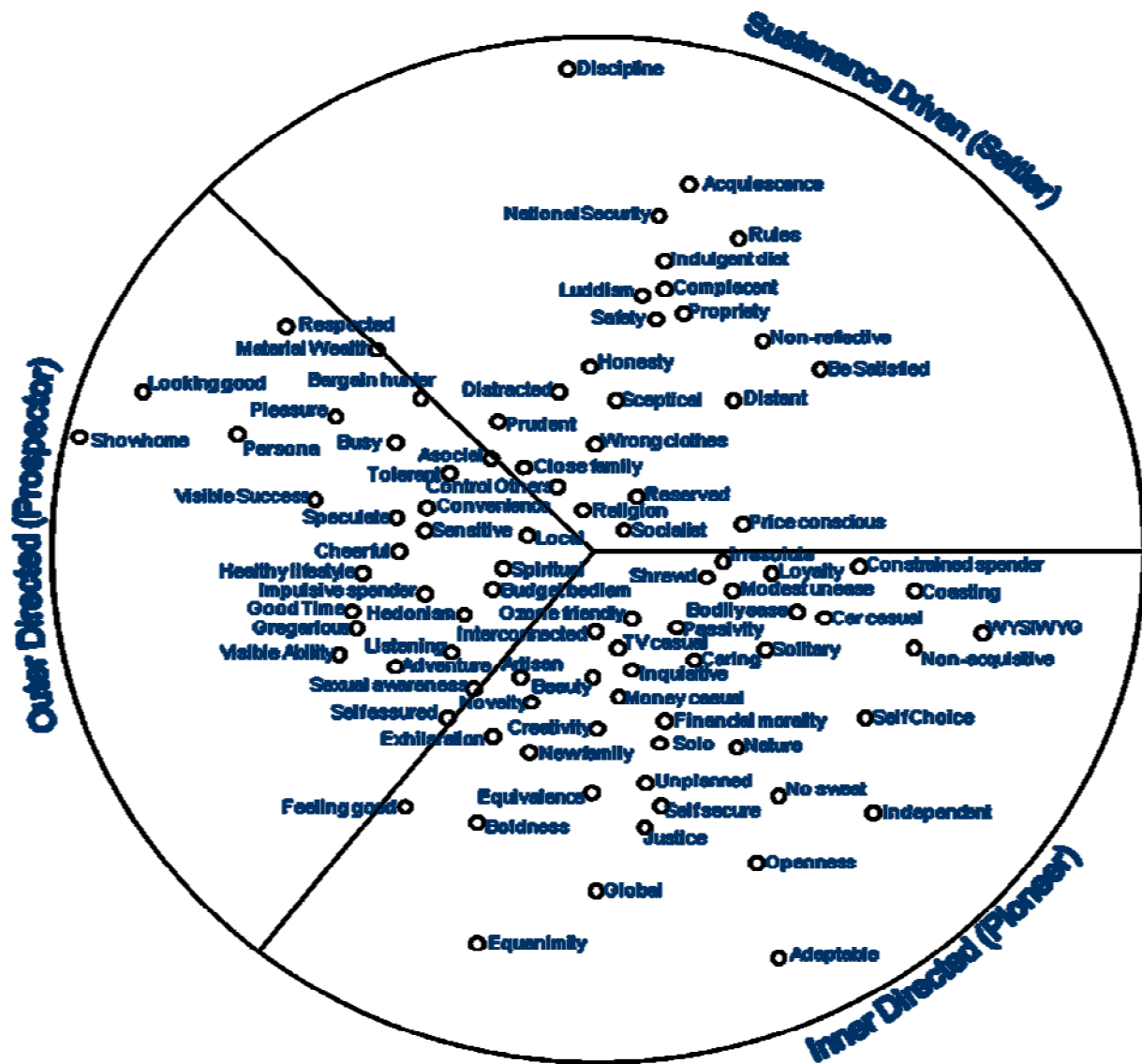
The Values Modes[vii]:

Settlers (20%)	Propsectors (40%)	Pioneers (40%)
RT Roots	GD Golden Dreamers	TS Transitionals
SS Smooth Sailing	HF Happy Followers	CE Concerned Ethicals
BNW Brave New World	NP Now People	FI Flexible Individuals
CF Certainty First	TP Tomorrow People	TX Transcenders

Values Modes Sizes
Base:2006 Nationally Representative Respondents

Brave New World 3.1

Golden Dreamer 12.5

Roots 7.0

Sustenance Driven 20%

Outer Directed 40%

4.2

8.2

5.7

8.7

10.3

Now People 10.6

8.1

Concerned Ethical 8.5

Transcender 13.1

Inner Directed 40%

Results From The 2008 Survey

The terrain maps show a scale of agreement thus:

|	
■	90.0%-100.0%
■	80.0%-90.0%
■	70.0%-80.0%
■	60.0%-70.0%
■	50.0%-60.0%
■	40.0%-50.0%
■	30.0%-40.0%
■	20.0%-30.0%
■	10.0%-20.0%
■	0.0%-10.0%
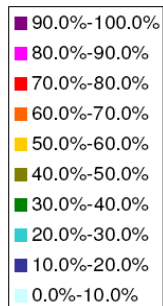
It is therefore rare that everyone or nobody in a Values Mode agrees or disagrees with a statement but some of the biases are very strong, and in many cases they reflect the big differences across the map driven by the underlying differences in psychological needs.

Environmentally Complacent
The environment – I'm not concerned, it doesn't worry me.
Slightly/Fairly/Very True (43%)

Values emphasis (with Values Modes shown):

Environmentally Complacent
The environment – I'm not concerned, it doesn't worry me.
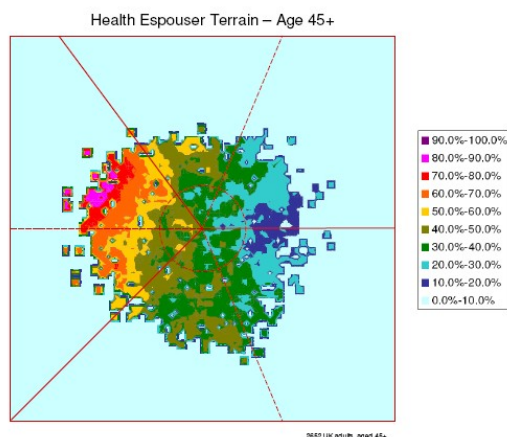Slightly/Fairly/Very True (43%)
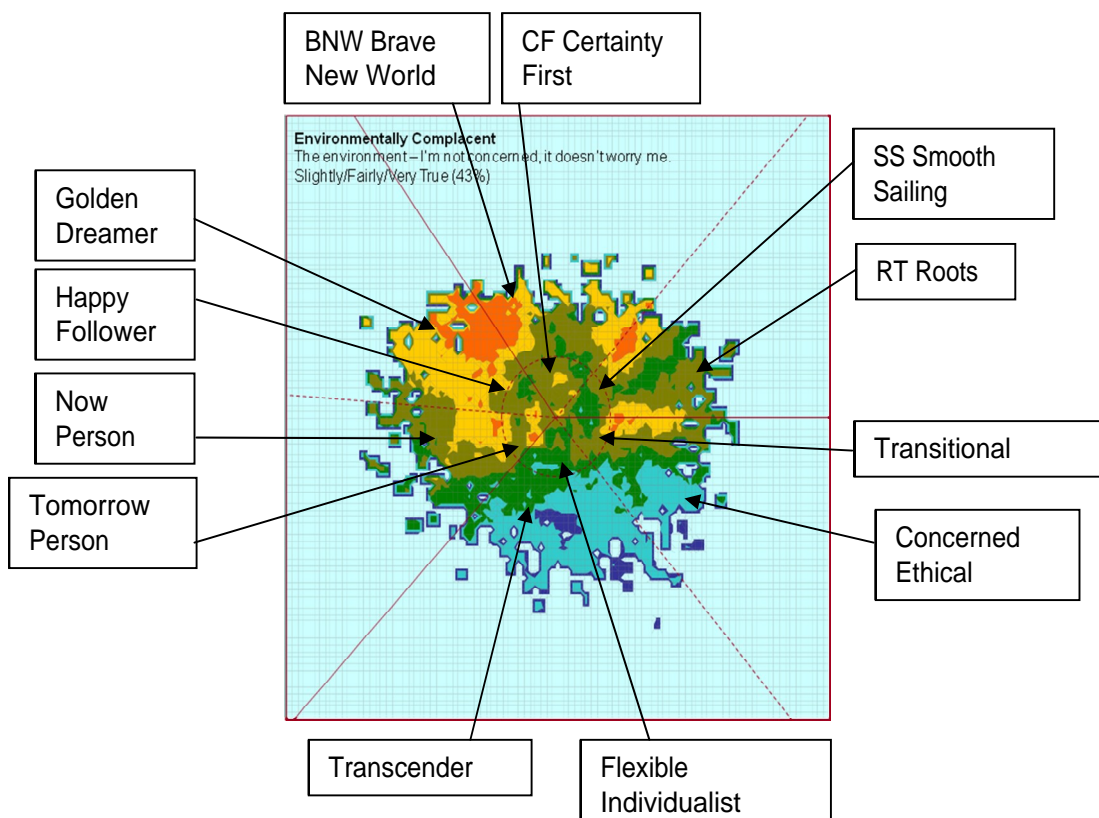
The VMs (Values Modes) Brave New World and Golden Dreamer are the epicentre of environmental complacency with some strong rejection of 'environment' also amongst Roots. The Pioneers have a generally stronger rejection of this idea – ie they <u>are</u> more bothered about 'environment', especially Transcenders and Concerned Ethicals.

This is similar to the picture obtained from another CDSM survey which mapped espousal or rejection of the idea of 'care for nature'. That showed an even stronger *active* rejection of the idea that we should all care for nature (right hand map), again centred in the BNW-GD area but also including HF, this time with strongest support for 'care for nature' (left hand map) in the ŒE area. "Environment" denotes something slightly different from nature and in these surveys is generally associated with climate or global 'environmental problems' more like pollution or waste – it has more 'human content'. 'Care for nature' is more divisive than caring about 'environment' probably because it has more altruistic and people-rejecting connotations.
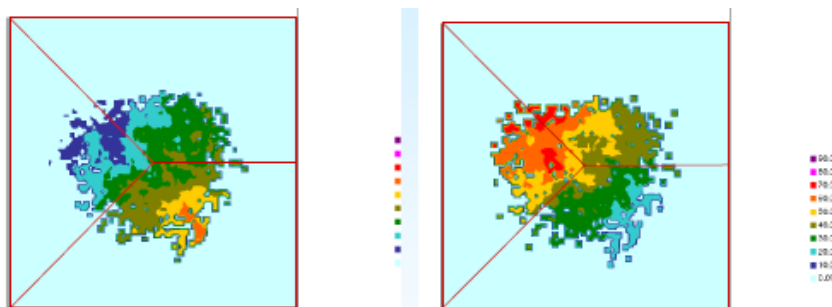
GDs are probably rejecting 'care for nature' as they have just started to seek esteem of others, to gain recognition and respect, and they do not see that 'nature' offers this to them. They probably don't feel 'good at it' or perceive any achievable 'rewards'. (To engage them you could change that by providing rewards, not by arguing with it). Contrast this with the idea of outdoor exercise to be fit and healthy ('Active Health'), which might be 'in nature' but is about them and looking good. Then GDs are the group showing *most* enthusiasm (map shows over 45s in whom this bias is especially strong). This would not however naturally translate into enthusiasm for the nature-around-them.
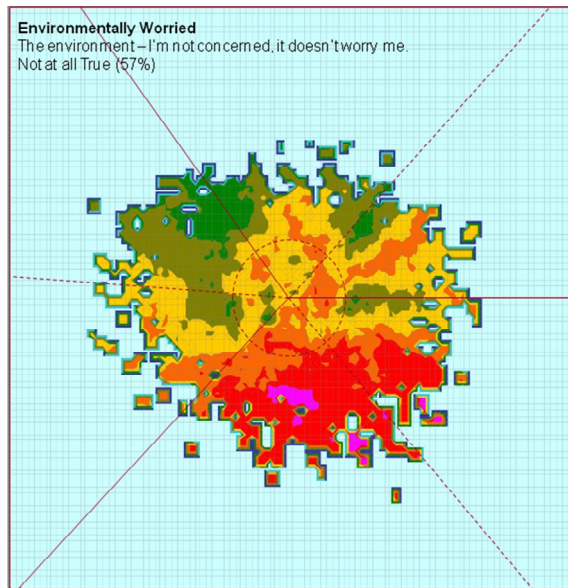

Health Espouser Terrain – Age 45+

■	90.0%-100.0%
■	80.0%-90.0%
■	70.0%-80.0%
■	60.0%-70.0%
■	50.0%-60.0%
■	40.0%-50.0%
■	30.0%-40.0%
■	20.0%-30.0%
■	10.0%-20.0%
	0.0%-10.0%

2652 UK adults, aged 45+

Back to the 2008 survey:

Environmentally Worried
The environment – I'm not concerned, it doesn't worry me.
Not at all True (57%)

Ie the terrain map for this question is showing who *is* worried about the environment.


This shows an even stronger tendency for the Pioneer modes, especially TX, FI and Œ, to be 'worried' and with a lower rejection (ie some worry) in both RT and NP. The NP Now People are significant because they are the conduit from Pioneer 'breaking trend' behaviours into the rest of the VMs.

Environmental Disaster Convinced
The environment – The balance of nature has been upset for centuries to come.
It's too late to prevent serious problems.
Fairly/Very True (31%)
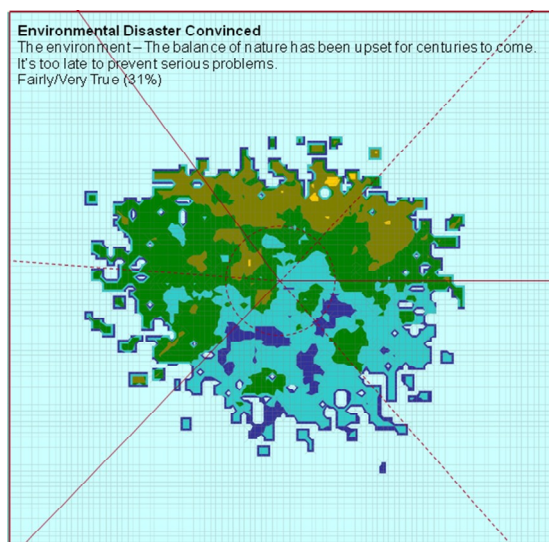
This is the "it's all to late anyway" form of climate scepticism and as seen in our previous surveys it is most concentrated amongst the Settlers, whose agreement with the 'acquiescence' and 'be satisfied' attributes (go along with things, accept your lot) tend to quickly flip them from denial of new problems into passsive acceptance of them.

Environmental Disaster Unconvinced
The environment – The balance of nature has been upset for centuries to come.
It's too late to prevent serious problems.
Slightly/Not at all True (69%)
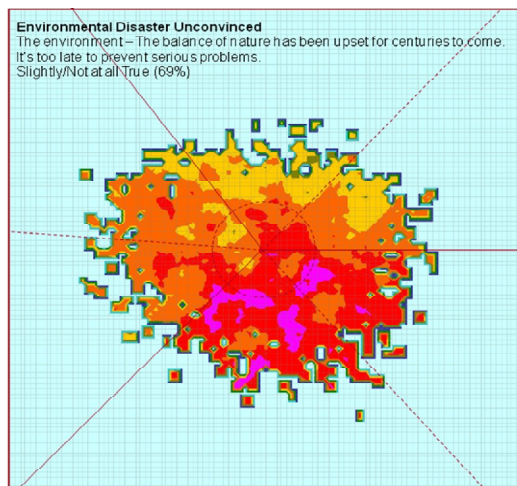
This map shows a stronger response in which the Pioneers and many of the central VMs and many of the Prospectors all disagree that it's "all too late". The four Pioneer VMs in particular strongly deny this (TX TS FI CE). This is good news for environmental campaigners and agencies trying to mobilise support for remedial environmental policies.

Climate Tax Opposers
The environment – They should introduce an environmental tax.
Not at all True (44%)
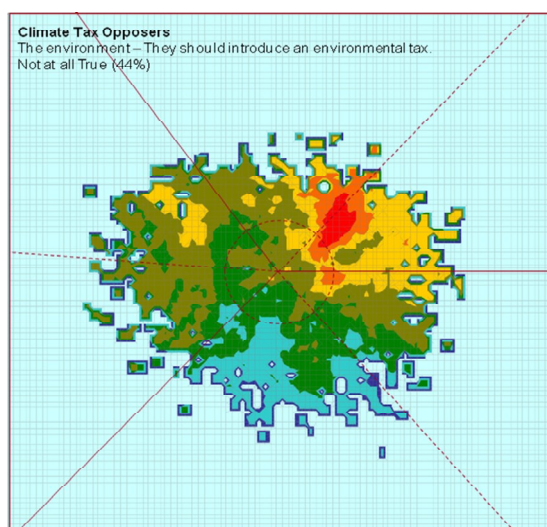
Like the previous proposition this one evokes a strong reaction but in this case only in a small area of the Settler VMs BNW and RT, probably driven by a rejection of 'them meddling'. Even the liberatrian FIs are not particularly bothered about it. As RT Roots is in many ways the most socially disengaged VM of all, this should not worry proponents of environmental taxes. The general 'rejection of rejection' of environmental taxes (only 44% overall agree that there should not be any) flies in the face of accepted political wisdom that this is a 'non-runner'. Even the 'new middle England' of the Prospector VMs are mainly inclined to deny the idea that such taxes should be rejected, reflecting their gradual acceptance as a reality and need.

Climate Tax Open to Persuation
The environment – They should introduce an environmental tax.
Slightly/Fairly/Very True (56%)

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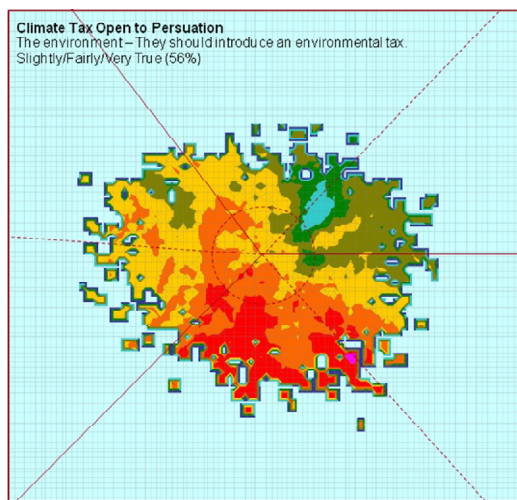
Politicians should pay attention to this map. It shows that along with the more predictable higher acceptance of environmental taxes amongst the Pioneer FI CE and TX, at least three of the four Prospector Modes (NP HF and TP) are on balance 'open to persuasion'. This segment is mainly (60/40) female and includes many of the classic 'floating voters' and people who don't-usually-vote or feel little or no political identity[viii]. The dug in 'closed mind' opposition is really just concentrated in one of the twelve VMs, Roots.
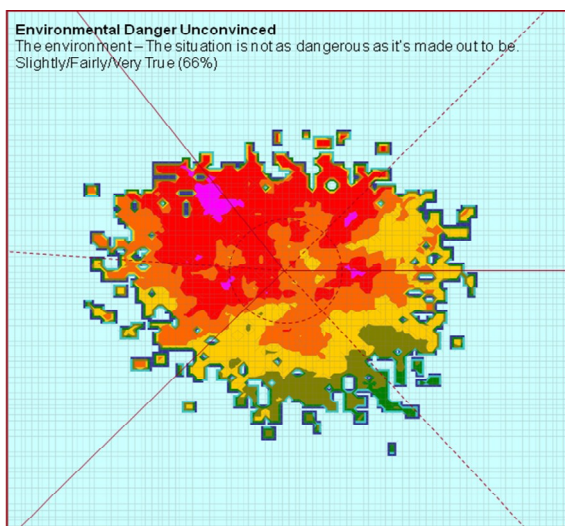
Environmental Danger Convinced

The environment – The situation is not as dangerous as it's made out to be.
Not at all True (34%)
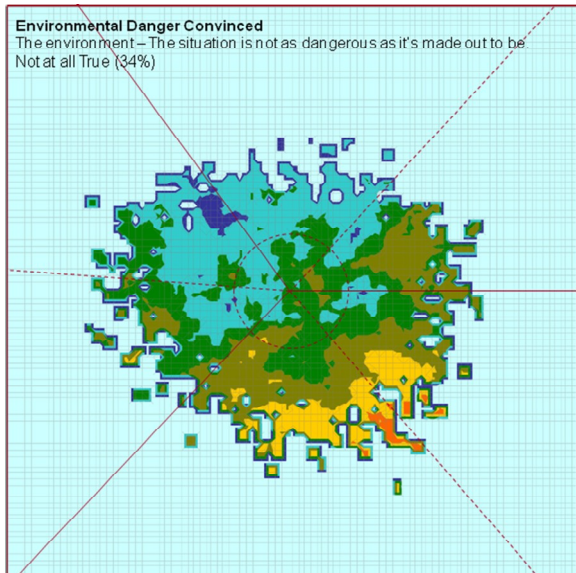
This map shows that the two outer VMs, TX and Œ are where the most 'environmentally-minded' lie, probably because they have spent most time informing themselves, and are 'ahead of' what is shown in the mainstream media. These people are also known for being active information-seekers and networkers.

Environmental Danger Unconvinced

The environment – The situation is not as dangerous as it's made out to be.
Slightly/Fairly/Very True (66%)

The above map illustrates that there is a much larger and stronger agreement that there is some exaggeration about 'environmental dangers' and that it lies mainly in the polar opposite left and top left

side of the map. However this series of maps also shows that despite this 'scepticism', even though these people believe that the danger may be exaggerated, it is still bad enough for them to be open to measures like environmental taxes. This suggests that rather than setting up arguments or campaigns to show why the danger is greater than they think, campaigners and politicians might be better spending their time finding effective ways to sell specific actions and measures.

Don't involve me, I can't do anything about it!
Where would be the best place to start to tackle climate change?
At a planetary level. (46%)

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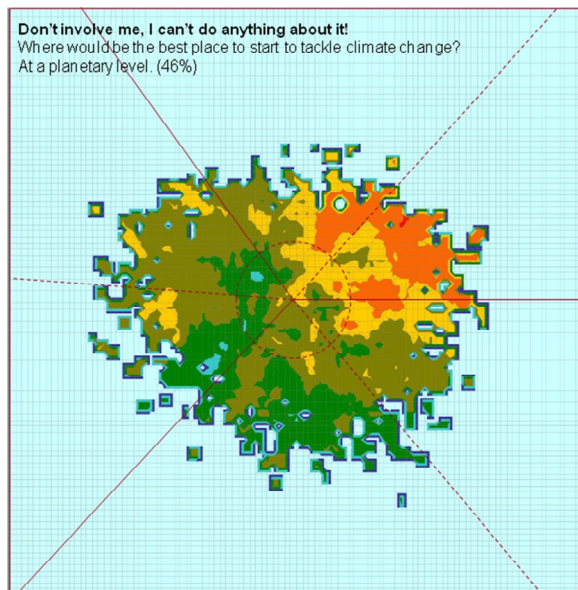
If evidence was needed of how outlook on life in general – values – drives responses to propositions about climate, this is it. The RT/BNW 'small world' (keep my world small, manageable) translates into a rejection of a proposition which has been consistently framed (by globally oriented Pioneers) in global terms. As they don't think globally, they won't act locally. This is in contrast to problems framed in local terms, about which these VMs are much more willing to act, albeit only after 'leaders' give a lead.

What can I do to help?
Where would be the best place to start to tackle climate change?
In my household. (21%)
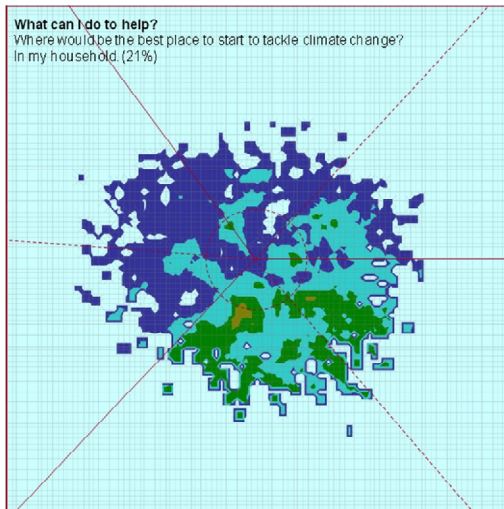
Not surprisingly the great majority do not feel that a globally framed problem, the stuff of international meetings and the global atmosphere, can best be tackled in the home. However those who do think this is the best place to start are concentrated in the most globally aware Pioneers, and of them, in the two Modes most likely to act on a 'community' problem , the TX and Œ edge Modes (all the inner Modes are generally less likely to act on their values). The TX, CE and FI Modes have a greater sense of self-agency than the rest of the population, so they are automatically more likely to assume that they personally can do something about almost any problem.

Mea (possibly) culpa!
There is a real link between the energy I use at home and climate change.
Very/Fairly True (58%)
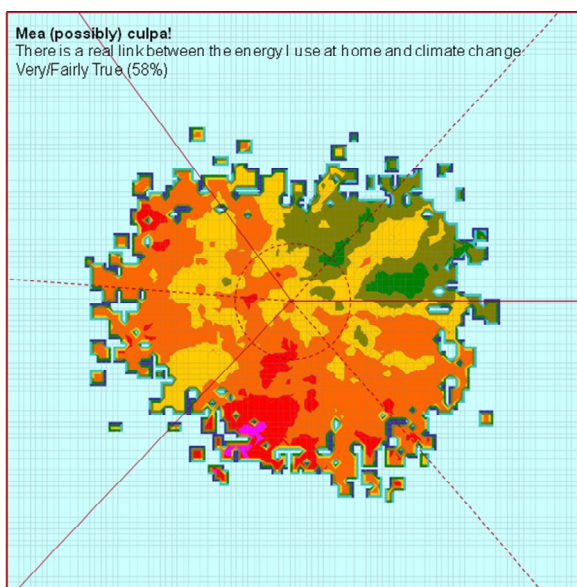
All those intent on behaviour change should study this map. This is about my use of energy – very personal. Interestingly the Prospectors are almost as positive about this idea as the Pioneers, probably because it's about 'my home' – something they are very interested in. As the responses to the 100 Ideas House showed (see Campaign Strategy Newsletters 33 and 37), if the products (or services) have the right attributes, Prospectors can be interested in 'being green'. So far product development has been weak and few major Prospector-brands have a profile in this area. It would not take much to significantly change that.

Not me mate!
There is a real link between the energy I use at home and climate change.
Slightly/Not at all True (42%)
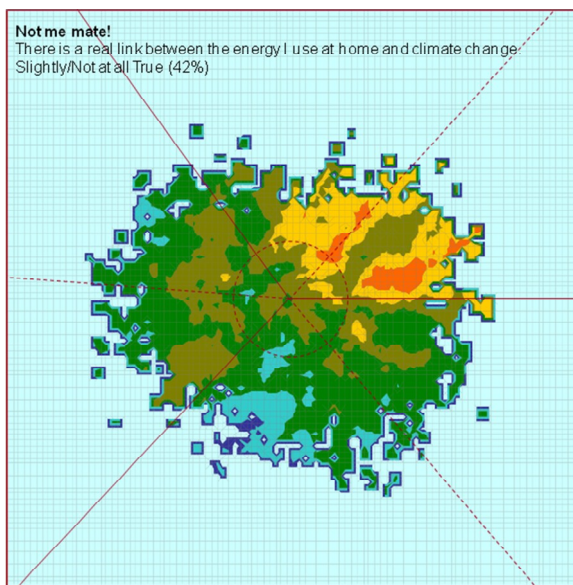
A smaller number actively deny the link shown in the last map, and they are currently concentrated in just two of 12 VMs, RT and BNW. Of these the main communications problem for campaigners and politicians is the BNW Brave New World who are a small but assertive segment. It would be worth spending time on campaigns designed to convince BNWs that there is merit in such actions but it would need to be tailored to their values.

Pressured to change
I can feel a growing pressure to change the way I live to reduce the impact
of climate change.
Very/Fairly True. (78%)
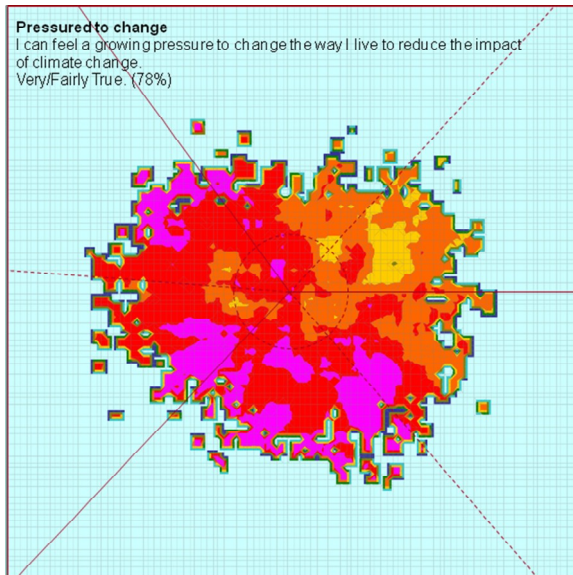
This is an interesting map because it is about the impact of decades of communications about 'climate'. The overwhelming majority – nearly four in five – say they feel 'a growing pressure to change the way I live to reduce the impact of climate change'. This gainsays the common media assumption that most people aren't feeling the heat on climate change, and the map shows that this is even the case for rejectors (see previous maps) of some formulations around climate, such as the BNW, GD and HF. Given what we know about change dynamics, from this map we can forecast a significant uptake of climate-related actions by the NP Now People, if the right products, services, offers and asks come along. For example ones that involve social opportunities, looking good, showing visible ability, designer stuff for your home, or exhilaration, adventure and having a good time.

Little need to change
I can feel a growing pressure to change the way I live to reduce the impact
of climate change.
Slightly/Not at all True. (22%)

13
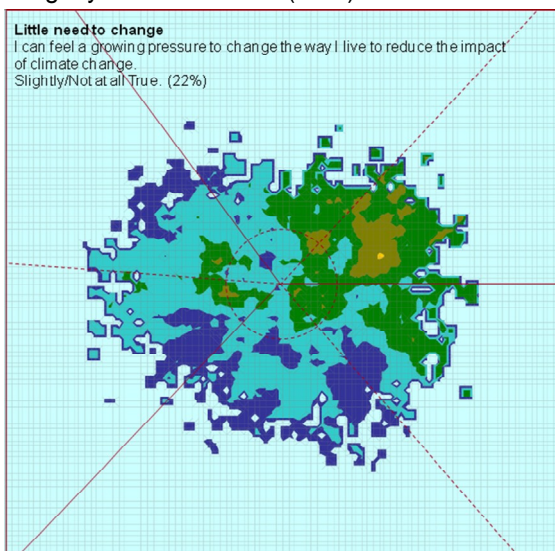
Those who deny they feel pressure to change are concentrated in just one VM of 12 – Roots. This is nearly always the last Mode to change on any new behaviours, and the least 'global' in outlook.

Consumer Action
I feel so strongly about the environment that I've stopped buying from the
Organisations that I think damage it.
Very/Fairly True. (38%)

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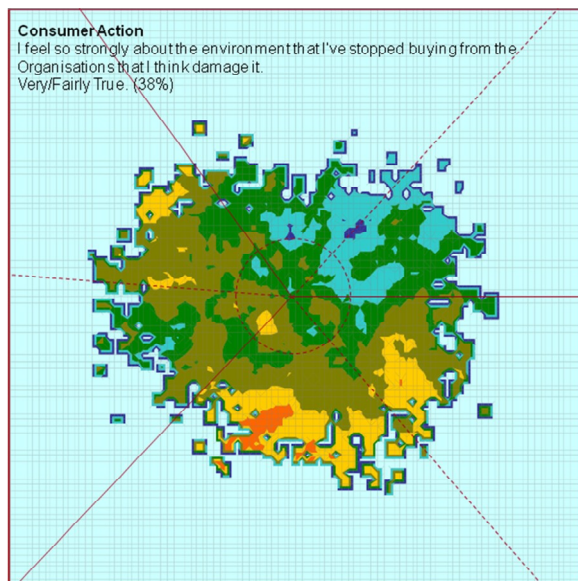
Environmentally-driven consumer action is concentrated in the leading-edge Mode the Transcenders. These are the 'scouts' of the Values Modes, and the source of social innovation and experiment. An overall score of 38% for avoidance or boycott is quite large and not confined to the Pioneers.

Consumer Complacency
I feel so strongly about the environment that I've stopped buying from the
Organisations that I think damage it.
Slightly/Not at all True. (62%)

Consumer Complacency
I feel so strongly about the environment that I've stopped buying from the
Organisations that I think damage it.
Slightly/Not at all True. (62%)
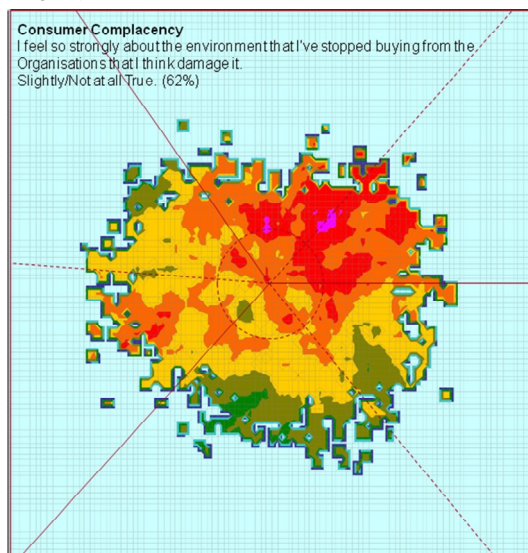
Those saying they haven't stopped buying anything on green grounds are strongly focused in the change-averse Settlers – our creatures of habit. There is also a small concentration in the Now People – these may include the NP who we encounter in focus groups who are so fed up with being 'lectured' not to do things that they burst out with statements such as "if I hear anything more about the car I drive, my next one will be a Ferrari !"

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[i] Chris Rose www.campaigsntrategy.co.uk

[ii] Les Higgins and Pat Dade www.cultdyn.co.uk

[iii] http://www.campaignstrategy.org/maslow_campaign.pdf A Tool For Motivation Based Communication Strategy

[iv] CDSM www.cultdyn.co.uk

[v] For an introduction to the Values Modes system download Using Values Modes at www.campaignstrategy.org

[vi] The 2008 map will show movemenst in some of these Attributes and has not yet been published by CDSM

[vii] The 2008 survey will show changes in the sizes of these Modes and has not yet been published by CDSM

[viii] See 2005 Values and Voters study at http://www.campaignstrategy.org/valuesvoters/index.html