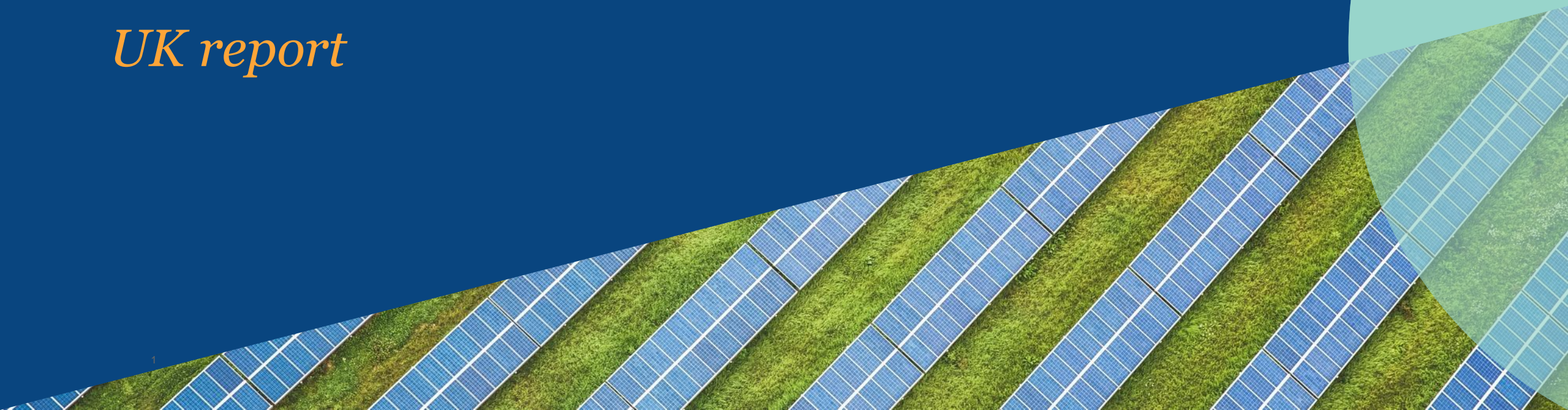




FLEISHMANHILLARD
FISHBURN

CHANGING VOICES OF CLIMATE CHANGE

UK report





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INTRODUCTION

COVID-19 has deepened people's climate concerns as Brits. And with this comes a renewed sense of responsibility. The British public want to see the same level of urgency that society has applied to COVID-19 to combatting global warming with two in three expecting businesses and government to lead the charge.

Yet at the same time, there is deep mistrust in government and businesses to deliver and act. So, what does this tell us about the future and how businesses and government can better meet public expectations and in turn communicate more effectively about climate change?

Based on our research, there are three important lessons businesses should consider to get cut through when talking about climate change.

- 1. Words need to be backed up with scientific evidence. If COVID-19 has taught us anything, it's that the science can no longer be ignored.**
- 2. Communicate with impact. Use strong language that addresses the issue head on.**
- 3. Take and show direct action that inspires and creates change.**

It's the businesses who do this consistently across a multitude of channels that will win back trust among the British public on the environment.

In the following slides you will find a series of findings that bring the UK's views to life on climate change communication and what we can learn from COVID-19. We hope you enjoy reading through this research.

If you would like to discuss the research or find out more about the data please do get in touch at purpose@fhflondon.co.uk

OUR KEY TAKEAWAYS



Two in three (66%) Brits are concerned about climate change, with one in four (29%) saying the pandemic has made them more concerned.



Over half (58%) want to see the same level of urgency applied to COVID-19 to combat the climate crisis – they want big structural change from government and businesses (66%).



Whilst Brits are reading about climate change at least once a week (48%), over one in five respondents (22%) describe climate change stories as 'repetitive'. As a result, nearly a third admit to 'tuning out' (32%).



It's time to listen to the science, as Brits trust scientific experts the most for information on climate change (52%). Equally, scientific experts and academic institutions are most likely to influence the public's views on climate change (45%).



In comparison, just 22% trust the UK government for information on climate change, while business leaders are the least trusted (6%).

THE MAJORITY OF BRITS REMAIN CONCERNED ABOUT CLIMATE CHANGE

While the British public isn't so much fatigued by climate change news, they are resigned to the fact that news on the issue is disheartening and repetitive. In spite of this, many are paying attention to the issue on a weekly basis.

% RATING OF THOSE “VERY CONCERNED” OR “CONCERNED” ABOUT CLIMATE CHANGE

69%

Are concerned about climate change

78%

Of Gen-Z respondents are concerned about climate change

71%

Of Millennials are concerned about climate change

ON NEWS CONSUMPTION AND CLIMATE CHANGE STORIES:

48%

Read about climate change at least once a week

36%

Describe climate change stories as 'depressing'

22%

Describe climate change stories as 'repetitive'

32%

Report 'tuning out' stories on climate change

Q: How concerned are you about climate change?

Q: How often do you read, listen to, or watch something about climate change?

Q: What words would you use to describe most of the climate change stories you've read, listened to, or watched?

CV-19 HAS HEIGHTENED FEELINGS OF URGENCY ON CLIMATE CHANGE

In just a few short weeks, the British public have seen what they believe to be positive impacts on the environment. In the months ahead, they want the same level of urgency shown during these extraordinary times to be applied to minimising the negative impacts of climate change.

64%

Report that government actions to tackle the pandemic have made the **environment better off**.

62%

Want to see government and businesses **prioritise climate change** post-pandemic.

58%

Agree that society should address climate change with the **same level of urgency** it has applied to the CV-19 pandemic.

29%

Report feeling **more concerned** about the climate as result of CV-19 (whereas 41% saw no change in their concern).



Q: How has the coronavirus (COVID-19) pandemic affected your level of concern about climate change?

Q: Which statement best describes the impact on the environment caused by the measures put in place by governments around the world to address the coronavirus (COVID-19) pandemic?

Q: I am concerned the coronavirus (COVID-19) pandemic means issues such as climate change will be 'forgotten' in the short and medium term - How much do you agree or disagree with the following statements?

SCIENTISTS ARE MOST TRUSTED SOURCE ON CLIMATE

While trust in the channels they use has stayed the same over the last 12 months (60%), the Brits appear to have waning trust in the information provided by business, and instead are looking to scientific experts and academic institutions for their information.

59%

Trust the **news and information** they consume on climate change

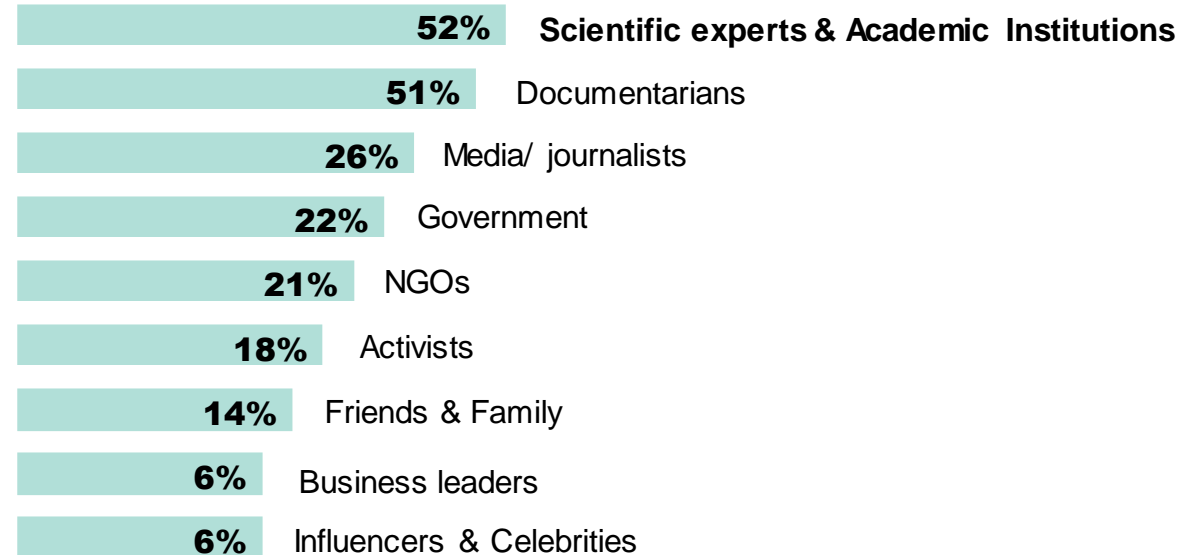
62%

Go to **television news** for climate change stories

32%

Of 18-24 year-olds use **Instagram** for news and information on climate change

“WHO DO YOU TRUST TO GIVE YOU NEWS AND INFORMATION ON CLIMATE CHANGE?”

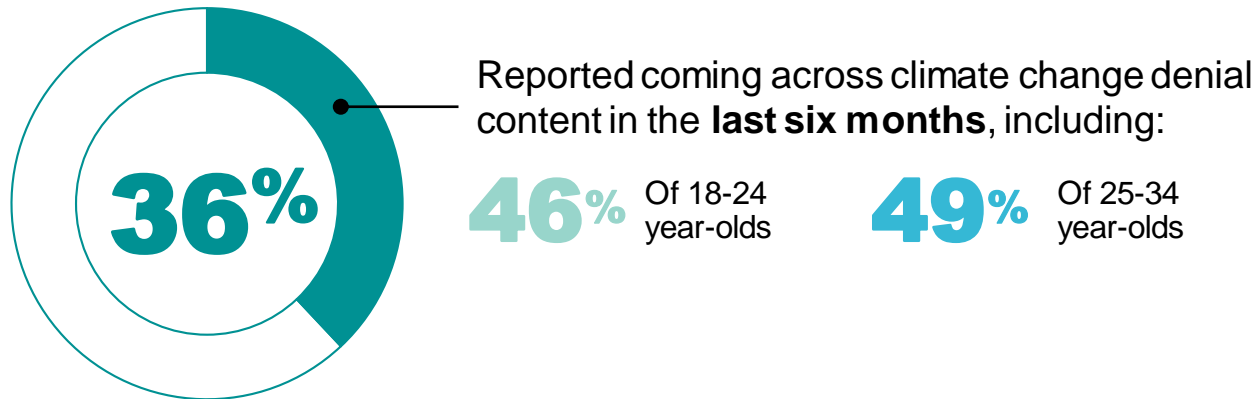


Q: On which channels do you typically follow and consume news and information on climate change?

Q: Now, who do you trust to give you news and information on climate change?

THE INFLUENCE OF CLIMATE CHANGE DENIAL

A surprising number have been exposed to climate change denial content, with stories appearing across a wide array of channels. Most say it has strengthened their belief in the seriousness of the issue.



38% Percentage of respondents who came across climate change denial content via **television news**. This was followed by **Facebook** and **YouTube** (23% respectively).

61% Percentage of respondents that say exposure to these stories **'strengthened their belief'** that climate change is real'. However, a noticeable 20% reported that denial content made them question or doubt the seriousness of the issue.

Q: In the last six months, have you read, listened to, or watched something about climate change denial?
Q: If yes, do you recall where you read, listened to, or watched a story about climate change denial?
Q: How did reading, listening to, or watching a story about climate change denial impact your views on climate change?

HOW ARE GOVERNMENTS, MEDIA AND BUSINESSES PERFORMING?

The British people want institutions to meet the moment and talk about Climate Change and its impacts in striking terms, perhaps to inspire action and what they perceive as 'real' change. People also want the media to focus on the risks, impacts and coordinated solutions/actions being taken by government, businesses and people. They are less interested in hearing about commitments and promises alone.

66%

Agree that **big, structural change** from government and business is needed to address climate change

24%

Feel that the UK government is currently moving in **the wrong direction** on climate change.

40%

Support institutions (governments, media and businesses) using stronger terms like '**climate emergency**' when discussing climate

43%

Believe the media should focus on the **risks & dangers** climate change poses to the world, people & animals

Q: Do you want governments, media and businesses to use new language like 'climate emergency' when talking about climate change?

Q: over the past 6-12 months has the UK been moving in the right direction, wrong direction or staying the same in how it is addressing climate change.

Q: How do you think we should be talking about climate change in news and social media?

INDIVIDUAL ACTION CONTINUES

The majority of British people are making changes to everyday behaviours over climate change concerns, indicating a belief in individual responsibility (in addition to the role played by institutions). Among respondents, younger generations report being the most proactive.

TWO IN EVERY THREE BRITS...

report having **made changes** in their lives out of concern for the environment **(68%)**, including:

80%

18-24
year-olds

79%

25-34
year-olds

72%

35-44
year-olds

67%

45-54
year-olds

61%

55-64
year-olds

55%

65+
year-olds

IN THE LAST 12 MONTHS:

49%

Changed how
much/often
they recycle.

37%

Changed how
much energy is
used in the home

37%

Changed how
much/often
products are
reused

Q: Over the past 12 months, have you made any changes regarding the products and services you buy or use, specifically out of concern about climate change?

Q: Over the past 12 months, which of the following have you made any changes to, specifically out of concern about climate change?

METHODOLOGY

TRUE Global Intelligence, the in-house research practice of FleishmanHillard, and Purposeful Business, the in-house Purpose team at FleishmanHillard Fishburn fielded an online survey of adults 18 and older in the UK in April 2020.

	Sample Size	Margin of Error
Total	n=2,000	±2.2%



QUESTIONS?

For questions or
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