



Climate Change and Public Opinion in Germany and the UK

**6th British-German
Environment Forum, Berlin
(27th March 2007)**

**Mark Gill
Director, Woodnewton Associates
(Former Head of Political Research, MORI)**

Worcester approach to survey research

- **Perceptions, not facts**
- **Five tools of our trade:**
 - **Knowledge; Behaviour; “Views”**
 - **Opinions**
 - **Attitudes**
 - **Values**

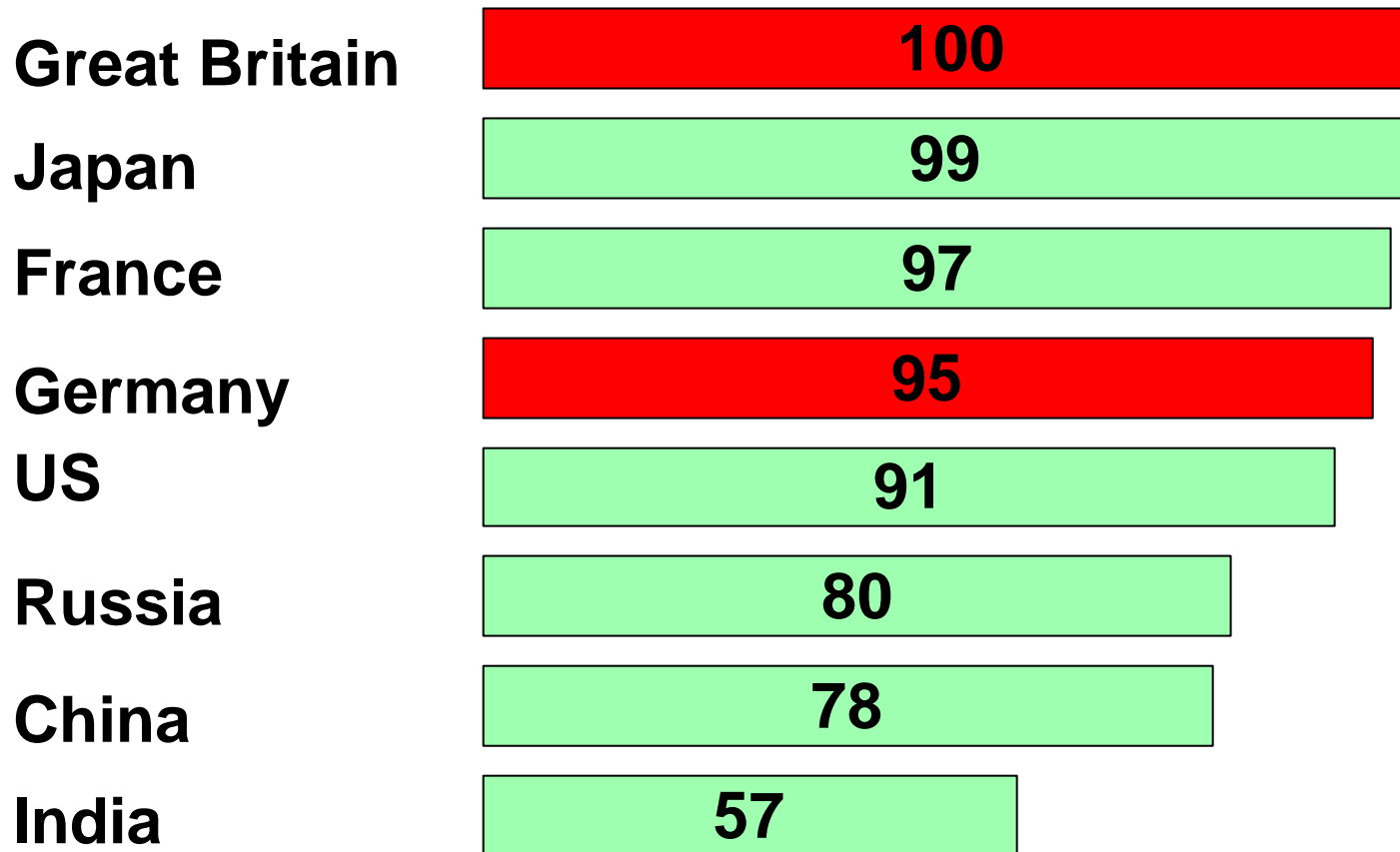


What a policy area needs to “bite”

- **Salience**
- **Difference**
- **Will**
- **Power**

High awareness of global warming...

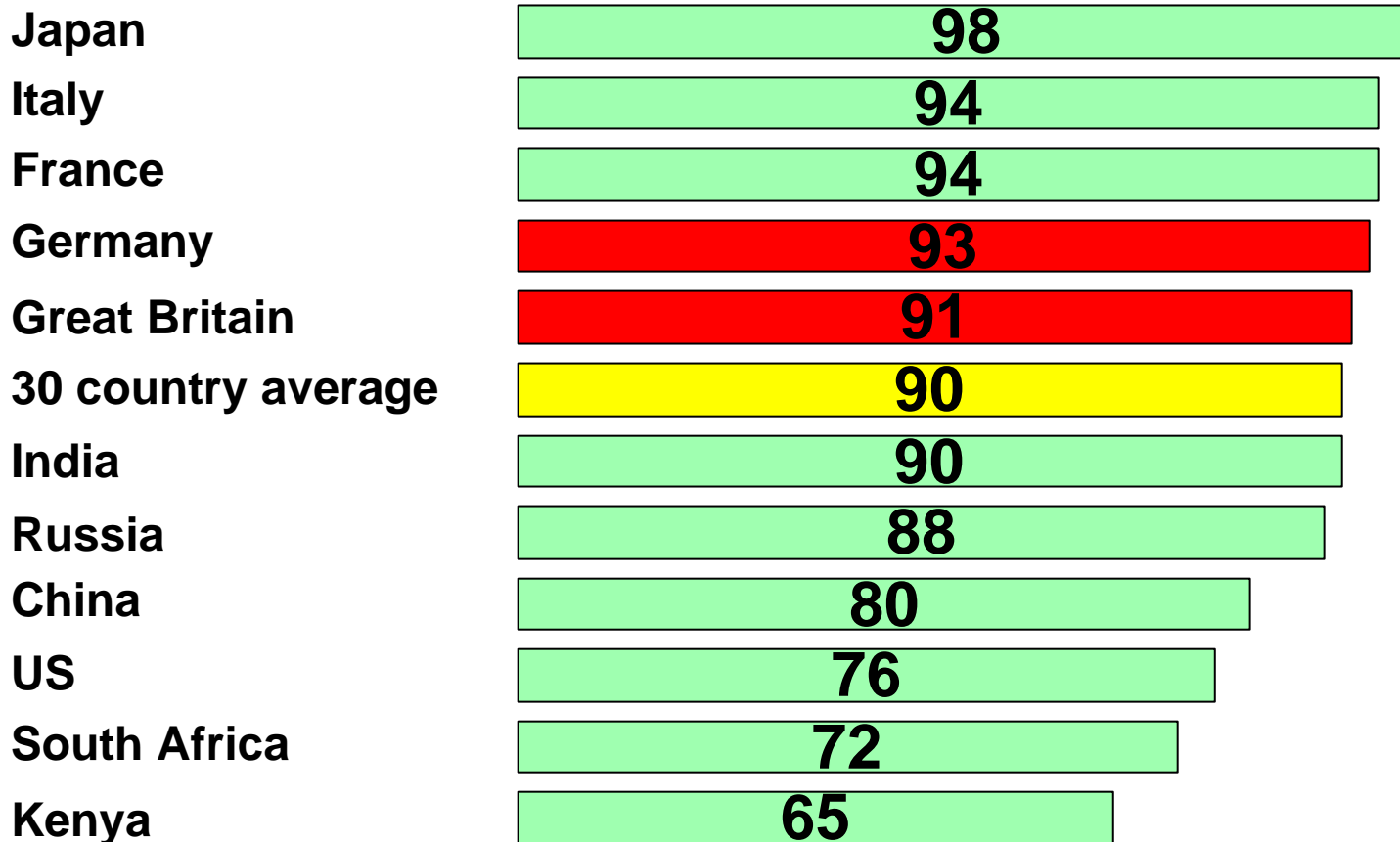
Q *Please tell me whether you have heard of it or not... The environmental problem of global warming?*



Nearly everyone thinks it is a serious problem

Q *How serious a problem do you consider each of the following to be?
Climate change or global warming, due to the Greenhouse Effect?*

% somewhat/very serious



Are humans responsible?

Q *Thinking about climate change. Do you think that the activities of human beings are contributing to an increase in global temperatures?*

% Yes

Germany

(51% substantially) 92

France

88

Spain

88

Italy

87

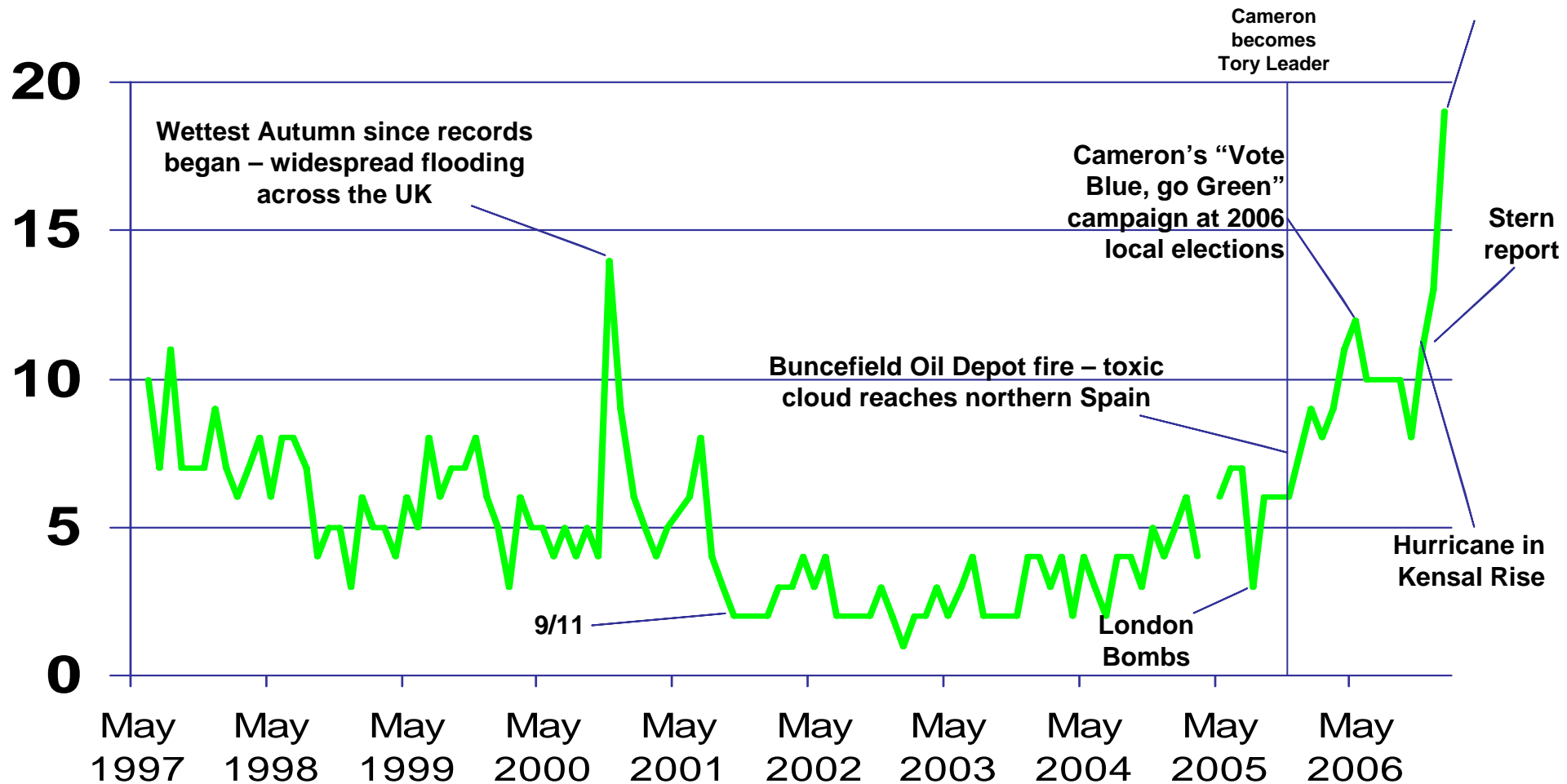
Great Britain

(52% substantially) 77

Events & politics do influence public opinion

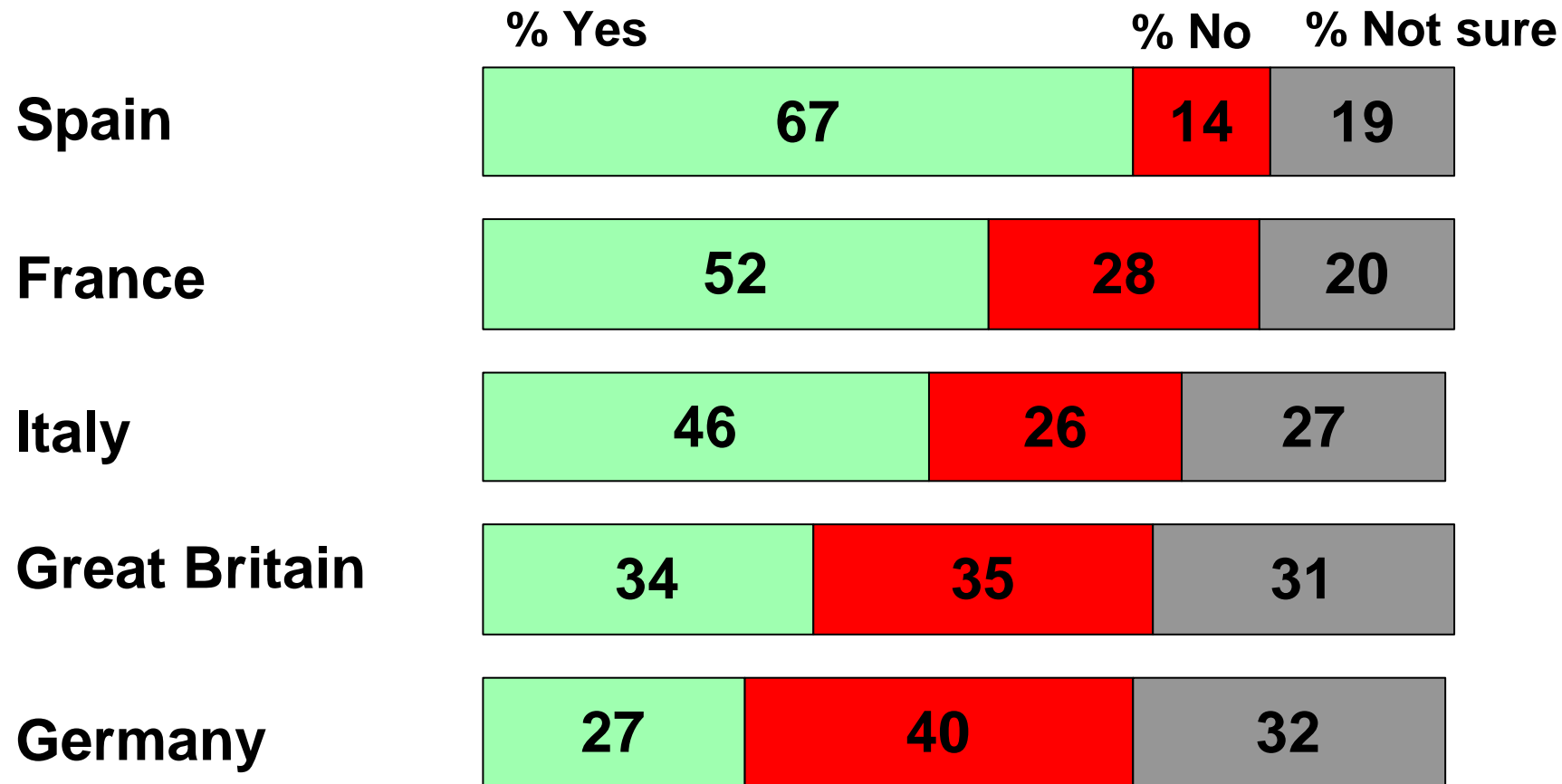
Q **What do you see as the main/other important issues facing Britain today? – pollution/environment [Spontaneous]**

EC proposes carbon emission cuts of 20% by 2020



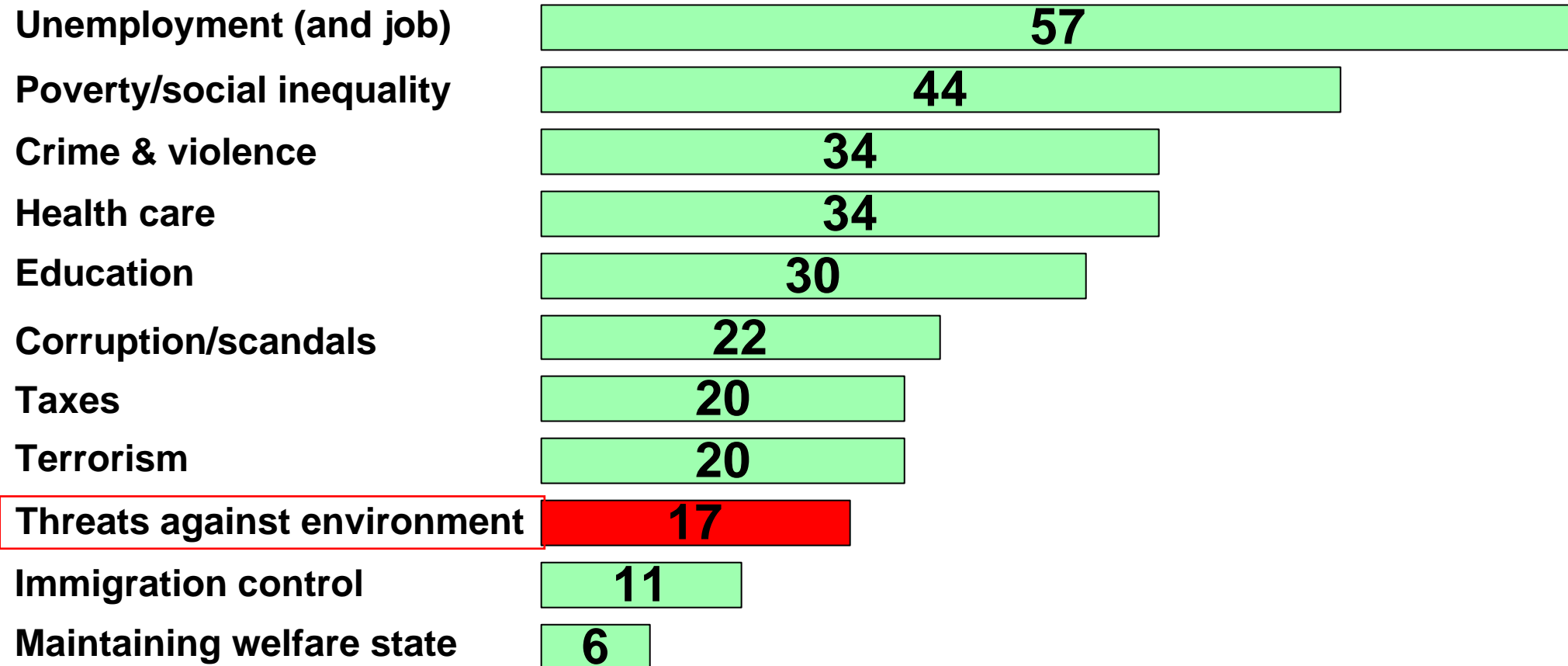
But will global warming really affect me?

Q *Will global warming present a threat to you and your family within your lifetime?*



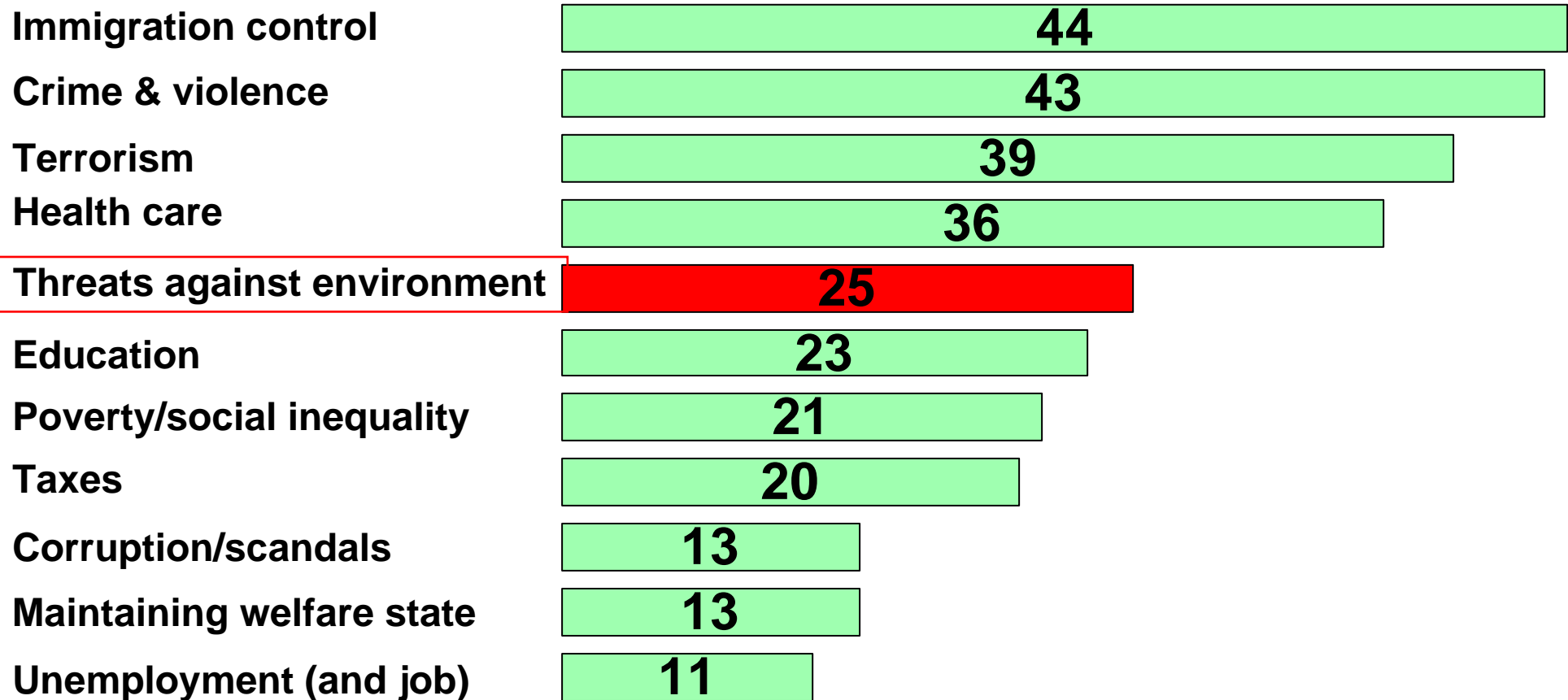
Most worrying issues nationally - Germany

Q Which three of the following 11 topics do you find most worrying in your country?



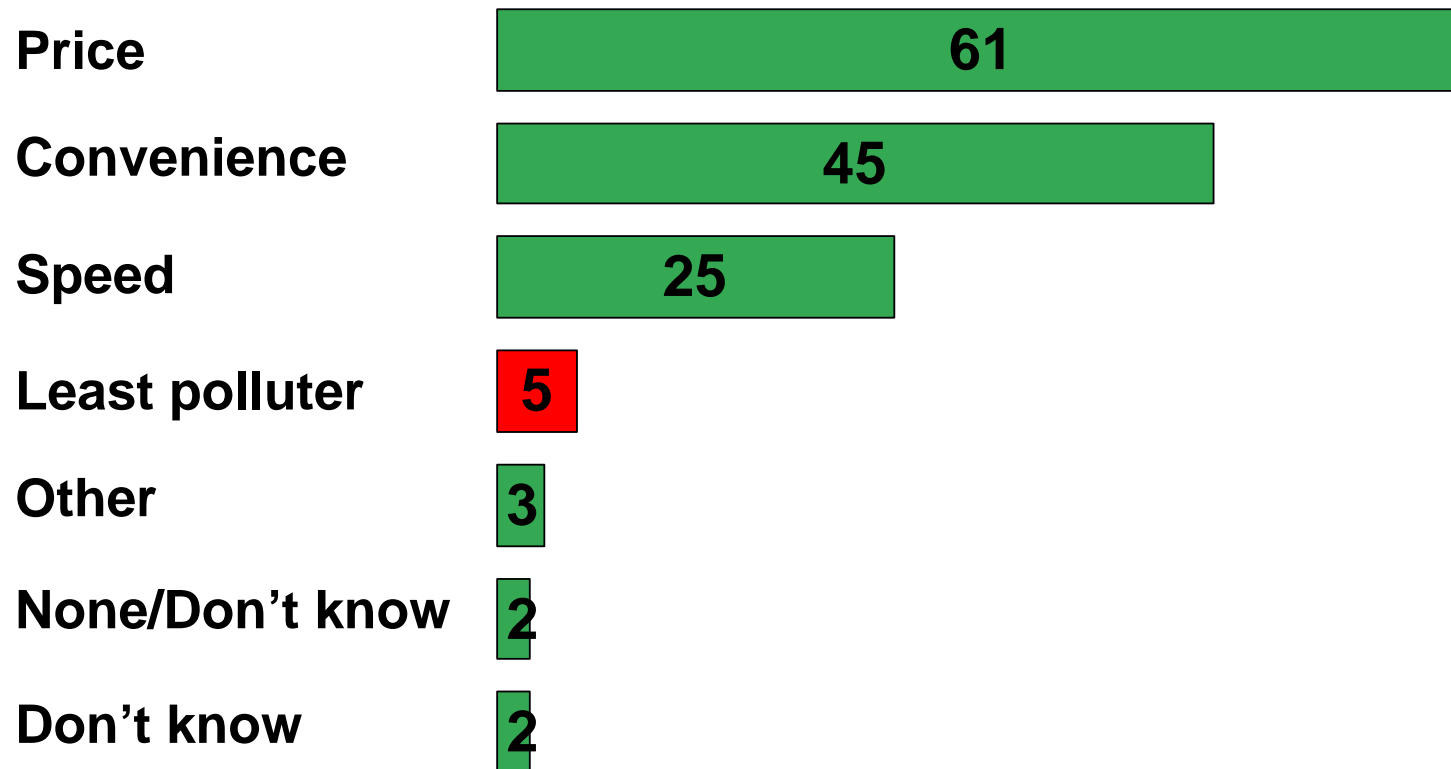
Most worrying issues nationally - UK

Q Which three of the following 11 topics do you find most worrying in your country?



Let's be realistic about what really motivates people

Q *If you were to go to Paris for a few days, which, if any, of the following would be the one or two most important factors to you when deciding to get there?*



YOU should do something about it!

81% Germans and 87% British agree:

“Policymakers should take environmental concerns into account when deciding policy in other areas such as the economy and employment”

53% Germans and 43% British agree:

“I often make an effort to protect the environment”

What can I do for the environment?

Convinced

People who often or sometimes make an effort to take care of the environment, and are convinced their efforts have an impact

Sceptics

People who often or sometimes make an effort to take care of the environment, but are convinced their efforts will not have an impact as long as other citizens & big polluters do not do the same

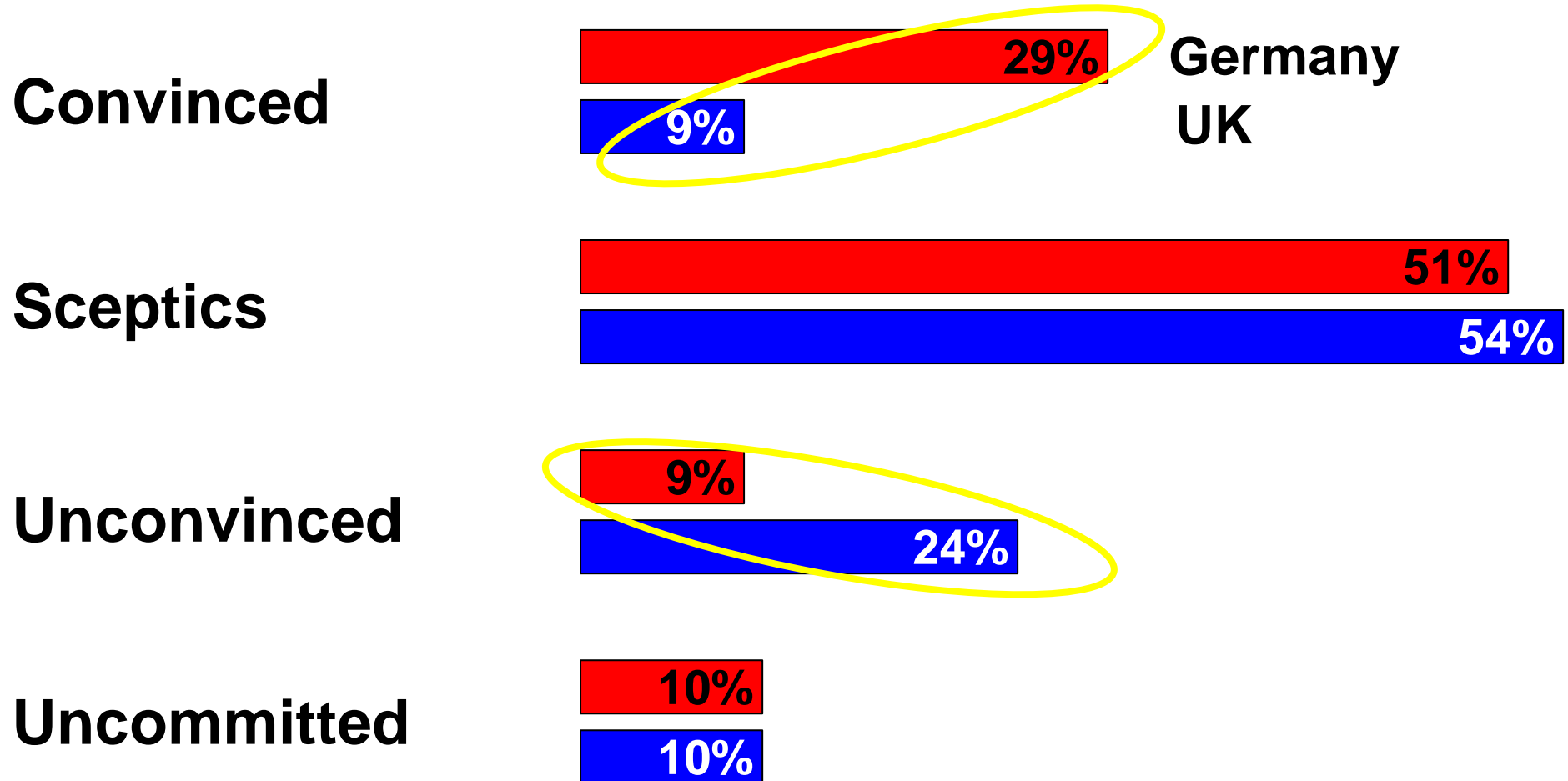
Unconvinced

People who often or sometimes make an effort and know they could do more but believe this will bring them many disadvantages or because they do not know what to do

Uncommitted

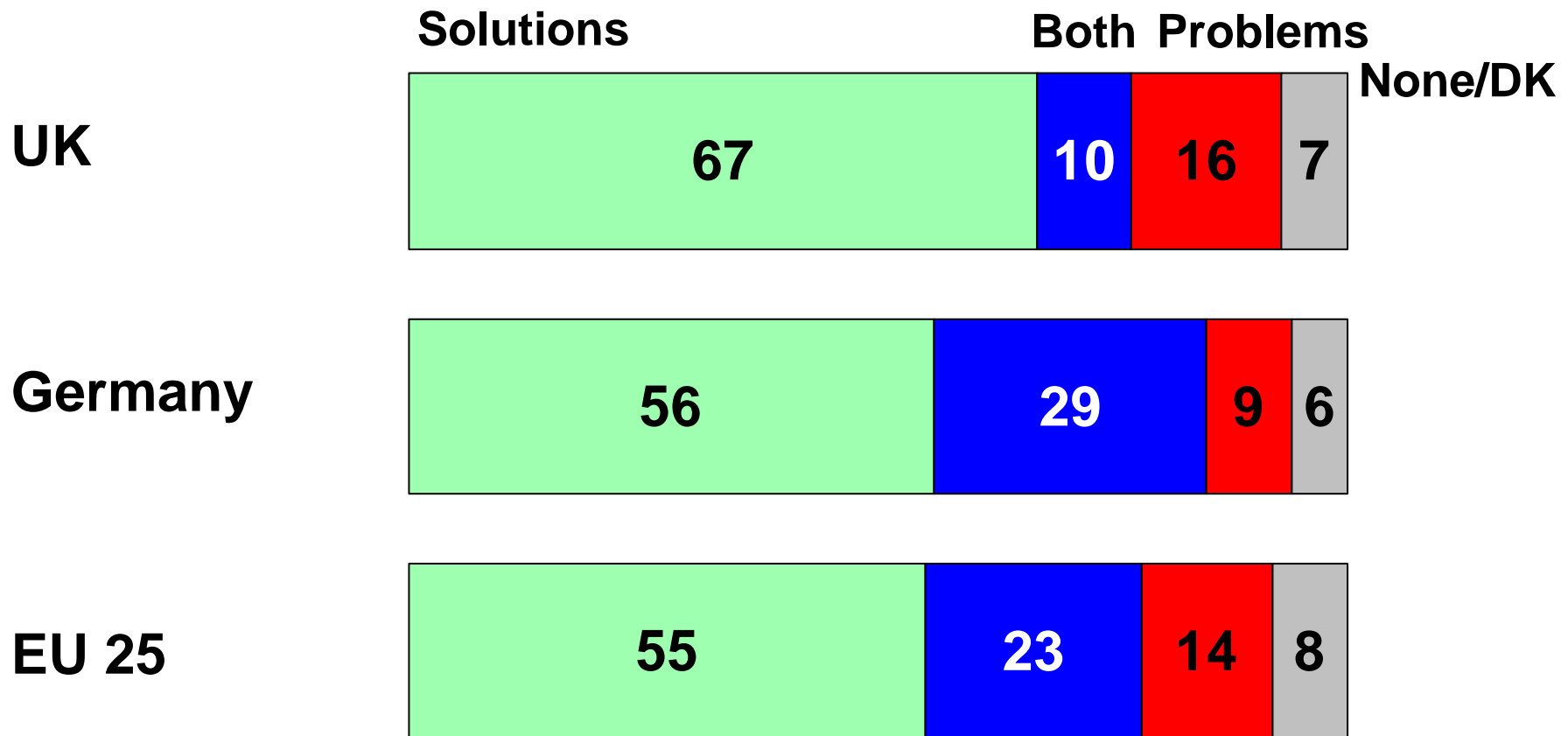
People rarely or never make an effort

What can I do for the environment?



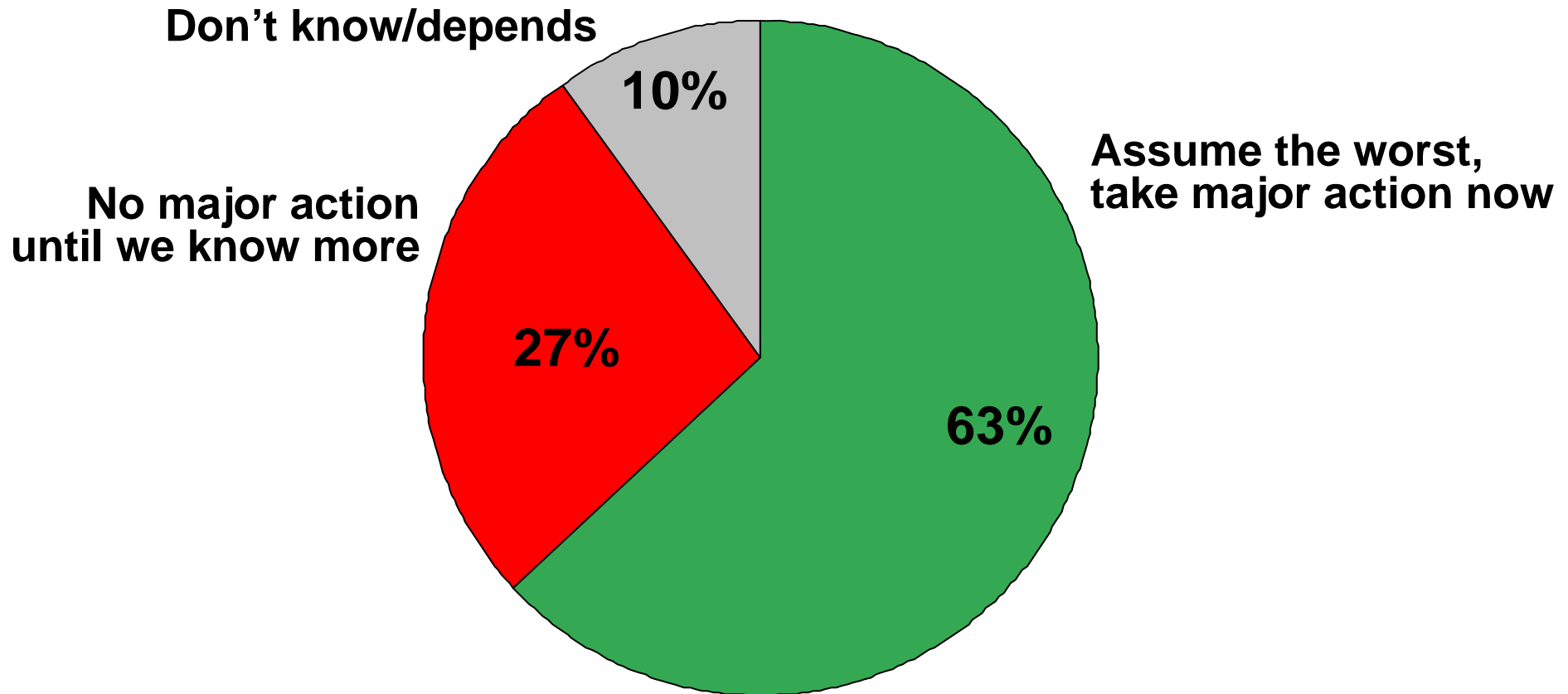
People want to know more about the solutions than the problems...

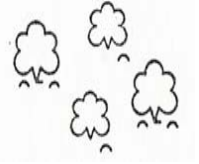
Q *Would you like to know more about environmental problems or more about solutions to environmental problems?*



In the absence of certainty...

Q *As you may know, scientists are uncertain how much impact human activities have on the world's climate. Some people say we should not take major action to reduce human impacts on climate until we know more, because of the great economic costs involved. Other people say we should assume the worst and take major action now to reduce human impacts on climate, even if there are major costs. Which of these points of view reflects your own?*





Thank you

mark@woodnewton.eu



About us

Woodnewton Associates works with clients across the public, private and voluntary sectors to help them meet their strategic challenges.

Research: Surveying and interpreting existing research; identifying knowledge gaps; developing cost-effective research programmes

Strategy: Reviewing an organisation's reputation and operating environment; implementing change; aligning its values, objectives and activities

Engagement: Developing and motivating employees and stakeholders; improving productivity and resilience; integrated strategic communications

Mark Gill is a leader in the design and interpretation of social and political research and its effective application in support of client strategies. He was formerly Head of Political Research and Public Sector Employee Engagement at MORI. (Contact: +44 7879632870 / mark@woodnewton.eu)

James Humphreys has unrivalled knowledge of branding, communication and employee engagement in the public and third sectors. He was formerly Head of Corporate Communications in the UK Prime Minister's Office and is visiting Professor of Government at City University London. (Contact: +44 7788184189 / james@woodnewton.eu)

www.woodnewtonassociates.co.uk

Research-Strategy-Engagement