

RESEARCH SUMMARY	DRAFT RESPONSE
<p>For Progressive Activists (8%), climate change is one of the most important issues facing the world.</p> <p>For the disengaged segments (21%), it can feel less urgent day-to-day.</p>	<p>SO:</p> <ul style="list-style-type: none"> • A single “the sky is falling” message just won’t motivate everyone • We need to listen to what people feel is important to them, and adjust our messages accordingly • Co-benefits are therefore as important as net zero • Not every benefit will be financial (can’t play football on a flooded pitch)
<p>Some people are more likely to think about climate change in terms of complex global systems or economics. These people are more likely to be Progressive Activists or Established Liberals (22%).</p> <p>Most other segments are more galvanised by what’s going on closer to home, and by changes they can see and feel.</p>	<p>SO:</p> <ul style="list-style-type: none"> • “Think Globally Act Locally” is still valid • But “Save Our Planet” won’t work for everyone • We need to show that actions can make a difference at home • Global benefit can be more of an afterthought

<p>All segments are pretty disillusioned with politics right now and want governments to lead on climate change.</p> <p>But for some, like Loyal Nationals and the Disengaged segments (45%), there's a more deeply-held cynicism about 'elites'. They need to see and believe that things can and are changing, not just be told that they might.</p>	<p>SO:</p> <ul style="list-style-type: none"> • "Levelling Up" is just a political slogan • We need to think about a just transition in practice • Once again, seeing is believing • Let's gather and share good practice, and celebrate community successes
<p>Established Liberals, Backbone Conservatives and Civic Pragmatists (48%) tend to be the wealthiest segments, and the most likely to enthusiastically adopt new technology.</p> <p>Loyal Nationals and the two Disengaged segments (44%) are the most likely to be on lower incomes.</p>	<p>SO:</p> <ul style="list-style-type: none"> • Solar panels and hydroponic factories are not for everyone • We need more affordable and scalable solutions • Some of this might be about "intermediate technology" (such as reviving old water mills?) • What is a practical vision for the future?