

Audience Research

Focus groups with one of London's most reputable firms (2CV).

Climate concerned people chosen to be representative of the national population but without fitting the progressive activist profile.

Groups were asked about their attitudes about climate and values and then asked about existing environmental groups.

These were very normal people who didn't know JSO from XR in most cases.

Every group spontaneously asked for a group with XRs seriousness and grittiness around climate concern but which was for people like them.

Audience research: Background and Objectives

CMP looks to provide thought leadership and connection to people who are deeply concerned with the climate crisis but do not feel they have personal agency or a group that represents them.

At least 40% of the UK population appear willing to take positive action, but who are not represented by any of the existing groups or political parties.

This Is Agency helped us run research to position ourselves, generate engagement and support for the new movement.

Qualitative research was conducted to:

- ✓ Identify and bring to life the “Moderate Flank” (now Climate Majority Project) target audience
- ✓ Understand what is important to them as people—their personal interests, values etc.
- ✓ Describe their beliefs and attitudes with regards to climate change (how do they hold their concern? What is it they want/need?)
- ✓ Explore awareness and beliefs about other activist groups. Do the target feel represented?
- ✓ Gauge reactions to messaging, including potential names and call to action

Proposition B - The winner

B

There's a growing realisation at the moment that when it comes to climate change things are worse, much worse, than we thought. Last summer's 40C heatwave was a wake up call for a lot of us. Protestors are raising the alarm but blocking streets is not going to work. Politicians are pretending it isn't happening while oil giants are making record profits. We're all trying to do our bit in our own lives but we're missing real leadership and a collective voice. It's becoming clearer and clearer that we desperately need a grown-up response from people across all walks of life, that's not full of either false hope or only despair but is brave enough to tell the truth and accelerate action in our communities, workplaces and on the global stage.

Runner up

E

As the Earth's climate deteriorates, people from all backgrounds are finding ways to help. The Climate Majority wants to bring together an alliance strong enough to make sure future generations can live on a healthy planet. We help people from different jobs, social classes, and political views to understand the gravity of the situation and find their place in the solution. Our leaders have failed to act, protestors have raised awareness and scientists are doing their best to create clean technologies. But it's going to take everyday people coming together as communities, parents, and citizens to make the grown-up decisions we need in our workplaces, cities, and countries.

Key points:

- ✓ Acknowledges the truth – things are worse than we are being told
- ✓ Includes the audience among the people who realise there's a crisis.
- ✓ Strikes the right balance between conveying **urgency but also offering hope** and resolutions
- ✓ References **recent local events**
- ✓ References a **lack of real leadership**

Results

- >80% of people were interested in learning more.
- Audiences felt that willingness to give difficult news lent credibility.
- They wanted to know what to do.
- Research is being followed up with more general populations
- Shows that there is strong group out there, though it is unclear they would be ready to take the action needed, now.