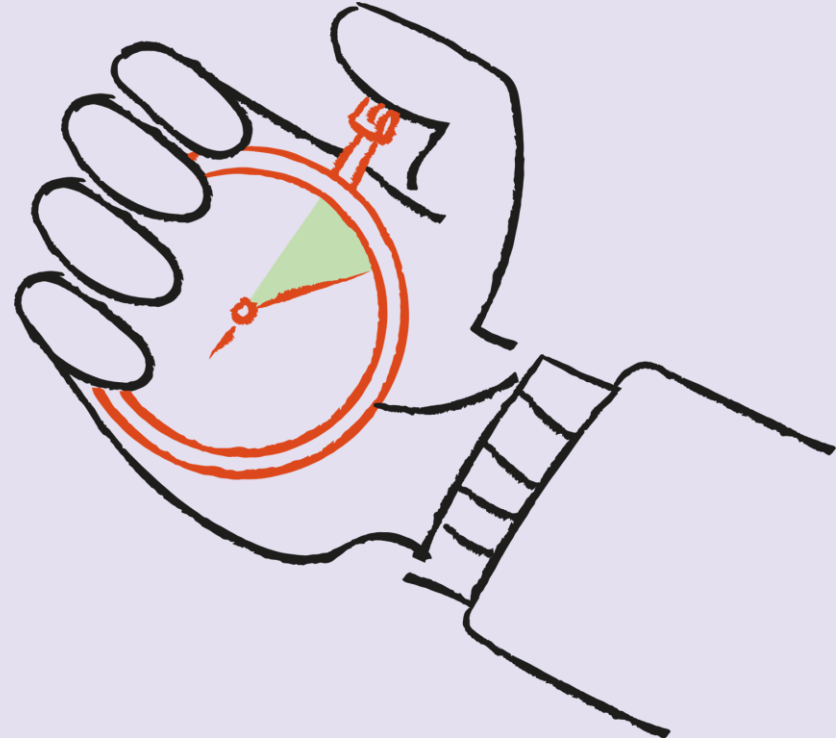# MONEY TALKS

2023

How to win support for investment in action on climate and development by changing the way we talk about it.

THE RESEARCH

In 2022 we embarked on a landmark research project, to understand how can we unlock mass support for international investment in climate and development. In 2023, we built on these findings and expanded the reach of the survey beyond the G7 …

30,000 PEOPLE
(2,000 in each country)

15 countries

G7+

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- UK
- US

Emerging Economies

- Argentina
- Brazil
- India
- Indonesia
- Kenya
- Nigeria
- South Africa
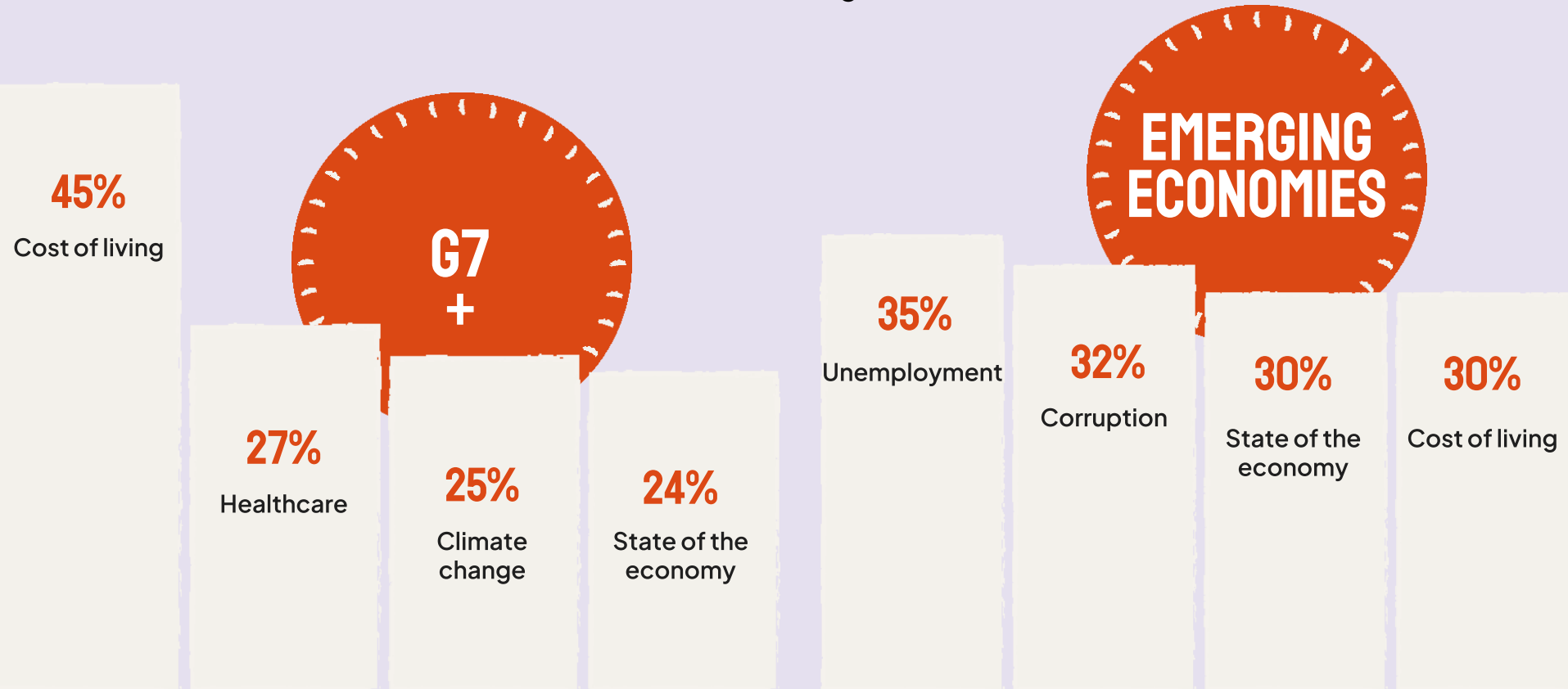
Fieldwork conducted August 2023

CONCERNS IN CONTEXT

A look at public perceptions of climate action in a wider context.

I. WHAT'S ON PEOPLE'S MINDS?

We asked what issues will be on their minds when voting at the next national election.

45%
Cost of living

G7 +

EMERGING ECONOMIES

27%
Healthcare

25%
Climate change

24%
State of the economy

35%
Unemployment

32%
Corruption

30%
State of the economy

30%
Cost of living

2. CLIMATE IS A CONSISTENT CONCERN

While it isn't a top voting concern, climate change is a significant concern across all markets.

38%
Cost of living

26%
State of the economy

ALL 15 COUNTRIES
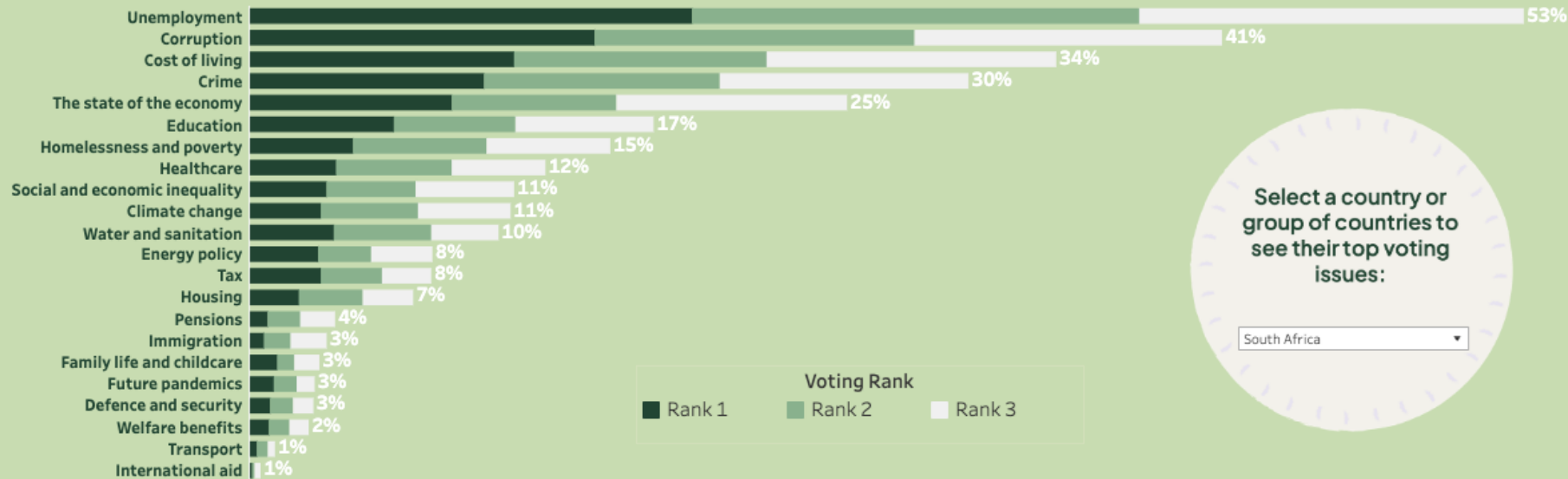
23%
Healthcare

21%
Unemployment

20%
Climate change

Climate change appears to get drowned out by other more acute issues, especially during times of economic anxiety.

2. UNEMPLOYMENT, CORRUPTION AND COST OF LIVING ARE THE TOP VOTING PRIORITIES IN SOUTH AFRICA

Thinking about the next election, which three issues are most likely going to be on your mind when you vote? (rank top 3)
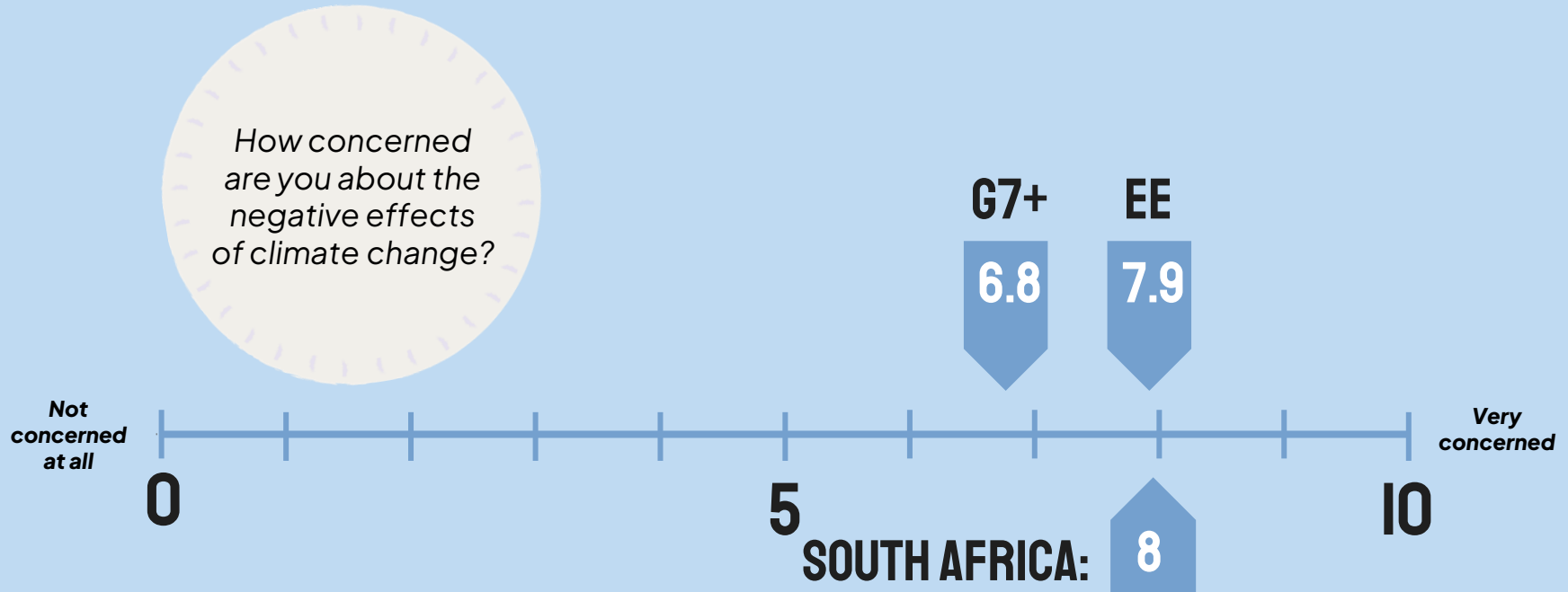
Issue	Percentage
Unemployment	53%
Corruption	41%
Cost of living	34%
Crime	30%
The state of the economy	25%
Education	17%
Homelessness and poverty	15%
Healthcare	12%
Social and economic inequality	11%
Climate change	11%
Water and sanitation	10%
Energy policy	8%
Tax	8%
Housing	7%
Pensions	4%
Immigration	3%
Family life and childcare	3%
Future pandemics	3%
Defence and security	3%
Welfare benefits	2%
Transport	1%
International aid	1%

Voting Rank
- Rank 1
- Rank 2
- Rank 3

Select a country or group of countries to see their top voting issues:

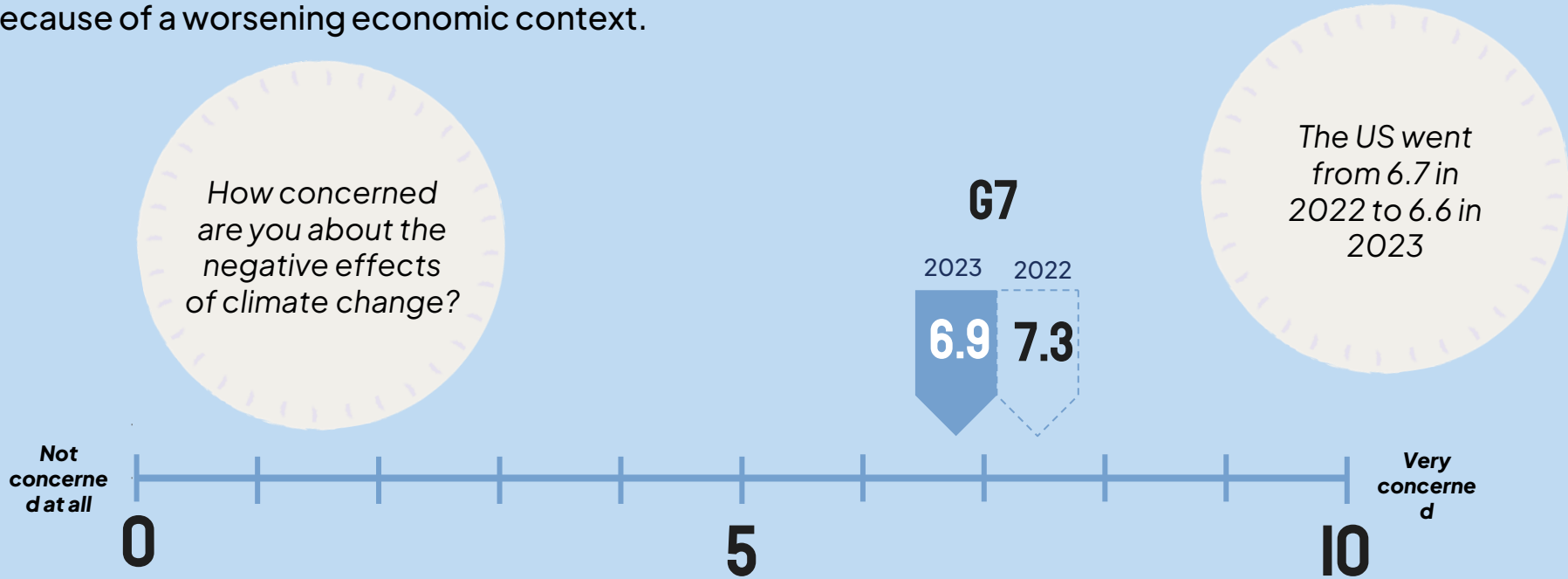South Africa

3. CLIMATE CONCERN IS CONTEXTUAL

Concern for the negative impacts of climate change is high across all countries. But concern is significantly higher in Emerging Economies (EE), where the impacts of climate change are felt more directly.

How concerned are you about the negative effects of climate change?

Not concerned at all

Very concerned

G7+
6.8

EE
7.9

0

5

SOUTH AFRICA: 8

10

3. CLIMATE CONCERN IS CONTEXTUAL

In G7 countries, we've observed a small but significant decline in concern for climate change. Concern has dropped most steeply in France, Germany and Italy. This is likely because of a worsening economic context.

How concerned are you about the negative effects of climate change?

G7

2023   2022

6.9   **7.3**

The US went from 6.7 in 2022 to 6.6 in 2023

Not concerned at all

0

5

10

Very concerned

4. INVESTMENT IN CLIMATE ACTION HAS BROAD SUPPORT

Respondents in the majority of countries believe funding climate action is either a requirement or a good investment in our future.

G7+
- 12%
- 25%
- 24%
- 39%

EE
- 4%
- 28%
- 19%
- 49%
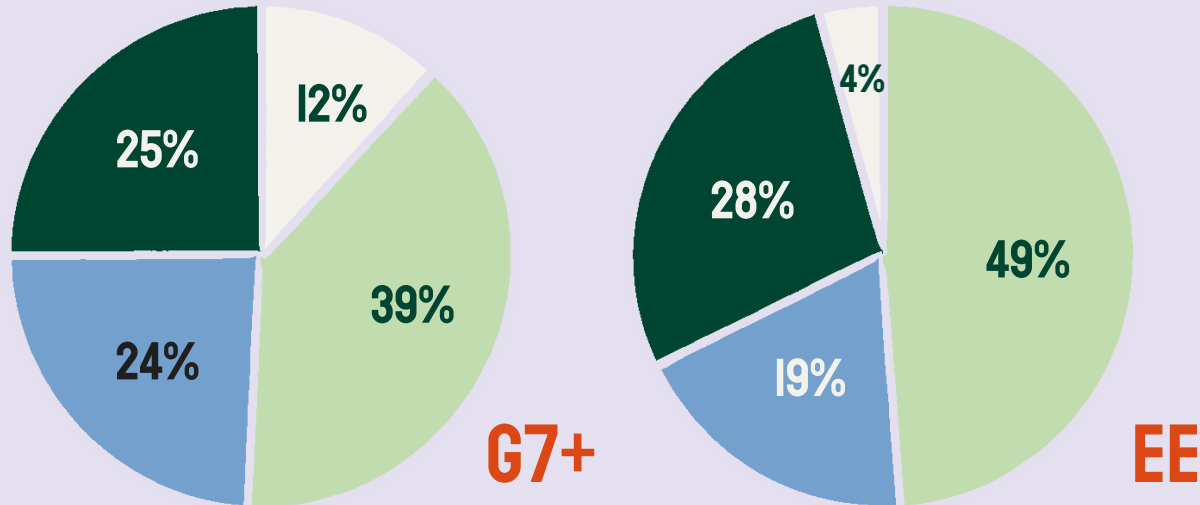
- 🔵 "Money used to fund initiatives to tackle climate change is another cost we can't afford at the moment. There are more pressing global issues.

- ⚫ "Climate change funding is an opportunity and a good investment in our future"

- 🟢 "Climate change funding is important. It may be difficult in the short term, but it is a requirement and we definitely need to do it in the long term."

- ⚪ "Don't know"

SPENDING STATEMENTS

1

Toggle the top lines:
- ● (All)
- ○ Emerging Markets
- ○ G7+

| "To tackle climate change we should be spending money at home, not abroad" **44%** | "By investing in other countries, we can help them do their part in tackling global problems like climate change" **34%** | "We should not be spending money on tackling climate change at all" **13%** | "Don't know " **10%** |

Select Country:
South Africa ▼

Filter by demographic:
Past Vote ▼

South Africa

10%
38%
50%
3%

Another party or independent
- 36%
- 5%
- 51%
- 8%

African National Congress
- 45%
- 1%
- 43%
- 11%

Democratic Alliance
- 20%
- 2%
- 69%
- 8%

Economic Freedom Fighters
- 40%
- 1%
- 48%
- 11%
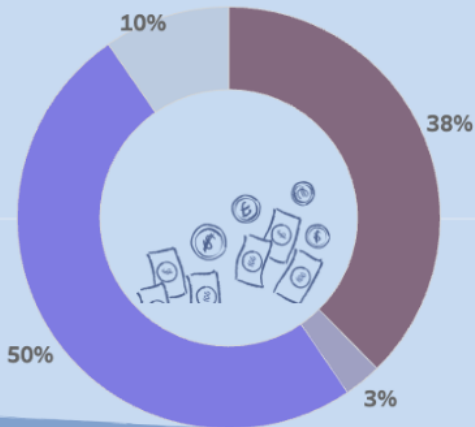
Regions and demographic groups with less than 50 respondents are excluded. Please refer to the wider materials if for more granular groups.
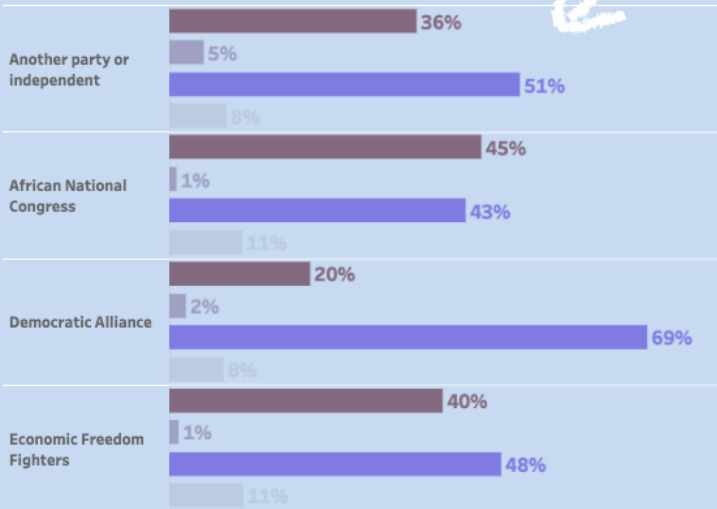
Political affiliation also plays a big role. For example, views on climate spending in South Africa vary significantly by past vote

+ableau

4. INVESTMENT IN CLIMATE ACTION HAS BROAD SUPPORT

However, a significant amount of citizens prefer the idea of investing in climate action at home, instead of abroad. In the G7 this tendency has increased since 2022.

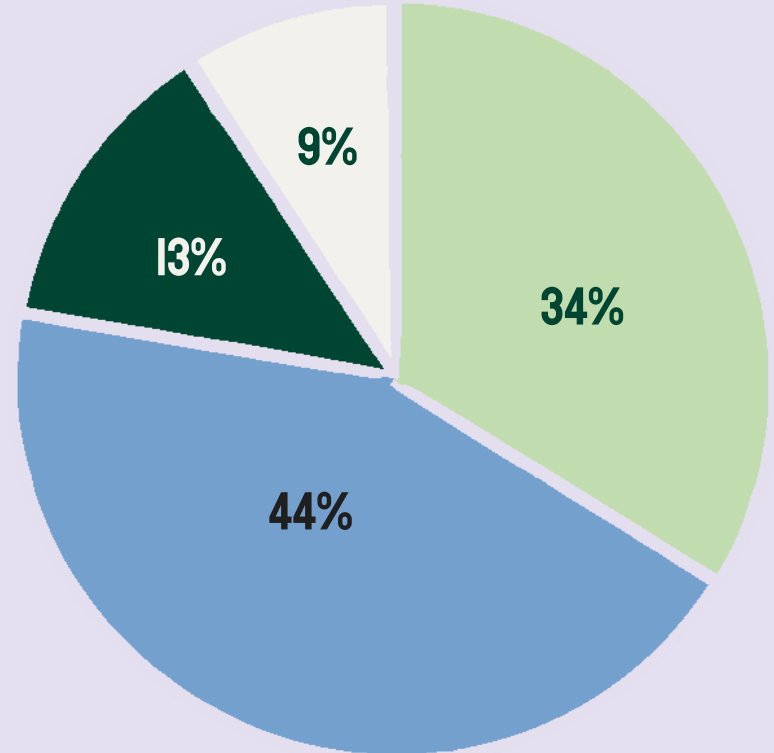"By investing in other countries, we can help them do their part in tackling global problems like climate change"

"To tackle climate change we should be spending money at home, not abroad"

"We should not be spending money on tackling climate change at all"

"Don't know"

34%

44%

13%

9%

5. ALL NATIONS AGREE RICH COUNTRIES SHOULD PAY MORE

Although emerging economies agree more strongly.

"High income countries should bear a larger part of the costs of climate action than lower income countries because they are historically responsible for more damage to the climate"

- 69% agree
- 18% neutral
- 9% disagree
- 4% don't know

4%

9%
Disagree

18%
Neutral

69%
Agree
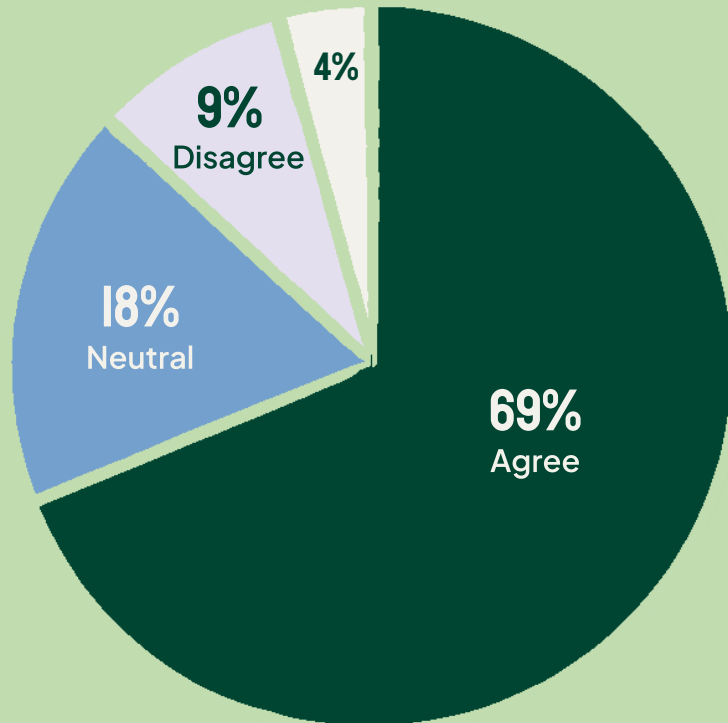
SA = 81% AGREE

6. AFFORDABLE FINANCE FOR EMERGING MARKETS HAS HIGH SUPPORT

There is a high level support for making loans more affordable for emerging economies, to enable them to fight climate change and improve health, education and livelihoods. Japan was a notable exception.

Support is highest amongst emerging economies.

- 61% agree
- 21% neutral
- 12% disagree
- 6% don't know

61%
Agree

21%
Neutral

12%
Disagree

6%
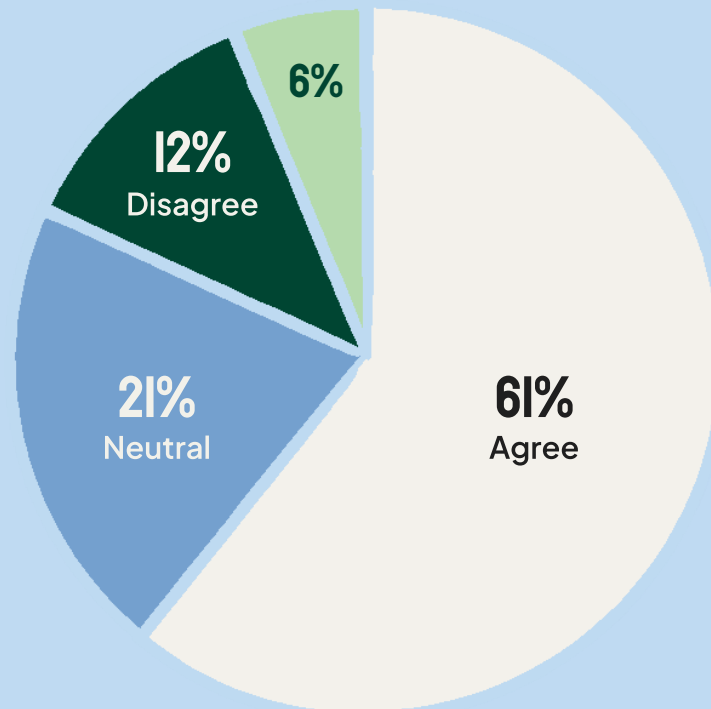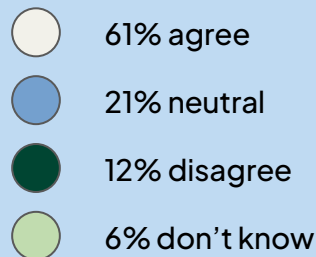
SA=71% AGREE

7. TRUST IS A MATTER OF PERSPECTIVE

If the following countries were to invest in lower-income countries, which would you trust to have the best interests of that other country at heart?

36%
USA

29%
UK

28%
Canada

18%
UAE

18%
China

16%
Italy

Top Three

...

Bottom Three

If the following countries were to invest in lower-income countries, which would you trust to have the best interests of that other country at heart? (select all that apply)

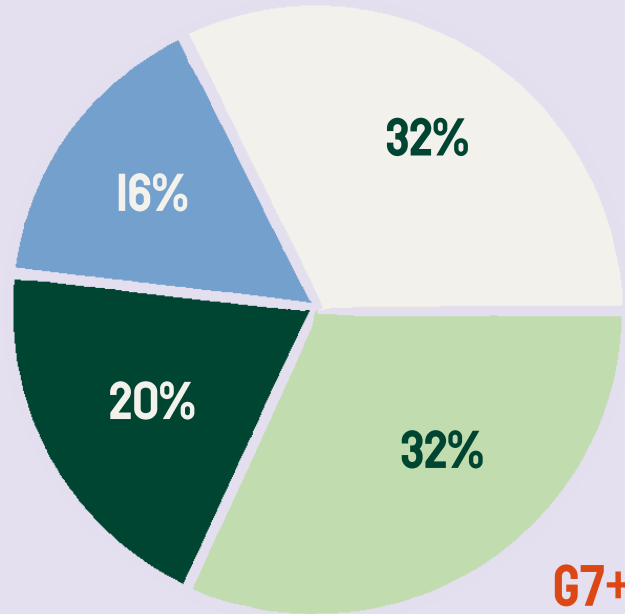|	All Nations	G7 & Australia	Emerging Economies	African Nations	USA
USA	36%	28%	45%	51%	63%
UK	29%	25%	33%	40%	28%
Canada	28%	28%	27%	31%	31%
Germany	27%	25%	29%	33%	17%
Japan	26%	20%	32%	27%	18%
France	22%	21%	22%	23%	19%
UAE	18%	9%	29%	28%	9%
China	18%	7%	30%	38%	8%
Italy	16%	16%	15%	14%	15%

HOW WE TALK ABOUT INVESTING IN ACTION REALLY MATTERS.

→ **There isn't a one-size-fits-all script.**

→ But communicating in the right way can **substantially increase support**, by up to 20%!
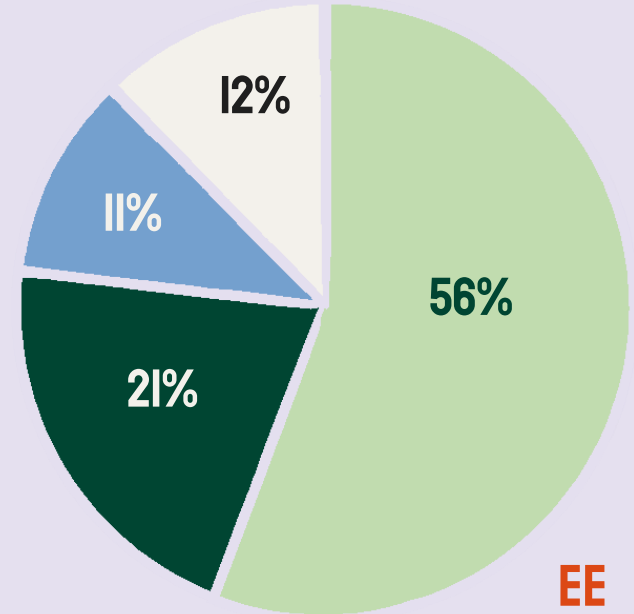
E.G. 'CLIMATE JUSTICE'

is polarising in G7+ but supported in Emerging Economies.

- ● "I understand what it means and **think it is an important concept**. We need climate justice."

- ● "I understand what it means but **don't have an opinion about it.**"

- ● "I understand what it means and **don't like what it stands for.**"

- ○ "I don't understand what it means"

G7+
- 32%
- 32%
- 20%
- 16%
- 32%

EE
- 56%
- 21%
- 11%
- 12%

E.G. 'CLIMATE JUSTICE'

is polarising in G7+ but supported in Emerging Economies.

- 🟢 "I understand what it means and think it is an important concept. We need climate justice."

- 🟢 "I understand what it means but **don't have an opinion about it.**"

- 🔵 "I understand what it means and **don't like what it stands for.**"
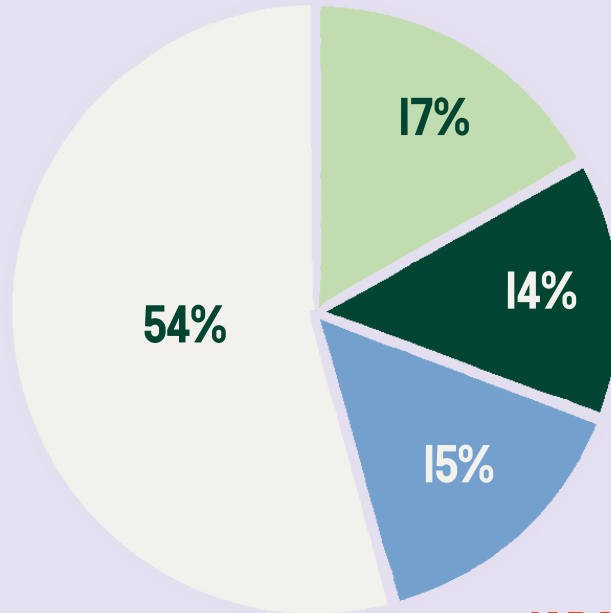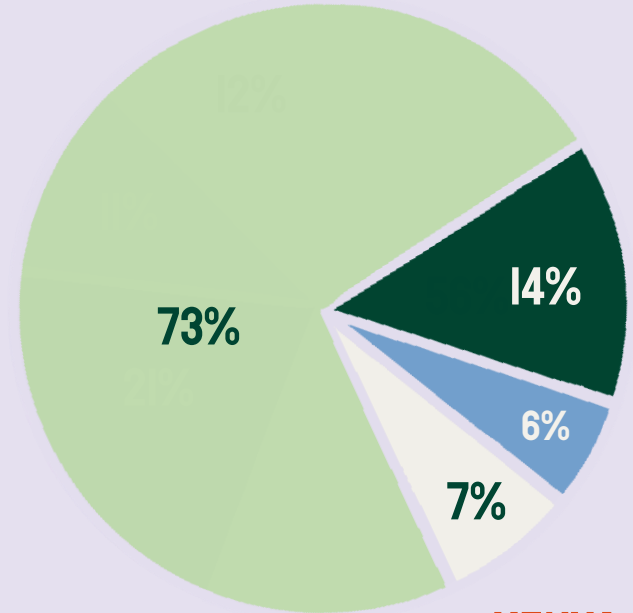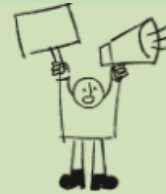
- ⚪ "I don't understand what it means"

JAPAN: 17%, 14%, 15%, 54%

KENYA: 73%, 14%, 6%, 7%

When you hear the words "climate justice", which of the following most closely reflects your response?

CLIMATE JUSTICE

'Climate justice' is polarising in G7+ but supported in Emerging Economies.

Emerging Markets
- Kenya
- Nigeria
- South Africa
- Indonesia
- Brazil
- India
- Argentina
- Germany
- Italy

I understand what it means and think it is an important concept. We need climate ..

..d what it means ..ve an opinion
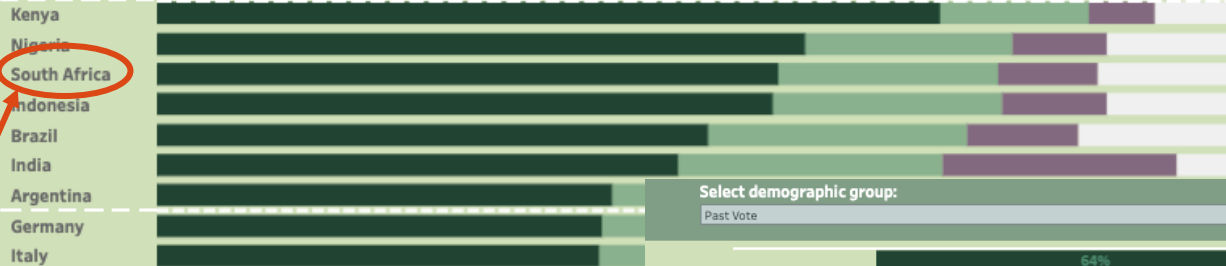
SA

58% understood and supported it
20% understood but didn't have an opinion
9% understood but didn't like what it stands for
13% didn't understand what it means
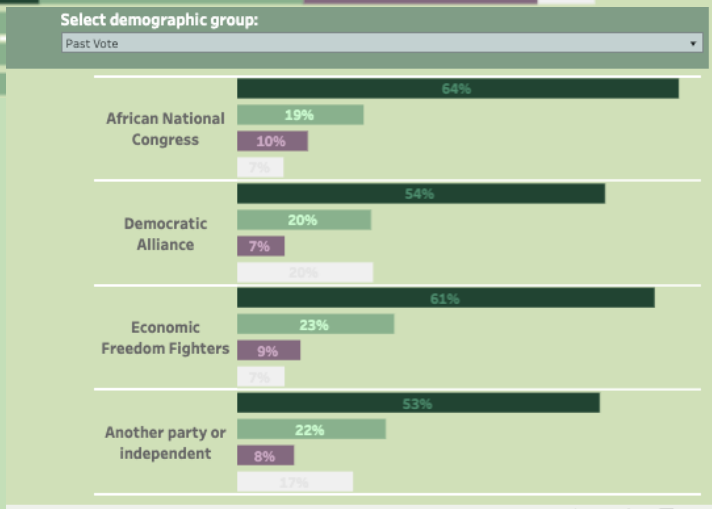
Select demographic group:
Past Vote

African National Congress — 64% | 19% | 10% | 7%

Democratic Alliance — 54% | 20% | 7% | 20%

Economic Freedom Fighters — 61% | 23% | 9% | 7%

Another party or independent — 53% | 22% | 8% | 17%

There is also a political angle to be aware of when using climate justice to communicate

OUR MESSAGES NEED TO REACH BEYOND THE BUBBLE!

The research identified a relatively small group of highly concerned, highly active people, 'anxious globalists' in the G7.

But is 16% of the population enough to create a movement?

16%

WE NEED TO MEET THE MASSES IN THE MIDDLE
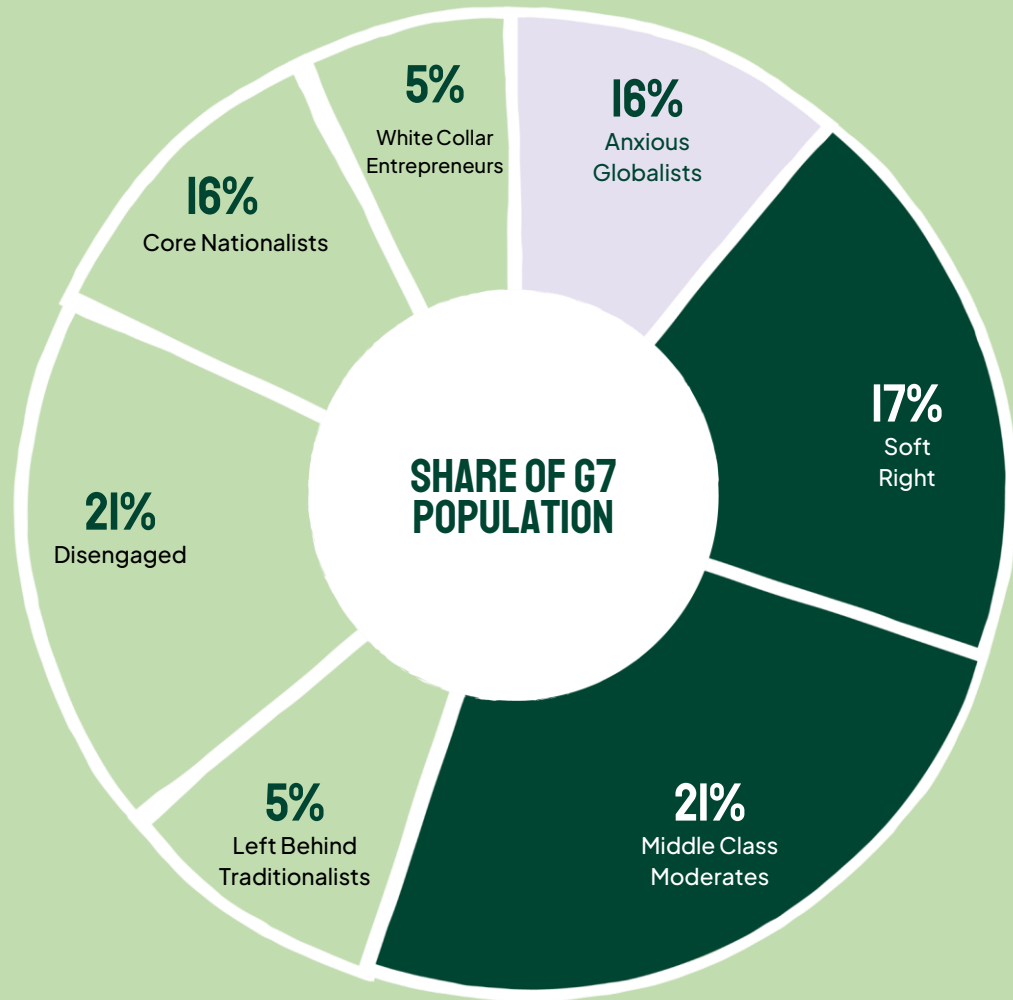
→ We've identified two influential and persuadable groups : 'Soft Right' and 'Middle Class Moderates'.

→ Their voices carry significant weight in domestic politics

SHARE OF G7 POPULATION

5% White Collar Entrepreneurs

16% Anxious Globalists

16% Core Nationalists

17% Soft Right

21% Disengaged

21% Middle Class Moderates

5% Left Behind Traditionalists

Tactic 1

START WITH WHAT THEY CARE ABOUT.

Most people are preoccupied with immediate concerns such as **paying bills** or **finding a job**. Messages need to be sensitive to their daily reality.

G7+
- Cost of living
- The economic case
- Domestic focus

EE
- Jobs
- State of the economy
- Climate justice

SA
- Unemployment
- Corruption
- Cost of living

RECOMMENDATION

Given economic anxieties, messaging should connect climate and development finance initiatives with their positive impact on living costs, the future economy, and – especially in emerging economies – jobs.

NATURE AND COST OF LIVING CAN OPEN THE DOOR

Do you think that the national government is currently spending too much, not enough, or the right amount on the following issues?

% think their government should spend more

Helping people deal with the cost of living	53%
Protecting and restoring nature	50%
Tackling climate change	46%
Aid to poorer countries	23%

0%   20%   40%   60%
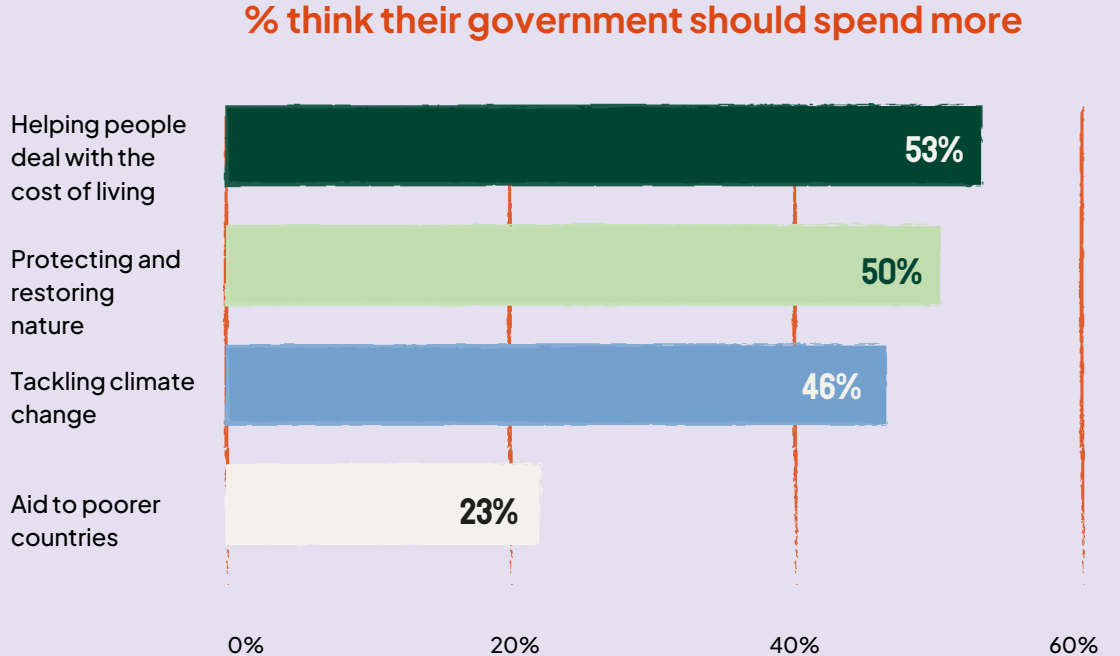
NATURE AND COST OF LIVING CAN OPEN THE DOOR

→ **Tackling climate change** is supported by 50%+ of respondents in South Africa, Kenya, France, Italy, and Argentina.

→ In Argentina, Brazil, France, Germany and Italy **"protecting and restoring nature"** received the most support.

RECOMMENDATION

Consider positioning government investment in terms of responding to the cost of living crisis or protecting and restoring nature.

This **particularly increases support amongst the mainstream "middle"** and those who see climate action or investment in other countries as less of a priority.

Tactic 3

FOR INTERNATIONAL INVESTMENT, BRING IT BACK TO BASIC NEEDS.

Question: "Imagine that a global fund was established with enough money and expertise to really make a difference in addressing problems relating to climate change, the environment, poverty, hunger, and inequality in the world's lower income countries. Which of the following areas would you be most and least excited to invest in?"

Most and least popular options from a list of 14 options

G7+

1. Clean water

2. Hunger

3. Fighting disease

⋮

12. Tackle deforestation

13. Build infrastructure

14. Sustainable transport

EMERGING ECONOMIES

1. Green jobs

2. Education

3. Fighting disease

⋮

12. Tackle deforestation

13. Build infrastructure

14. Sustainable transport

FOR INTERNATIONAL INVESTMENT, BRING IT BACK TO BASIC NEEDS.

Addressing immediate human needs is generally seen as a more exciting use of a 'global fund' than focusing on longer-term investments.

1. Green jobs

2. Reducing poverty

3. Reducing hunger

SA

12. Tackling pollution

13. Tackling deforestation

14. Sustainable transport

RECOMMENDATION

When communicating the impacts of international investment in climate and development, **highlight how it will address immediate human needs for G7+ audience, and emphasise the creation of jobs for Emerging Economies.**

WIN-WINS WORK

Question: Please imagine that [your government] has put forward a plan to invest $10 million in a lower income country...

<u>Control Proposal A:</u>
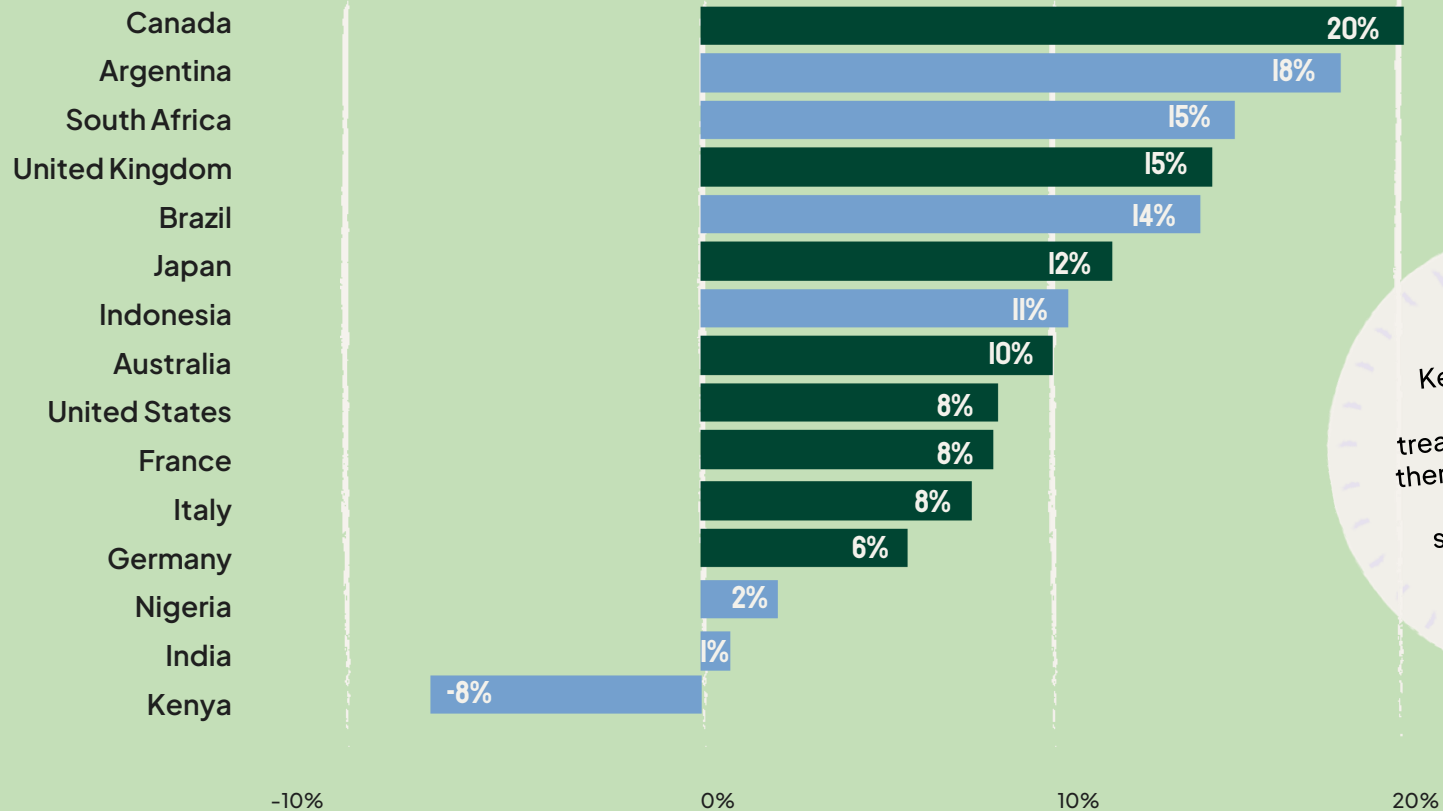This project would support sustainable farming and food production.

<u>Treatment Proposal:</u>
This project would support sustainable farming and food production. **This would allow them to export food to [your country] more reliably and at a lower cost.**

Results →

Greater support for Control Proposal

Greater support for Treatment Proposal

Country	Value
Canada	20%
Argentina	18%
South Africa	15%
United Kingdom	15%
Brazil	14%
Japan	12%
Indonesia	11%
Australia	10%
United States	8%
France	8%
Italy	8%
Germany	6%
Nigeria	2%
India	1%
Kenya	-8%

Kenya showed less support for the treatment proposal but there were high levels of support for both statements overall.

-10%   0%   10%   20%

WIN-WINS

Respondents were randomly shown one of two proposals for an investment programme abroad. The control proposal informed respondents that their Government's investment would support sustainable farming and food production abroad. The treatment proposal explicitly framed the investment in terms of a 'win-win' outcome, stating that this would result in economic benefits domestically.

Comparing the net support expressed for the control and treatment proposals respectively demonstrates that win-win framings yield greater support for spending on climate and global food production.

CONTROL PROPOSAL:

Please imagine that the [YOUR COUNTRY's] Government has put forward a plan to invest $10 million in a lower income country This project would support sustainable farming and food production. To what extent would you support this proposal?

TREATMENT PROPOSAL:

Please imagine that the [YOUR COUNTRY's] Government has put forward a plan to invest $10 million in a lower income country This project would support sustainable farming and food production. This would allow them to export food to [YOUR COUNTRY] more reliably and at a lower cost, helping to lower food cost, helping to lower food prices in [YOUR COUNTRY]. To what extent would you support this proposal?

Legend:
- Support
- Neither
- Oppose
- Don't Know

Net Support for Control Proposal: 49%

Net Support for Treatment Proposal: 64%

Impact of the Treatment Proposal:

15.3%

Select country or group of countries to see the impact of the Win-Win framing. Further examine the demographic difference below!

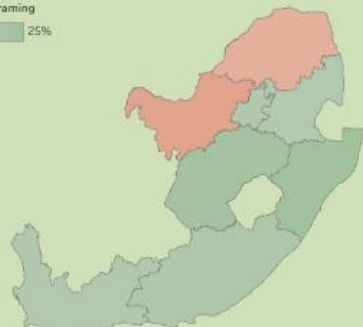**Select Country:**
South Africa

**Select Country:**
South Africa

Select Demographic:
Age

Net Support for Win-Win Framing
-6% 25%

Control Support | Treatment Support | Impact of Win-

Age	Control Support	Treatment Support	Impact of Win-Win
18-24	61%	73%	12%
25-34	52%	71%	19%
35-44	53%	64%	11%
45-54	49%	51%	2%
55-64	29%	49%	20%
65+	15%	56%	41%

**Regions and demographics with less than 50 respondents are excluded. Please refer to the wider materials for the more granular groups collected.
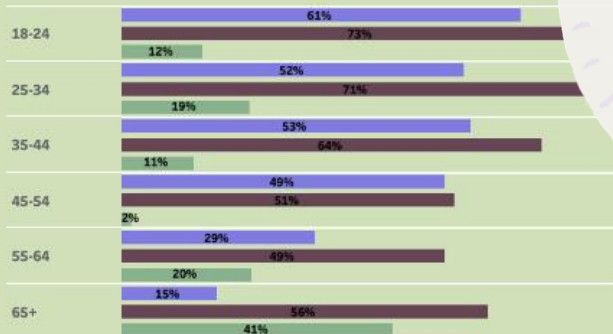
Win-wins focused around forced migration, food security and improving trade were particularly effective in South Africa.

+ableau

Tactic 4

WIN-WINS WORK

RECOMMENDATION
When persuading people about the need to invest in international action, highlight a tangible benefit that resonates with the home country of the audience you're speaking to.

→ By communicating the win-wins, it led to an average **increase in support of 9%**, and in some countries significantly more.

→ This is **particularly effective** in countries where the public are initially less open to investing in lower income countries

→ Highlighting win-wins that related to reducing **forced migration*** and improving **food security****, were particularly effective.

* "Can help prevent people from being forced to flee their homes and migrate to other countries, benefiting global stability."

** "Supports stable global food supplies and prices, benefiting all countries."

Tactic 5

MAKE POLLUTERS PAY!

→ **Globally, 73% of respondents support "polluter pays" policies** – that would tax industries that profit from fossil fuels in order to fund poor countries to reduce their carbon emissions.

→ **South Africa** – 83% supported!

→ The more polluted the country, the more they agree.
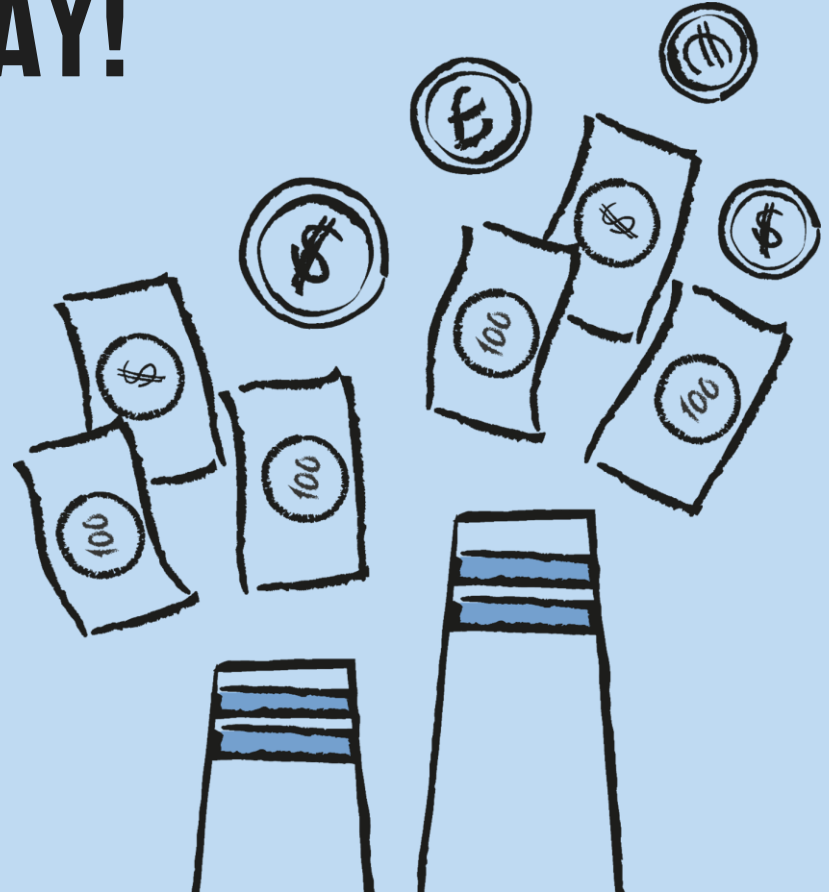
TRILLIONS AND BILLIONS DON'T WORK

We asked...

To tackle the climate crisis and reduce global poverty, people have argued that we would need [XX] of additional funding and investment worldwide. Would you support or oppose a campaign that would advocate for this level of investment to be made available?

OPTIONS

1. $2.4 Trillion

2. Funding equivalent to **2-3% of global GDP**

3. Funding equivalent to **2-3% of global GDP**. This is the same as the world spends on **military and defence spending each year**

4. Whatever it takes

TRILLIONS AND BILLIONS DON'T WORK

Germany, India, Indonesia, Italy, Japan, Kenya, Nigeria, South Africa, US

% > $

Argentina, Canada, Brazil, Germany, Australia, UK, France

% + > $

→ Communicating cost as a **percentage of global GDP increased support by an average of 7%**

→ In some countries, changing the framing **increased support by 10 – 20%**;

→ **Support in South Africa increases by 10% (53% to 65% or 62%. Support is also high for 'whatever it takes' at 56%)**
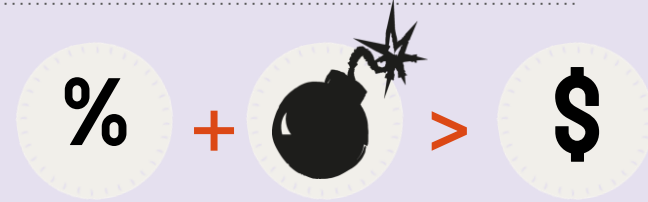
RECOMMENDATION

Don't talk about billions and trillions! Instead create a meaningful comparison to give your audience context.

THE MESSENGER MATTERS.
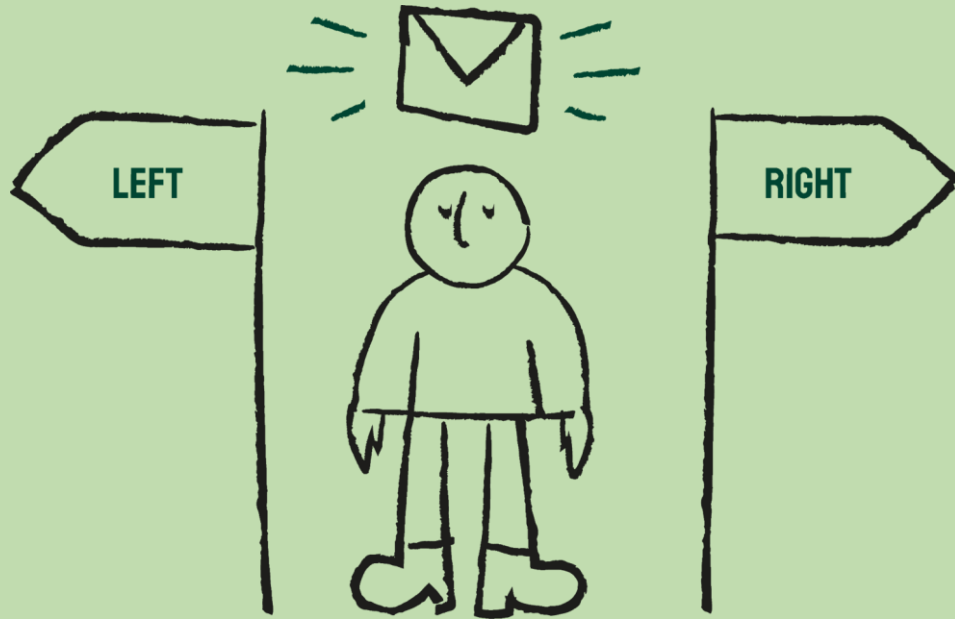
THE MOST TRUSTED CLIMATE MESSENGERS

A significant number of people don't know who to trust when it comes to climate change. Scientists were the most trusted from our list.

41%
Scientists

34%
Environmental organisations

22%
International organisations

20%
Victims of climate disaster

THE LEAST TRUSTED CLIMATE MESSENGERS

This reflects last year's findings that 'middle class moderates' and 'soft right' audiences in the G7 **don't like partisan voices or activist language**.

12%
Activists

9%
Local government

8%
Fossil fuel companies

IN CONCLUSION

DON'T

1 Let your message become too disconnected from people's daily lives.

2 Assume that a message that works for one country or audience will work for another.

3 Talk about the cost of tackling climate change and global poverty in billions and trillions.

4 Use activists as messengers to reach mass audiences.

DO

1 Connect communications to what your audience really cares about e.g. cost of living, nature.

2 Highlight the win-wins! Connect investment in action with tangible benefits that resonate locally.

3 Talk about making polluters pay for climate action.

4 Talk about the cost of tackling climate change and global poverty as a % of GDP or another meaningful comparison.

5 Try to find "messengers in the middle" to reach mass audiences.

LET'S NOT FORGET...

The majority of people, across all countries, care about climate change and support investment in action on climate and development!

FOCUS GROUP FINDINGS

Three 90-minute focus groups were conducted in South Africa. **These groups each focused on a different segment of South African society**, with participants from LSM 4-1 in Group 1, LSM 6-7 in Group 2 and LSM 8-10 in Group 3.

The findings from the groups supported the research, and showed:

- **South Africans are incredibly concerned about the state of their country** – concerns about prices, corruption, load shedding and crime dominate, and as a result can often drown out issues like climate change.
- However when discussed, **climate change is seen as an important issue**, and participants noted that they are **already directly experiencing the impacts** of the planetary crisis.
- **Win-win framings increase support from South Africans** – particularly when linked to forced migration.
- There is **generally low awareness of international actors** like the World Bank, UN and IMF.
- There is l**ow awareness and understanding of what the government are currently doing** – South Africans feel their government could do more to help countries in the region with climate change and development, but also feel that South Africa needs more support from richer and more powerful countries.
- **Climate justice as a concept is generally supported.**

HOW WAS OUR RESEARCH CONDUCTED?

For Money Talks 2023, Stack Data Strategy surveyed 30,034 individuals across 15 countries.* Approximately 2,000 interviews were conducted in each of the countries including South Africa. All interviews were conducted online and collected using multiple online panels.
The survey took place between August 18th and September 1st 2023.

In South Africa, responses were weighted against the national census for age, gender, education and region variables, and election results for past political voting behaviour.

Surveys were checked for bot responses (to ensure participants were human) as well as for respondents who were simply not paying attention. These responses were identified, discarded and not included in the survey analysis.

* The countries surveyed were the UK, US, Canada, France, Germany, Italy, Japan, Nigeria, Kenya, South Africa, Australia, Argentina, Brazil, India, Indonesia.

MONEY TALKS METHODOLOGY – SOUTH AFRICA

RESEARCH

→ Research was undertaken by Stack Data Strategy

→ Research consisted of a poll of 30,000 people across the G7, Australia, Argentina, Brazil, India, Indonesia, Kenya, Nigeria and South Africa (2000 per country)

→ Fieldwork was conducted between 18 August and 1 September 2023.

→ Huge thanks to ONE, Earth4ALL, Global Citizen, E3G, Sharing Strategies, African Climate Foundation, GSCC, Project Everyone and others for their inputs and support.

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STATE OF PLAY

- VOTING ISSUES
- CLIMATE CONCERN
- PERSONAL IMPACT

FINANCE

- CLIMATE INVESTMENT
- COUNTRY SPENDING
- WIN-WIN
- GDP FRAMING
- TRUSTED COUNTRIES

MESSAGING

- CLIMATE JUSTICE
- MESSAGE TESTING
- TRUSTED MESSENGERS

We have also created an **interactive dashboard** where you can toggle between country and demographic specific results

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RESOURCES

including full research report can be found on **Trello**

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GET IN TOUCH

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