

2024

CLIMATE CHANGE SURVEY

VIEWS OF JERSEY AND
GUERNSEY RESIDENTS



Island Global Research

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This report presents findings from a quick poll on climate change completed by residents of Jersey and the Bailiwick of Guernsey in November 2024.

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About Island Global Research

Island Global Research is a market research company which specialises in undertaking research in the Crown Dependencies.

From time to time, we also undertake our own research. This is one of our surveys and is an opportunity for us to give back to the island communities who participate in our market research.

We are very grateful to everyone who completes our surveys. If you would like to participate in our surveys or hear more from us, please go to our website to find out more: www.islandglobalresearch.com.

Island Global Research is part of the BWC Group.

INTRODUCTION

Island Global Research undertook a quick poll of residents in Jersey and the Bailiwick of Guernsey about Climate Change.

The short survey was launched on the final day of the UN Climate Change Conference COP29 and was designed to elicit high-level views on climate change.

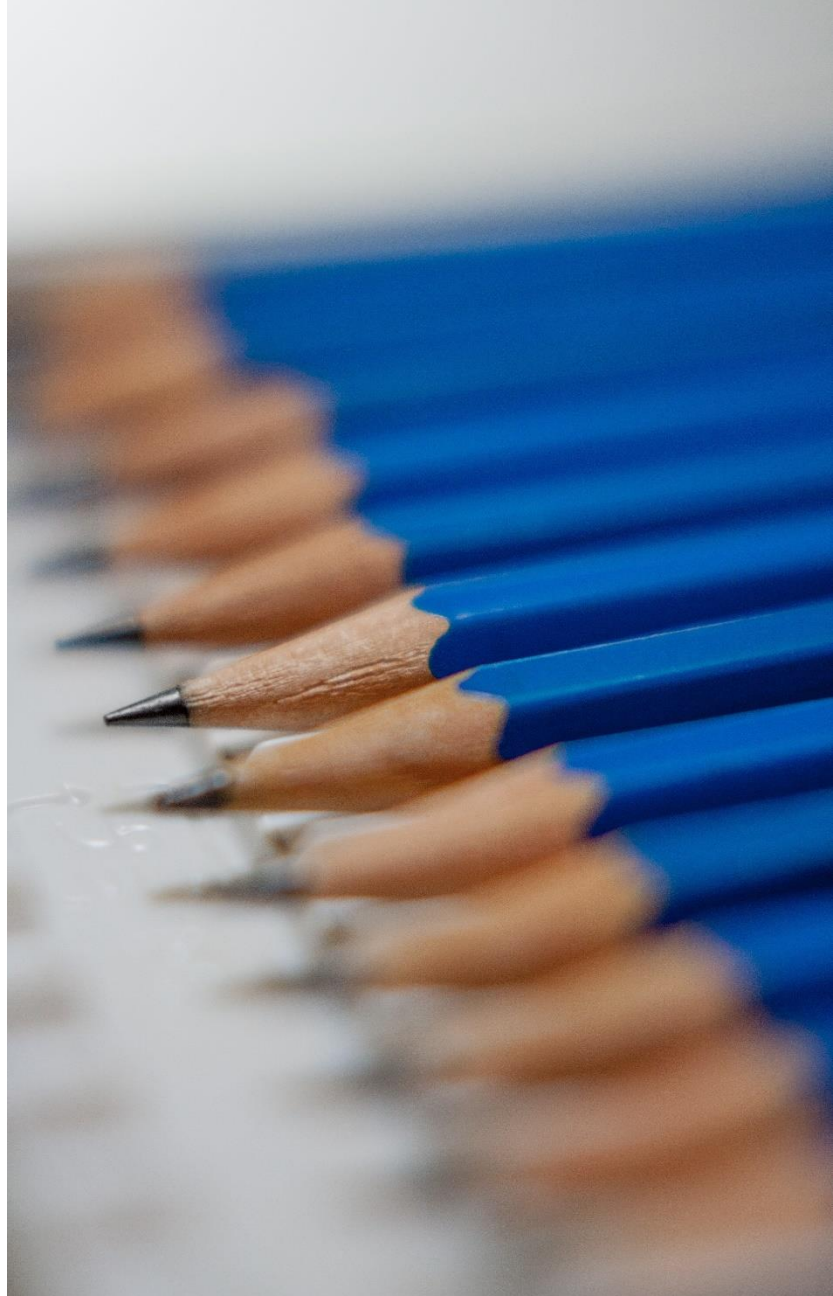
It took around 3 minutes to complete and asked the following questions:

- Thinking about the causes of climate change, which, if any, of the following best describes your opinion?
- How important is the issue of climate change to you personally?
- How worried, if at all, are you about climate change?
- How much do you think climate change will harm you personally?
- How much do you think climate change will harm future generations of people?
- Which of these describes your views about the impact of climate change in [your island]?

The question on the causes of climate change was first asked in a survey of residents we ran five years ago (in November 2019). The next four questions are taken from a segmentation tool developed by Yale University (see overleaf for more detail). The last one focuses on the impact of climate change in the Channel Islands.

Data collection took place between 22 November and 3 December 2024. Island Global Research Panel Members were invited to participate in the survey and the links to the survey were posted on social media.

The survey had a good response from residents, with 727 eligible responses from Jersey and 893 from the Bailiwick of Guernsey. The samples achieved give a maximum margin of error around reported statistics of 3.6% and 3.3%, respectively.



ATTITUDES TO CLIMATE CHANGE

SIX SEGMENTS

The Yale Program on Climate Change Communication conduct scientific research on public climate change knowledge, attitudes, policy preferences, and behaviour, and the underlying psychological, cultural, and political factors that influence them.

Their work included the development of an audience segmentation tool which was designed to help people better understand their views on the climate and global warming. The original questionnaire contained 36 items, but this has been refined to four questions. Survey respondents are allocated to one of six segments, based on their answers to the four questions.

How important is the issue of climate change to you personally?

How worried are you about climate change?

How much do you think climate change will harm you personally?

How much do you think climate change will harm future generations of people?

Alarmed

They are convinced climate change is happening, human-caused, an urgent threat, and they strongly support climate policies. But may not know what they or others can do to solve the problem.

Concerned

They think human-caused climate change is happening, is a serious threat, and support climate policies. But, they tend to believe that climate impacts are still distant in time and space, thus climate change remains a lower priority issue.

Cautious

They haven't yet made up their minds: Is climate change happening? They may question whether it is caused by human activity and/or how serious it is.

Disengaged

They know little about climate change. They rarely or never hear about it in the media.

Doubtful

They do not think climate change is happening or they believe it is just a natural cycle.

Dismissive

They do not believe climate change is happening, caused by human activity, or a threat. Most endorse conspiracy theories, such as "climate change is a hoax"

Highest belief in climate change
Most concerned
Most motivated

Lowest belief in climate change
Least concerned
Least motivated

PROFILE OF RESPONDENTS

The profile of people who completed the survey was compared to the available data on the population of Jersey and Guernsey

Survey responses were weighted in proportion to the age and gender profile of the adult population. All figures, tables and text presented in this report refer to weighted responses, unless otherwise specified.

About survey weights

Survey weights correct for age and gender differences between the sample and the population. Thus, they compensate for different patterns of non-response from different sub-groups of the population, such that survey results can be generalised from the sample back to the population from which they are drawn.

Fewer young people completed the survey. However, the survey was completed by a wide range of the people and the differences were relatively small. The largest weights are for males and females aged 16-29 and were capped at 3.0.

Results rounded to the nearest integer

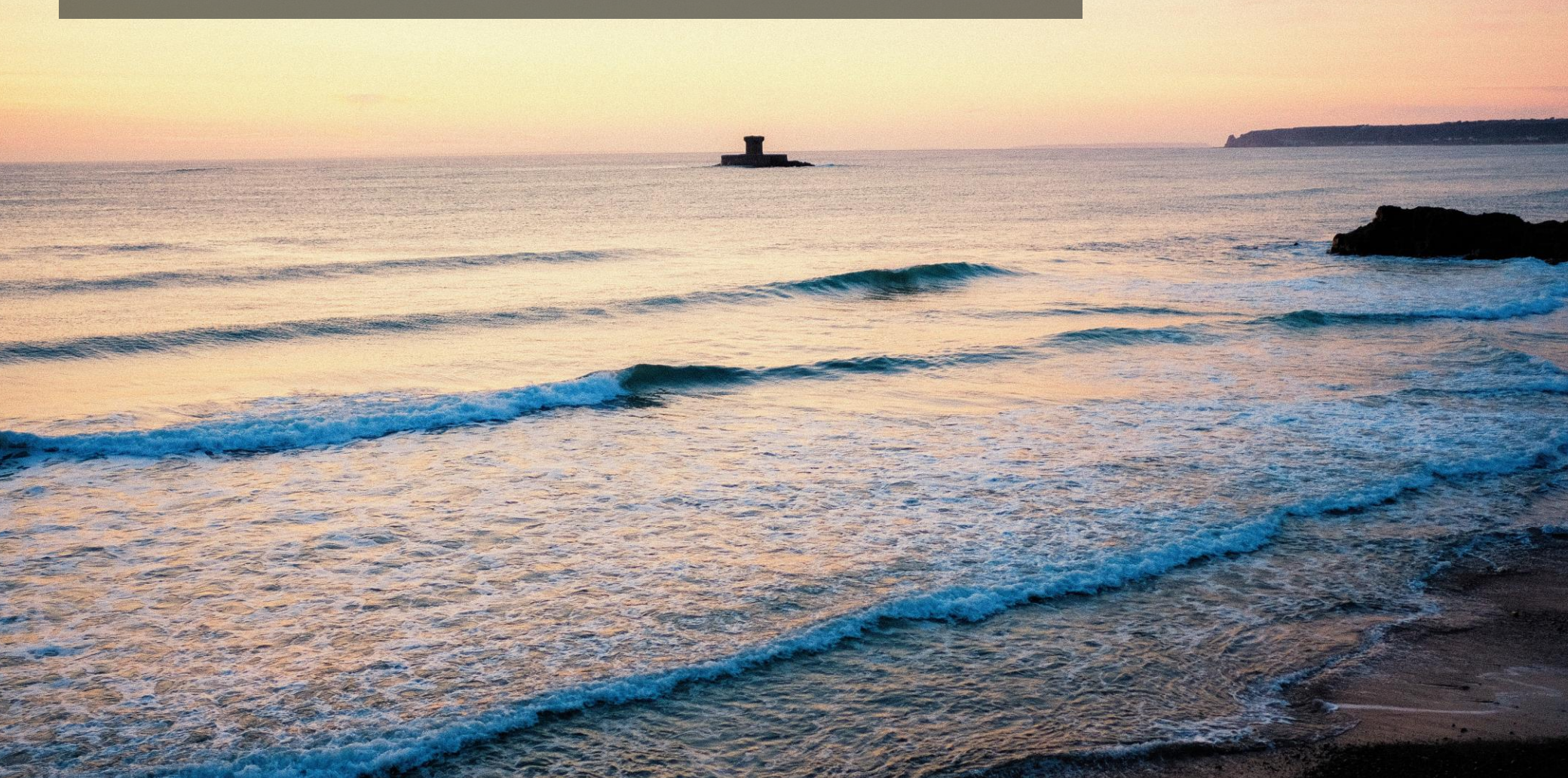
All calculations were independently rounded so totals published in tables and graphs may not necessarily sum to 100%.

The table shows the age and gender profile of the adult population living in the Channel Islands, and the profile of the sample who completed the survey. It also shows the profile of the sample for each sample after weights have been applied.

	Jersey			Guernsey		
	% of population	% of sample	% after survey weights	% of population	% of sample	% after survey weights
	N=727			N=893		
Age group						
16-24	11%	2%	3%	11%	3%	9%
25-29	7%	1%	4%	7%	1%	5%
30-34	8%	4%	8%	8%	4%	8%
35-39	8%	5%	9%	8%	5%	8%
40-44	9%	6%	10%	8%	7%	8%
45-49	9%	8%	10%	7%	8%	8%
50-54	10%	11%	11%	9%	11%	9%
55-59	9%	13%	11%	9%	10%	9%
60-64	8%	14%	9%	8%	14%	9%
65-69	6%	13%	7%	7%	14%	7%
70-74	6%	10%	6%	6%	10%	6%
75-79	4%	7%	4%	5%	8%	5%
80+	6%	4%	7%	7%	5%	7%
Prefer not to say	-	1%	0%	-	<1%	<1%
Gender						
Female	51%	44%	50%	51%	48%	49%
Male	49%	54%	48%	49%	50%	49%
Prefer to self-describe	*	<1%	<1%	*	<1%	<1%
Prefer not to say	-	2%	2%	-	1%	1%

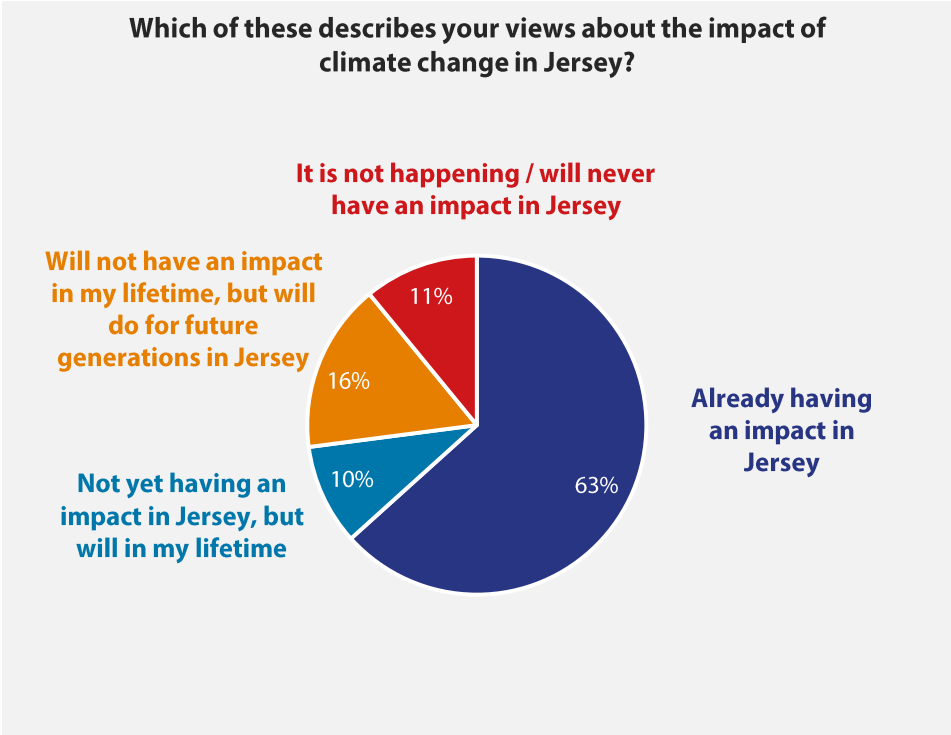
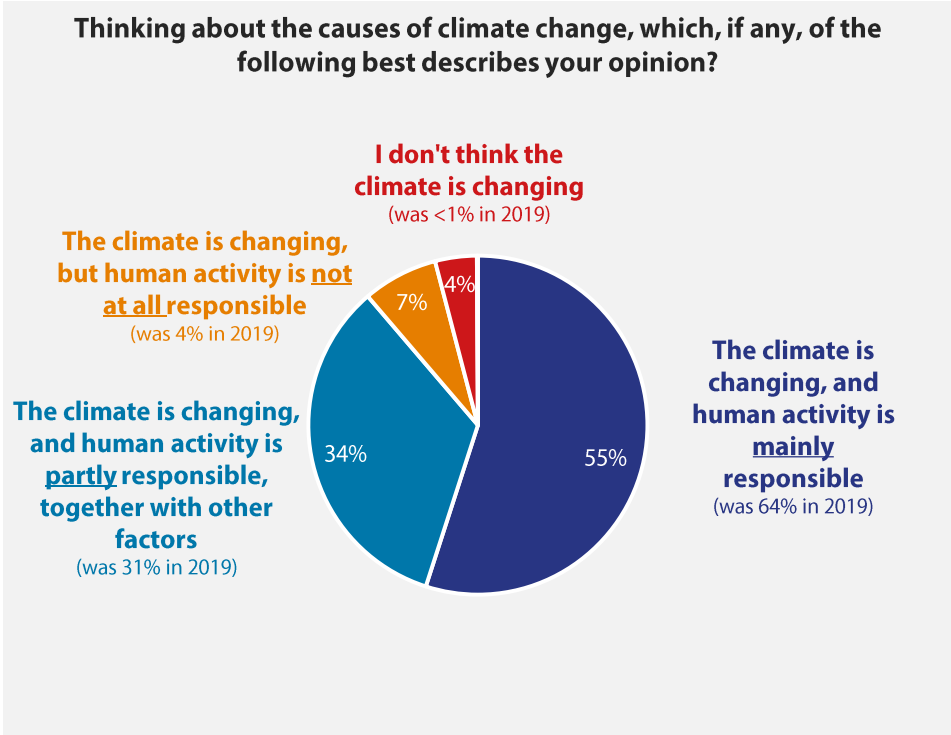
* Gender is not available for the population, and biological sex has been used as a proxy for gender

VIEWS ON CLIMATE CHANGE: JERSEY RESIDENTS



THE CAUSES OF CLIMATE CHANGE AND THE IMPACT IN JERSEY

In Jersey, 55% believe the climate is changing and human activity is mainly responsible. A further 34% believe human activity is partly responsible. 63% believe climate change is already having an impact in Jersey.

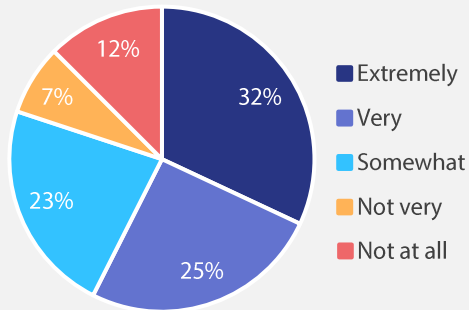


VIEWS ON CLIMATE CHANGE

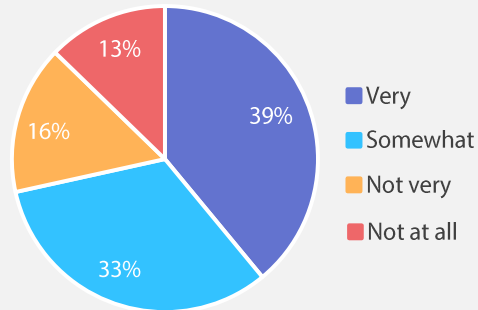


In Jersey, 57% of people indicated climate change is very or extremely important to them personally and 39% were very worried about climate change. The results also show that more people expect climate change to harm future generations than to harm themselves personally.

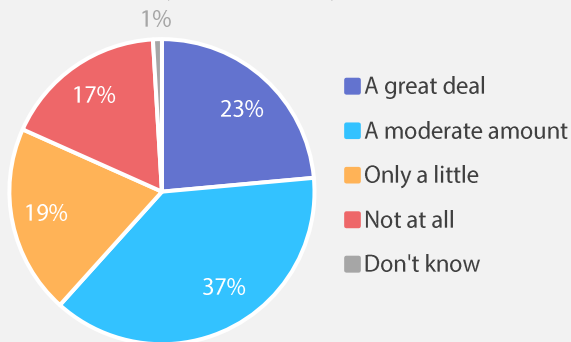
How important is the issue of climate change to you personally?



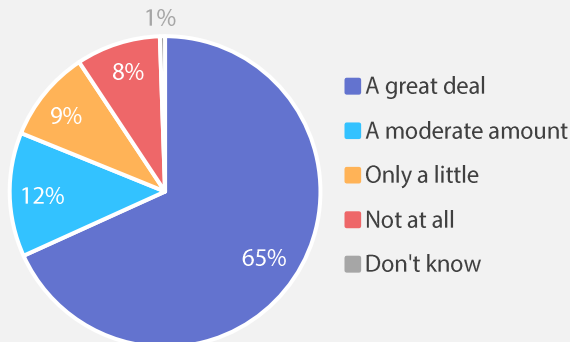
How worried, if at all, are you about climate change?



How much do you think climate change will harm you personally?



How much do you think climate change will harm future generations of people?

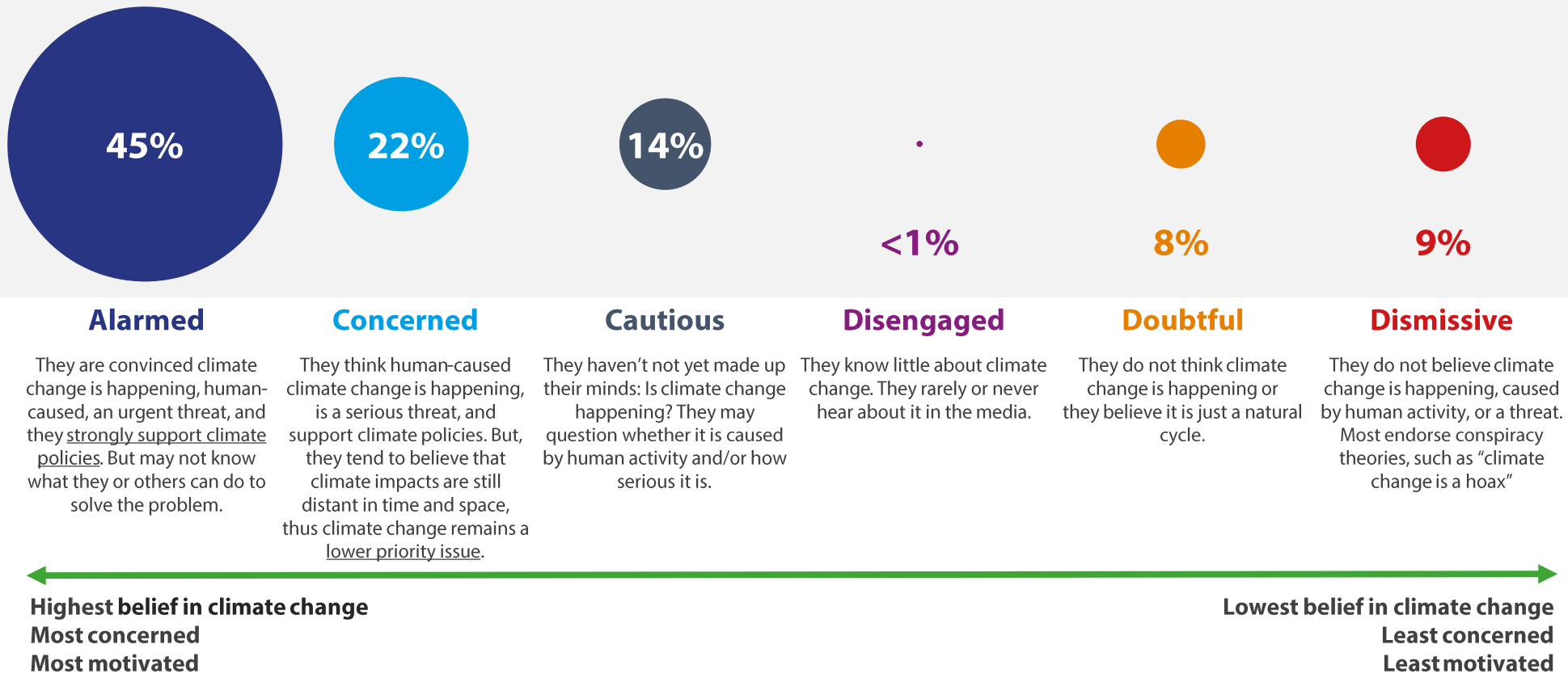


ATTITUDES TO CLIMATE CHANGE

SIX SEGMENTS

As explained in the introduction, responses to the four questions on the previous page were used to assign respondents into one of six segments.

45% of people were categorised as “Alarmed”. Of the six segments, those who are “Alarmed” are the most concerned about climate change and the most motivated to take action to mitigate its impact. 22% were “Concerned”. This group believe it is a serious threat but place less priority on it as an issue. Meanwhile there are 8% who were “Doubtful” and 9% were “Dismissive” about climate change and whether it is caused by human activity.



VIEWS ON CLIMATE CHANGE VARIES BY AGE OF RESPONDENT

Residents aged 16-39 are much more likely to be “Alarmed” about climate change than those aged 40+

	All Respondents	Age Group		
		16-39	40-64	65+
The climate is changing and human activity is mainly responsible	55%	77%	52%	38%
Think climate change is already having an impact in Jersey	63%	83%	60%	51%
Are very worried about climate change	39%	59%	35%	27%
Think climate change will harm future generations a great deal	65%	81%	62%	58%
Are categorised in the “Alarmed” segment	45%	72%	38%	31%



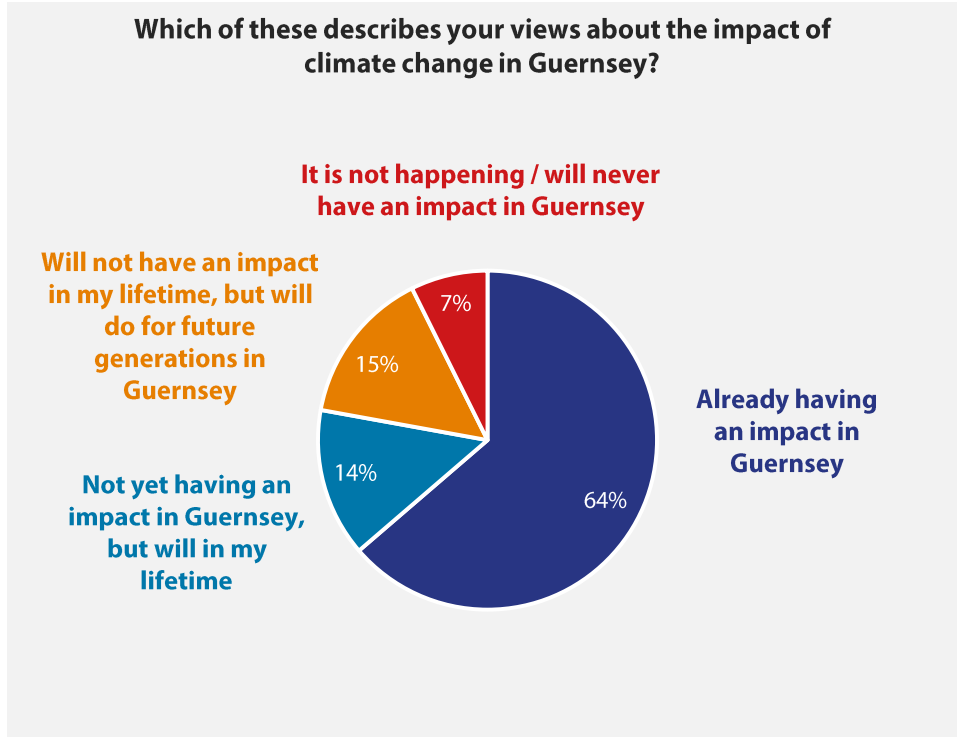
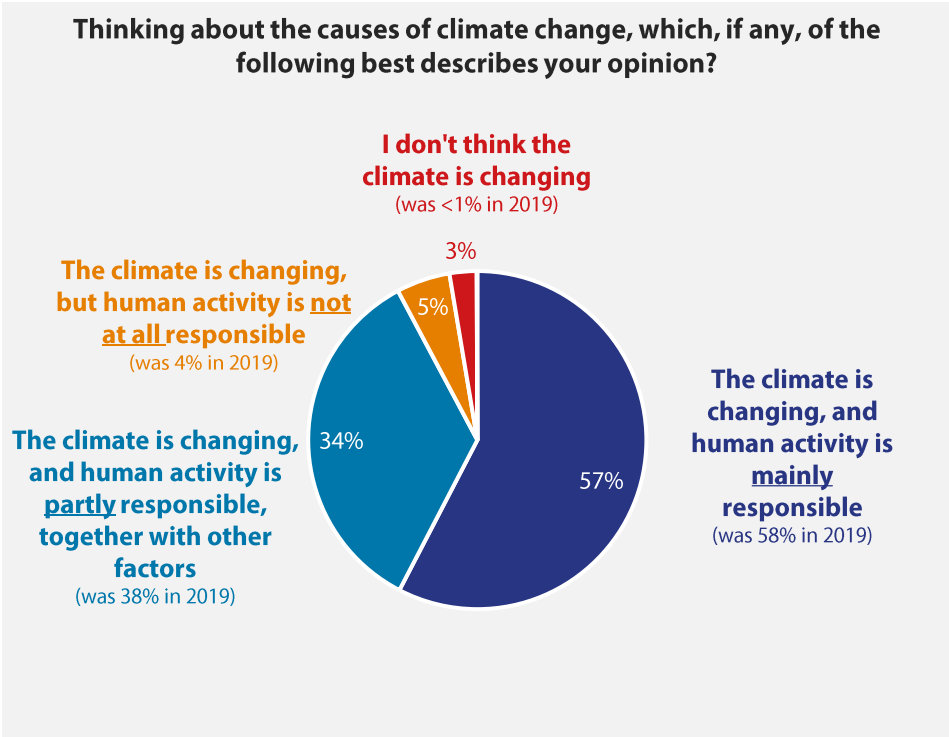
VIEWS ON CLIMATE CHANGE: GUERNSEY RESIDENTS

GUERNSEY
RESULTS



THE CAUSES OF CLIMATE CHANGE AND THE IMPACT IN GUERNSEY

In Guernsey, 57% believe the climate is changing and human activity is mainly responsible. A further 34% believe human activity is partly responsible. 64% believe climate change is already having an impact in Guernsey.

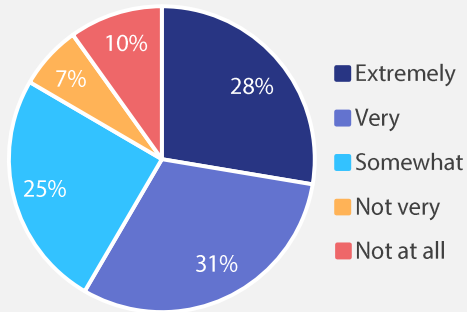


VIEWS ON CLIMATE CHANGE

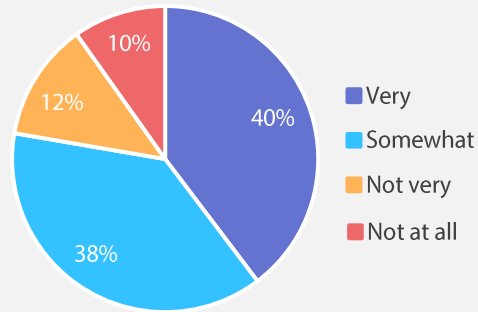


In Guernsey, 59% of people indicated climate change is very or extremely important to them personally and 40% were very worried about climate change. The results also show that more people expect climate change to harm future generations than to harm themselves personally.

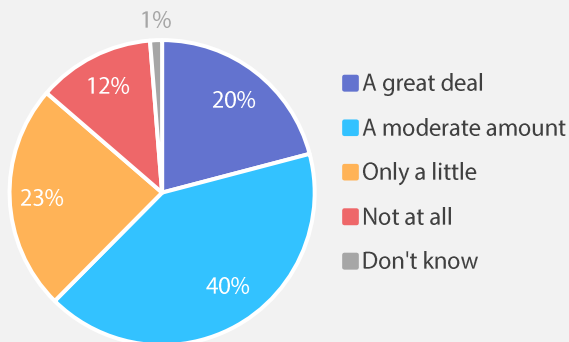
How important is the issue of climate change to you personally?



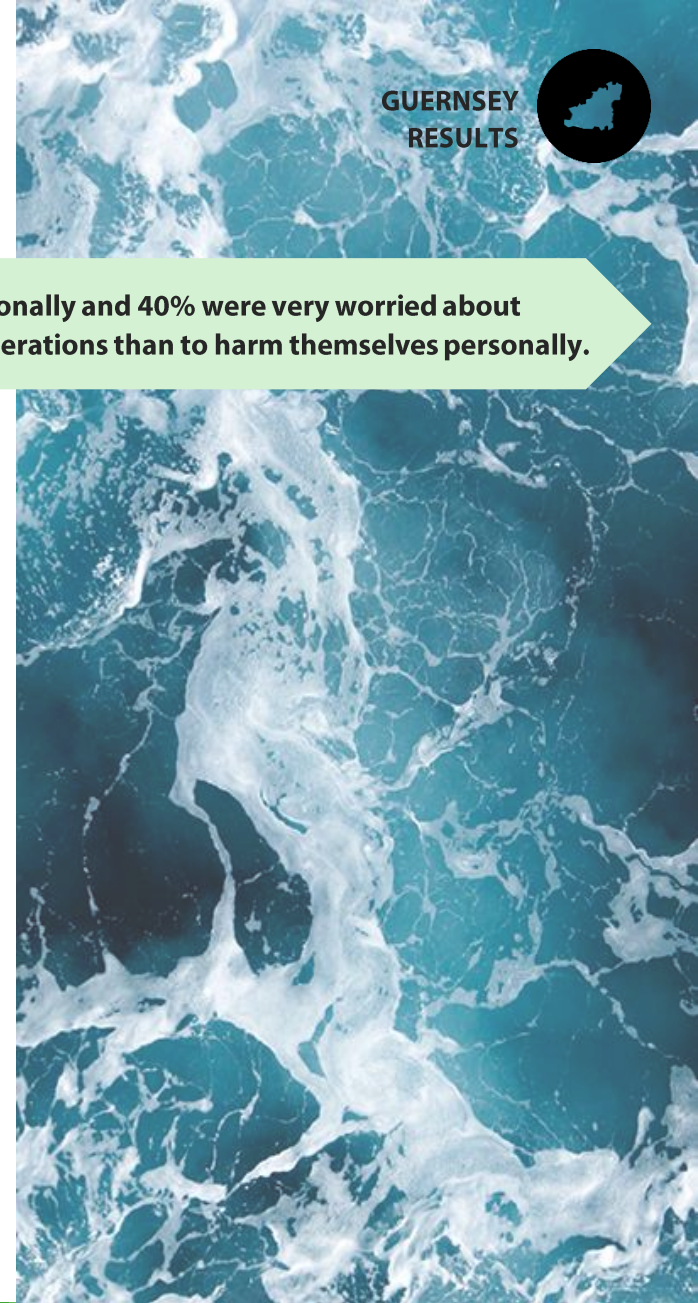
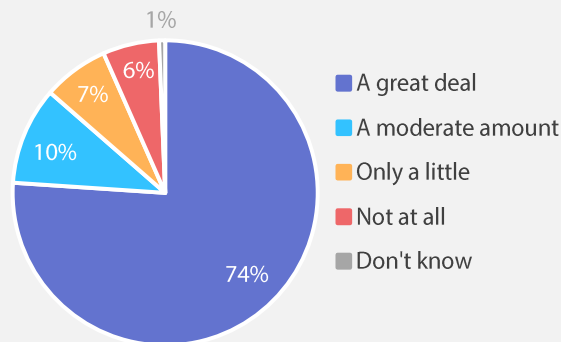
How worried, if at all, are you about climate change?



How much do you think climate change will harm you personally?



How much do you think climate change will harm future generations of people?

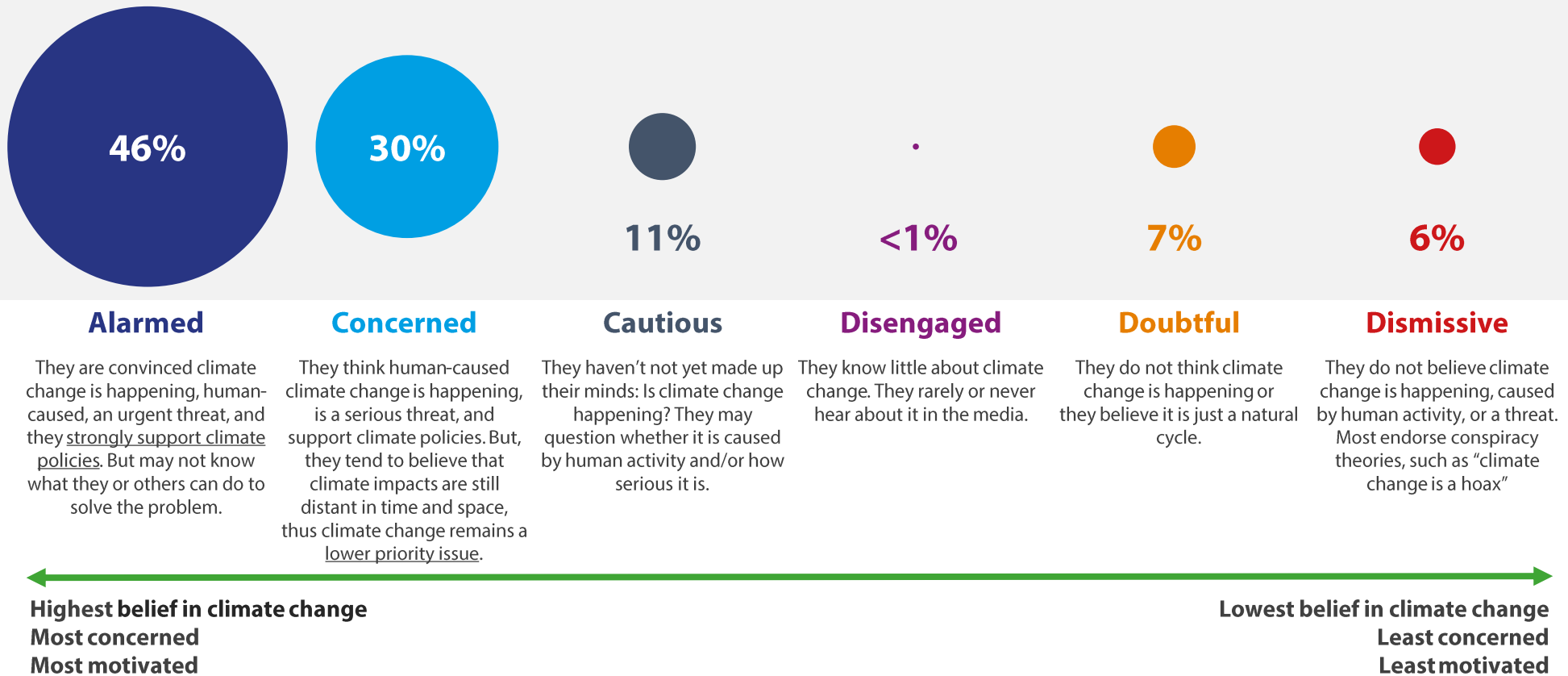


ATTITUDES TO CLIMATE CHANGE

SIX SEGMENTS

As explained in the introduction, responses to the four questions on the previous page were used to assign respondents into one of six segments.

46% of people were categorised as “Alarmed”. Of the six segments, those who are “Alarmed” are the most concerned about climate change and the most motivated to take action to mitigate its impact. 30% were “Concerned”. This group believe it is a serious threat but place less priority on it as an issue. Meanwhile 11% were “Cautious”, and there were 6% who are “Dismissive” and do not believe climate change is happening.



VIEWS ON CLIMATE CHANGE VARIES BY AGE OF RESPONDENT



Residents aged 16-39 are more likely to be “Alarmed” about climate change than those aged 40+

	All Respondents	Age Group		
		16-39	40-64	65+
The climate is changing and human activity is mainly responsible	57%	75%	52%	45%
Think climate change is already having an impact in Guernsey	64%	69%	64%	57%
Are very worried about climate change	40%	50%	37%	32%
Think climate change will harm future generations a great deal	74%	87%	69%	71%
Are categorised in the “Alarmed” segment	46%	59%	43%	36%





Island Global Research

Island Global Research

PO Box 68
Albert House
South Esplanade, St Peter Port
Guernsey, GY1 3BY
+44 (0) 1481 716227
info@islandglobalresearch.com
www.islandglobalresearch.com

IGR is a part of the BWCI Group