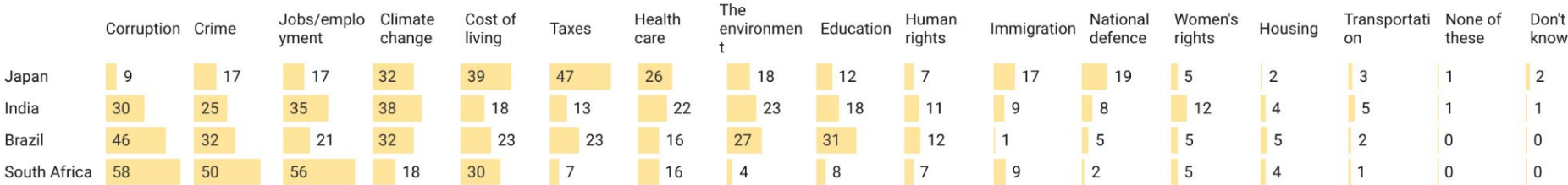


Online Appendix: Full results of the report  
Climate-health messages  
engender support for climate action

## Notes on this appendix

- This appendix presents the results of the Climate Opinion Research Exchange and Wellcome Trust report Climate-Health Messages Build Support for Climate Action.
- Throughout this document, effects that have boxes around them are statistically significant at the  $p < 0.05$  level on the basis of regressions appropriate to the outcome variable in question.
- The tables presented in this document show the number of times a message had a positive effect minus the number of times a message had a negative effect to generate an overall score for each message. Effects are only counted if statistically significant.

# Which of the following do you think are the most important issues facing the country at this time? You may select up to three responses (%)



Created with Datawrapper

All messages effectively increase the salience of climate change.

# Which of the following do you think are the most important issues facing the country at this time? You may select up to three responses - Effect of message on selection of 'Climate change' (percentage points)



Created with Datawrapper

# How concerned are you about climate change? (%)

Not at all concerned Not very concerned Somewhat concerned Very concerned Don't know



Created with Datawrapper

# How concerned are you about climate change? - Effect of message (percentage points)



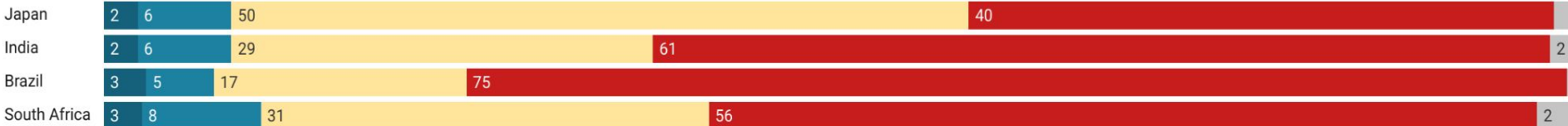
# How much do you think climate change will harm the following people and places? (%)

■ Not at all 
 ■ Only a little 
 ■ A moderate amount 
 ■ A great deal 
 ■ Don't know

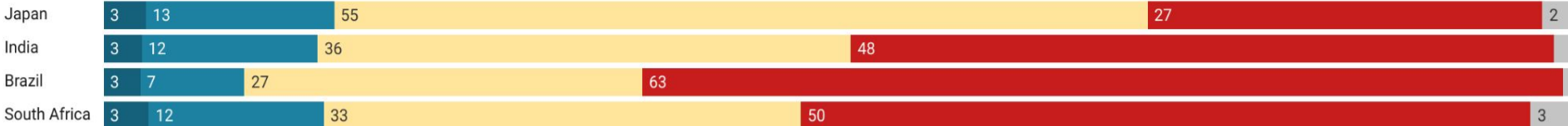
## The world



## People in your country



## Your local community



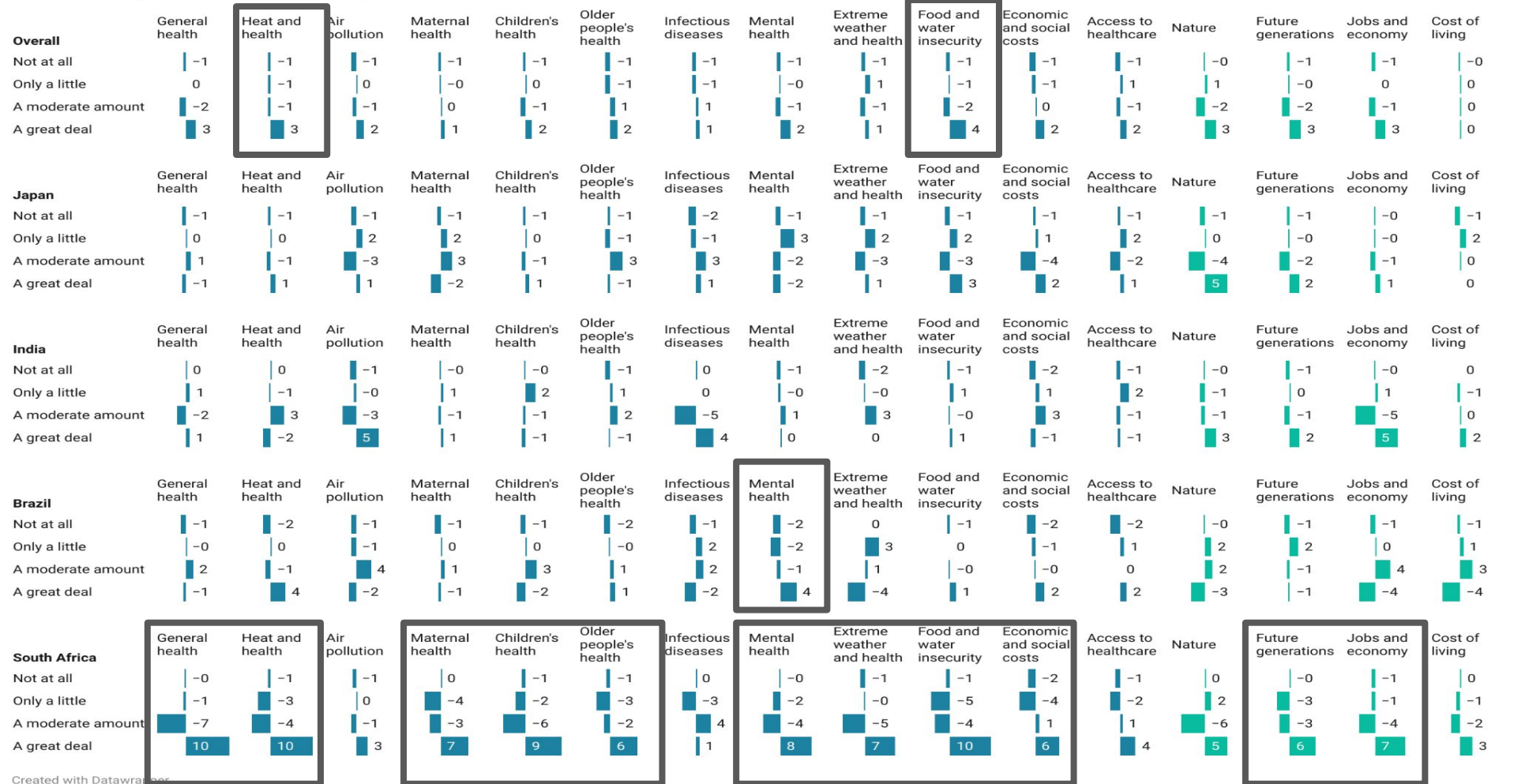
## Your family



# How much do you think climate change will harm the following people and places? 'The world' - Effect of message (percentage points)



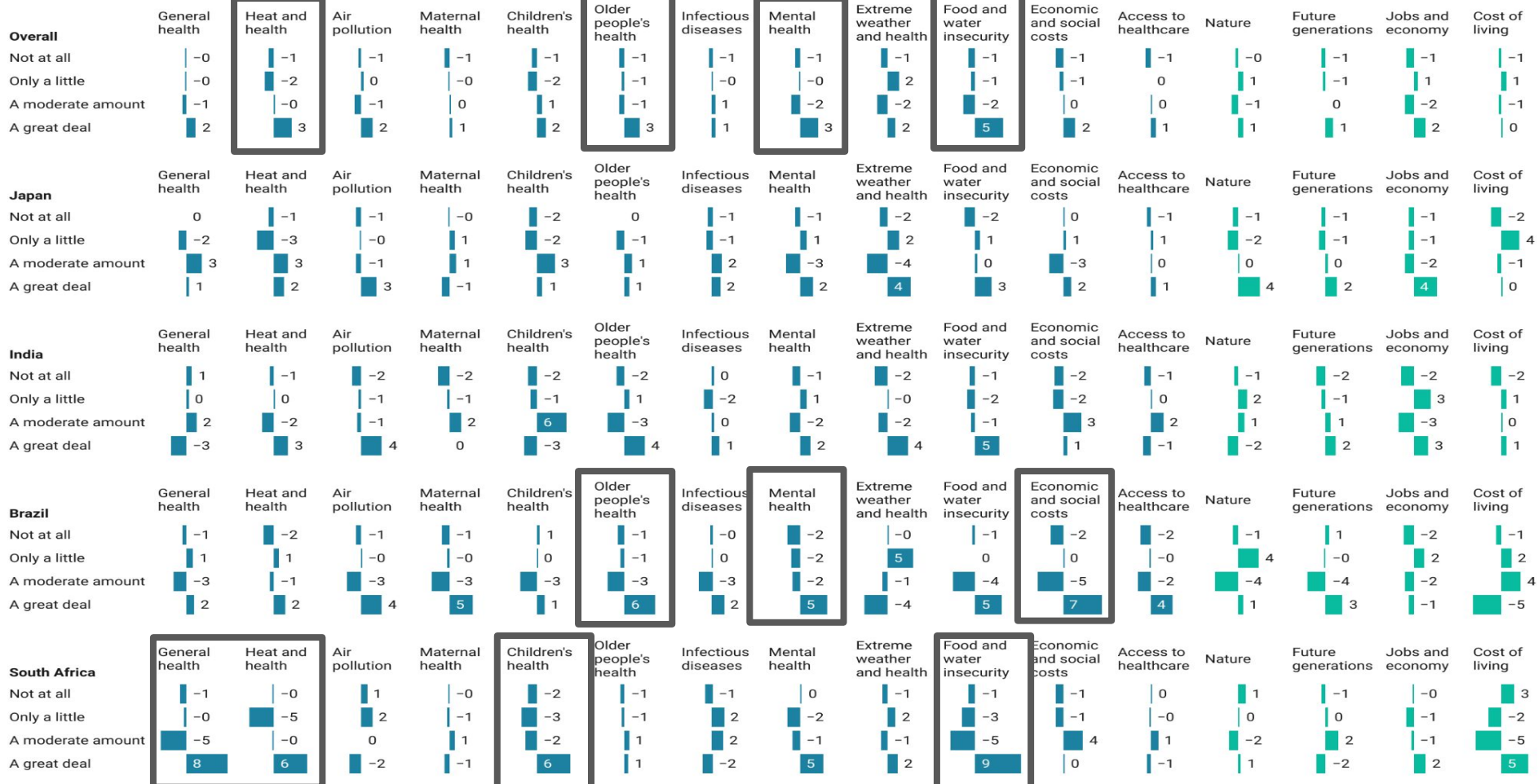
# How much do you think climate change will harm the following people and places? 'People in your country' - Effect of message (percentage points)



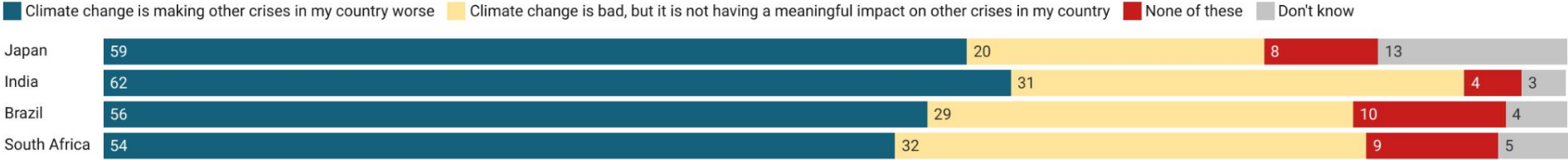
# How much do you think climate change will harm the following people and places? 'Your local community' - Effect of message (percentage points)



# How much do you think climate change will harm the following people and places? 'Your family' - Effect of message (percentage points)

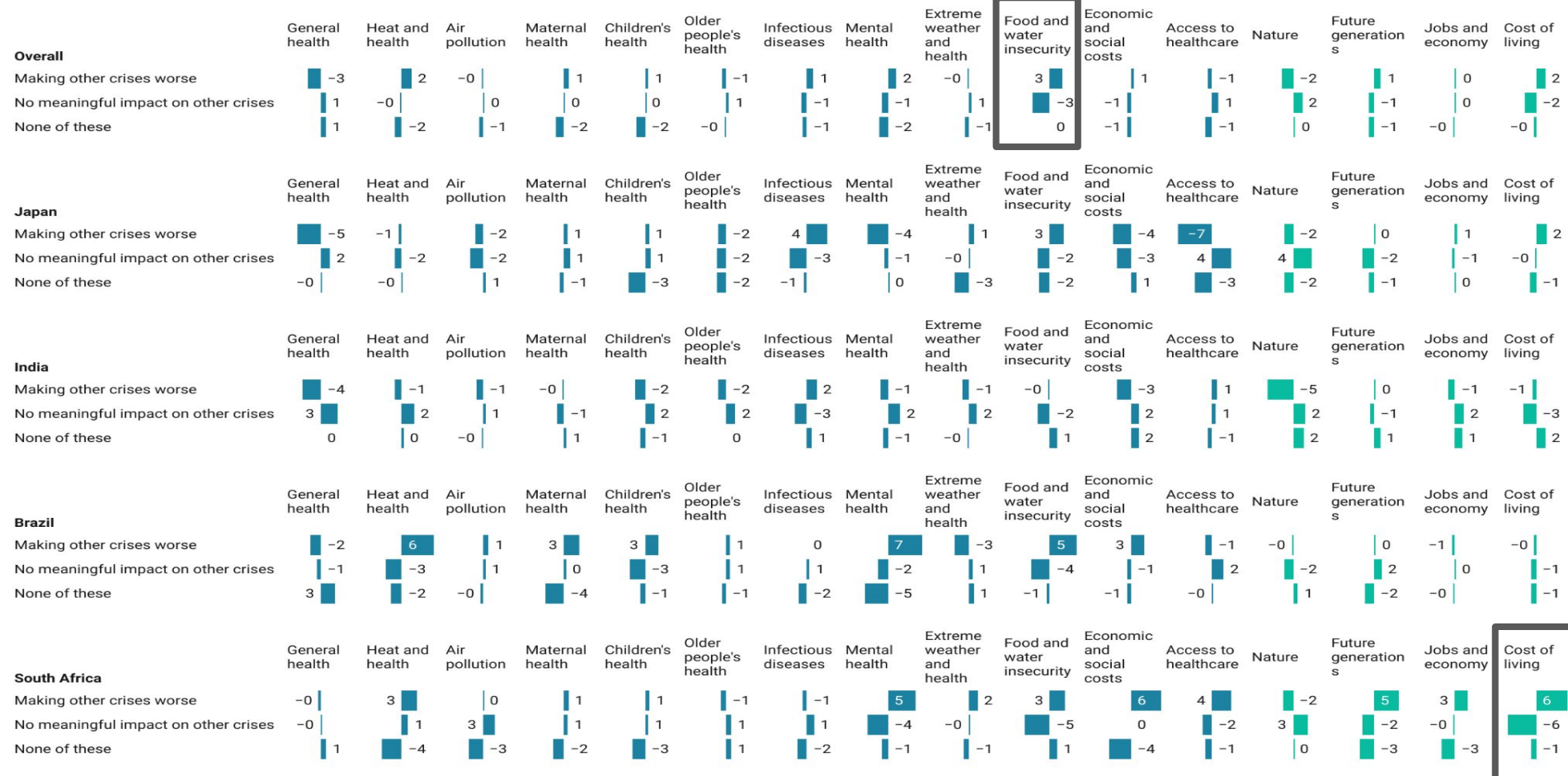


# Which of these comes closest to your view? (%)

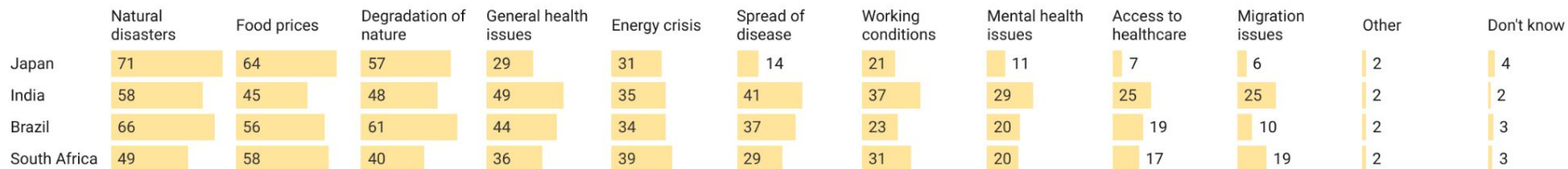


Created with Datawrapper

# Which of the following best describes your view? - Effect of message on selection of 'Climate change is making other crises in my country worse', 'Climate change is bad, but it is not having a meaningful impact on other crises in my country', and 'None of these' (percentage points)

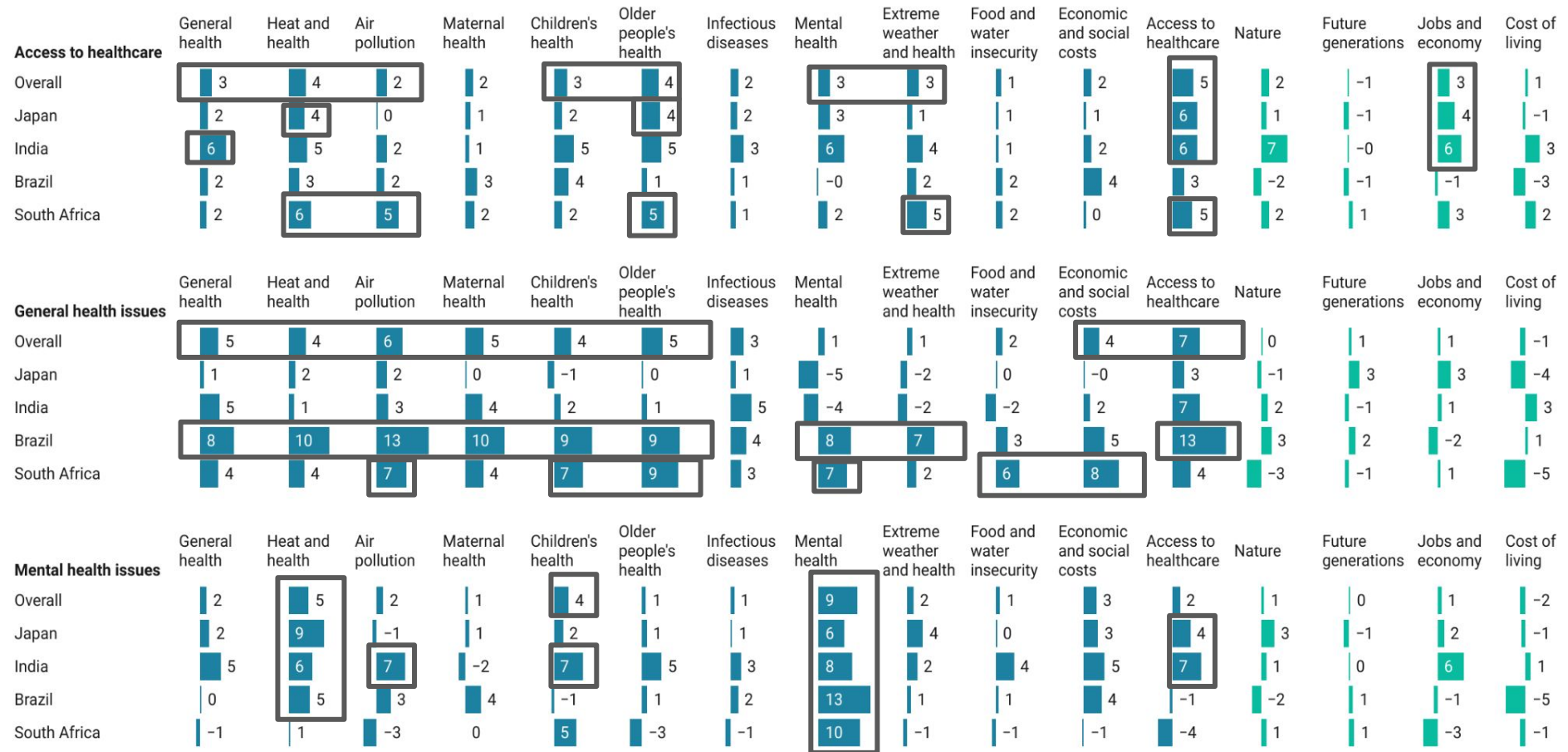


## Which of the following crises do you believe is becoming worse in your country as a result of climate change? (%)

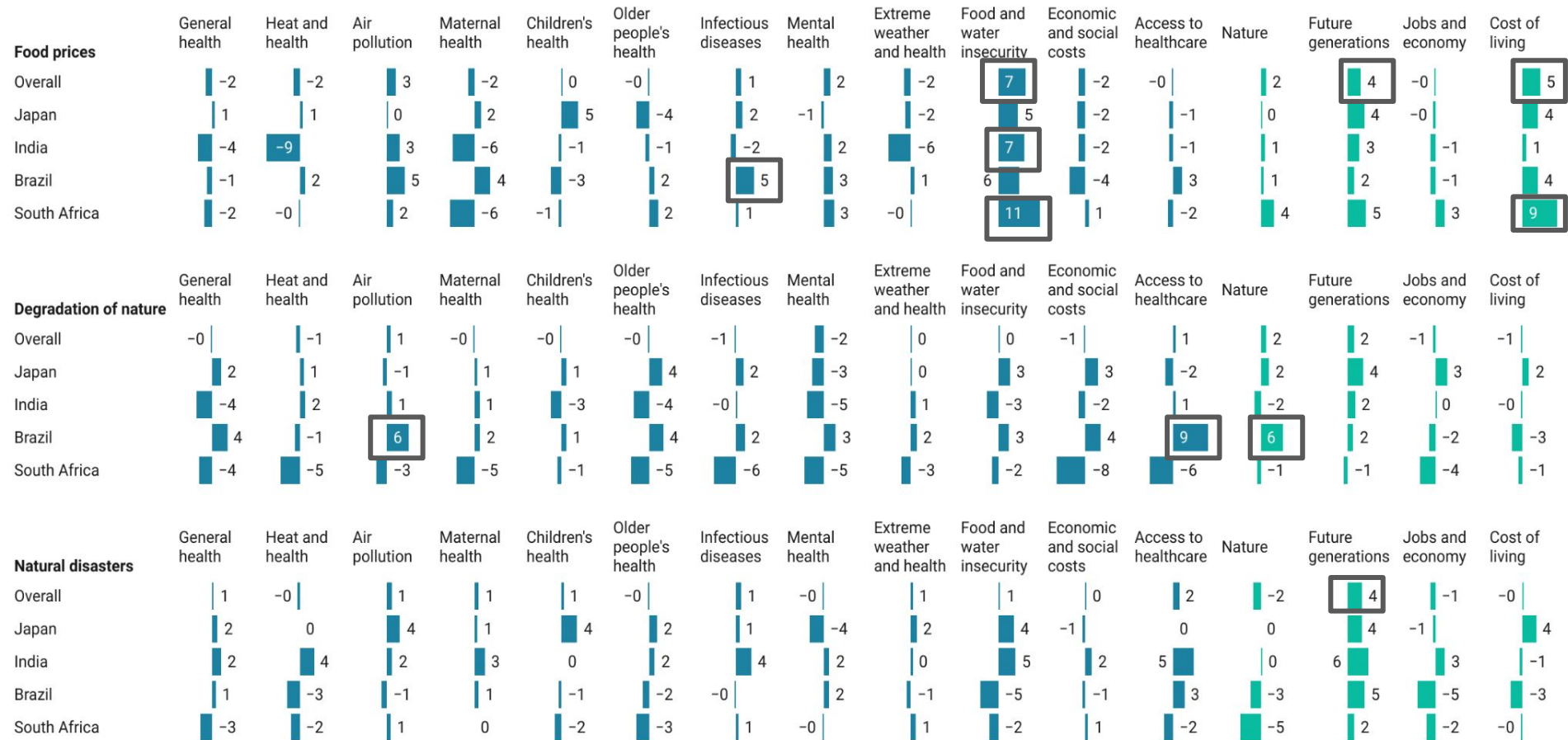


Created with Datawrapper

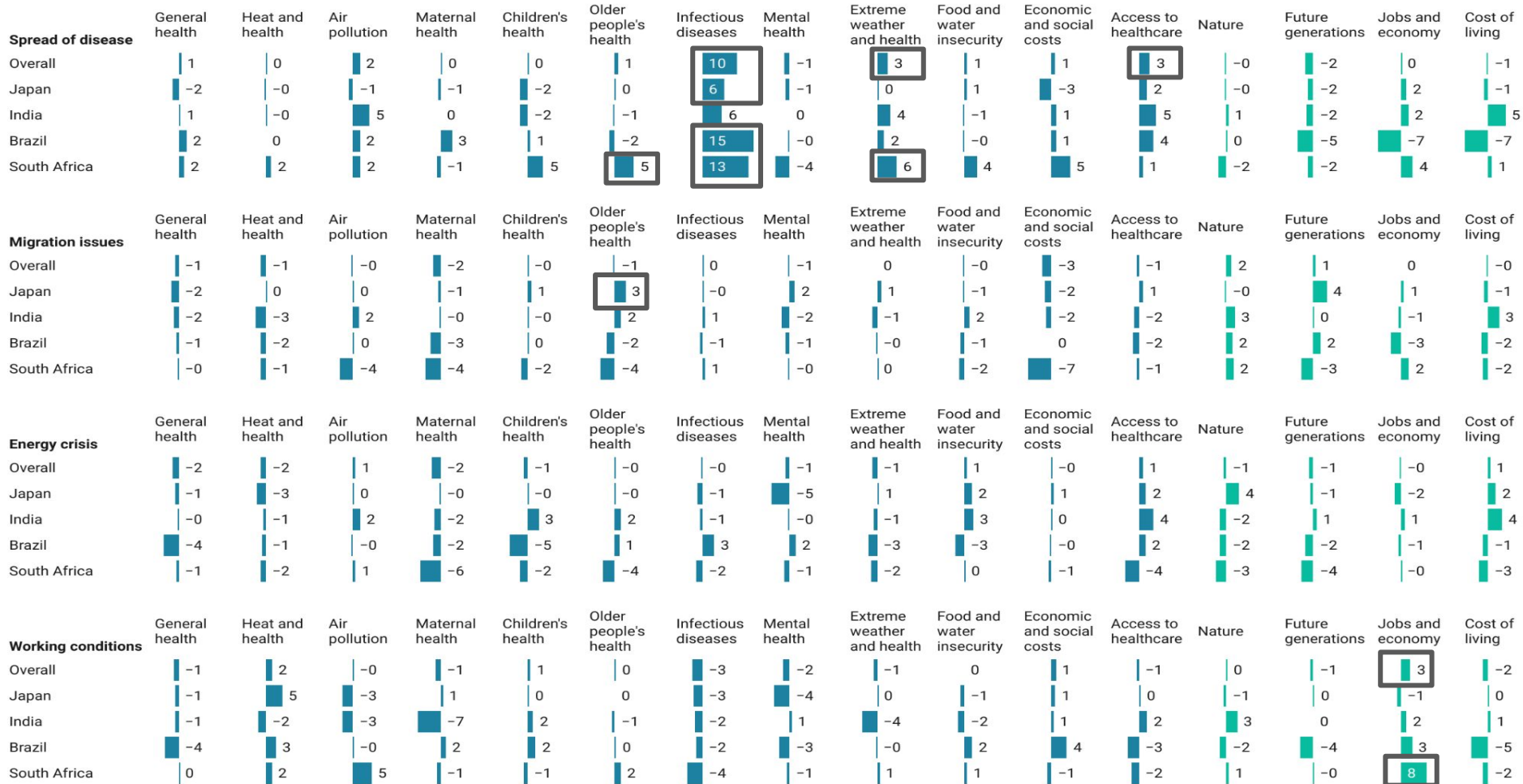
# Which of the following crises do you believe is becoming worse in your country as a result of climate change? - Effect of message (percentage points)



# Which of the following crises do you believe is becoming worse in your country as a result of climate change? - Effect of message (percentage points)



# Which of the following crises do you believe is becoming worse in your country as a result of climate change? - Effect of message (percentage points)



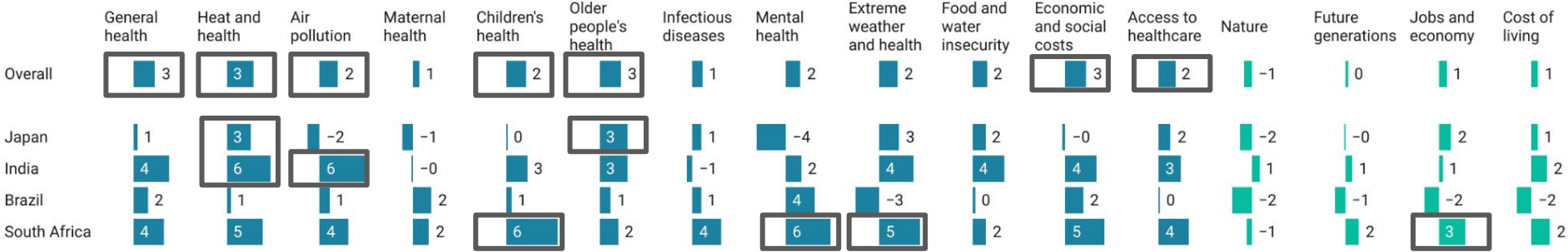
# Which of the following best describes your view? (%)

■ Climate change is having a negative impact on people's health 
 ■ Climate change is unrelated to people's health 
 ■ Don't know



Created with Datawrapper

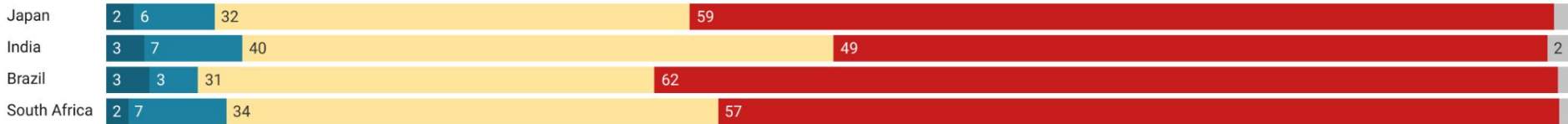
# Which of the following best describes your view? - Effect of message on selection of 'Climate change is having a negative impact on people's health' (percentage points)



Created with Datawrapper

## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Heatwaves" (%)

Very unconcerned Unconcerned Concerned Very concerned Don't know



Created with Datawrapper

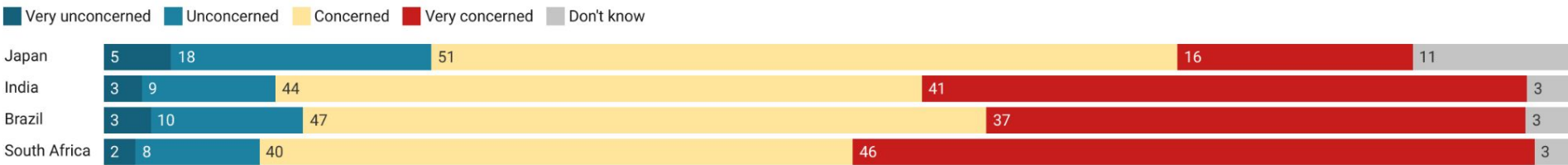
## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Air pollution" (%)

Very unconcerned Unconcerned Concerned Very concerned Don't know



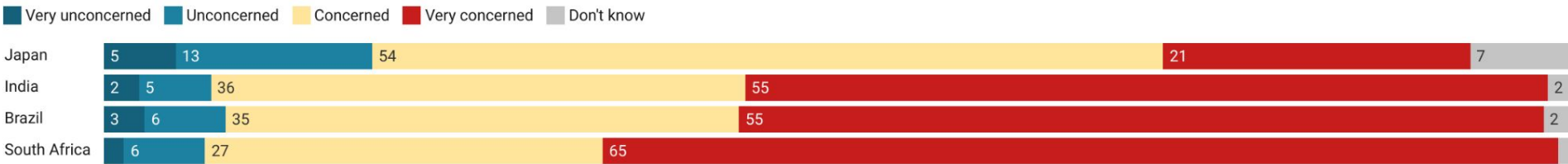
Created with Datawrapper

## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Maternal health" (%)



Created with Datawrapper

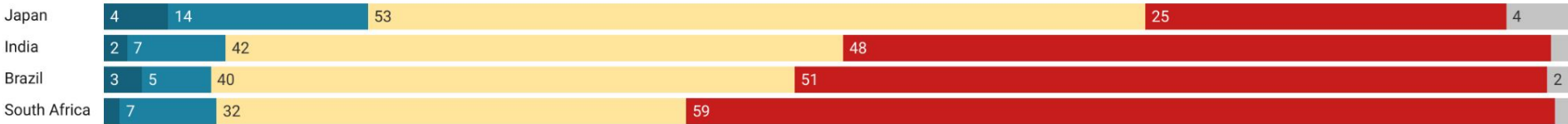
## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Children's health" (%)



Created with Datawrapper

## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Older people's health" (%)

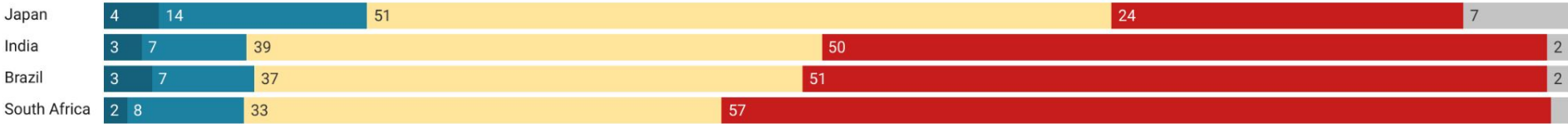
Very unconcerned Unconcerned Concerned Very concerned Don't know



Created with Datawrapper

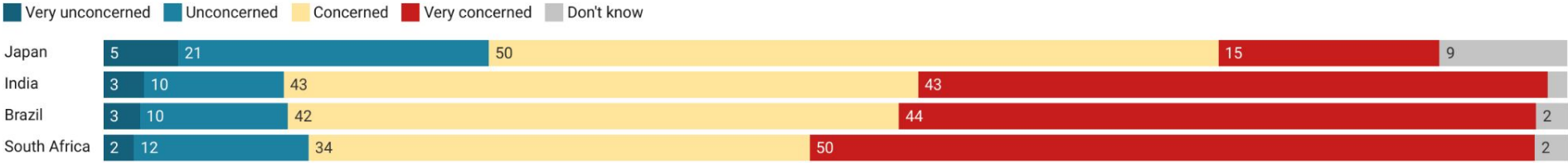
## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Infectious disease" (%)

Very unconcerned Unconcerned Concerned Very concerned Don't know



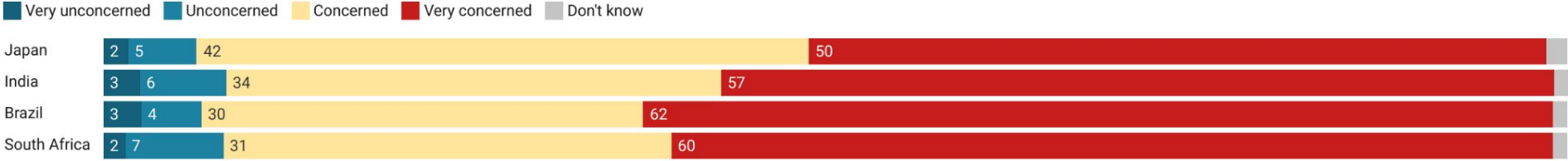
Created with Datawrapper

## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Mental health" (%)



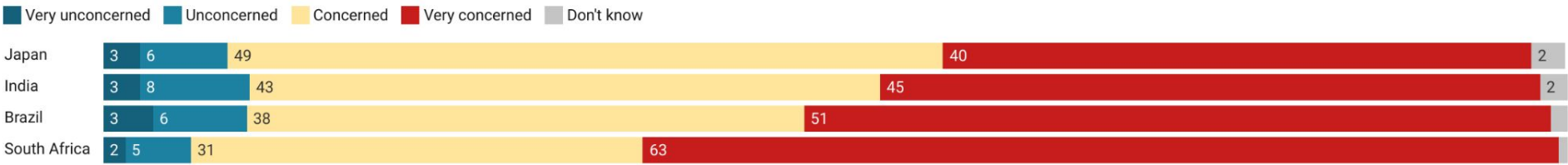
Created with Datawrapper

## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Natural disasters" (%)



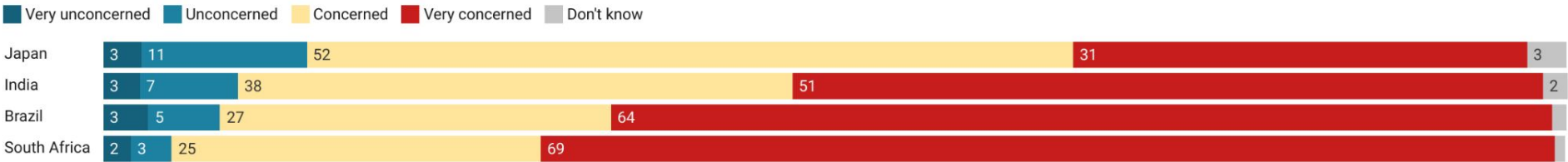
Created with Datawrapper

## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Food supply" (%)



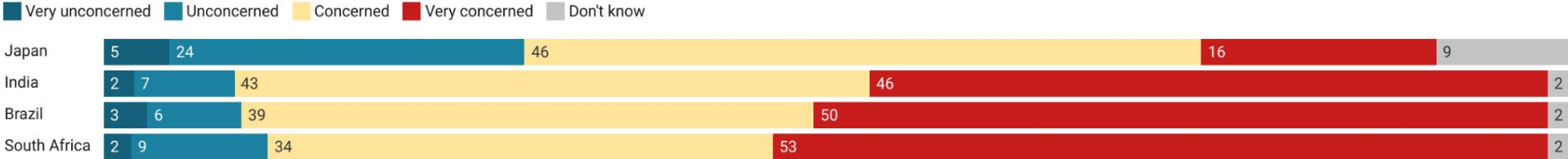
Created with Datawrapper

## How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Water supply" (%)



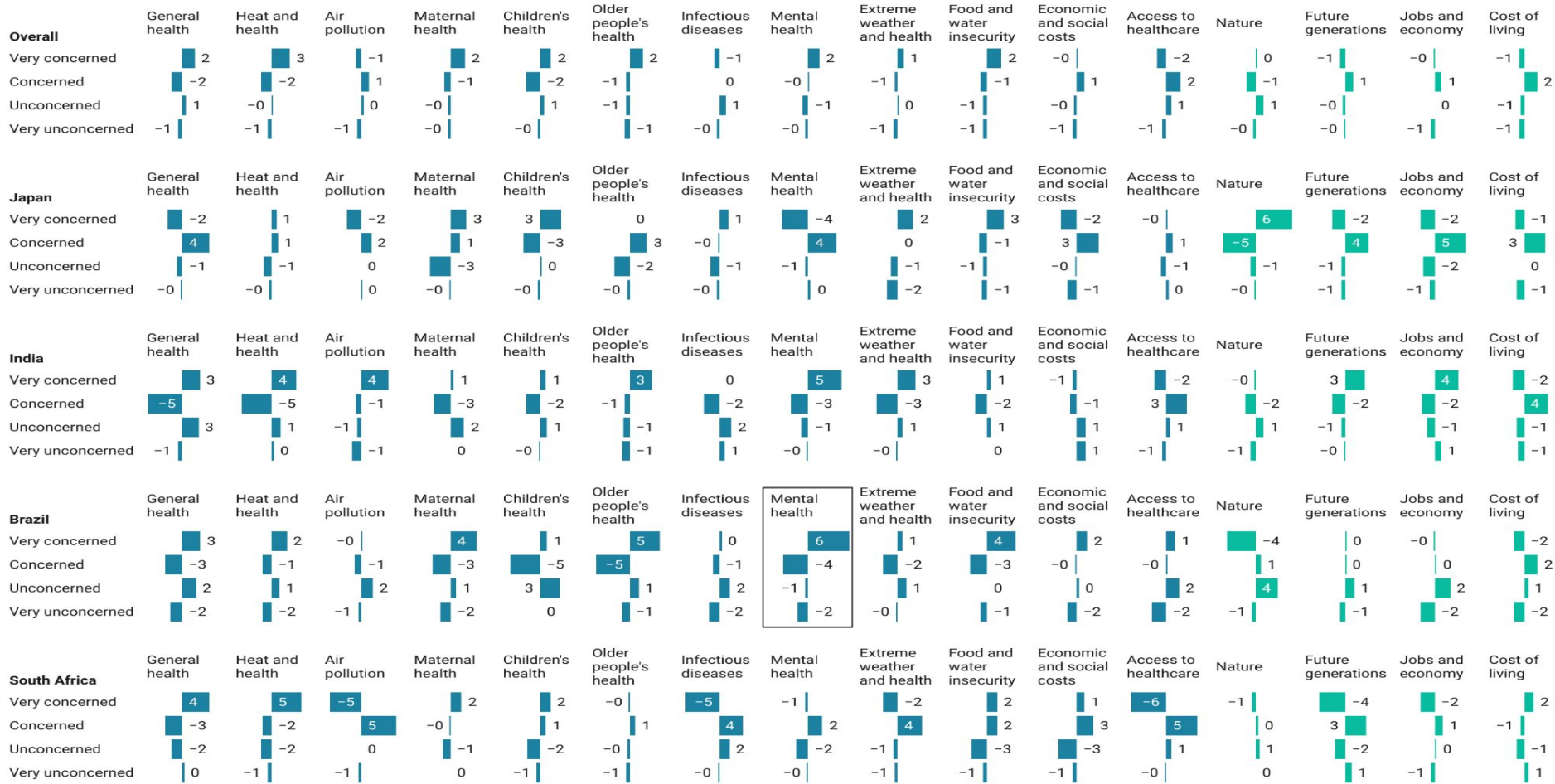
Created with Datawrapper

# How concerned or unconcerned are you about the impact of climate change on the following domains of health? - "Access to healthcare" (%)

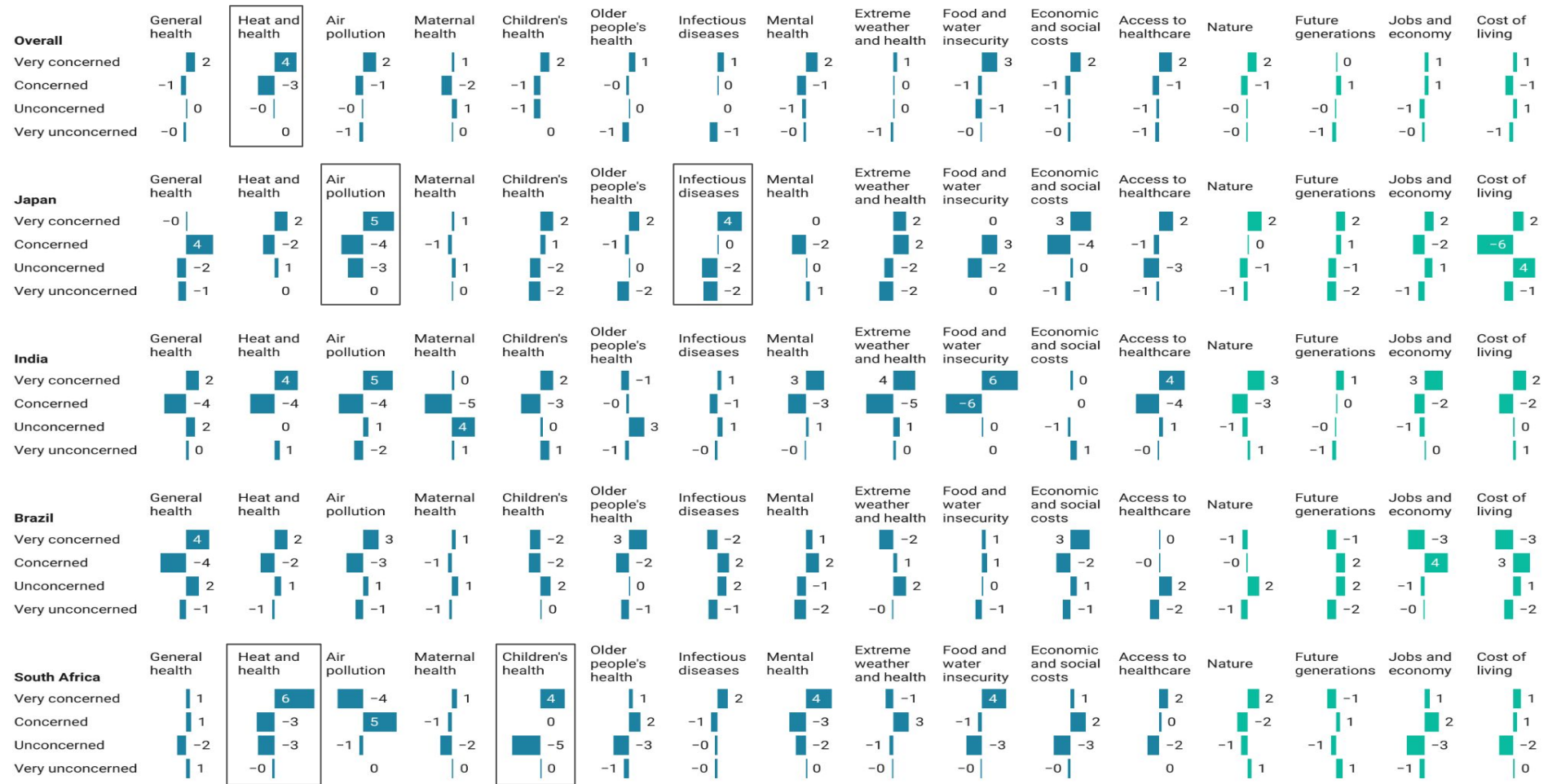


Created with Datawrapper

# How concerned or unconcerned are you about the impact of climate change on the following domains of health? 'Heat waves' - Effect of message (percentage points)

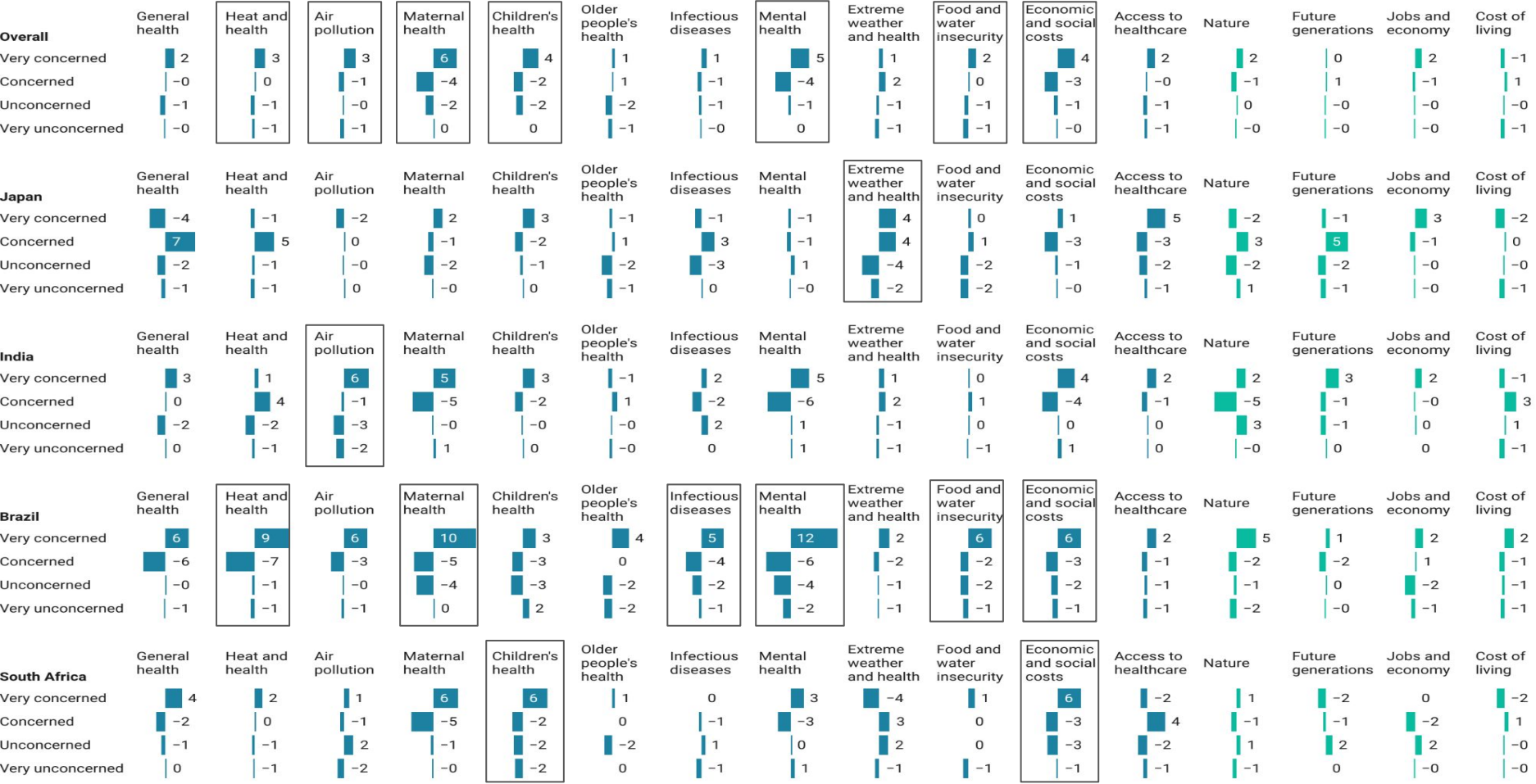


# How concerned or unconcerned are you about the impact of climate change on the following domains of health? 'Air pollution' - Effect of message (percentage points)



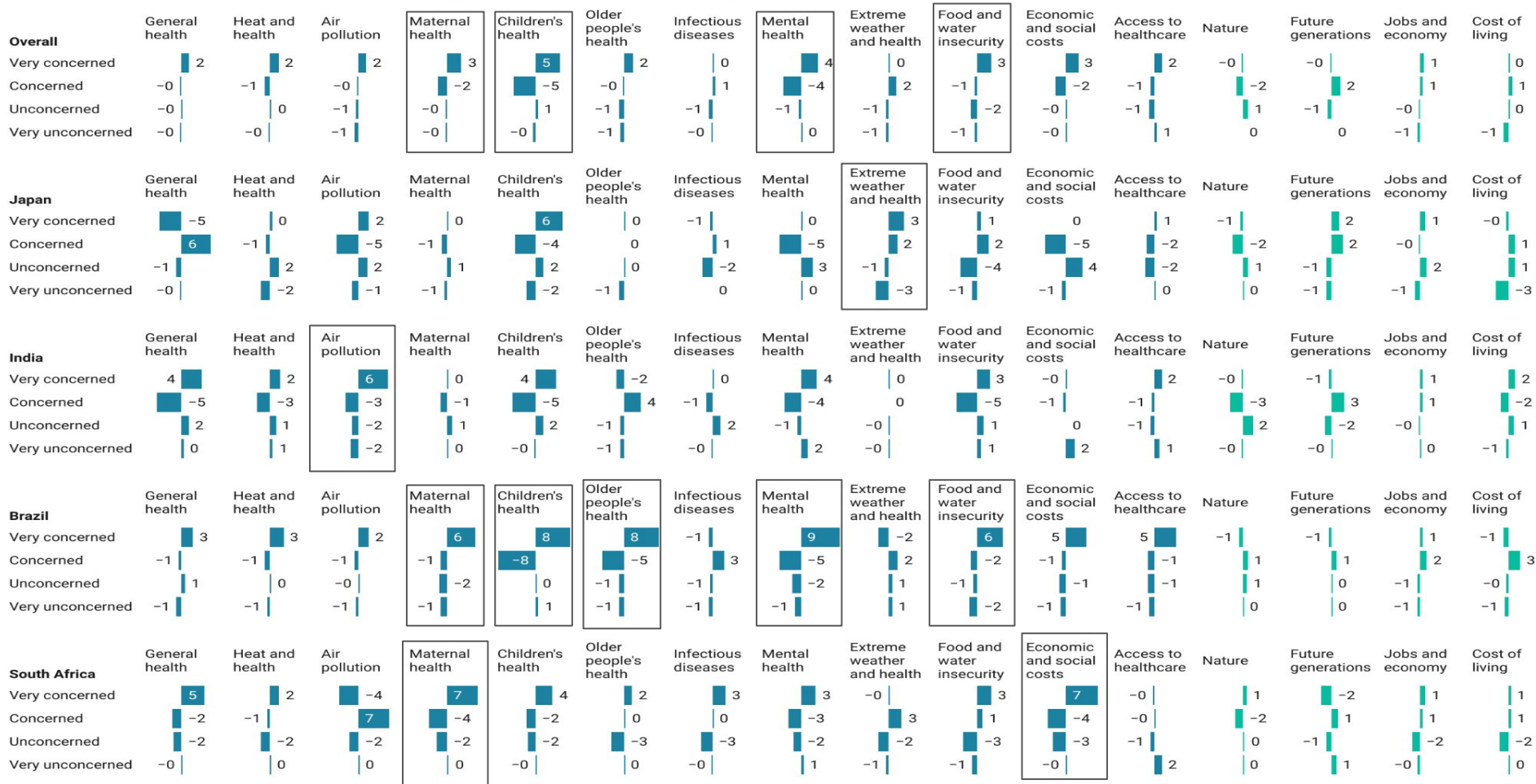
# How concerned are you or unconcerned are you about the impact of climate change on the following domains of health?

## 'Maternal health' - Effect of message (percentage points)

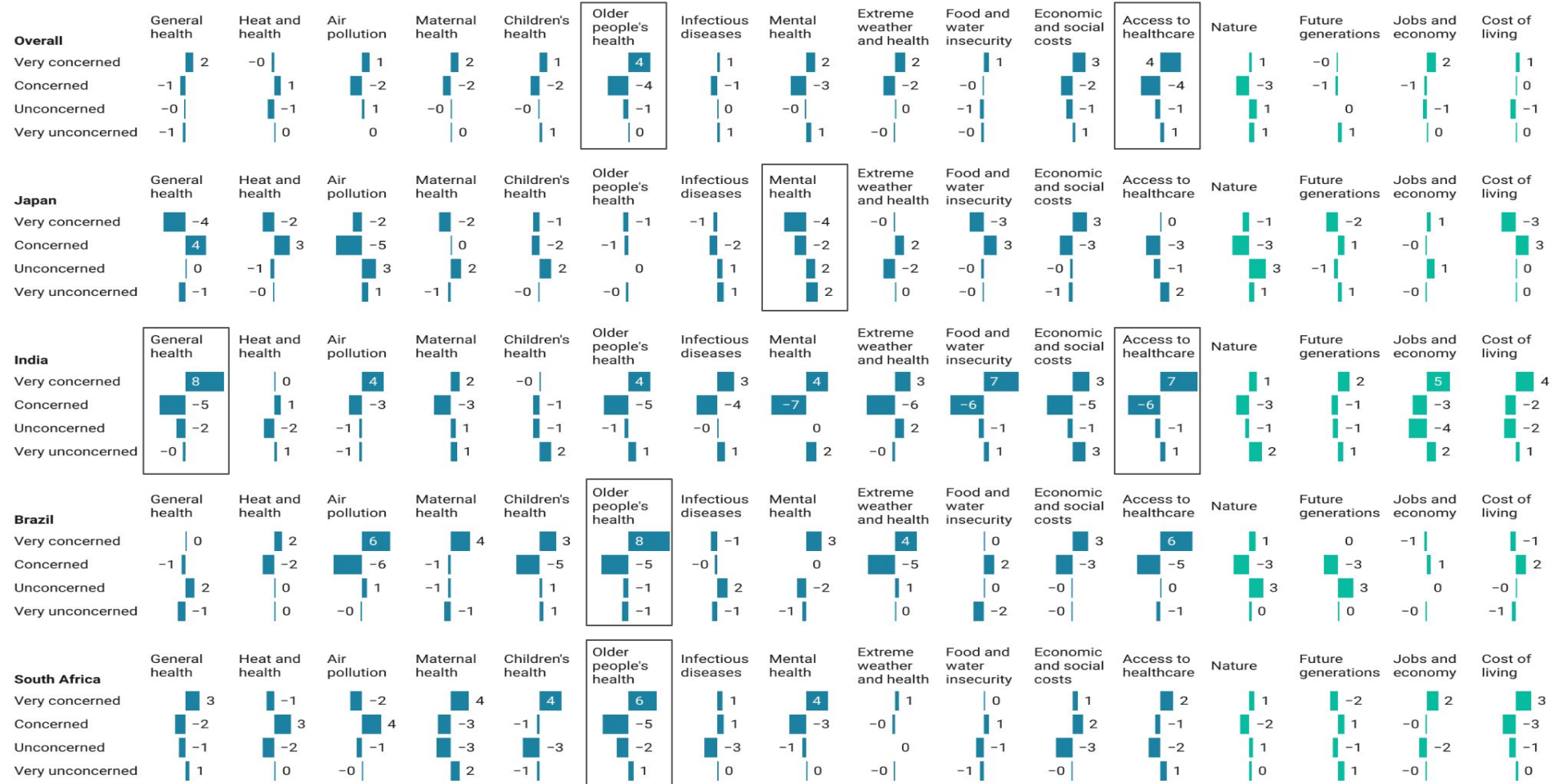


# How concerned or unconcerned are you about the impact of climate change on the following domains of health?

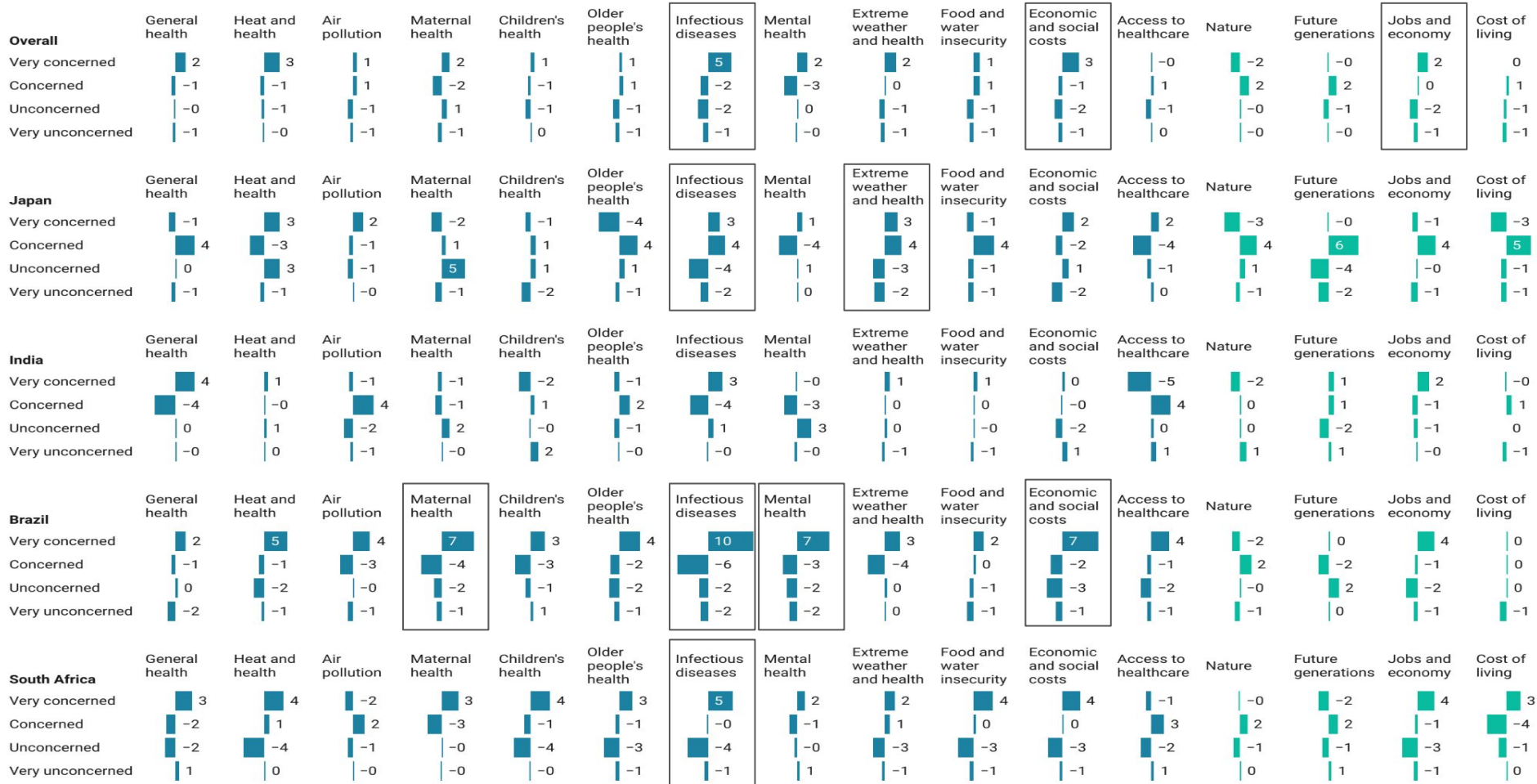
## 'Children's health' - Effect of message (percentage points)



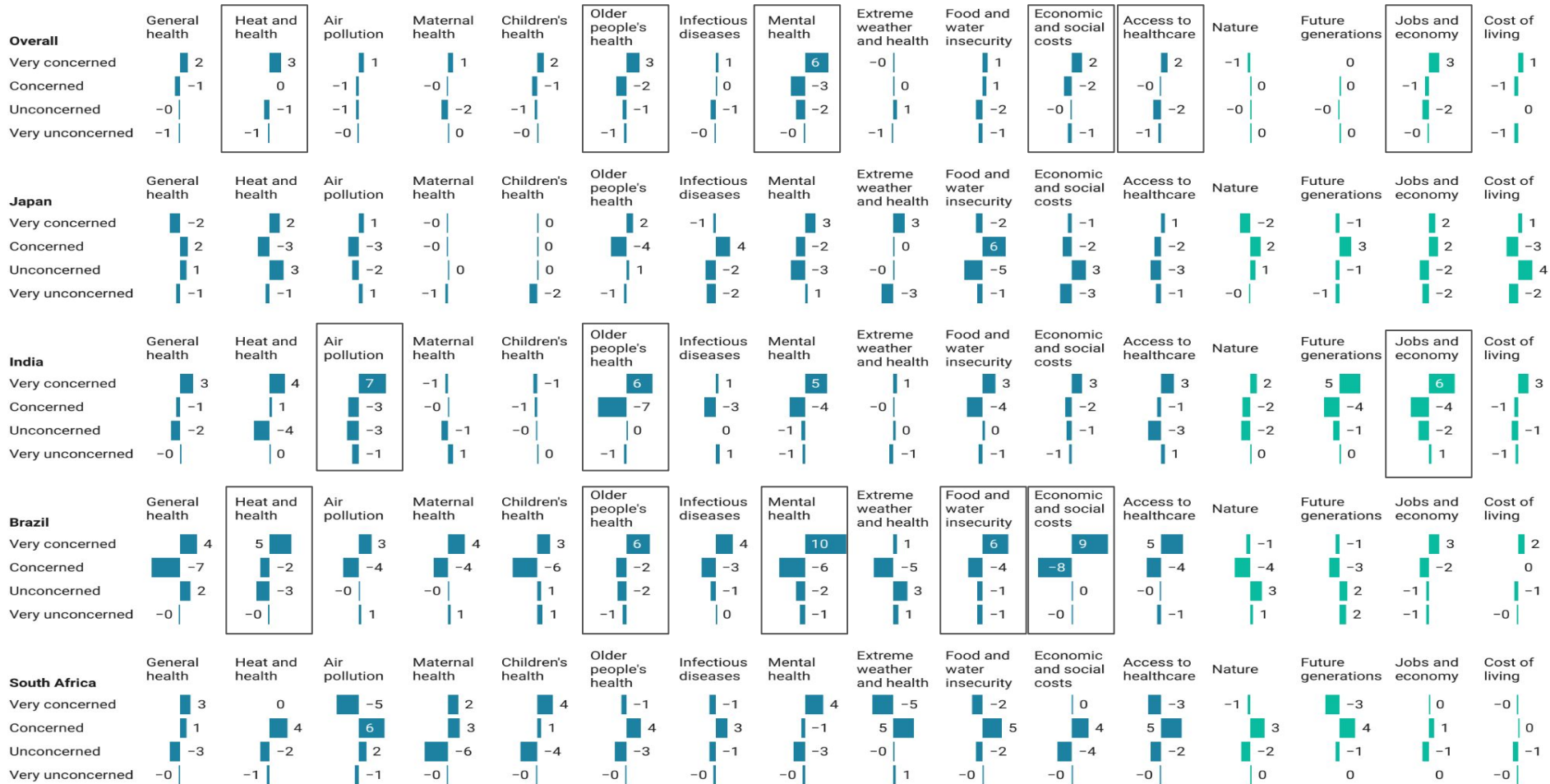
# How concerned are you about the impact of climate change on the following domains of health? 'Older people's health' - Effect of message (percentage points)



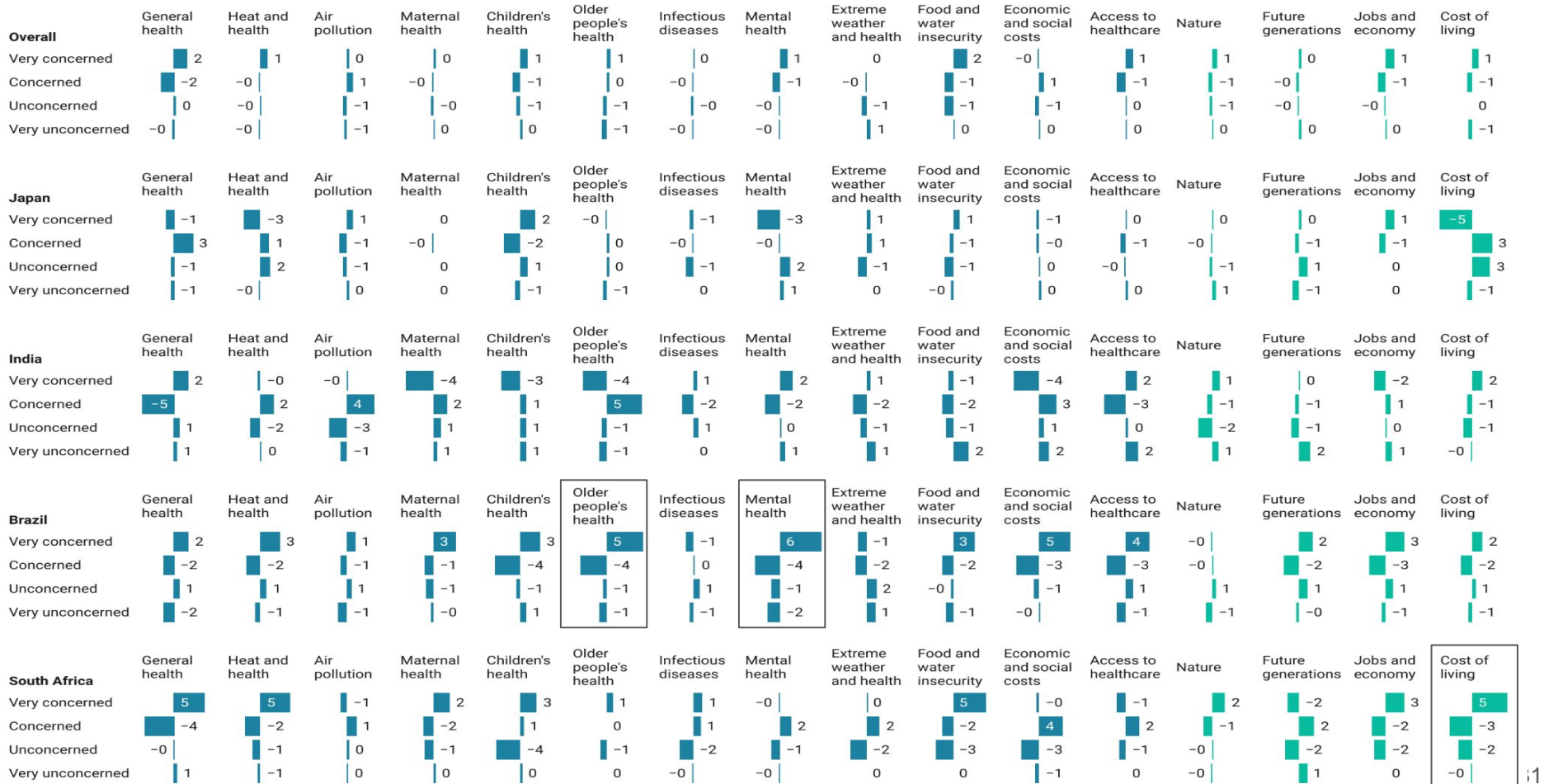
# How concerned are you about the impact of climate change on the following domains of health? 'Infectious disease' - Effect of message (percentage points)



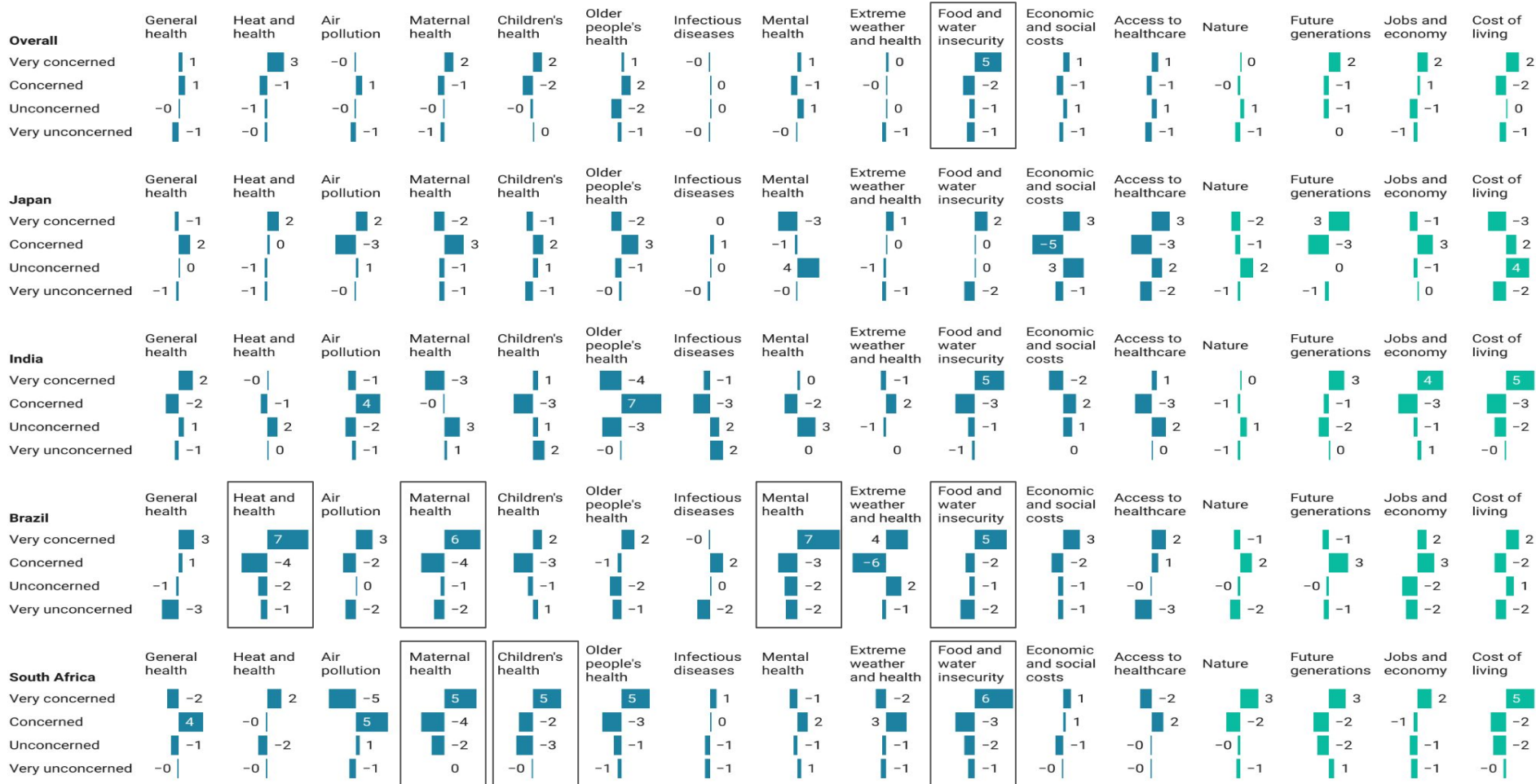
# How concerned or unconcerned are you about the impact of climate change on the following domains of health? 'Mental health' - Effect of message (percentage points)



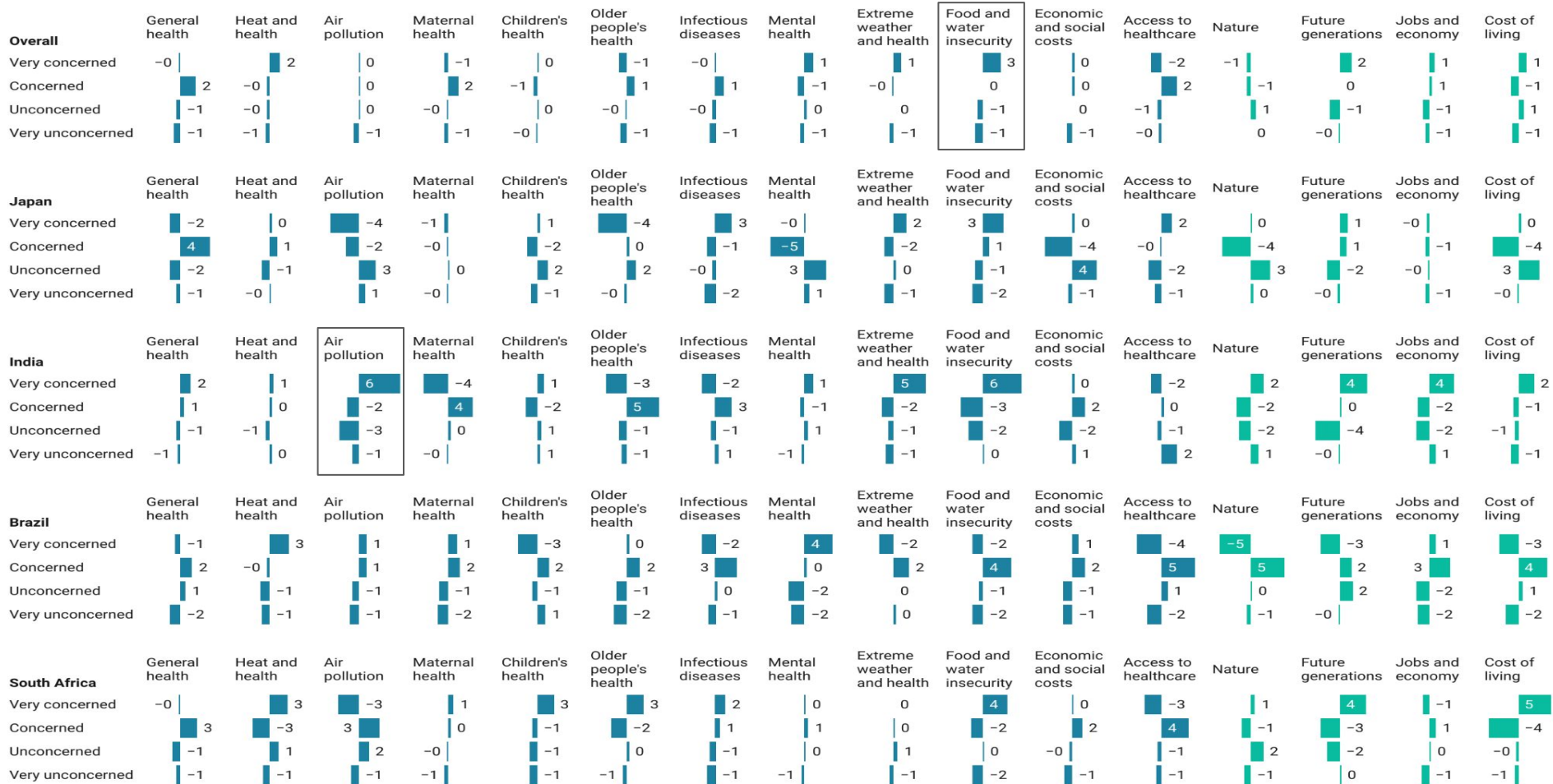
# How concerned or unconcerned are you about the impact of climate change on the following domains of health? 'Natural disasters' - Effect of message (percentage points)



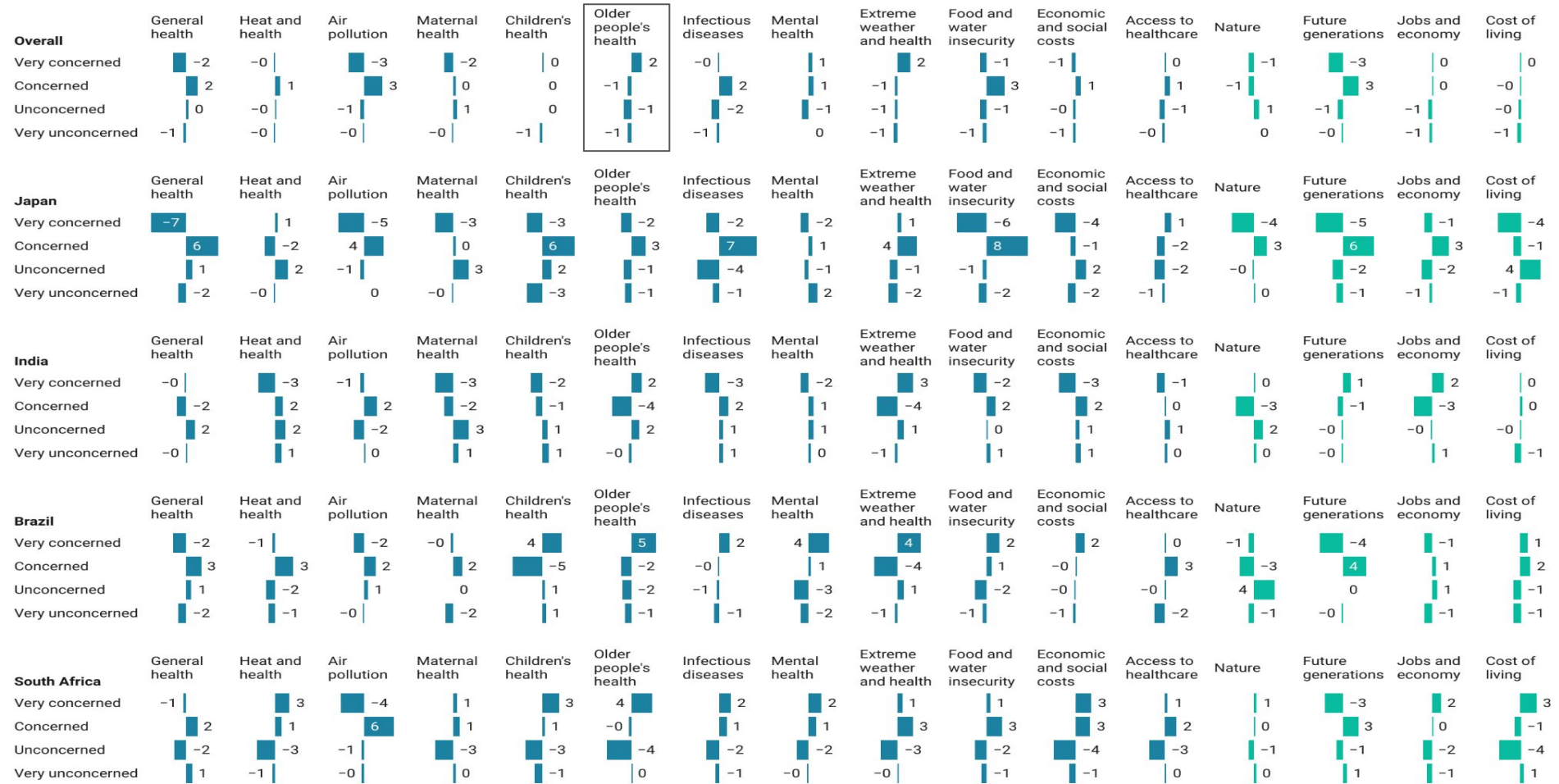
# How concerned or unconcerned are you about the impact of climate change on the following domains of health? 'Food supply' - Effect of message (percentage points)



# How concerned or unconcerned are you about the impact of climate change on the following domains of health? 'Water supply' - Effect of message (percentage points)

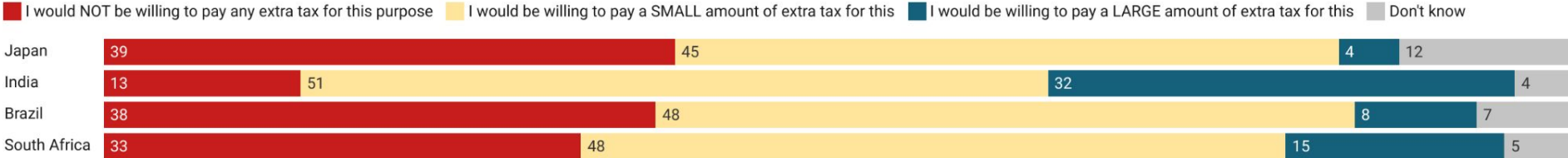


# How concerned or unconcerned are you about the impact of climate change on the following domains of health? 'Access to healthcare' - Effect of message (percentage points)



Message scores for climate and health impacts					
	Overall	Japan	India	Brazil	South Africa
General health	3	0	2	1	2
Heat and health	10	3	1	5	5
Air pollution	4	1	7	2	2
Maternal health	2	0	-1	5	3
Children's health	7	0	1	2	9
Older people's health	7	3	1	6	4
Infectious diseases	3	2	1	3	1
Mental health	6	2	1	13	3
Extreme weather and health	2	2	-1	-2	4
Food and water insecurity	9	0	1	4	6
Economic and social costs	6	0	0	4	3
Access to healthcare	6	2	4	2	0
Nature	0	1	0	1	0
Future generations	2	1	0	0	1
Jobs and economy	4	1	4	-1	3
Cost of living	1	0	0	0	3

**Imagine, hypothetically, that [Country] taking effective action on climate change required some increases in tax to pay for these efforts. To what extent, if at all, would you be willing to pay extra tax per month to achieve this? (%)**

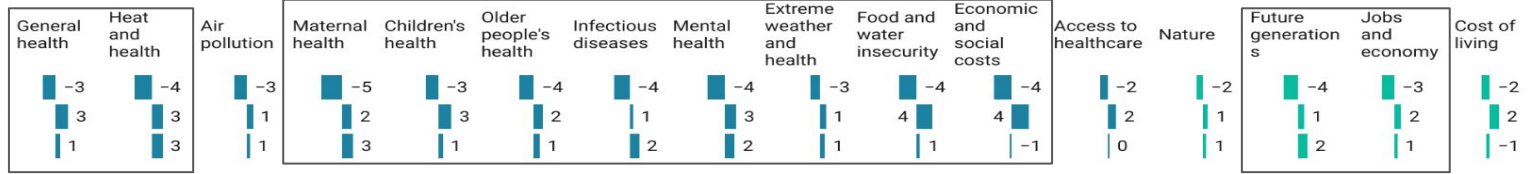


Created with Datawrapper

# Imagine, hypothetically, that [Country] taking effective action on climate change required some increases in tax to pay for these efforts. To what extent, if at all, would you be willing to pay extra tax per month to achieve this? - Effect of message (percentage points)

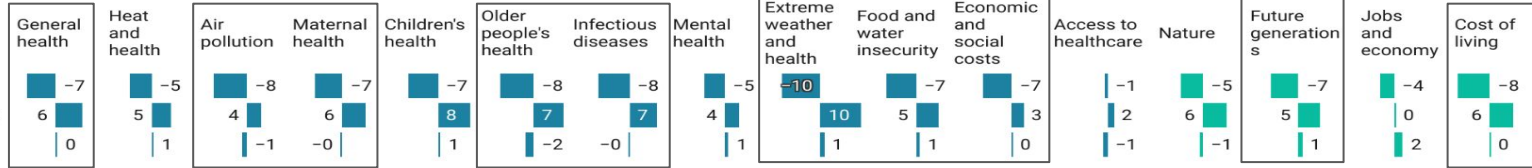
## Overall

NOT willing to pay any extra tax  
 Willing to pay a SMALL amount of extra tax  
 Willing to pay a LARGE amount of extra tax



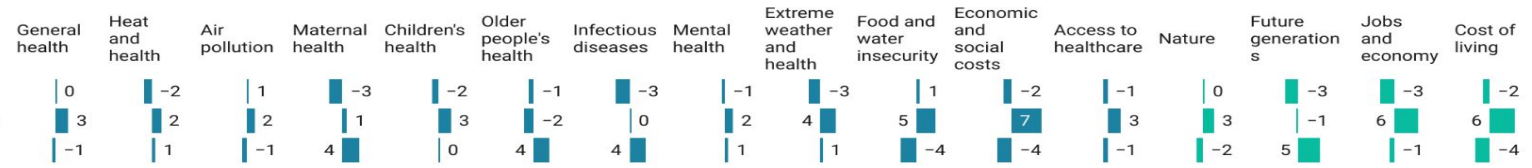
## Japan

NOT willing to pay any extra tax  
 Willing to pay a SMALL amount of extra tax  
 Willing to pay a LARGE amount of extra tax



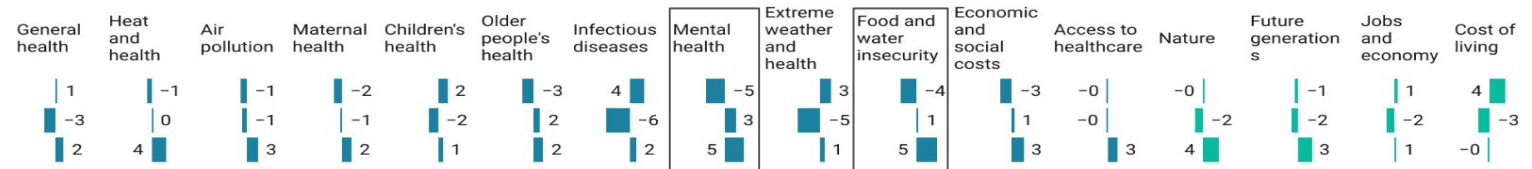
## India

NOT willing to pay any extra tax  
 Willing to pay a SMALL amount of extra tax  
 Willing to pay a LARGE amount of extra tax



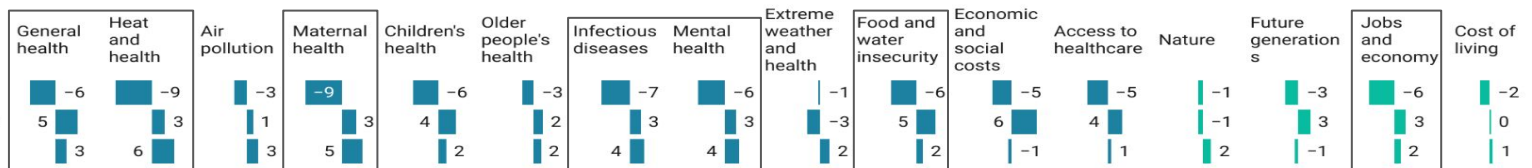
## Brazil

NOT willing to pay any extra tax  
 Willing to pay a SMALL amount of extra tax  
 Willing to pay a LARGE amount of extra tax

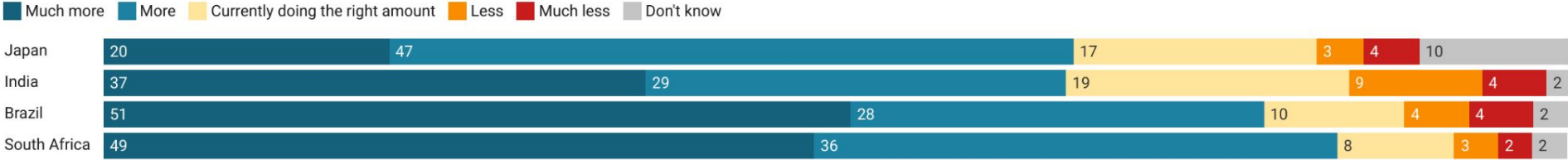


## South Africa

NOT willing to pay any extra tax  
 Willing to pay a SMALL amount of extra tax  
 Willing to pay a LARGE amount of extra tax

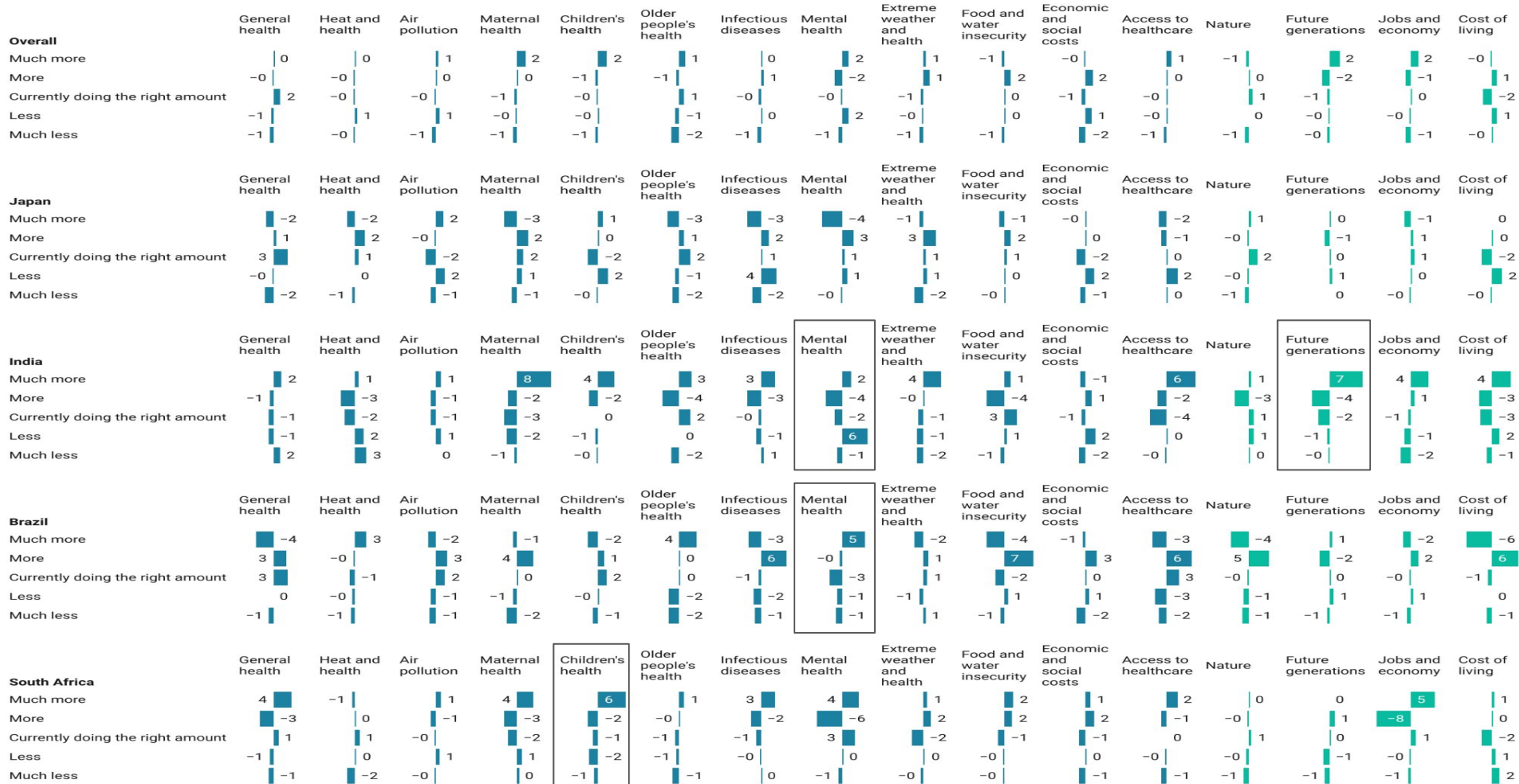


# Do you think the government of [Country] should be doing more or less on the issue of climate change? (%)



Created with Datawrapper

# Do you think the government of [Country] should be doing more or less on the issue of climate change? - Effect of message (percentage points)



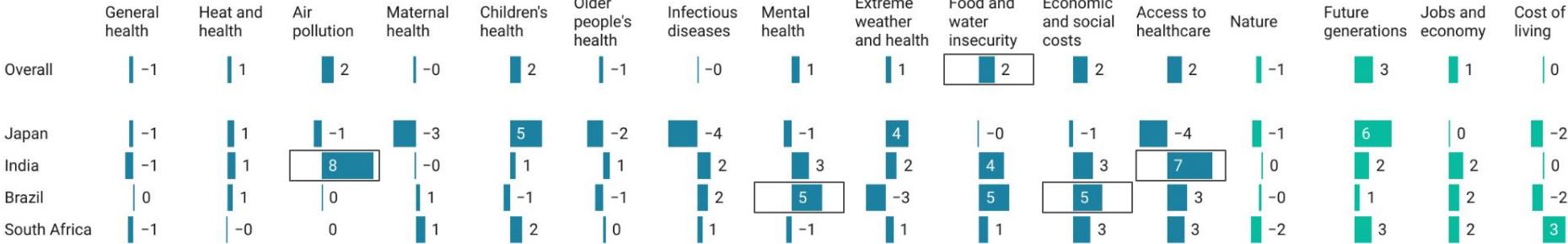
# Which of the following best describes your view? (%)

■ Governments should take urgent action to prevent climate change from affecting people's health 
 ■ Action to prevent climate change from affecting people's health should not be a top governmental priority. 
 ■ Don't know



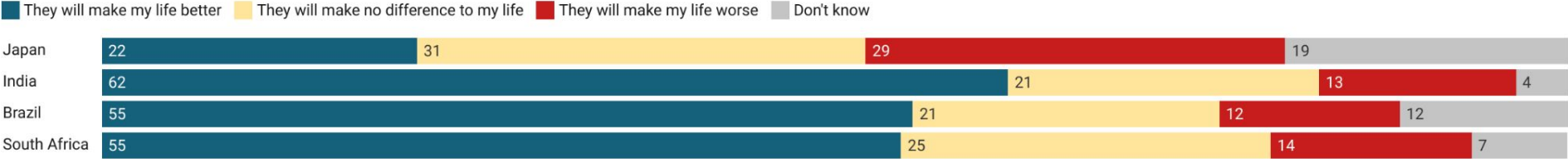
Created with Datawrapper

# Which of the following best describes your view? - Effect of message on selection of 'Governments should take urgent action to prevent climate change from affecting people's health' (percentage points)



Created with Datawrapper

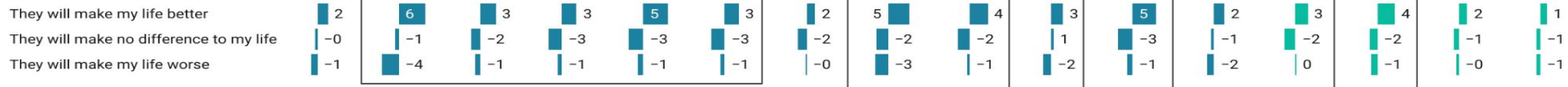
# In general, what effect do you think government policies to protect the environment will have on your life? (%)



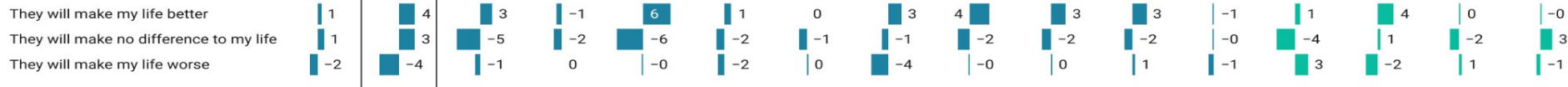
Created with Datawrapper

# In general, what effect do you think government policies to protect the environment will have on your life? - Effect of message (percentage points)

## Overall



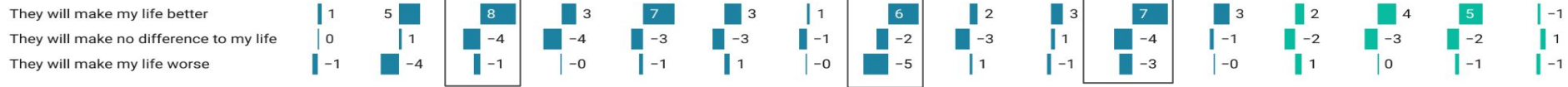
## Japan



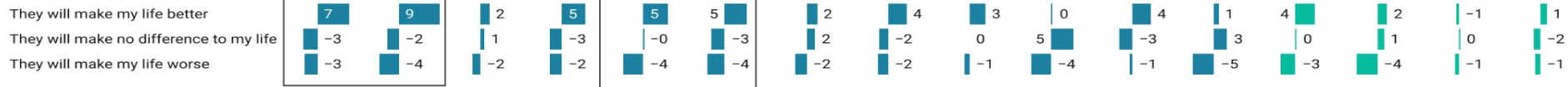
## India



## Brazil



## South Africa



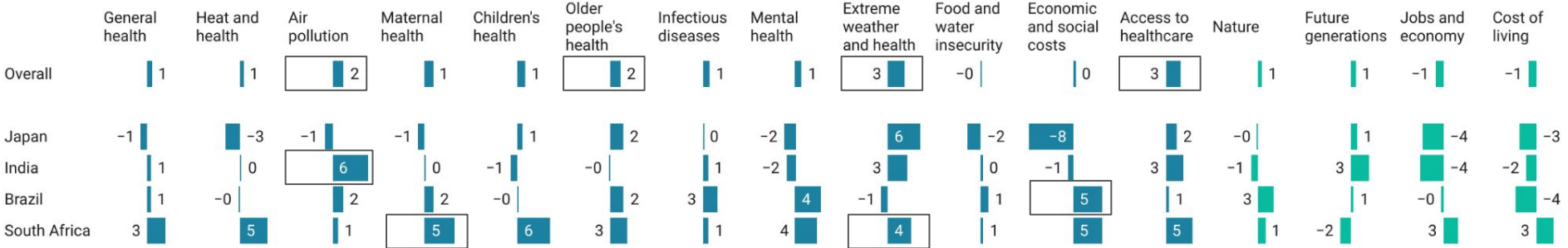
# Which of the following best describes your view? (%)

■ Taking action on climate change will help deal with problems in the healthcare system, by reducing strains on medical providers
 ■ Taking action on climate change will not affect problems in the healthcare system
 ■ Don't know



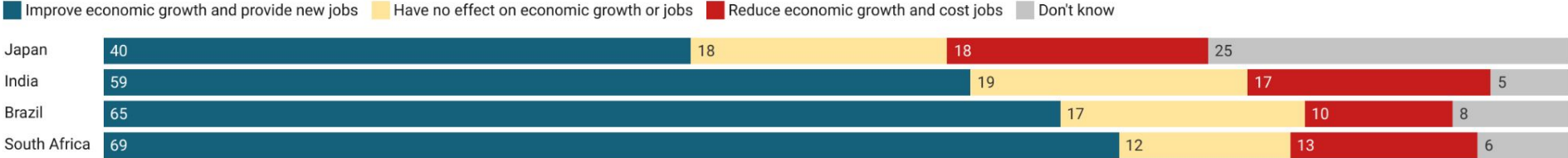
Created with Datawrapper

# Which of the following best describes your view? - Effect of message on selection of 'Taking action on climate change will help deal with problems in the healthcare system' (percentage points)



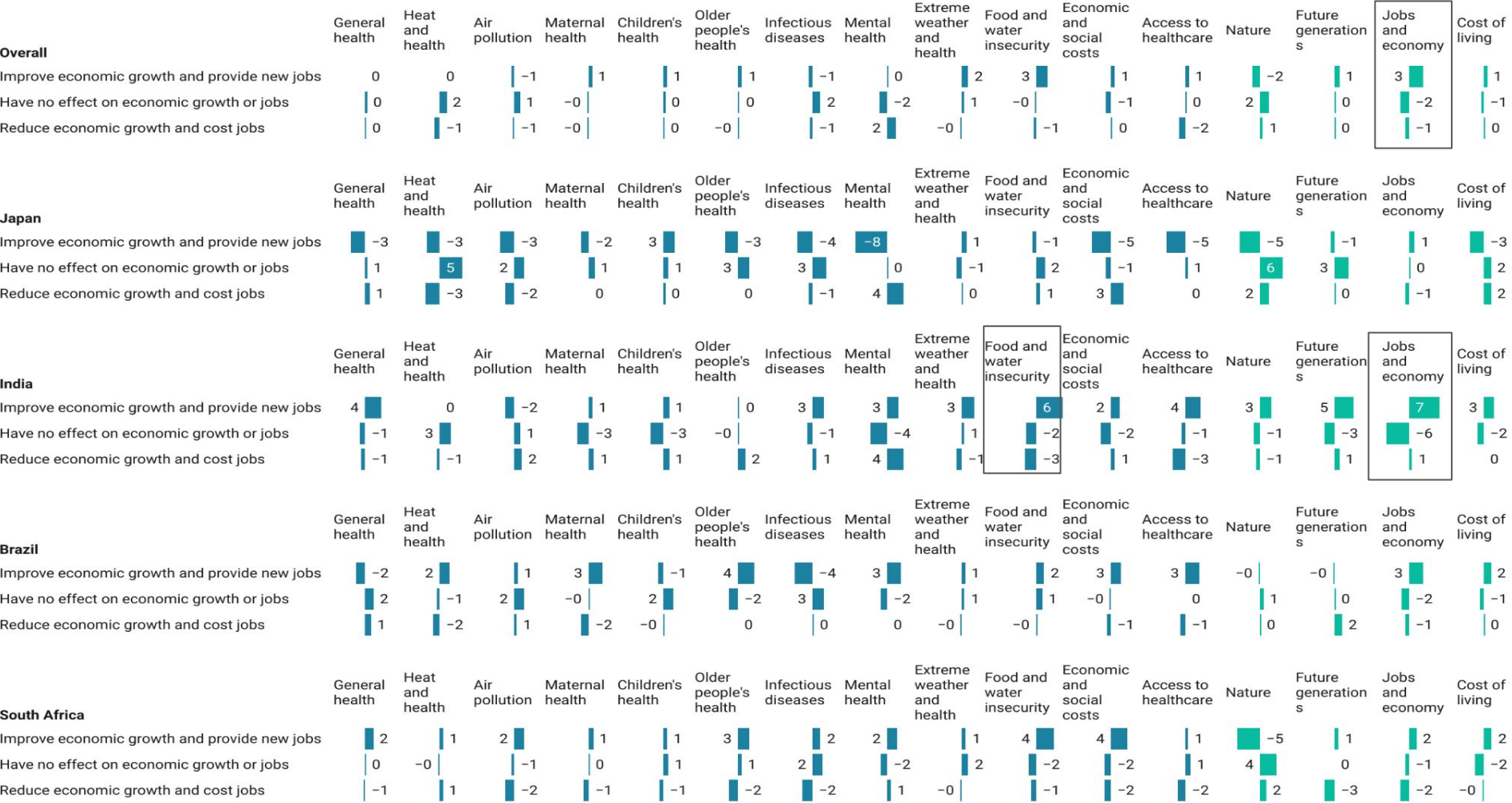
Created with Datawrapper

# Overall, do you think that taking action to reduce climate change will: (%)

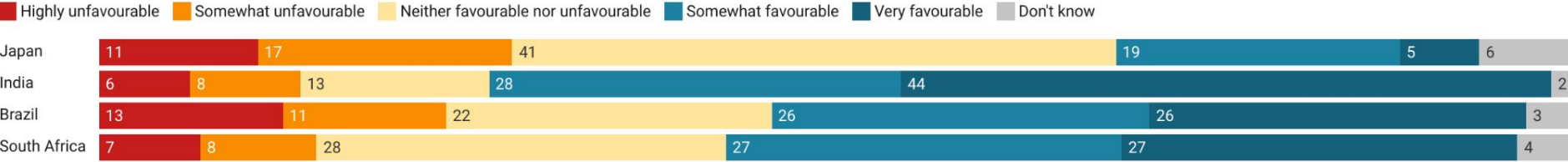


Created with Datawrapper

# Overall, do you think that taking action to reduce climate change will: - Effect of message (percentage points)



### In general, do you have a favourable or unfavourable opinion of climate activists and protestors? (%)



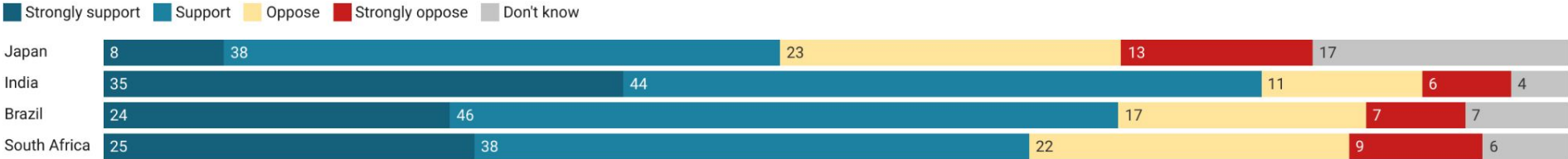
Created with Datawrapper

# In general, do you have a favourable or unfavourable opinion of climate activists and protestors? - Effect of message (percentage points)



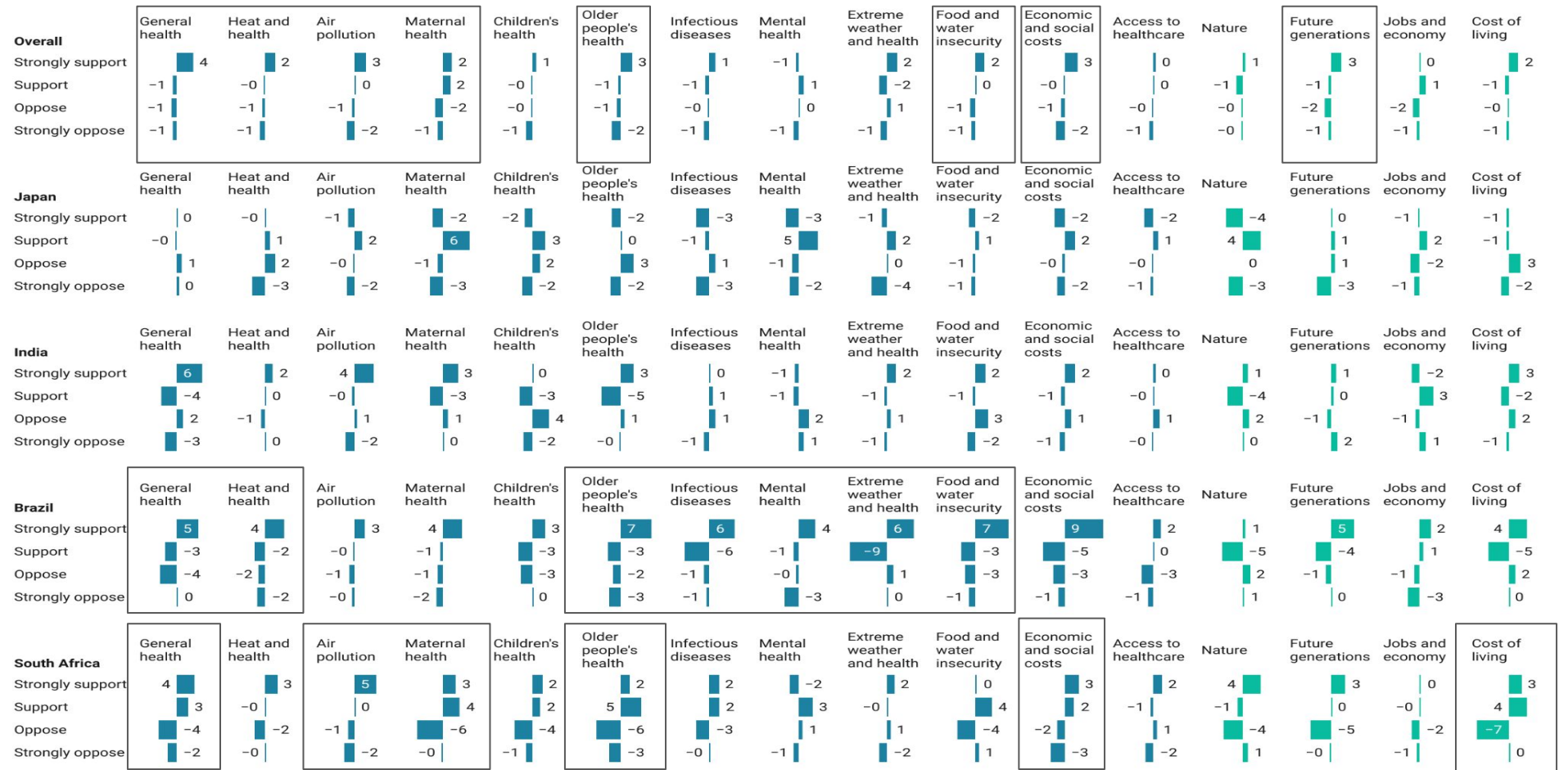
Message scores for climate action					
	Overall	Japan	India	Brazil	South Africa
General health	1	1	0	0	2
Heat and health	2	1	1	0	2
Air pollution	2	2	2	1	0
Maternal health	2	1	2	0	2
Children's health	2	0	0	0	3
Older people's health	3	1	0	0	1
Infectious diseases	1	2	0	0	1
Mental health	2	-1	1	4	1
Extreme weather and health	3	2	0	0	1
Food and water insecurity	2	1	0	1	1
Economic and social costs	2	0	1	3	0
Access to healthcare	1	0	1	0	0
Nature	0	0	0	0	0
Future generations	3	1	1	0	0
Jobs and economy	2	0	0	0	1
Cost of living	0	1	0	0	0

**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Phasing out the sale of new petrol and diesel vehicles and replacing them with electric cars" (%)**



Created with Datawrapper

# Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Phasing out the sale of new petrol and diesel vehicles and replacing them with electric cars" (Effects in percentage points)



**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Investing in incentives and infrastructure around electric cars" (%)**

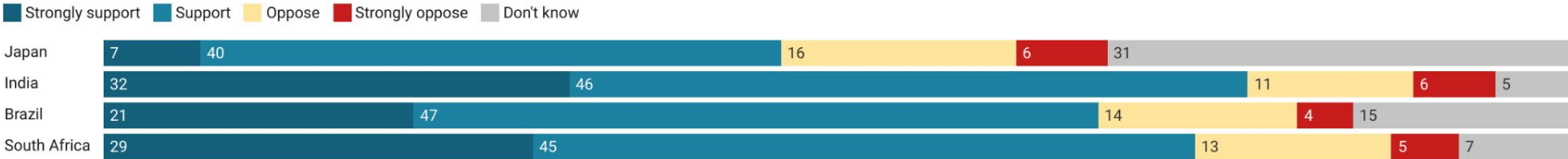


Created with Datawrapper

# To what extent, if at all, do you support or oppose these ideas? - "Investing in incentives and infrastructure around electric cars" (Effects in percentage points)

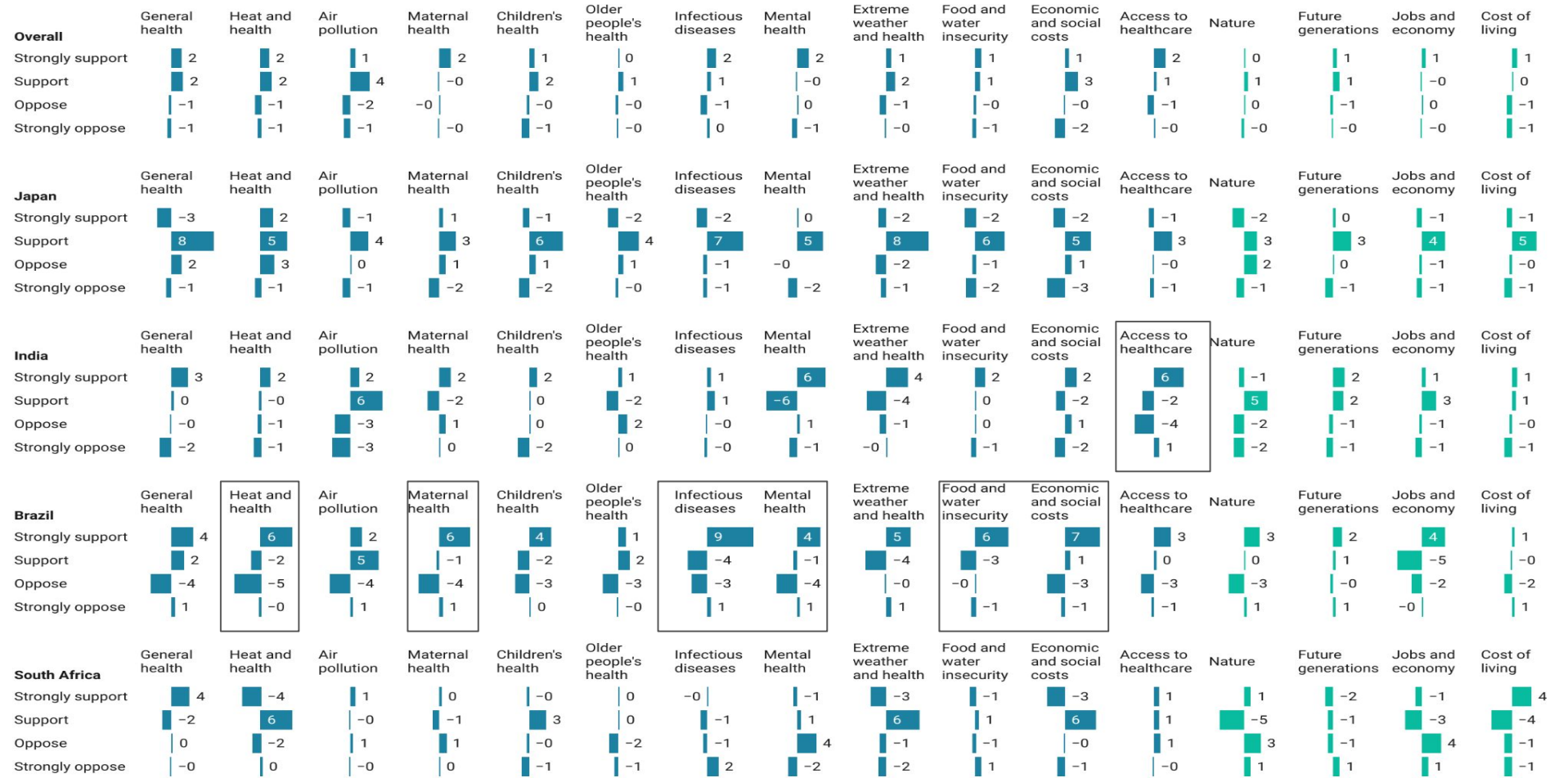


**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Phasing out the sale of new gas boilers/furnaces and replacing them with electric heat pumps" (%)**



Created with Datawrapper

# To what extent, if at all, do you support or oppose these ideas? - "Phasing out the sale of new gas boilers/furnaces and replacing them with electric heat pumps" (Effectiveness in percentage points)

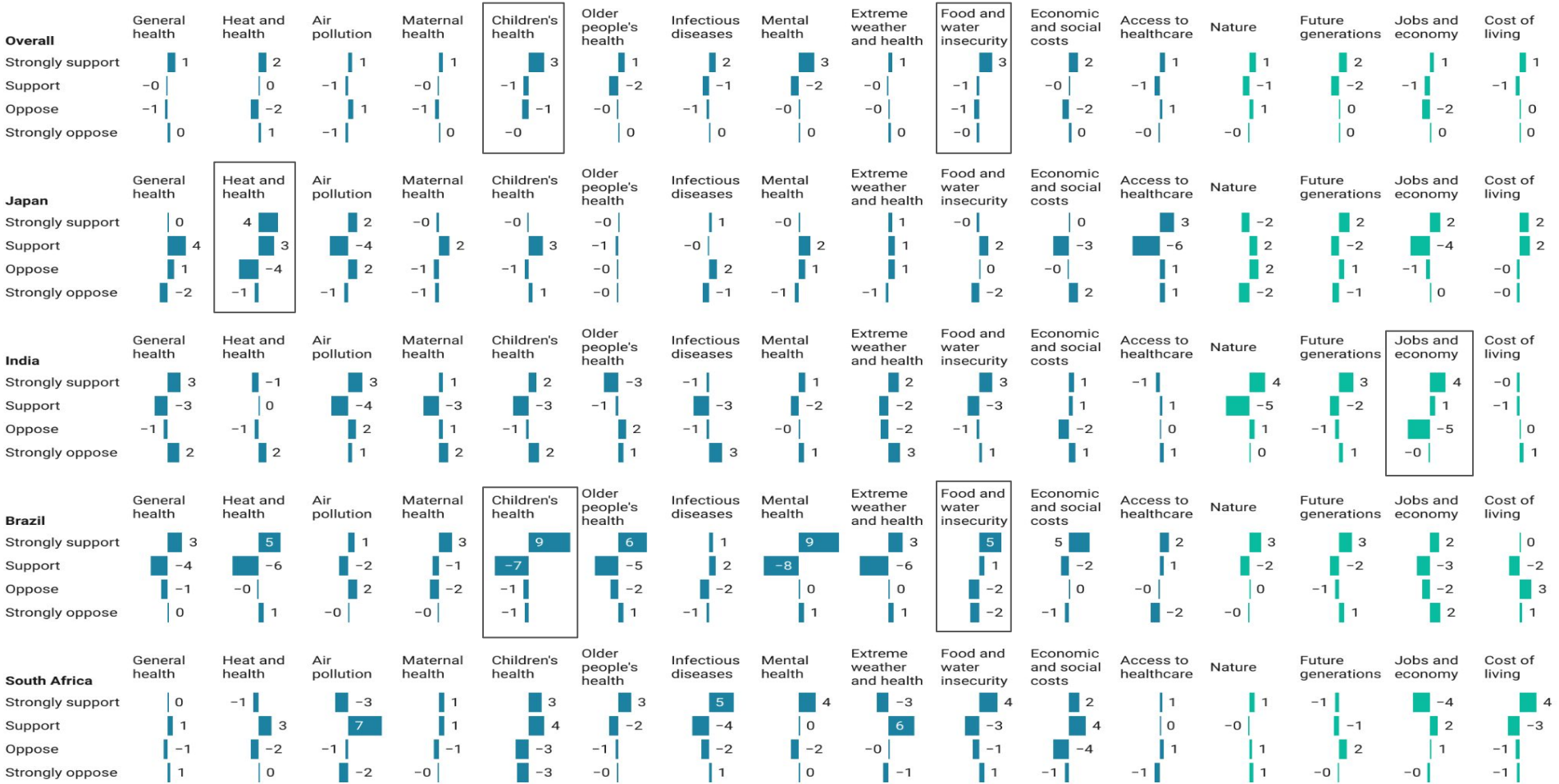


**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Providing financial aid to poor/vulnerable countries to help them shift to clean energy and reduce their emissions" (%)**

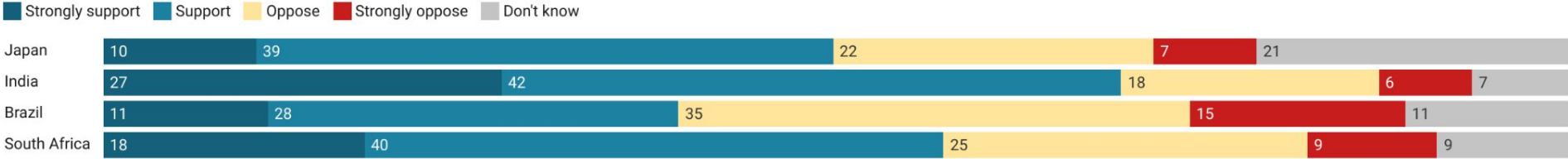


Created with Datawrapper

# To what extent, if at all, do you support or oppose these ideas? - "Providing financial aid to poor/vulnerable countries to help them shift to clean energy and reduce their emissions" (Effects in percentage points)

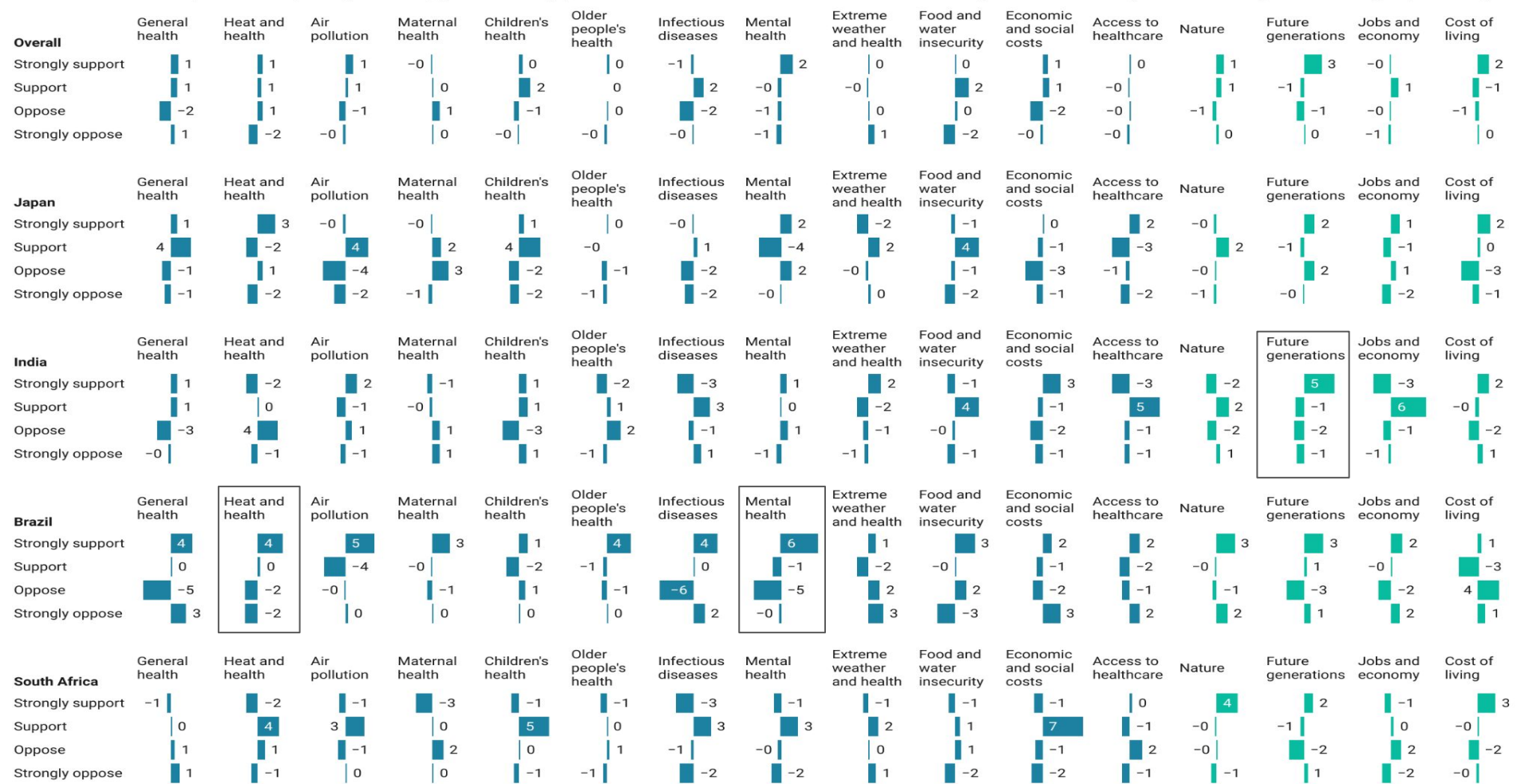


**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "A tax on frequent fliers" (%)**



Created with Datawrapper

# To what extent, if at all, do you support or oppose these ideas? - "A tax on frequent fliers" (Effects in percentage points)



**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Building more onshore wind turbines" (%)**

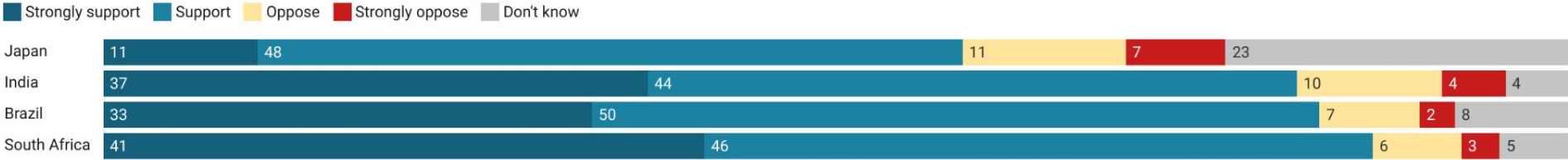


Created with Datawrapper

# What extent, if at all, do you support or oppose these ideas? - "Building more onshore wind turbines " (Effects in percentage points)

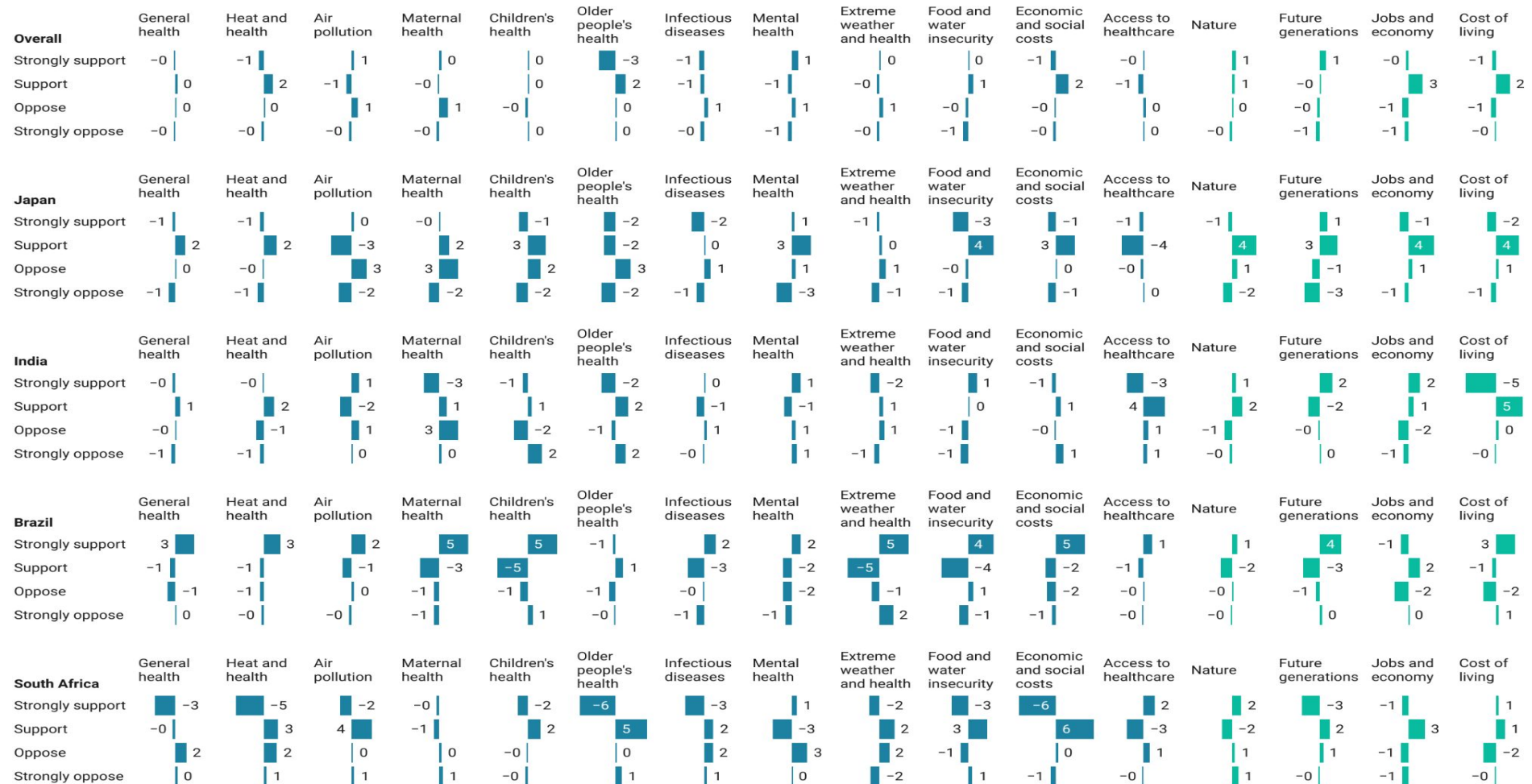


**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Building more offshore wind turbines" (%)**

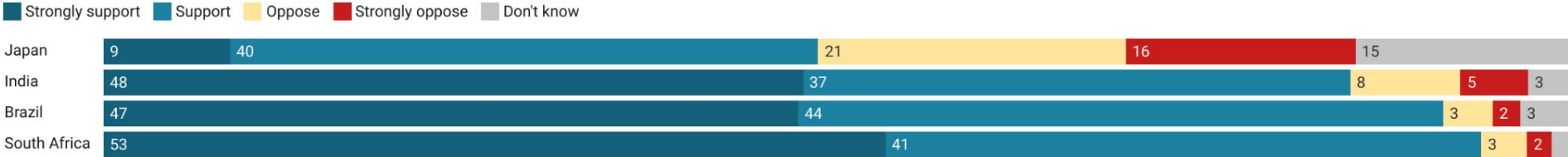


Created with Datawrapper

# To what extent, if at all, do you support or oppose these ideas? - "Building more offshore wind turbines " (Effects in percentage points)

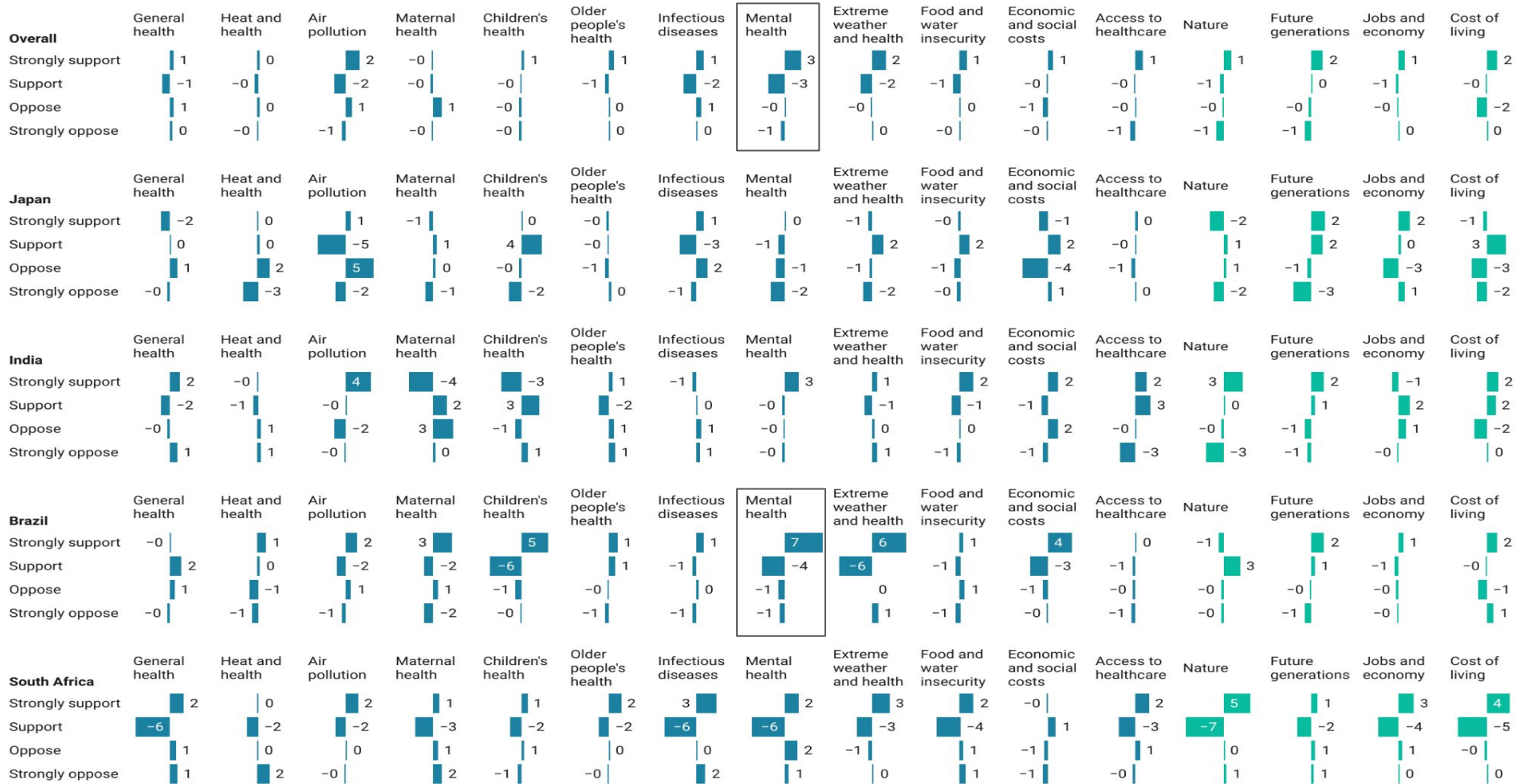


**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Building more solar parks/solar farms (fields with solar panels in them)" (%)**



Created with Datawrapper

# To what extent, if at all, do you support or oppose these ideas? - "Building more solar parks/solar farms" (Effects in percentage points)

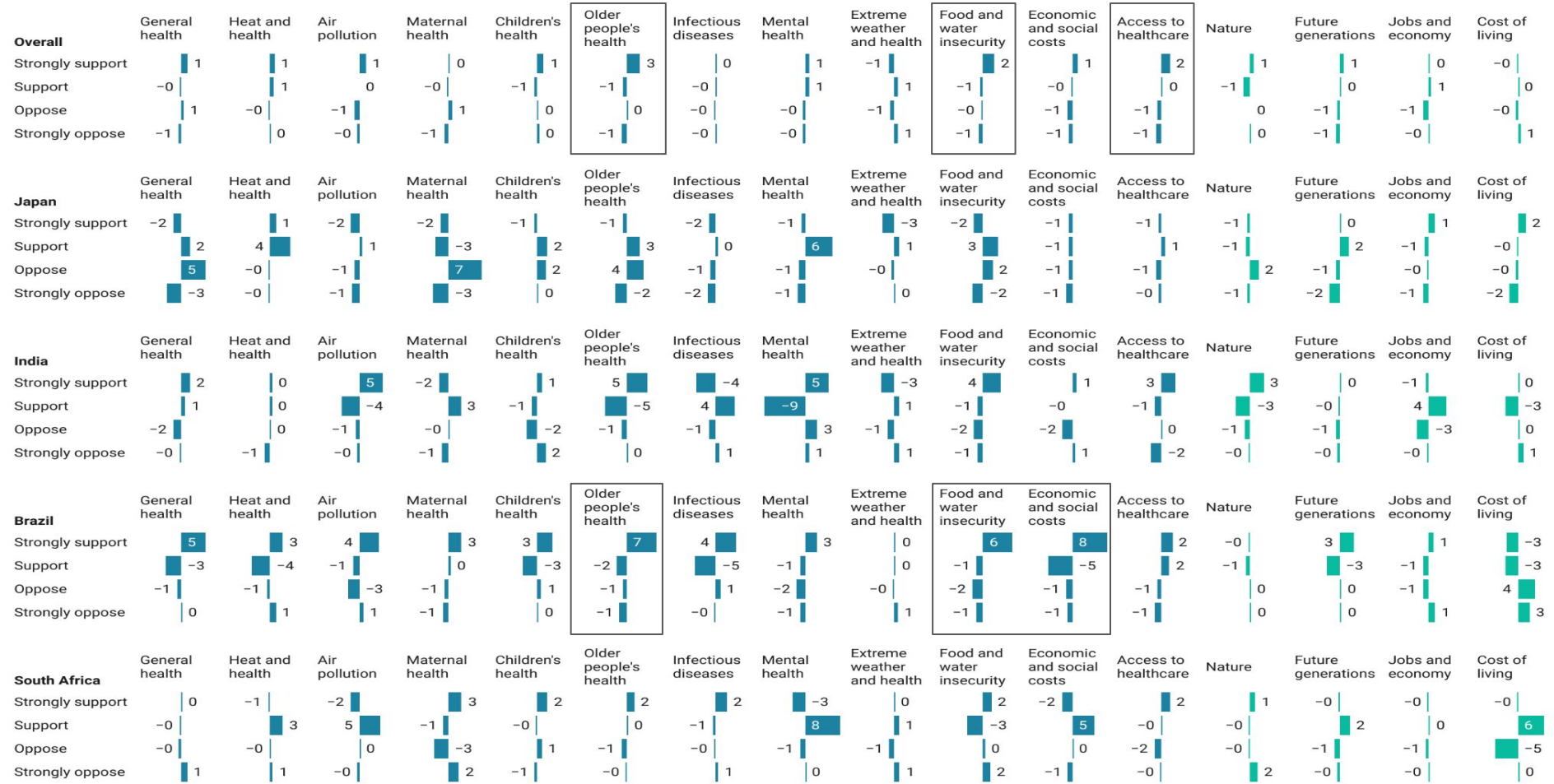


**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Require farmers to reduce the use of nitrogen fertiliser on their crops" (%)**

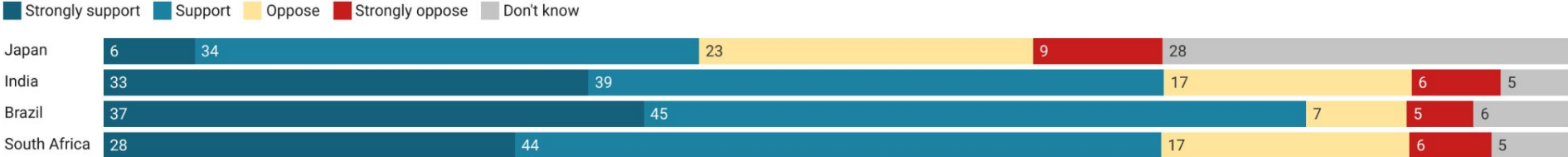


Created with Datawrapper

# To what extent, if at all, do you support or oppose these ideas? - "Require farmers to reduce the use of nitrogen fertiliser on their crops" (Effects in percentage points)



**Below are a series of ideas that some people have proposed the government adopt in order to reduce emissions which contribute to climate change. To what extent, if at all, do you support or oppose these ideas? - "Require farmers to put aside 4% of their arable land to wildlife and forestation" (%)**



Created with Datawrapper

# To what extent, if at all, do you support or oppose these ideas? - "Require farmers to put aside 4% of their arable land to wildlife and forestation" (Effects in percentage points)



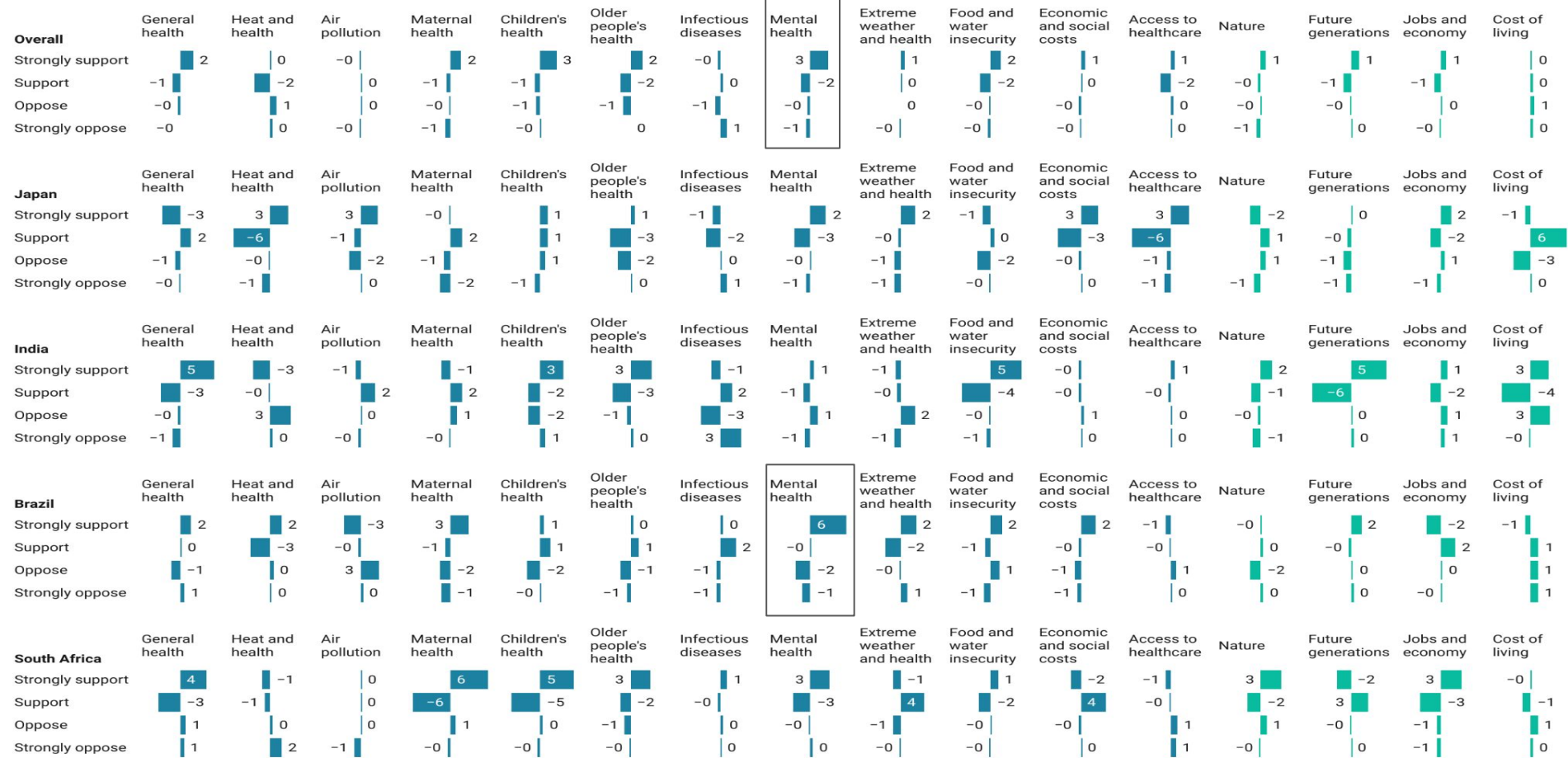
# Do you support or oppose the following policies? - "National and local governments investing resources to ensure that public buildings can be used safely and effectively during severe heat waves and other extreme weather events." (%)

Strongly support Support Oppose Strongly oppose Don't know



Created with Datawrapper

# Do you support or oppose the following policies? "National and local governments investing resources to ensure that public buildings can be used safely and effectively during severe heat waves and other extreme weather events." (Effects in percentage points)

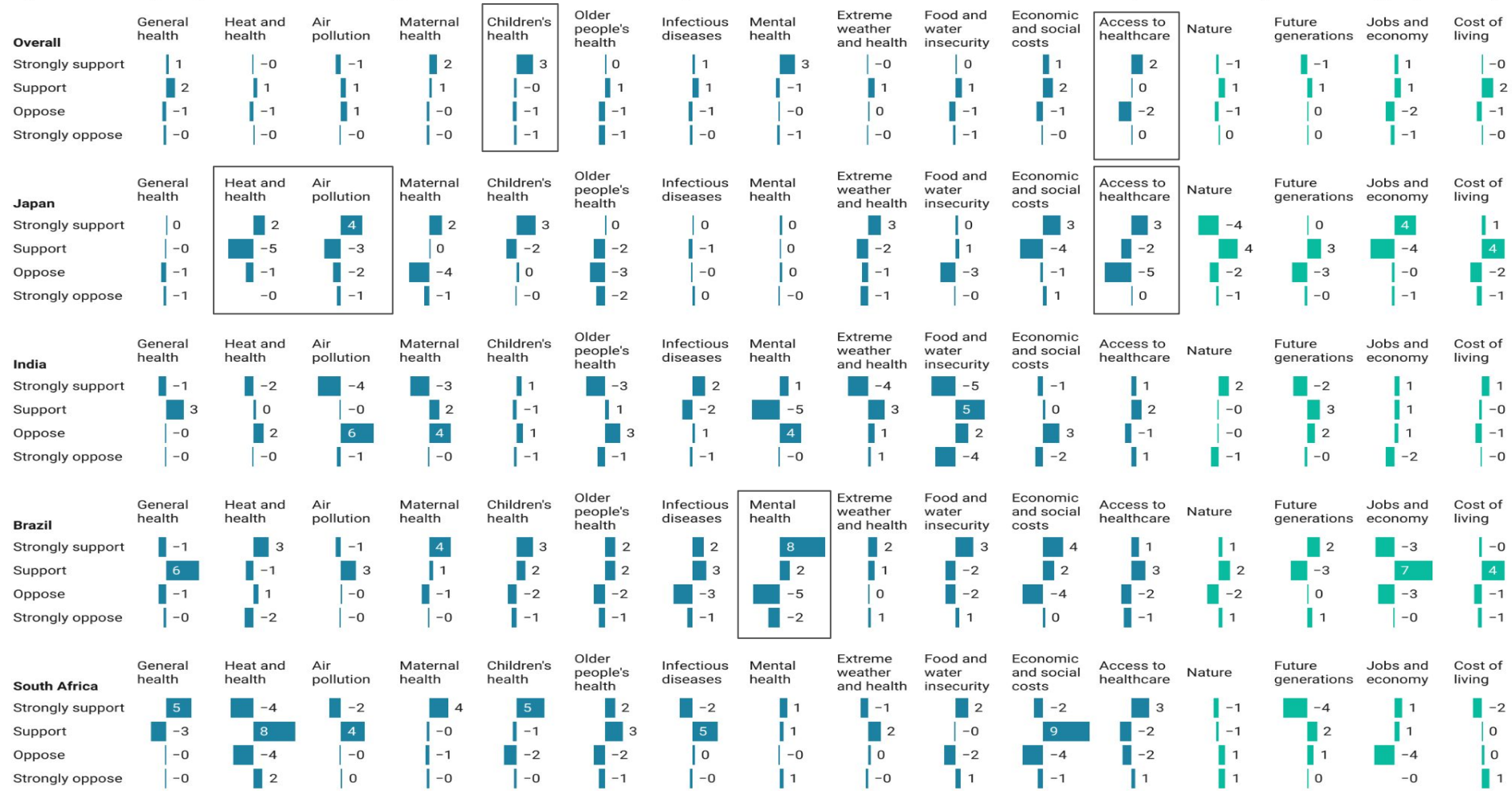


# Do you support or oppose the following policies? - "National and local governments providing air-conditioned public spaces for people to use during severe heat waves to prevent heat-related health issues." (%)



Created with Datawrapper

# Do you support or oppose the following policies? "National and local governments providing air-conditioned public spaces for people to use during severe heat waves to prevent heat-related health issues." (Effects in percentage points)



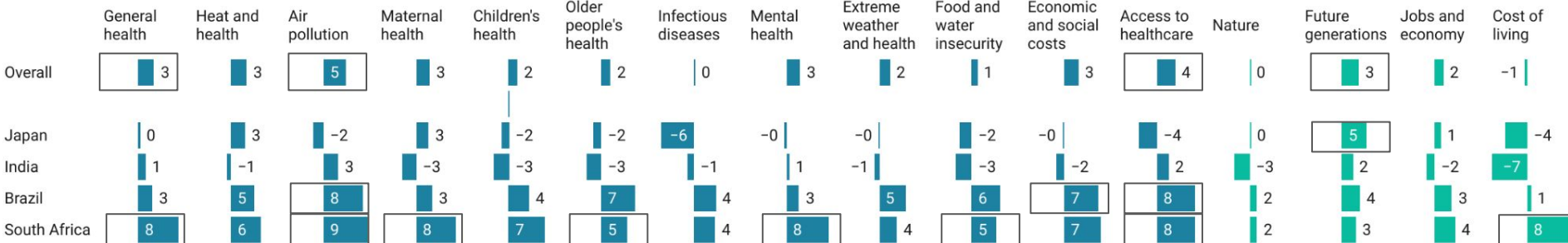
# Which of the following best describes your view? (%)

■ I support the phase out of fossil fuels (oil, coal, and gas) by 2050. 
 ■ I oppose the phase out of fossil fuels (oil, coal, and gas) by 2050. 
 ■ Don't know



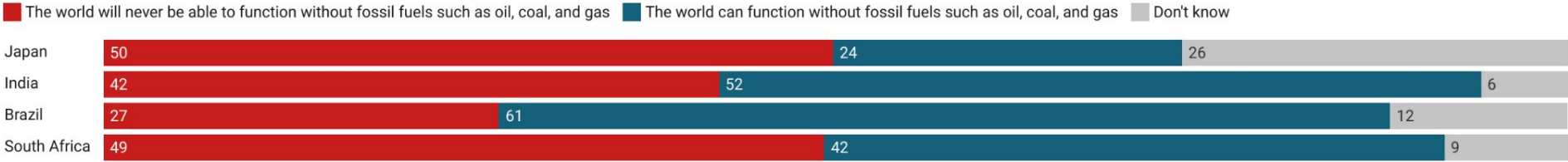
Created with Datawrapper

# Which of the following best describes your view? - Effect of message on selection of 'I support the phase out of fossil fuels (oil, coal, and gas) by 2050.' (percentage points)



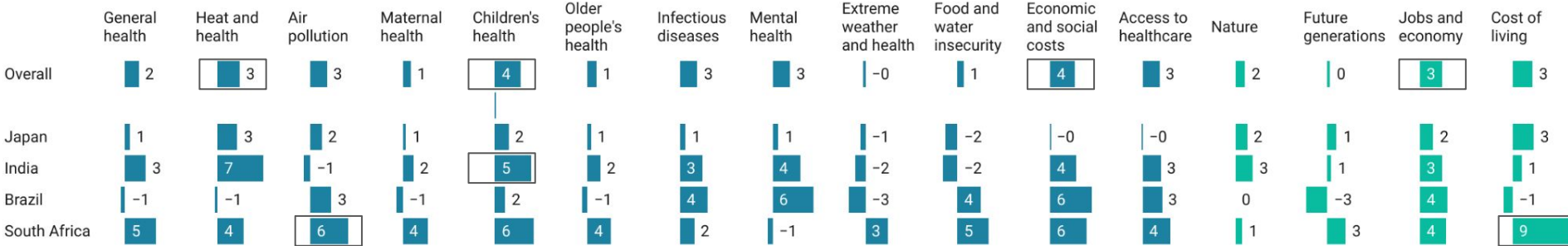
Created with Datawrapper

# Which of the following best describes your view? (%)



Created with Datawrapper

# Which of the following best describes your view? - Effect of message on selection of 'The world can function without fossil fuels such as oil, coal, and gas' (percentage points)



Created with Datawrapper

# Message scores for climate policy

	Overall	Japan	India	Brazil	South Africa
General health	2	0	0	1	2
Heat and health	2	2	0	4	-2
Air pollution	2	1	-1	1	3
Maternal health	1	1	0	1	2
Children's health	3	0	1	1	0
Older people's health	2	0	0	3	1
Infectious diseases	0	0	1	2	0
Mental health	2	0	0	7	1
Extreme weather and health	0	0	0	1	0
Food and water insecurity	3	0	0	5	1
Economic and social costs	2	0	0	3	2
Access to healthcare	3	1	1	1	1
Nature	1	0	1	0	1
Future generations	2	1	1	0	0
Jobs and economy	1	0	1	1	0
Cost of living	0	0	-1	-1	3

# Message scores overall

	Overall	Japan	India	Brazil	South Africa
General health	6	2	3	2	6
Heat and health	15	7	4	8	7
Air pollution	9	5	9	5	7
Maternal health	6	4	4	9	8
Children's health	14	2	2	3	14
Older people's health	11	5	2	8	6
Infectious diseases	6	5	5	5	3
Mental health	12	4	3	24	7
Extreme weather and health	6	5	3	1	6
Food and water insecurity	15	2	4	11	10
Economic and social costs	10	2	1	10	6
Access to healthcare	12	4	8	4	3
Nature	2	2	2	2	1
Future generations	8	4	3	1	2
Jobs and economy	9	2	8	1	6
Cost of living	2	2	0	0	6