

Do you see what I see?

The use of visual framing to support the preservation and protection of Antarctica and the Southern Ocean

PROJECT 238, FEBRUARY 2014



Prepared for: World Wide Fund for Nature (Australia), Level 1, 1 Small Street, Ultimo, NSW, Australia, 2007

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Executive summary



Executive summary

This report presents the outcomes of quantitative online research with 307 'non active' Worldwide Fund for Nature (WWF) donors looking at attitudes and perceptions associated with Antarctica and The Southern Ocean. Using a 10 to 12 minute questionnaire, the research was conducted in late January and early February of 2014.

Aim of the research

- To explore the impact of visual framing – specifically whether associating certain images with the research topic had any impact on:
 1. The perceived importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage
 2. Propensity to financially support well-known, not-for-profit organisations (NFPs) that aim to protect and preserve Antarctica and the Southern Ocean
- Secondary objectives included exploring whether visual framing influenced perceptions of 1) specific threats to these regions, 2) mitigation priorities, and 3) the effectiveness of various actions to preserve and protect Antarctica and the Southern Ocean.

Key findings

- **The visual framing effect – inconclusive**
 - No statistically significant differences were detected on the primary measures. This result was, in part, driven by a lack of variation across the sample, with 95% of respondents providing an importance rating of 9 or 10 out of 10 for the primary measure. Other influencing factors may have been an inadequate sample size, the effects of bias or moderating factors, or that the visual frames devised for this research were not potent enough. Further research using different visual frames, or the same visual frame to more people or a broader, potentially less biased segment of the community is recommended.
 - Additionally, no framing effects were discernable for responses to perceptions of listed specific threats, mitigation priorities, or mitigation effectiveness.

Executive summary

Other observations (unrelated to framing effects)

○ Perceptions of threats and mitigation actions

- The research showed that *'climate change'*, *'oil and mineral exploration and extraction'* and *'the unsustainable harvesting of marine life'* were considered the most significant threats and highest priority areas for actions to protect Antarctica and the Southern Ocean.
- The top 4 most effective actions as a way to help preserve and protect Antarctica and the Southern Ocean were:
 - 1 *'Introduce huge fines for organisations that pollute Antarctica and the Southern Ocean'*,
 - 2 *'Do whatever possible to preserve the Antarctic treaty'*,
 - 3 *'Support scientific research looking at the health of Antarctica and the Southern Ocean'*
 - 4 *'Lobby the Australian government to make Antarctica and the Southern Ocean a non-development zone'*.

○ Likelihood of personal actions

- The most likely personal actions to help preserve and protect Antarctica and the Southern Ocean included:
 - *'Make safe and sustainable seafood choices'* (87%),
 - *'Vote for an environment friendly government'* (86%),
 - *'Sign an on-line petition to be sent to a politician'* (84%),
 - *'Reduce personal carbon footprint and energy consumption'* (81%)
 - *'Use fewer plastic products'* (80%).

Executive summary

Other observations (unrelated to framing effects)

○ Reasons to protect Antarctica and the Southern Ocean

- A key reason Antarctica and the Southern Ocean should be preserved and protected was *'because we have a moral duty to protect unique and fragile ecosystems'* – (78% of respondents strongly agreed).

○ Images that most make respondents feel that protecting Antarctica and the Southern Ocean is important:

- Positive or 'maintain' frame image (pristine coastal landscape without penguins) was the most preferred image overall, followed by a negative or 'lose' frame image (coastal landscape with oil rig and pollution).



- When respondents were asked directly, there were differing and contrasting views about whether positive or negative images best illustrate the need to protect Antarctica and the Southern Ocean. A proportion of the sample thought positive images best illustrated the need while a proportion of the sample thought negative images best illustrated the need.

○ Gender effects

- An analysis of gender across all questions in the survey showed that females rated the importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage higher, rated all threats higher, rated certain statements higher, and more said they were likely to undertake certain personal actions listed than did Males.

Executive summary

Other observations (unrelated to framing effects)

○ Past and future donation behaviour to well-known NFP organisations

- Over a third of this sample (38%) said they regularly donate and around half (49%) said they sometimes donate to well-known environmental organisations.
- Well over a third of the sample (42%) said they definitely would or were highly likely to donate in the next 12 months. A further third (34%) said they were somewhat likely to donate in the next 12 months.
- Of significance was the fact that more respondents who were 'very confident' their donation money was well spent said they had 'regularly' donated in the past, and more said they were 'likely to donate' in the future.
- Just under a third (31%) said they were very confident and just over half (54%) said they were somewhat confident that their past donation money was well spent.
- There appears to be relationships between donation behaviour, personal attitudes towards environment topics, confidence that donation money is well spent and size of donations.
- A significant proportion of this sample have donated in the past and intend to donate in the future to well-known environmental organisations. As respondents in this research were comprised of past but inactive WWF donors, it begs the question – *Why are these respondents not donating to WWF, particularly those who regularly donate?*
- The implications for environmental organisations such as WWF, include a need to monitor and manage donor beliefs about various environment topics, a need to monitor and manage donor perceptions about how well donation money is spent, a need to monitor and manage more 'regular' donors generally, and a need to better understand drivers of choice of environmental organisation for the purposes of donation.

Executive summary

Recommendations

Hypothesis – relationships between potential drivers of donation behaviour

ACTIONS:

- Monitor attitudes and beliefs about each environmental topic and tailor communications accordingly.
- Monitor for gender differences and adjust communications accordingly.

ACTION:

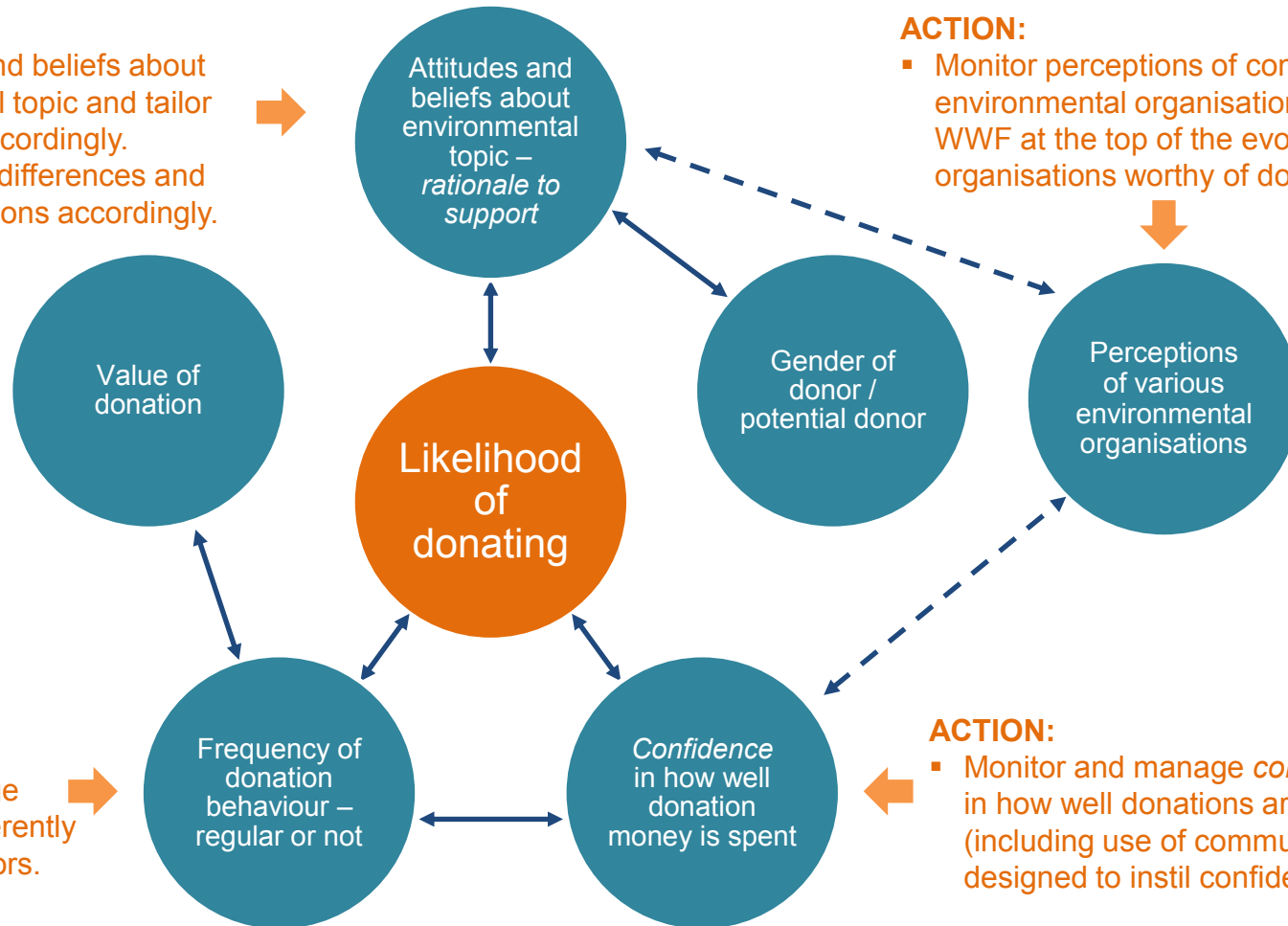
- Monitor perceptions of competing environmental organisations and position WWF at the top of the evoked set of organisations worthy of donating to.

ACTION:

- Monitor and manage *regular donors* differently to less regular donors.

ACTION:

- Monitor and manage *confidence* in how well donations are spent (including use of communications designed to instil confidence).



Introduction and background



Introduction and background

The meta-communication concept of ‘framing’ has shown that people can respond very differently to identical data framed in different ways. Most of this work has been done comparing words and language with equivalence frames (e.g. response to 95% survival vs. 5% mortality for a given activity) and issue/policy frames (e.g. the impact of using the terms global warming vs. climate change vs. unstable climate).

‘Framing’ also applies to the use of visual imagery. Research has shown that visual imagery can influence the reactions people have, the messages they take away and whether they take any action based on the visual communication they have received (Nicholson-Cole 2005).

Research done in 2012 looking at levels of engagement with climate change imagery drawn from mass media sources (O’Neill et al. 2012) suggested that imagery plays a role in either increasing the sense of importance of an issue or promoting a sense of empowerment.

When it comes to engaging community support for ‘greater than self’ causes, and support for not-for-profits (NFPs), no research to date had been undertaken to determine whether using imagery to frame an issue has an impact, and if so, whether different types of visual frames have an effect on the level of that impact. In particular, it is unclear whether visually framing a communication can enhance the salience of a preservation/conservation message, and subsequently enhance motivation to actively support that cause.

Uniquely, this study for the first time utilizes a loss/maintain goal frame scenario, with an examination of the visual impact of frames to encourage the preservation and protection of Antarctica and the Southern Ocean (i.e. stimulate the goal of maintaining the current situation) versus its potential degradation (i.e. creating a deemed loss).

The purpose of the research

The core purpose of this research was to explore whether associating images with a proposition has an impact on key measures, and if so, does this vary with different image types. For example, whether the perceived importance of *preserving and protecting Antarctica and the Southern Ocean from irreversible damage* is influenced by the presence or absence of positive (‘maintain’ frame) and negative (‘loss’ frame) images.

Research objectives and approach



Research objectives

Purpose of the research

To explore whether associating images with a proposition has any impact on key measures, and if so, whether this varies with different image types.

Research objectives

The primary research objectives were:

- To determine whether the mean importance on the core measures was different with various images including:
 - Difference between positive ('maintain' frame) and negative ('lose' frame) images (with or without oil rig and rubbish)
 - Difference between presence and absence of animal images in positive images (pristine image with or without penguins)
 - Difference between presence and absence of animal images in negative images (oil rig and rubbish with or without penguins)
 - The primary core measure was a 0 to 10 rating question as follows:

Thinking about Antarctica and the Southern Ocean, how important is it to preserve and protect these regions from irreversible damage?
 - The second core measure was 7-point Likert scale question as follows:

Thinking of the next 12 months, how likely would you be to donate to a well-known, not-for-profit environmental organisation that aims to protect and preserve Antarctica and the Southern Ocean?

The supporting research questions:

- Explored whether visual framing influenced perceptions of 1) specific threats to these regions, 2) mitigation priorities, and 3) the effectiveness of various actions to preserve and protect Antarctica and the Southern Ocean.

Research approach

Data collection approach

- Online self complete questionnaire (10 -12 minutes).
- The questionnaire was programmed using SMP's survey platform, provided free of charge for the purposes of the research.

Sample size

- 307 non-active WWF donors

Source of respondents

- World Wide Fund for Nature - Australia 'non active donors' list
- WWF coordinated and distributed email invitations

Response rates

- 24,084 emails were sent and 15,929 were successfully delivered
- 307 surveys were completed giving a response rate of 2%.

Dates of the fieldwork

- Late January and early February 2014.

Researchers

- Lead researcher – Heather Kiley (Canterbury University)
- Advisers – Stuart Vawser (Vawser and Associates), Doug Gimesy (The Framing Effect).

Sample structure 10 – 12 minute questionnaire	No. of respondents
Sample size:	307
Source of respondents: World Wide Fund for Nature (Australia) 'non active donors' list	
Data accuracy: Based on a sample size of 307 respondents, a total population of 24,200 and a confidence level of 95%, the confidence interval at maximum variation (50%), was calculated at $\pm 5.56\%$. Note: This assumes the WWF 'non active donors' database is a defined target population group as was the case in this survey. These results <u>cannot</u> be projected to the Australian general population at large.	



Research approach

Experimental design

Five separate but identical online surveys were used. The only difference between the surveys was the image in the banner of each questionnaire. Four versions of the survey each carried a different banner image, and one version had no image at all.

Rationale for the image choice

In order to remove variables other than those being tested, the same stock photo image was digitally altered to create landscape scenes that were identical apart from the removal or addition of various elements.

The ‘original’ image was chosen as a representation of both the terrestrial and marine elements of Antarctica, in order to reflect WWFs conservation focus on ‘Antarctica and the Southern Ocean’.

The elements of the four final images were chosen to represent either a positive condition (“maintain” frame) or a negative condition (“lose” frame) (see following page).

Penguins (an iconic symbol of Antarctic wildlife) were removed or added to these scenes to test whether the presence of wildlife had any influence on the power of the positive or negative frame.

Banner image used in each version of the questionnaire



238IM20.jpg (Version 1)



238IM19.jpg (Version 2)



238IM22.jpg (Version 3)



238IM21.jpg (Version 4)

Research approach

Digital alterations to the coastal Antarctic landscape to create positive and negative frames.



POSITIVE OR 'MAINTAIN' FRAME:
Pristine coastal landscape without penguins



POSITIVE OR 'MAINTAIN' FRAME:
Pristine coastal landscape with penguins



NEGATIVE OR 'LOSS' FRAME:
Coastal landscape with oil rig and pollution

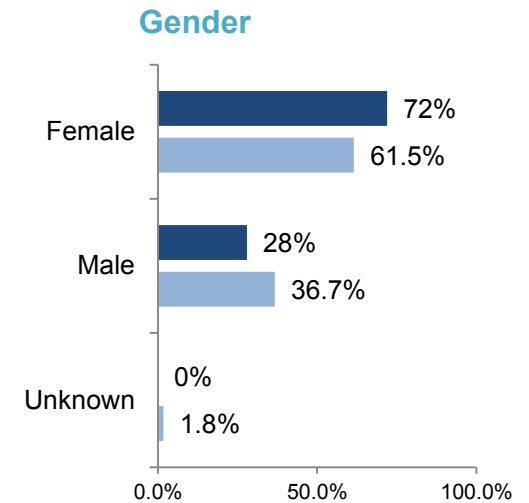
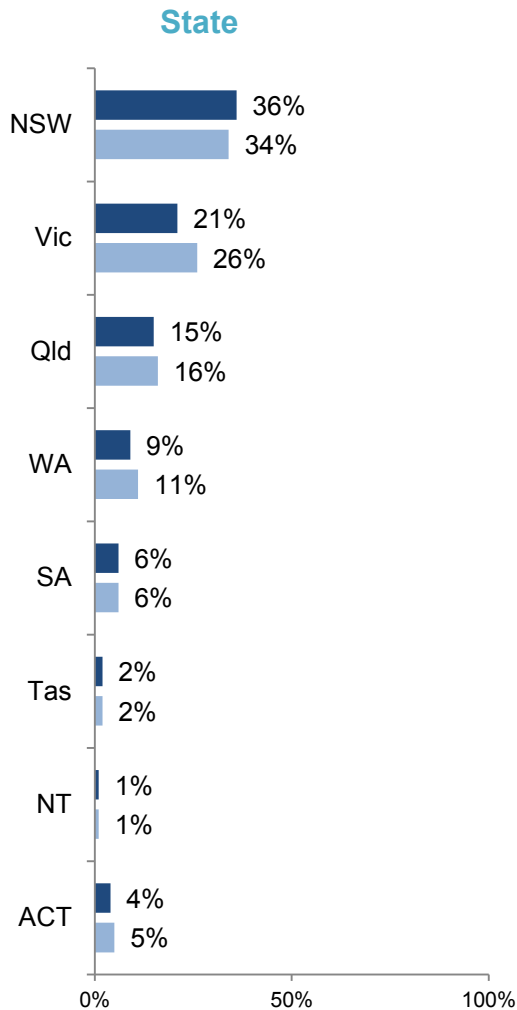
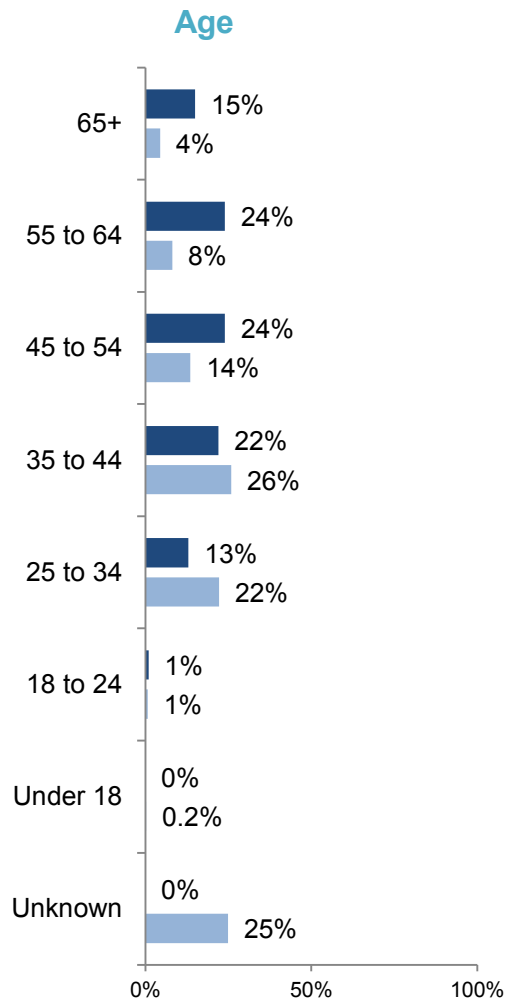


NEGATIVE OR 'LOSS' FRAME:
Coastal landscape with oil rig, pollution and penguins

Respondent profile



Total sample demographics versus WWF Database



Key points

- The survey sample was similar to the WWF data base on the basis of location but had more females and fewer males than the WWF data base.
- It is difficult to make comparisons on the basis of age due to the lack of data available on the WWF data base.

■ Total Sample (n=307) ■ WWF database

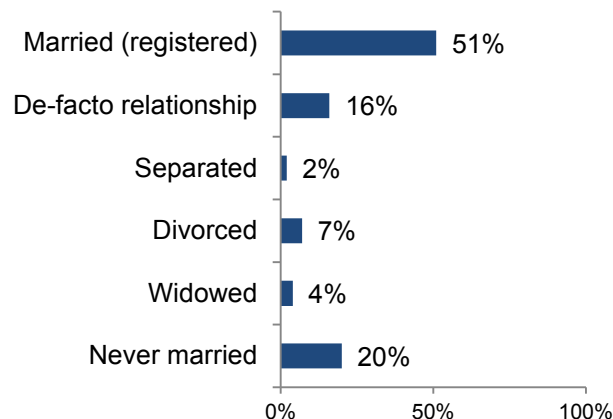
Respondent profile – other demographics

Key points

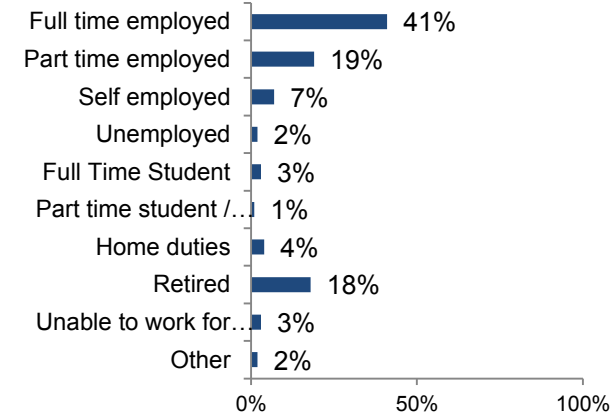
The survey sample was:

- generally well educated (64% with degree or higher)
- mainly in a relationship (67%)
- mainly without children (71%)
- mainly employed (67%) or retired (18%).

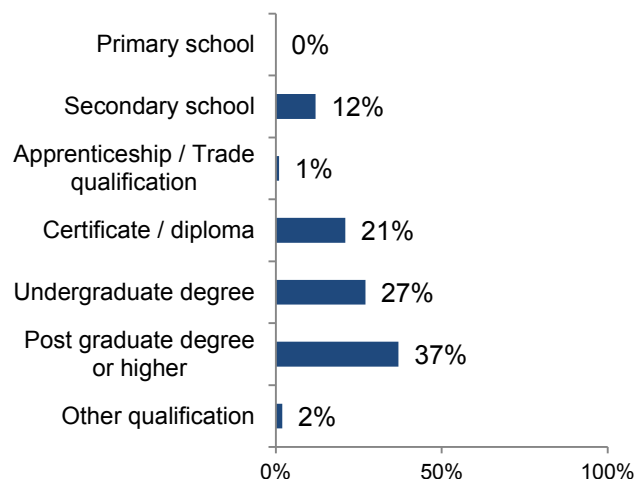
Marital status



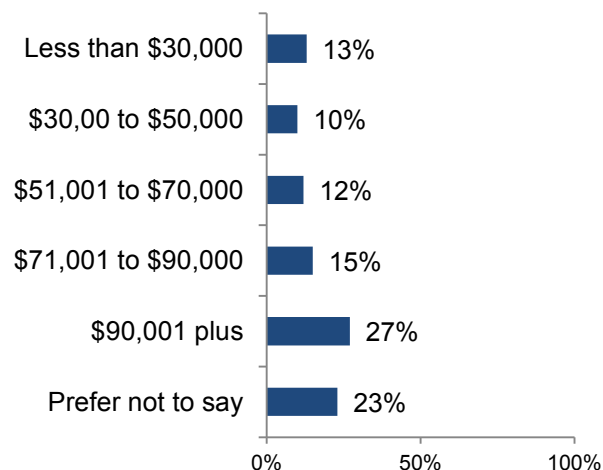
Employment status



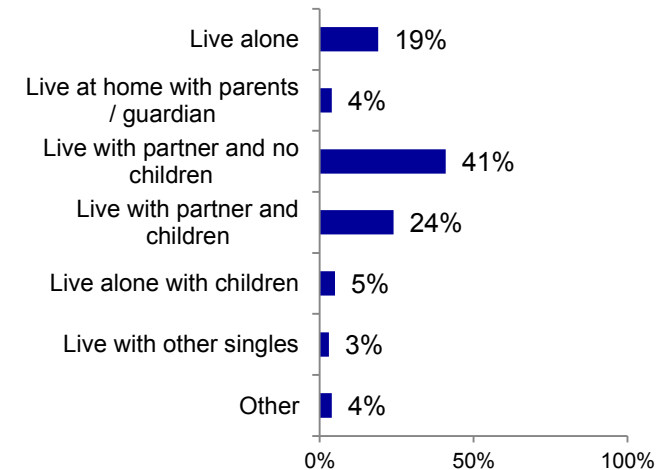
Highest education level



Household income



Household situation



■ Total Sample (n=307)

Detailed findings



Introduction to detailed findings

Use of stimulus – description of Antarctica and the Southern Ocean

Before being presented with the survey questions, respondents were asked to carefully read a written ‘stimulus’ (shown on the following page). This consisted of a few short paragraphs of information about Antarctica and the Southern Ocean which suggested some potential threats to this region.

The stimulus was designed to reflect the tone and style of information that WWF and other not-for-profit conservation organisations regularly provide to their supporters, in order to measure responses in something close to a ‘real world’ communications scenario.

Primary measures

Respondents were then presented with the first primary research question: *“Thinking about Antarctica and the Southern Ocean, how important is it to preserve and protect these regions from irreversible damage?”*, and were asked to rate this from 0 to 10 (0 being not important at all, and 10 being very important). Later in the survey, respondents were asked the second primary research question: *“Thinking of the next 12 months, how likely would you be to donate to a well-know, not-for-profit environmental organisation that aims to protect and preserve Antarctica and the Southern Ocean?”*.

While there are distinct semantic differences between the terms ‘preserve’ (maintain without change) and ‘protect’ (keep safe from harm or damage), they are often used interchangeably in communications from conservation organisations such as WWF, Greenpeace and Australian Conservation Foundation. Both terms were used in tandem throughout the survey to avoid any confusion or uncertainty caused by using just one or the other.

Secondary measures and demographics

The primary question was followed by a series of supporting research questions which explored other issues including perceptions of specific threats to Antarctica and the Southern Ocean, perceived priorities of potential mitigation actions, and some basic values (Schwartz 2012) associated with preserving and protecting Antarctica. Finally, some demographic data was collected such as age, gender, education, employment and income.

The detailed results are presented in the following sections followed by summary findings and conclusions.

Stimulus at beginning of questionnaire



Introduction to the research - Please have a look at the picture above and then read the following carefully:

Antarctica is the southernmost continent on Earth. It is the coldest, driest, and windiest continent where only cold-adapted organisms survive.

The oceans around Antarctica are some of the most pristine in the world and home to nearly 10,000 highly adapted species, many of which can be found nowhere else. Many types of penguins, albatross, whales and seals all thrive in this region.

About 98% of Antarctica is covered by an ice sheet that averages at least 1.6km (1 mile) in thickness. This ice plays a vitally important role in influencing the world's climate, reflecting back about 80% of the sun's radiation and so helping to regulate global temperatures.

Antarctica's inhospitable climate has protected it from many of the worst excesses of human exploitation, allowing it to remain relatively untouched by human activity.

However, this has begun to change over the past few decades, and now Antarctica and the Southern Ocean are under threat from:

1. Unsustainable harvesting of marine life
2. Marine pollution and debris
3. Climate change
4. Oil and mineral exploration and extraction

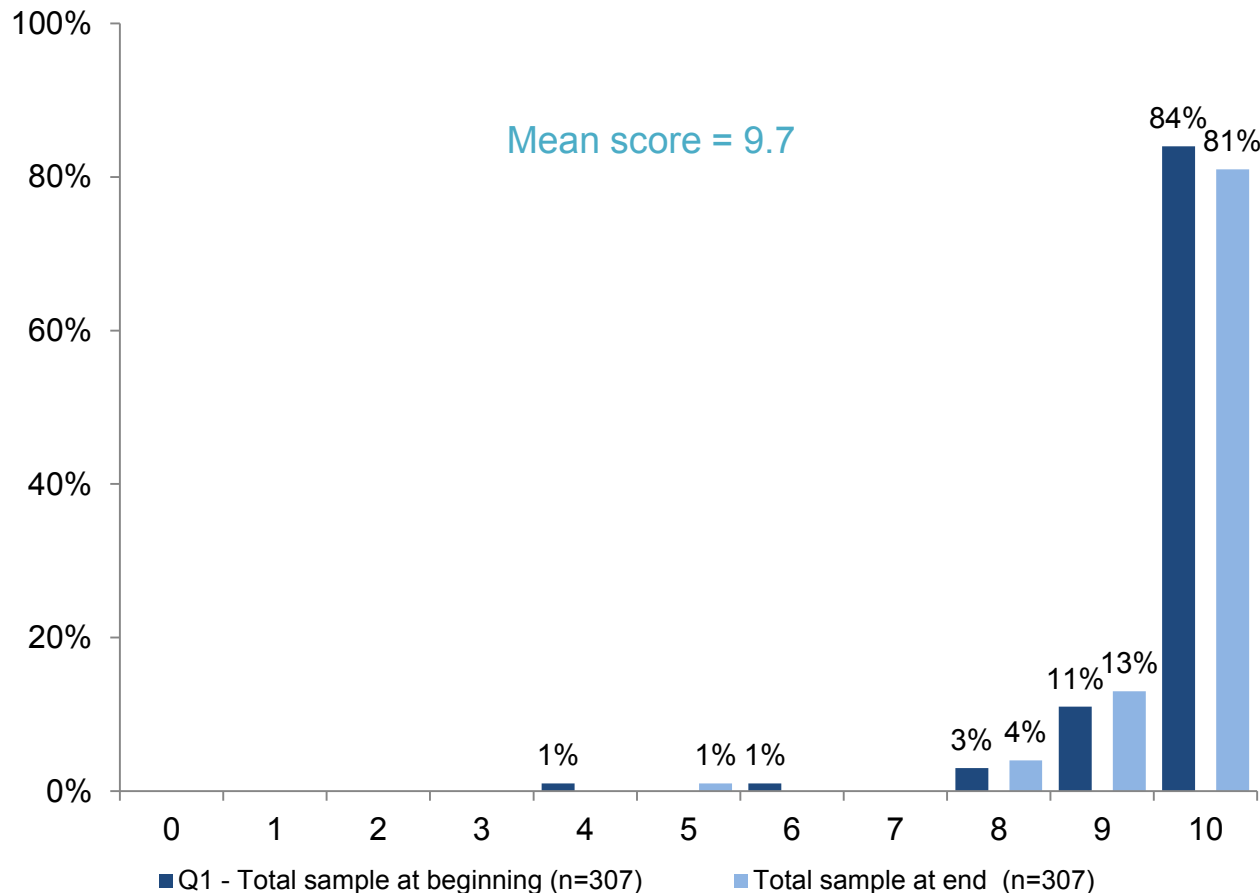
The following questions ask you for your opinion on various topics related to Antarctica and the Southern Ocean. There are no right or wrong answers, so please indicate how you feel about these topics.

Part 1: Importance of protecting, rating and rank order of threats and actions



Importance of preserving and protecting

Q1 and Q19. Importance rating - Thinking about Antarctica and the Southern Ocean, how important is it to preserve and protect these regions from irreversible damage?



Key points:

We asked the core measure question at the beginning and the end of the survey. The results were as follows:

Mean at beginning = 9.7 out of 10

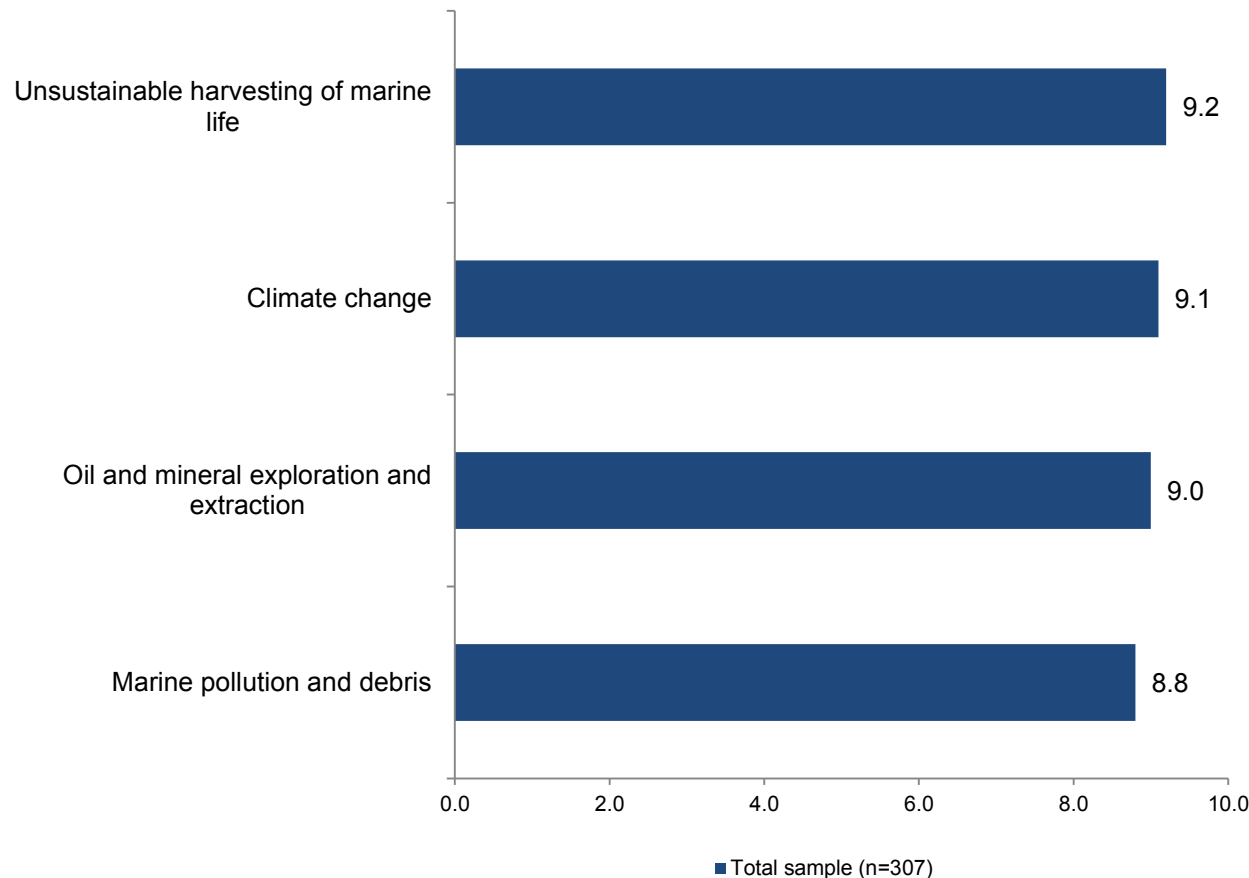
Mean at end = 9.7 out of 10

- At the beginning of the survey, 95% of the total sample provided an importance rating of 9 or 10 out of a possible 10.
- At the end of the survey, 94% of the total sample provided an importance rating of 9 or 10 out of possible 10.
- Statistically, there was no difference between importance ratings at the beginning and end of the survey and no differences between questionnaire versions.

We concluded that the vast majority of respondents considered preserving and protecting Antarctica and the Southern Ocean from irreversible damage very important irrespective of which version of the questionnaire they completed.

Threat rating

Q2. Threat rating - Please rate the following threats in terms of the danger they pose to Antarctica and the Southern Ocean.



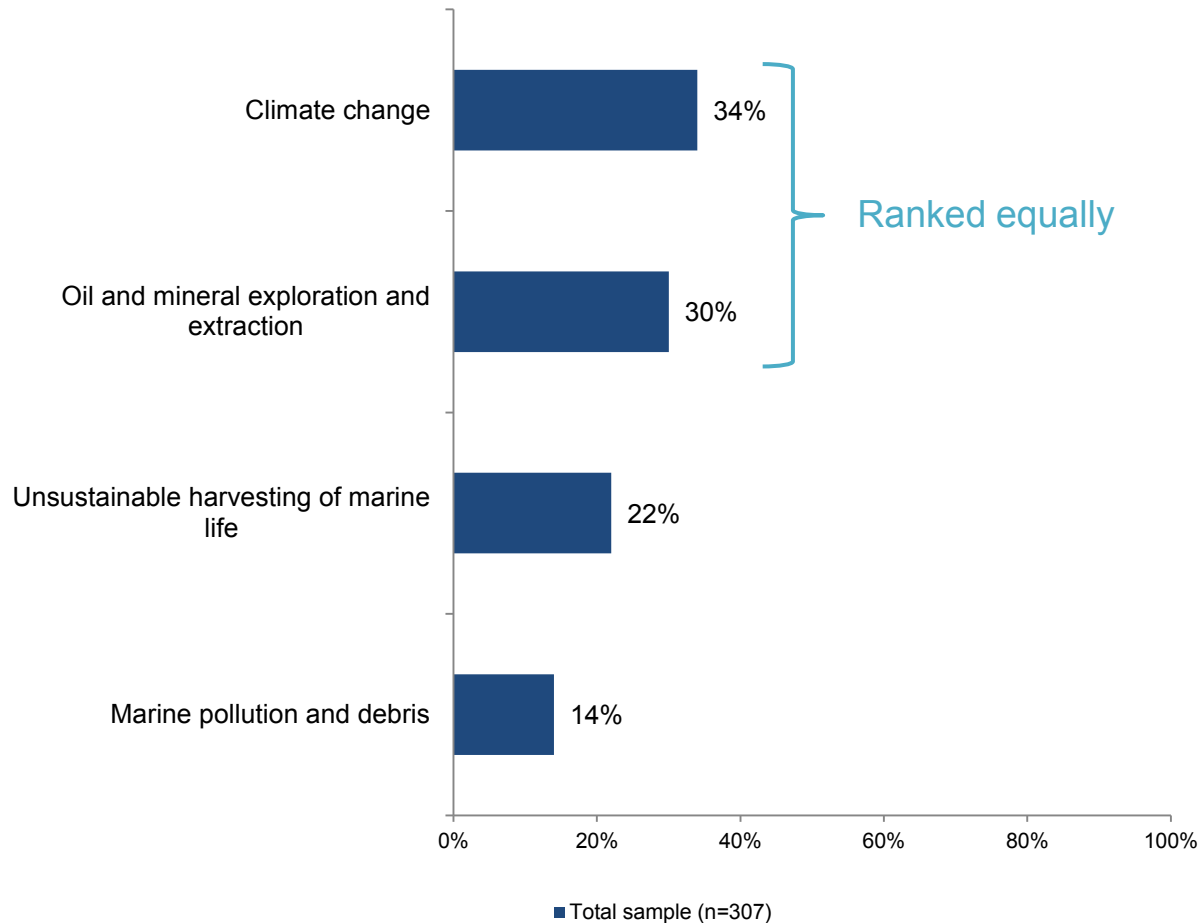
Key points – Threat rating

- All potential threats were rated highly in terms of the danger they pose to Antarctica and the Southern Ocean
- Statistically, *unsustainable harvesting of marine life* (9.2) was rated slightly higher as a threat than was *marine pollution and debris* (8.8).
- There were no differences between questionnaire versions.

We concluded that the vast majority of the sample considered all threats listed to pose a danger to Antarctica and the Southern Ocean.

Threat ranking

Q3. Threat ranking - Which of the following poses the greatest threat to Antarctica and the Southern Ocean?. Select rank order of threat - From '1' = highest threat to '4' = lowest threat.



Exploded logit analysis

A logit modelling process was used to produce a percentage probability that respondents would choose each item first if they were shown all items at once, as was the case in this exercise.

Rank order of threats

The rank order of threats at the total sample level was:

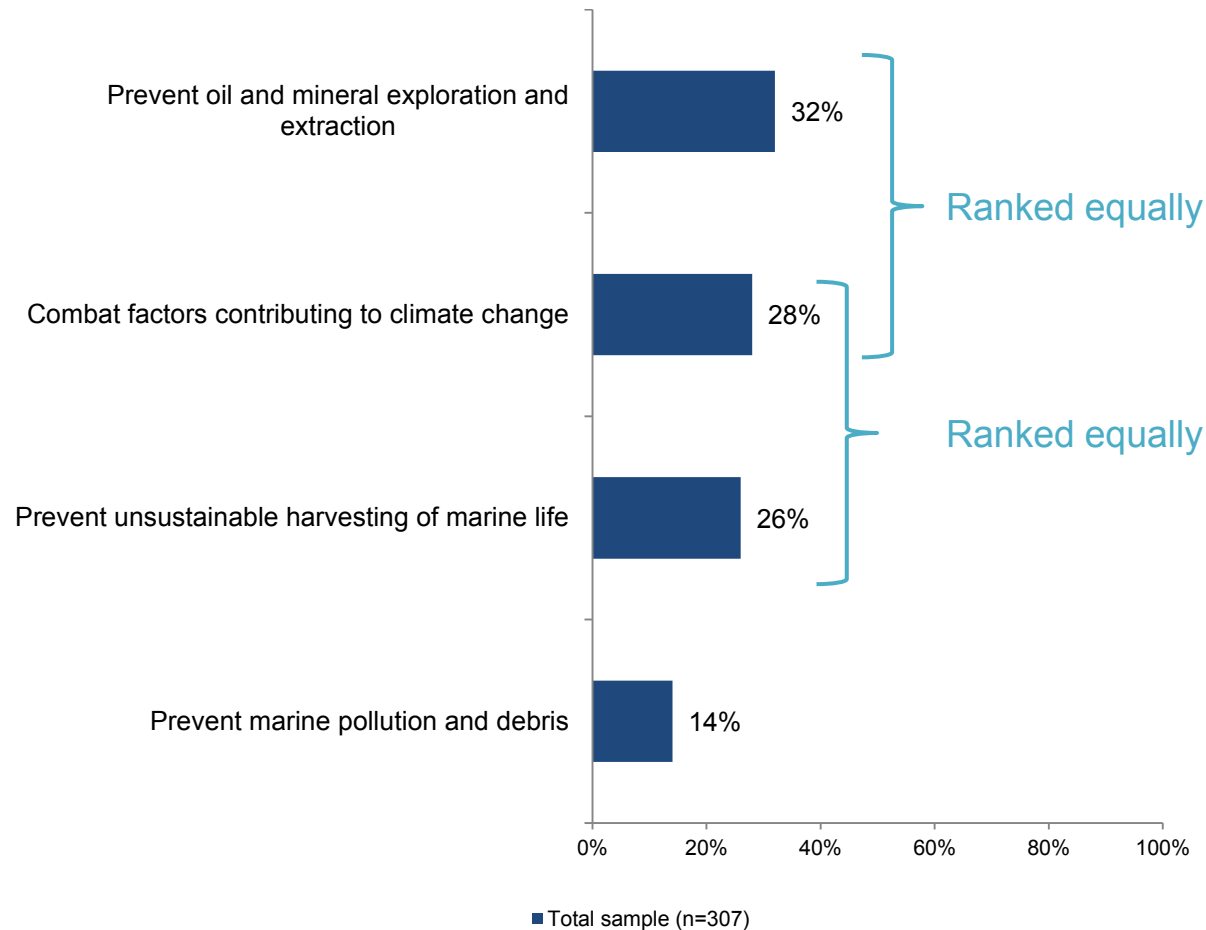
1. *'Climate change' and 'oil and mineral exploration and extraction' were ranked highest and equally (no statistical difference between them)*
2. *Unsustainable harvesting of marine life*
3. *Marine pollution and debris.*

We concluded that 'climate change' and 'oil and mineral exploration and extraction' were perceived as the greatest threats to Antarctica and the Southern Ocean.

There were no differences between questionnaire versions.

Priority action ranking

Q4. Priority action ranking - Which of the following actions should be the highest priorities to protect Antarctica and the Southern Ocean? Select rank order of threat - From '1' = highest priority to '4' = lowest priority



Rank order of action priorities:

Again using logit analysis, the rank order of action priority at the total sample level was:

1. 'Prevent oil and mineral exploration and extraction' and 'Combat factors contributing to climate change' were ranked highest and equally (no statistical difference between them)
2. 'Prevent unsustainable harvesting of marine life' was ranked equally with 'combatting factors that contribute to climate change' but below 'preventing oil and mineral exploration and extraction'.
3. 'Prevent marine pollution and debris.'

We concluded that 'preventing oil and mineral exploration and extraction' 'combatting factors that contribute to climate change' and 'preventing unsustainable harvesting of marine life' were all perceived as high priority actions to protect Antarctica and the Southern Ocean.

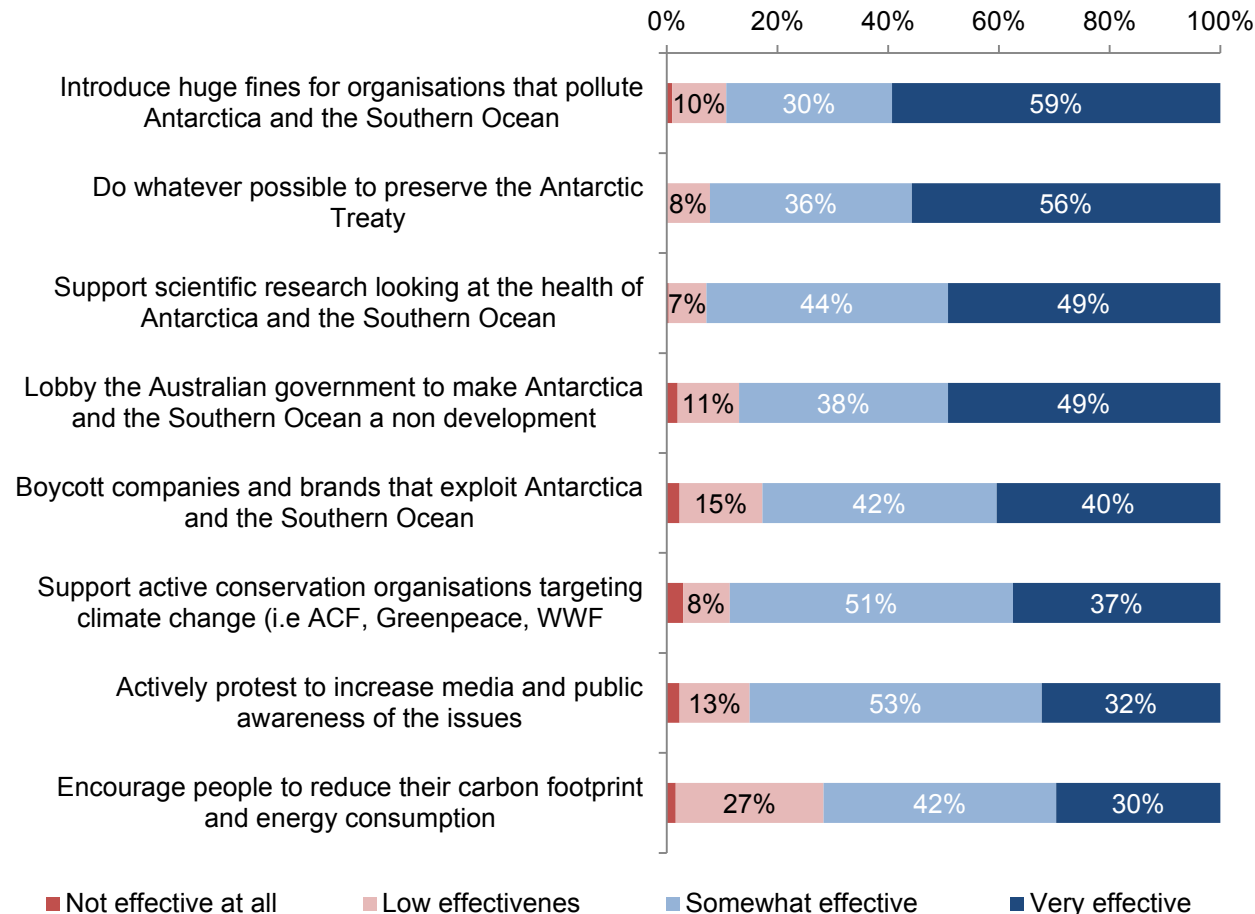
There were no differences between questionnaire versions.

Part 2: Perceptions about the effectiveness of various actions



Perceived effectiveness of various actions

Q5. How effective is each of the following actions as a way to help preserve and protect Antarctica and the Southern Ocean?



Key points

The majority of the sample (72% plus) indicated that all actions listed were somewhat or very effective.

Only two actions were said to be very effective by over half of the sample:

- 'Introduce huge fines for organisations that pollute Antarctica and the Southern Ocean' (59%)
- 'Do whatever possible to preserve the Antarctic Treaty' (56%).

Two actions were said to be very effective by around half of the sample:

- 'Support scientific research looking at the health of Antarctica and the Southern Ocean' (49%)
- 'Lobby the Australian government to make Antarctica and the Southern Ocean a non development zone' (49%).

We concluded the most effective actions centred around imposing fines, preserving the Antarctic treaty, scientific research and lobbying the government.

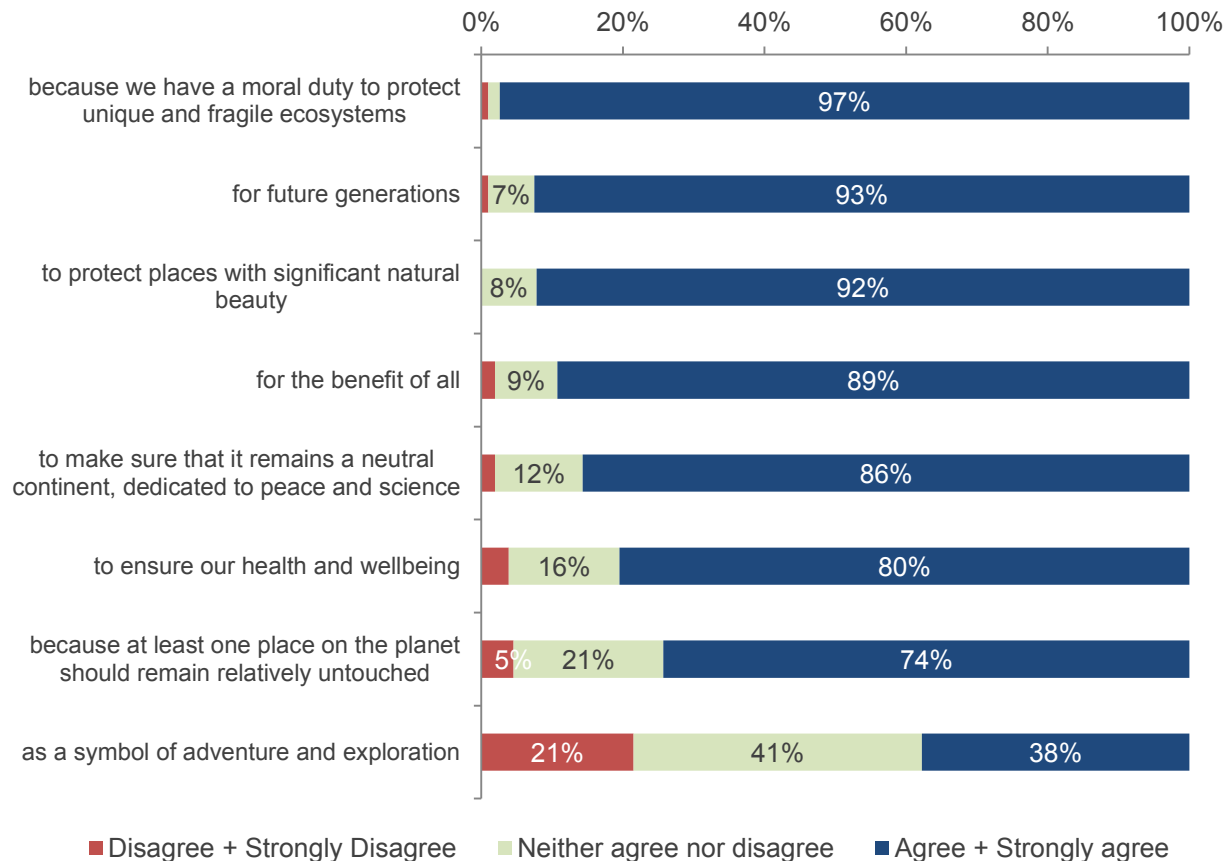
Part 3: Agreement with statements about preserving and protecting Antarctica and the Southern Ocean



Degree of agreement with statements – summary

Q6. To what extent do you agree or disagree with each of the following statements?

Antarctica and the Southern Ocean should be preserved and protected ...



Key points

The degree of agreement with various statements is shown to the left and sorted from highest to lowest agreement.

- The majority of the sample agreed with all statements except one.
- The statement that received strongest agreement was *'because we have a moral duty to protect unique and fragile ecosystems'* – 78% strongly agreed (see following page).
- The next two or three statements received slightly lower and similar agreement levels.

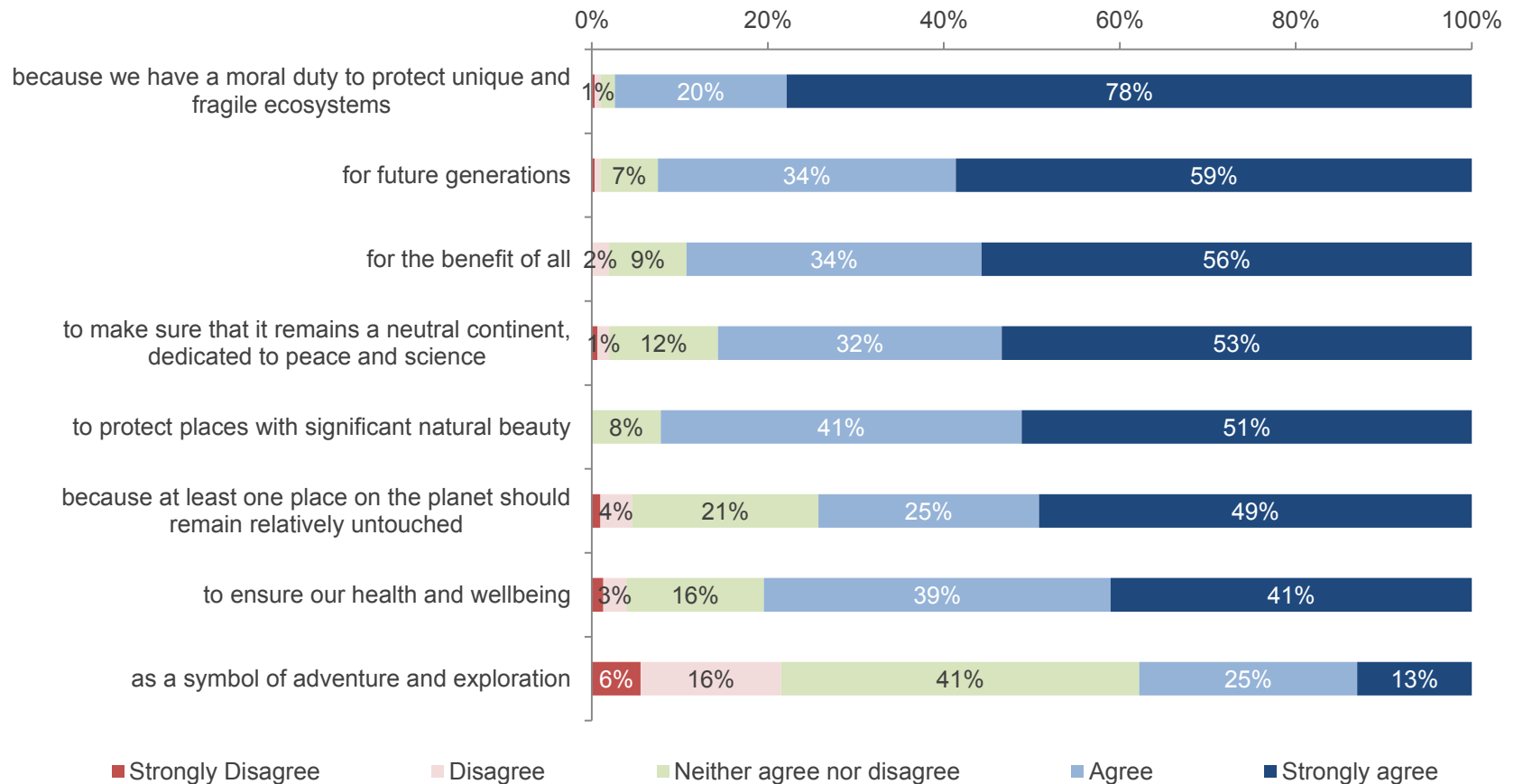
We concluded that having a 'moral duty to protect unique and fragile ecosystems' appeared to particularly resonate with the vast majority of respondents.

There were no differences between questionnaire versions.

Degree of agreement with statements – detailed

Q6. To what extent do you agree or disagree with each of the following statements?

Antarctica and the Southern Ocean should be preserved and protected ...

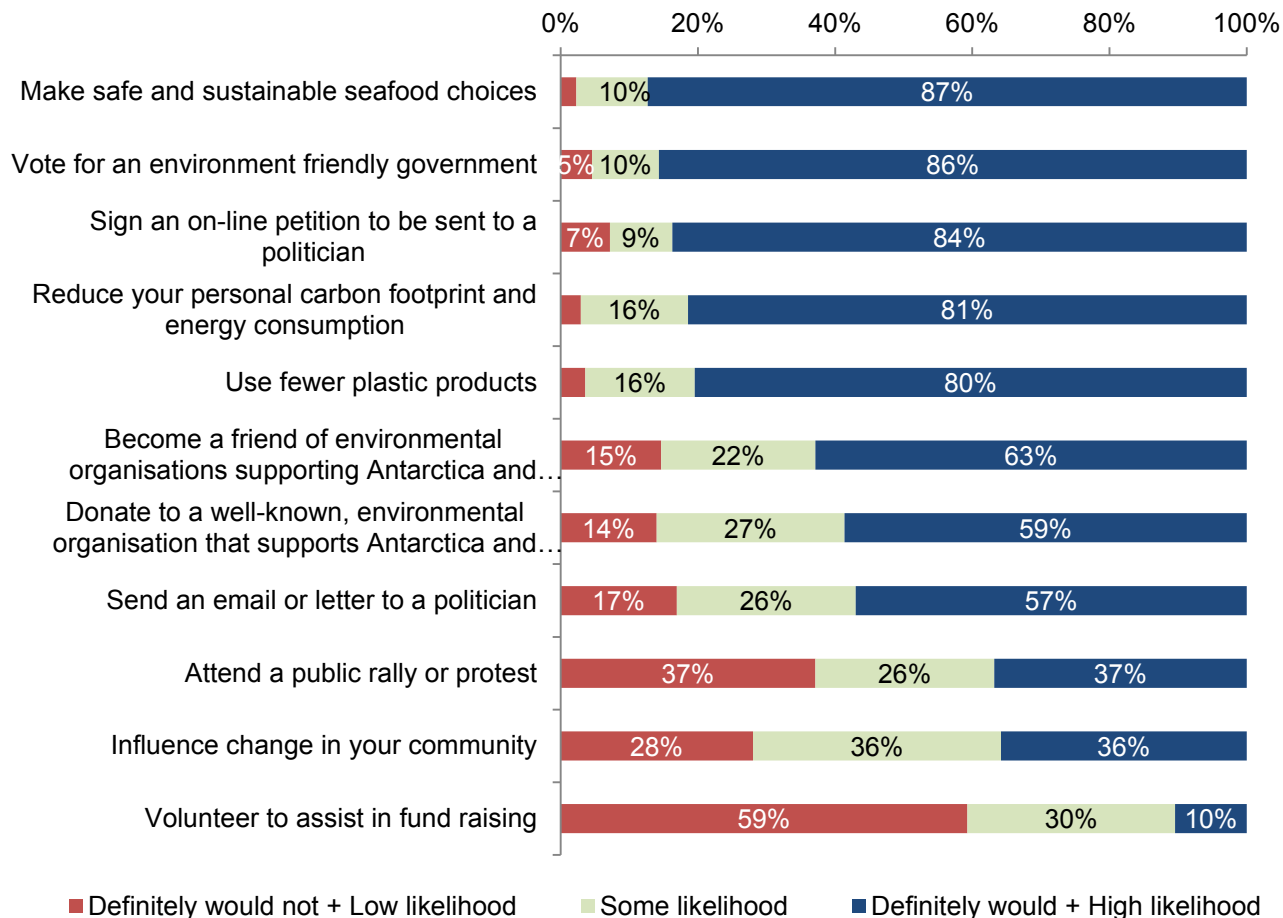


Part 4: Likelihood of personal actions to help preserve and protect Antarctica and the Southern Ocean



Likelihood of personal actions – summary

Q7. How likely are you personally to take each of the following actions to help protect and preserve Antarctica and the Southern Ocean?



Key points

Over three quarters of the sample (80% plus) said they were likely to take the following actions:

- Make safe and sustainable seafood choices (87%)
- Vote for an environment friendly government (86%)
- Sign an on-line petition to be sent to a politician (84%)
- Reduce personal carbon footprint and energy consumption (81%)
- Use fewer plastic products (80%).

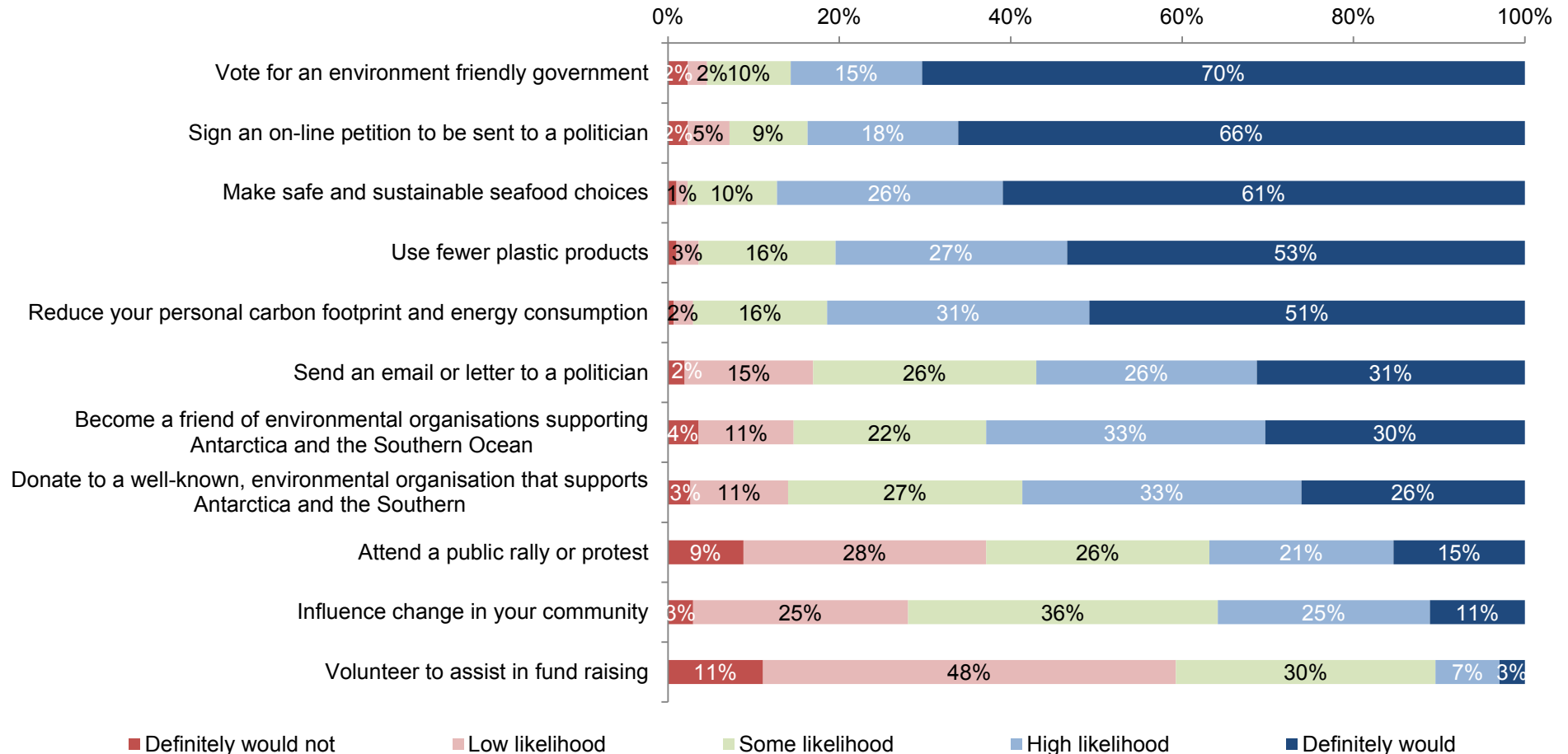
Over half of the sample said they were unlikely to - Volunteer to assist in fund raising (59%).

We concluded that the most likely personal actions by this sample to help protect and preserve Antarctica and the Southern Ocean were modifying their shopping behaviour, modifying voting behaviour, modifying use of plastics and to sign an online petition.

There were no differences between questionnaire versions.

Likelihood of personal actions – detailed

Q7. How likely are you personally to take each of the following actions to help protect and preserve Antarctica and the Southern Ocean?



Part 5: Image preferences



Introduction to image preferences

We took the four images created for the research and presented six image preference questions. Each presented a choice between two images (a choice task). The six questions covered all possible combinations of images. The question asked was:

Which of the two images below most makes you feel that protecting Antarctica and the Southern Ocean is important?

We then conducted a series of analysis as follows:

Analysis 1 – Image preference score from ‘0’ to ‘10’ including strength of preference

- Exercise involved a sliding scale from 0 to 10 with an image at each end
- Score of 5 = equal preference
- Score >5 = a preference for image on the right – strength indicated by higher score
- Score of <5 = a preference for the image on the left – strength indicated by lower score

Analysis 2 – Image preference with strength of preference removed

- Respondents with a score >5 were allocated ‘2’ – a preference for the RHS image
- Respondents with a score of 5 were allocated ‘0’ – no preference for an image
- Respondents with a score <5 were allocated ‘1’ – a preference for the LHS image.

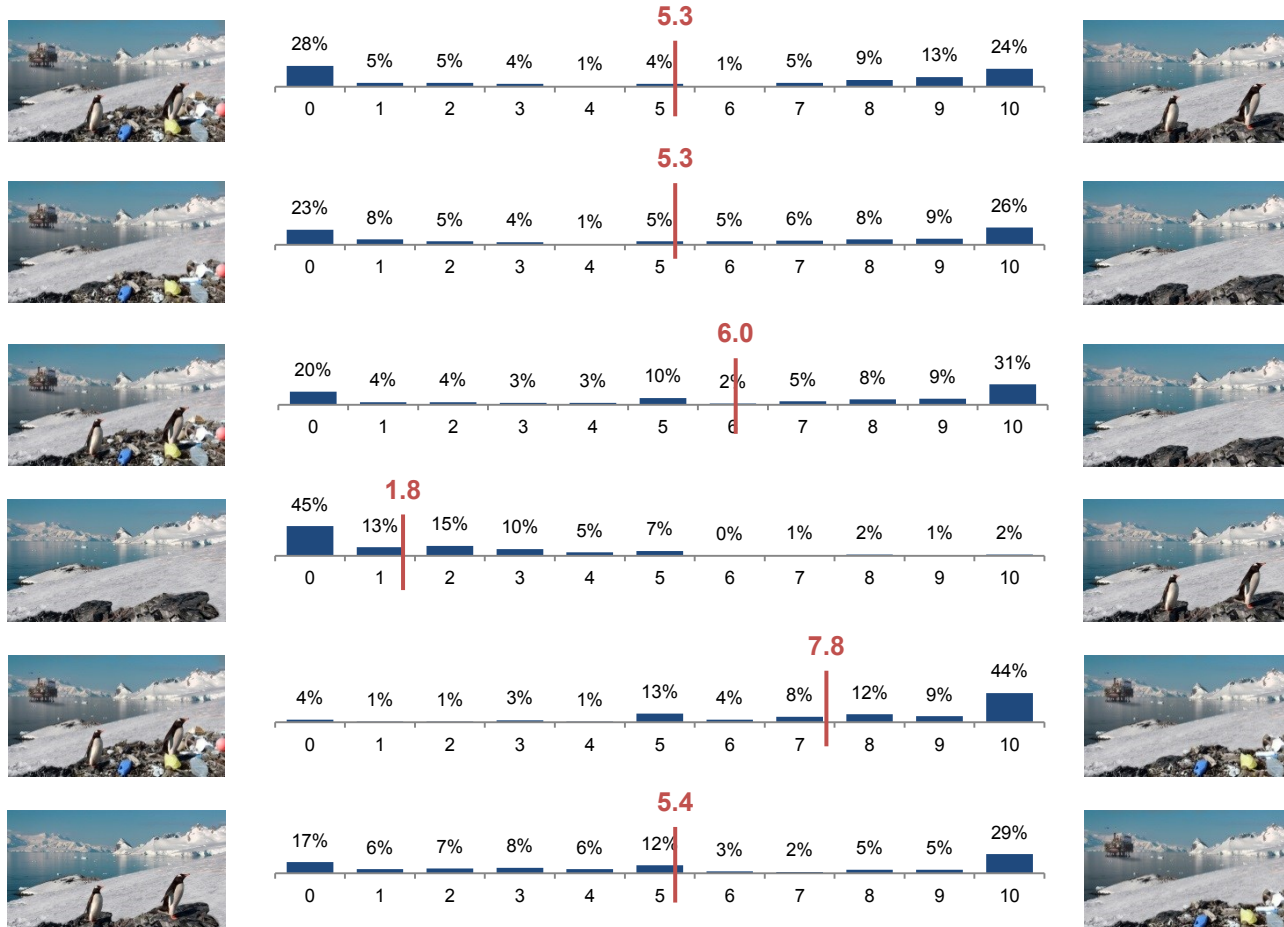
Analysis 3 – Max Diff or Best-worst scaling and Latent Class segmentation

- Where an image was preferred it was allocated ‘1’ = Best
- Where an image was not preferred it was allocated ‘-1’ = Worst
- Where an image was not chosen (i.e. score =5) it was allocated ‘0’ = not chosen
- If an image was not involved in the choice task it was left blank.

The results are shown on the following pages.

Analysis 1: Images that best illustrate the need to preserve and protect

Q8 to Q13 - We would like you to think about the impact of these images on you personally. Which of the two images below most makes you feel that protecting Antarctica and the Southern Ocean is important?



Key points:

A number of observations can be made about image preferences shown in Analysis 1 as follows:

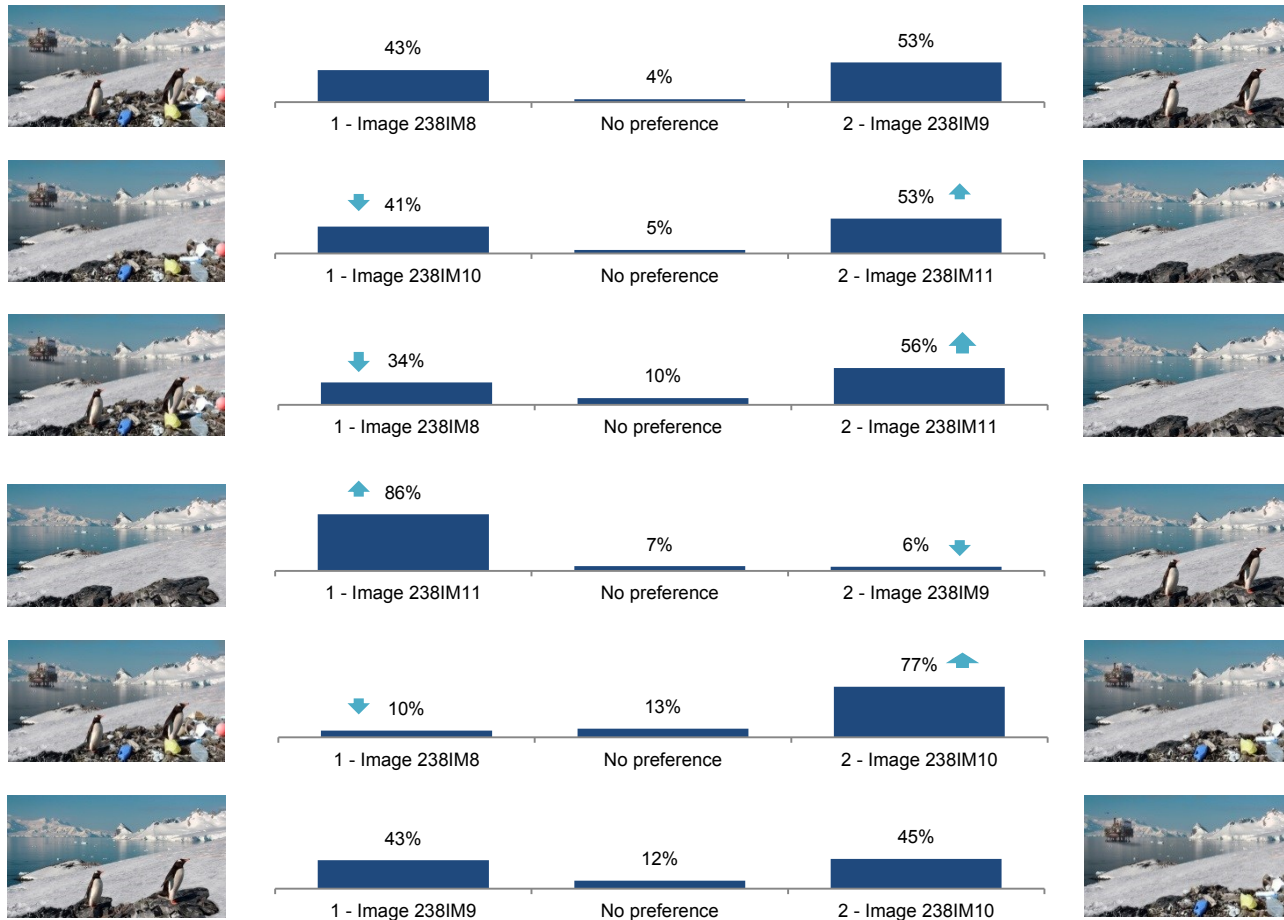
- The sample appeared to be somewhat polarised where a positive and negative image was presented
- Where two positive images were presented, the image without the penguins was most strongly preferred.
- Where two negative images were presented, the image without the penguins was most strongly preferred.

We concluded there were differing views about whether positive or negative images best illustrate the need to protect Antarctica and the Southern Ocean.

We also concluded that respondents appear to think images without penguins better illustrated the need when given a choice between two positive or two negative images.

Analysis 2: Images that best illustrate the need to preserve and protect

Q8 to Q13 - We would like you to think about the impact of these images on you personally. Which of the two images below most makes you feel that protecting Antarctica and the Southern Ocean is important?



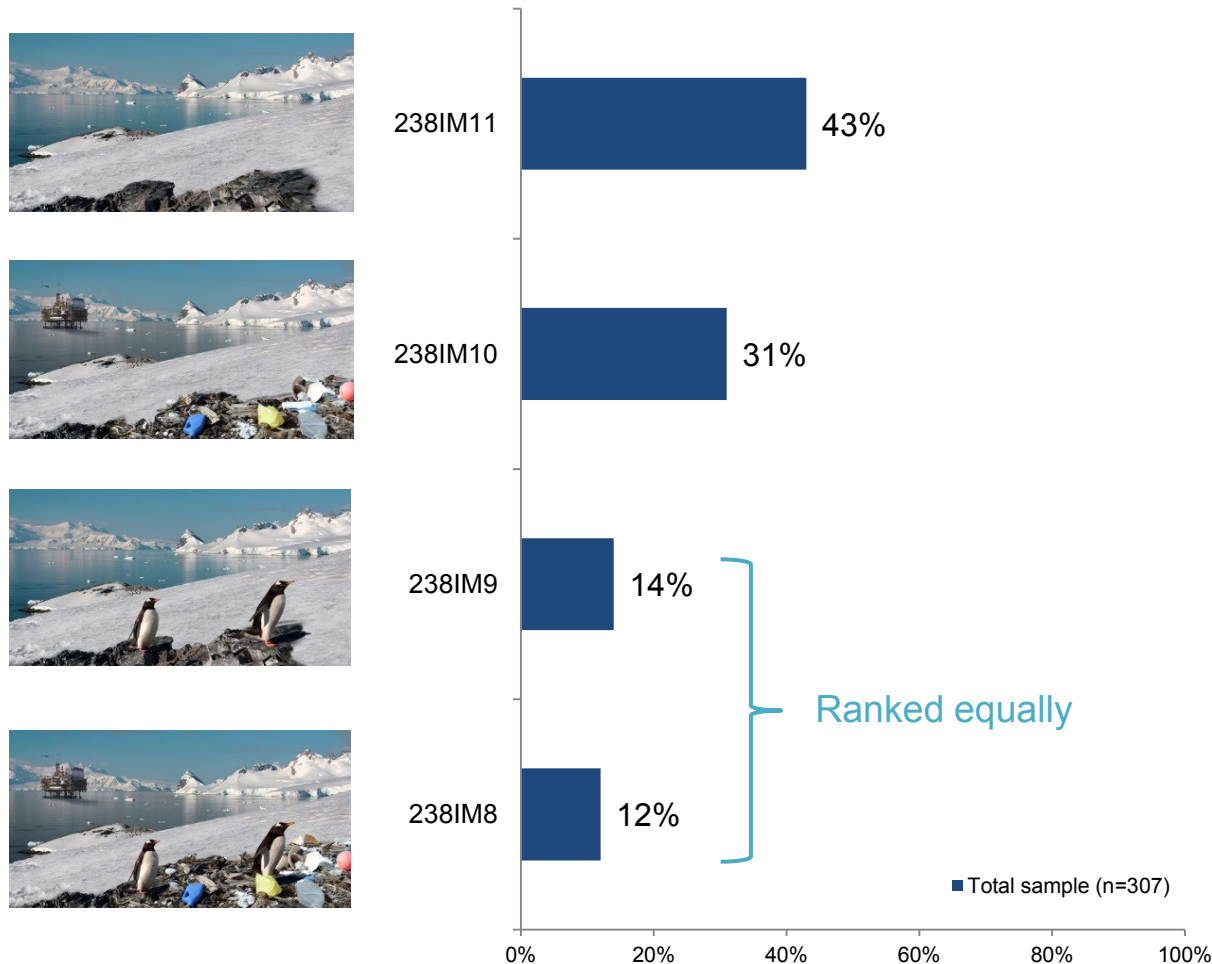
Key points:

Analysis 2 showed similar findings to Analysis 1 on the previous page (logically):

- More respondents preferred image 238IM11 (Pristine coastal landscape without penguins) whenever it was shown.
- Where two positive images were presented, the image without the penguins was most strongly preferred.
- Where two negative images were presented, the image without the penguins was most strongly preferred.

We concluded that Image 238IM11 (positive or “maintain” frame image - pristine coastal landscape without penguins) was the most preferred image to illustrate the need to protect Antarctica and the Southern Ocean over all other images.

Analysis 3: Images that best illustrate the need to preserve and protect



Max Diff or Best-Worst scaling

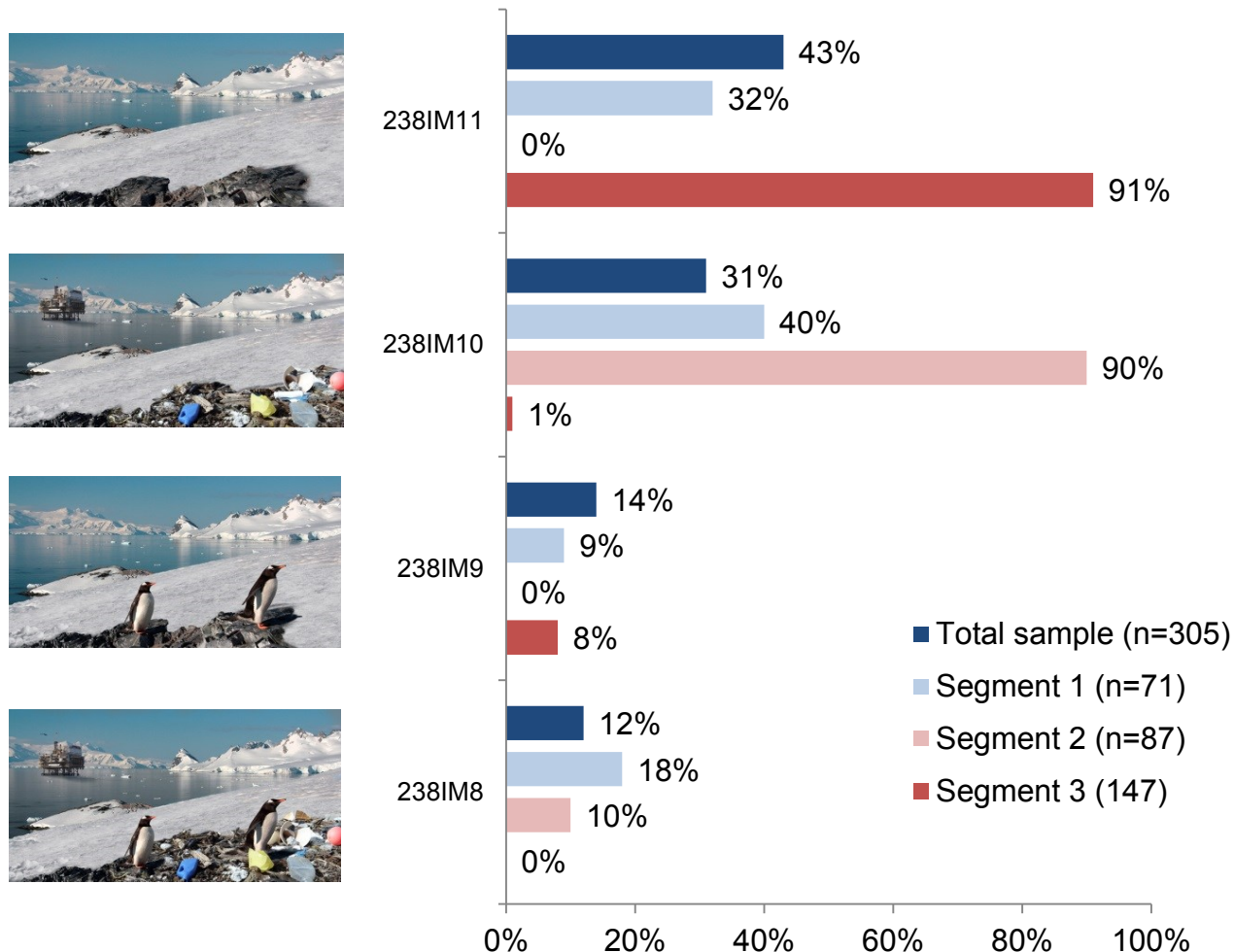
A 'rank-ordered logit model with ties' was used to estimate preference share for each image. The modelling process produces a percentage probability that respondents would choose each image if they were shown all images at once.

Rank order of preference share

1. **Image 238IM11** - Pristine coastal landscape without penguins
2. **Image 238IM10** - Coastal landscape with oil rig, pollution without penguins
3. Images 238IM9 (Pristine coastal landscape with penguins) and 238IM8 (Coastal landscape with oil rig, pollution and penguins) gained similar preference share levels.

We concluded that the positive or "maintain" frame (pristine coastal landscape without penguins) gained highest preference share followed by negative or "lose" frame (coastal landscape with oil rig and pollution) for best making respondents feel that protecting Antarctica and the Southern Ocean is important.

Analysis 3: Latent class segmentation of Max Diff preference share



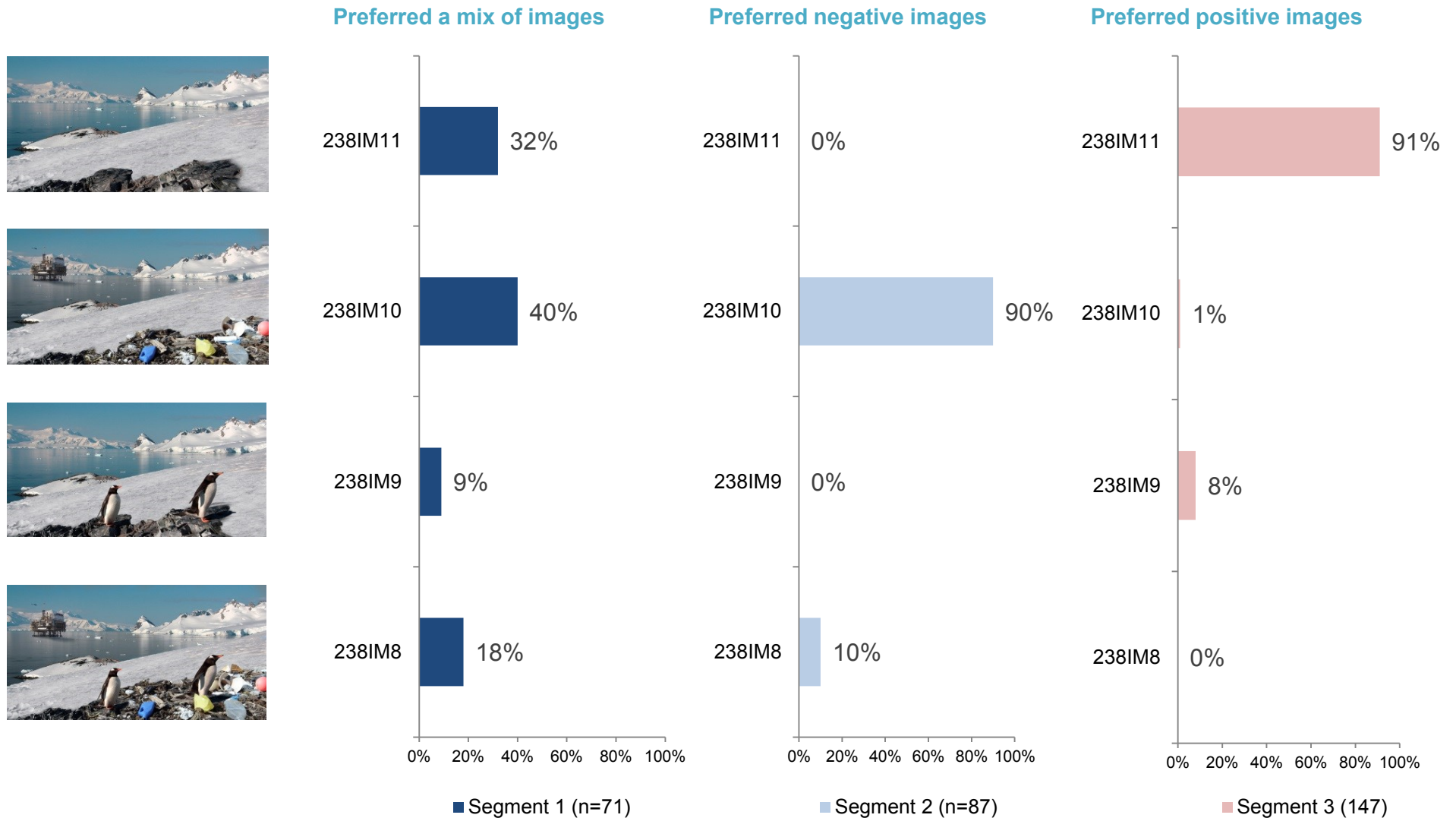
Latent Class analysis – segmentation

We used a Latent Class analysis to generate segments based on the Max Diff or Best-worst results. The analysis produced three segments as follows:

- Segment 1 – Prefer mix of positive and negative images** (23% of sample) – Had a spread of preference share across all images concentrated on 238IM11 and 238IM10.
- Segment 2 – Prefer negative images** (29% of sample) – Preference share focused on negative images particularly 238IM10 (90%).
- Segment 3 – Prefer positive images** (48% of sample) – Preference share focused on positive images particularly 238IM11 (91%).

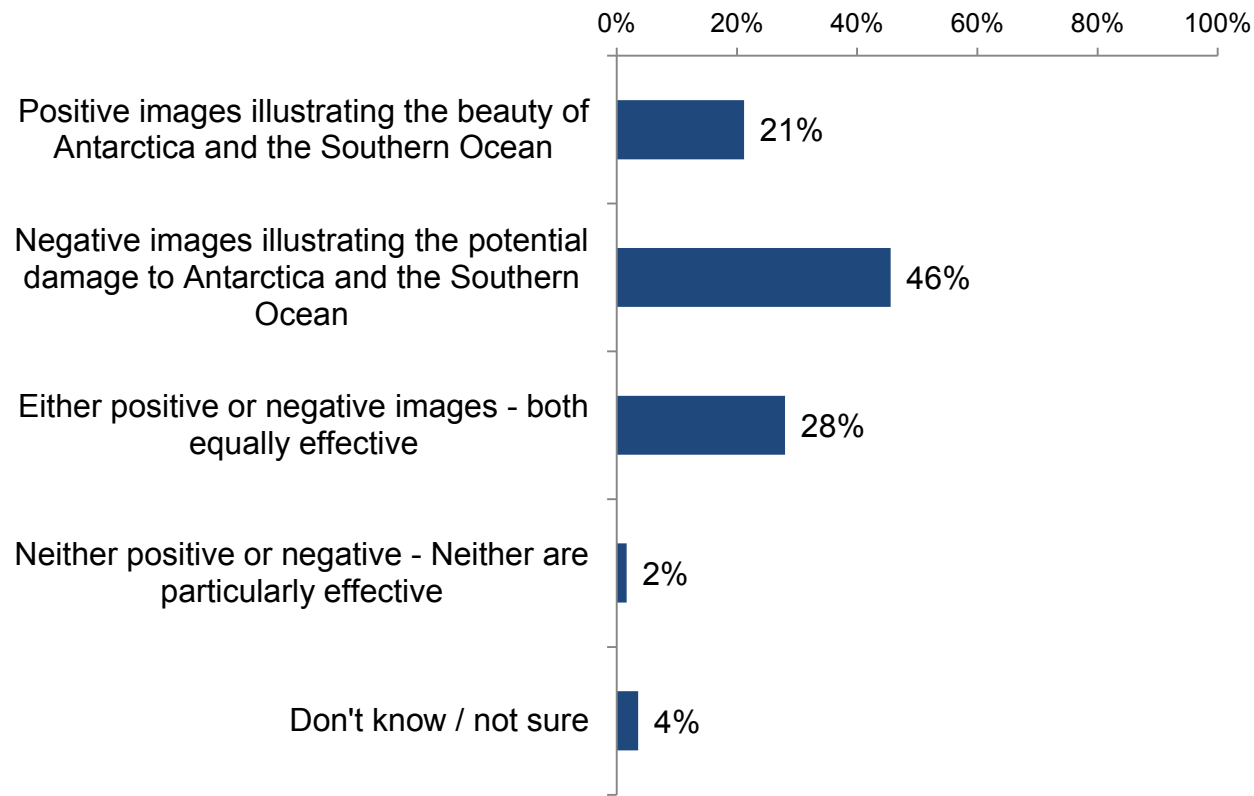
We concluded there were differing and contrasting views about whether positive or negative images best illustrate the need to protect Antarctica and the Southern Ocean.

Analysis 3: Latent class segmentation of Max Diff preference share



Effectiveness of positive and negative images

Q14. Thinking of positive and negative images of Antarctica and the Southern Ocean, which do you think best illustrate the need to protect Antarctica and the Southern Ocean?



Key points

At the end of the image preference exercise we asked respondents whether positive or negative images best illustrate the need to protect Antarctica and the Southern Ocean.

- Just under half the sample (46%) said negative images of Antarctica and the Southern Ocean, best illustrate the need to protect Antarctica and the Southern Ocean.
- A fifth of the sample (21%) thought positive images best illustrated the need while over a quarter (28%) thought positive and negative images were equally effective.

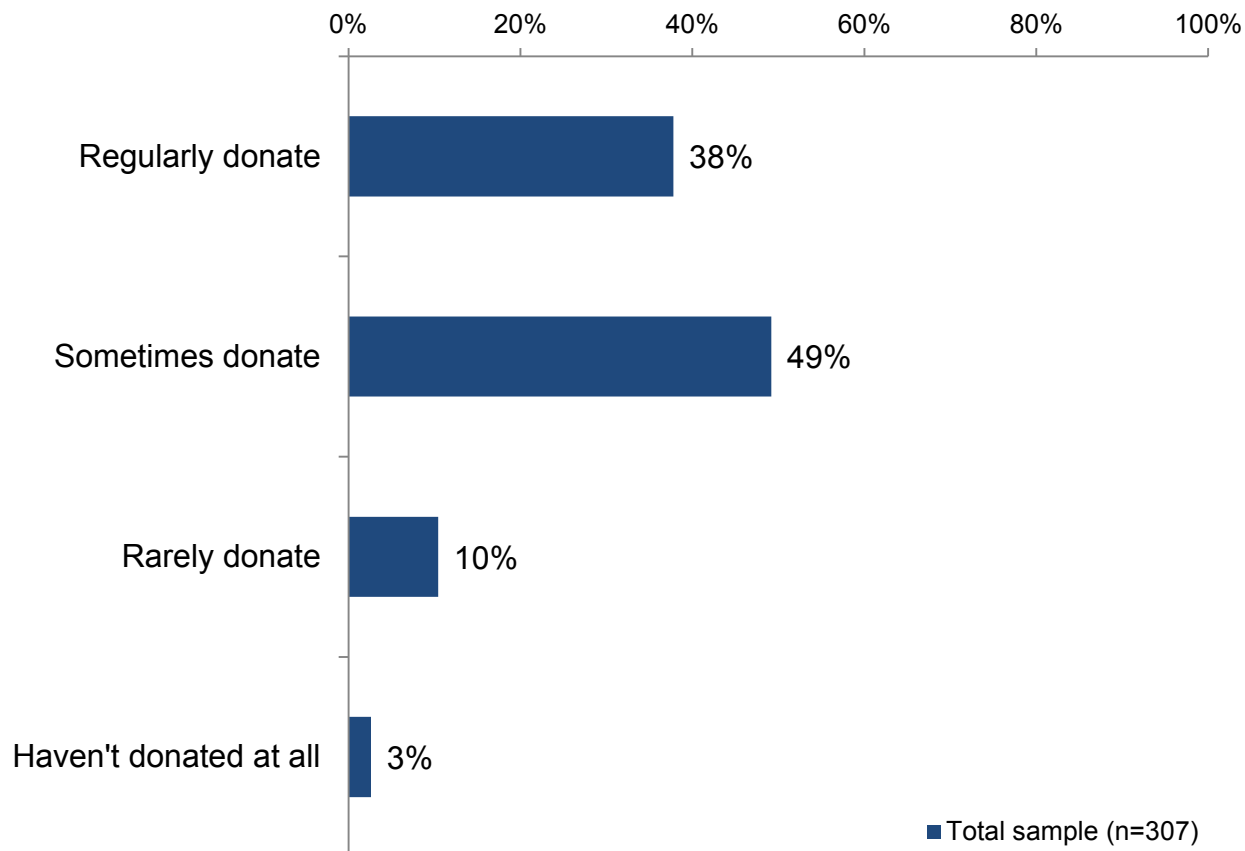
We concluded there were differing views about whether positive or negative images best illustrate the need to protect Antarctica and the Southern Ocean, albeit that the largest proportion said negative images best illustrated the need (which contrasts with the choice behaviour in the previous question).

Part 6: Donation behaviour



Past donation behaviour

Q15. We would like to better understand your past and future donation behaviour. Which of the following best describes your past donation behaviour to well recognized environmental and conservation organisations?



Key points

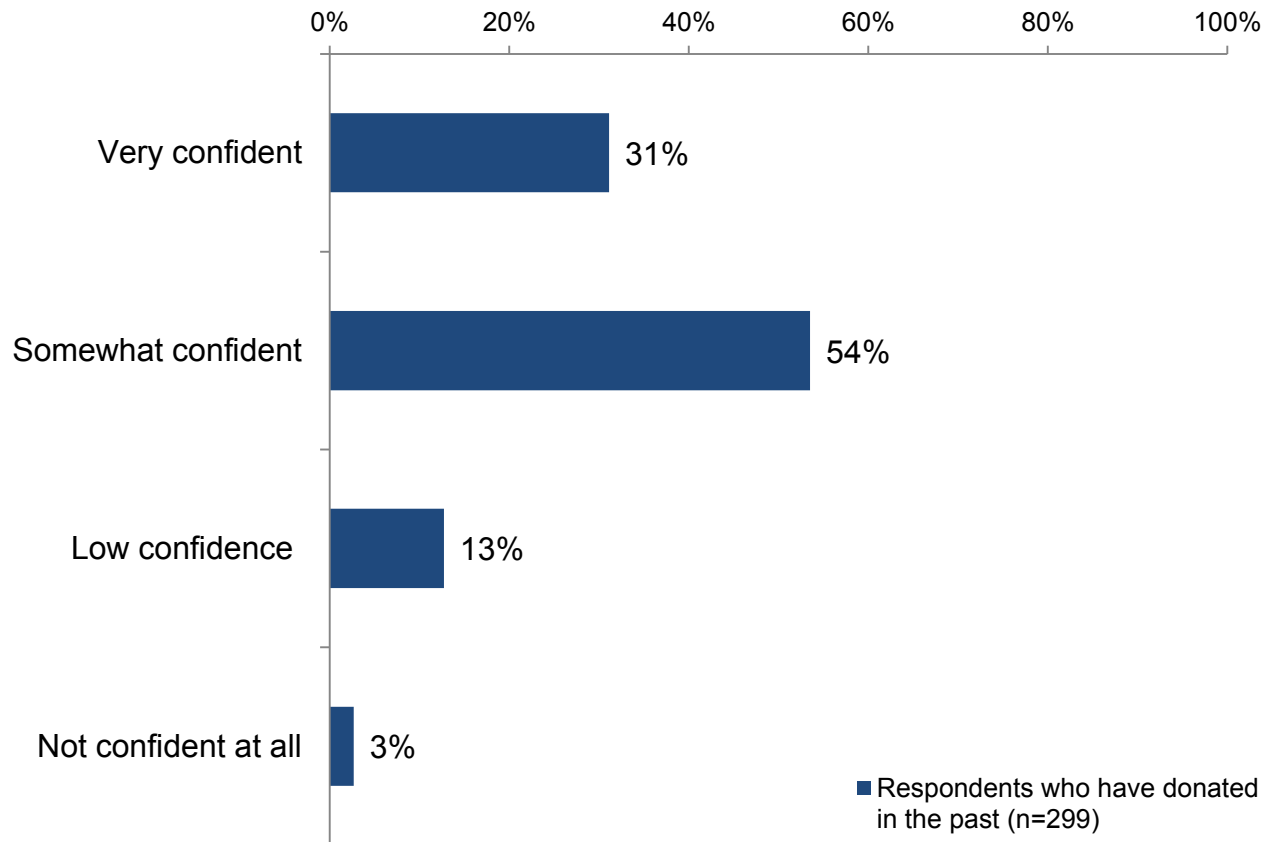
- Over a third of the sample (38%) said regularly donate to well recognized environmental and conservation organisations.
- Around half of the sample (49%) said sometimes donate to well recognized environmental and conservation organisations.

We concluded that the vast majority of respondents in this research donate to well recognized environmental and conservation organisations from time to time and a significant proportion regularly.

As the sample frame consisted of inactive WWF donors (haven't donated for some time), it begs the question why they haven't donated to WWF recently, particularly those who donate regularly?

Confidence donation money well spent

Q16. Thinking of your past donations to environmental or conservation organizations, how confident are you that your donation money was well spent?



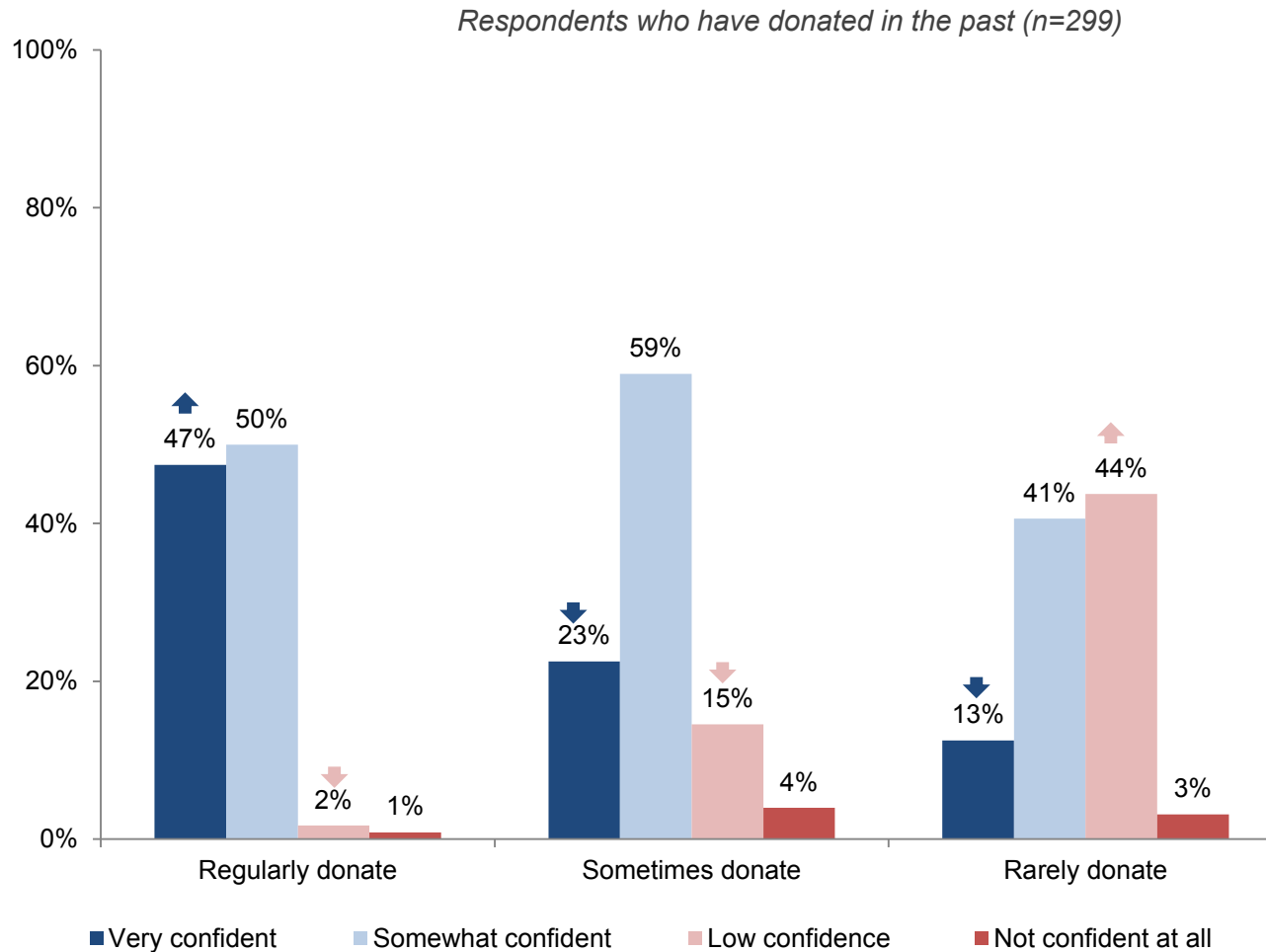
Key points

- Over a quarter of the sample (31%) said they were very confident their past donations to environmental or conservation organizations was money well spent while over half (54%) said they were somewhat confident.
- A fifth of the sample said they had low (13%) or no confidence at all (3%).

We concluded that a significant proportion of the total sample were not very confident their past donations were well spent.

We also concluded 'confidence that donation money is well spent' may be related to 'frequency of donation behaviour' (further discussed on the following page).

Past donation behaviour and confidence



Key points

An analysis of past donation behaviour cross tabulated with *confidence that past donation money was well spent* showed the following:

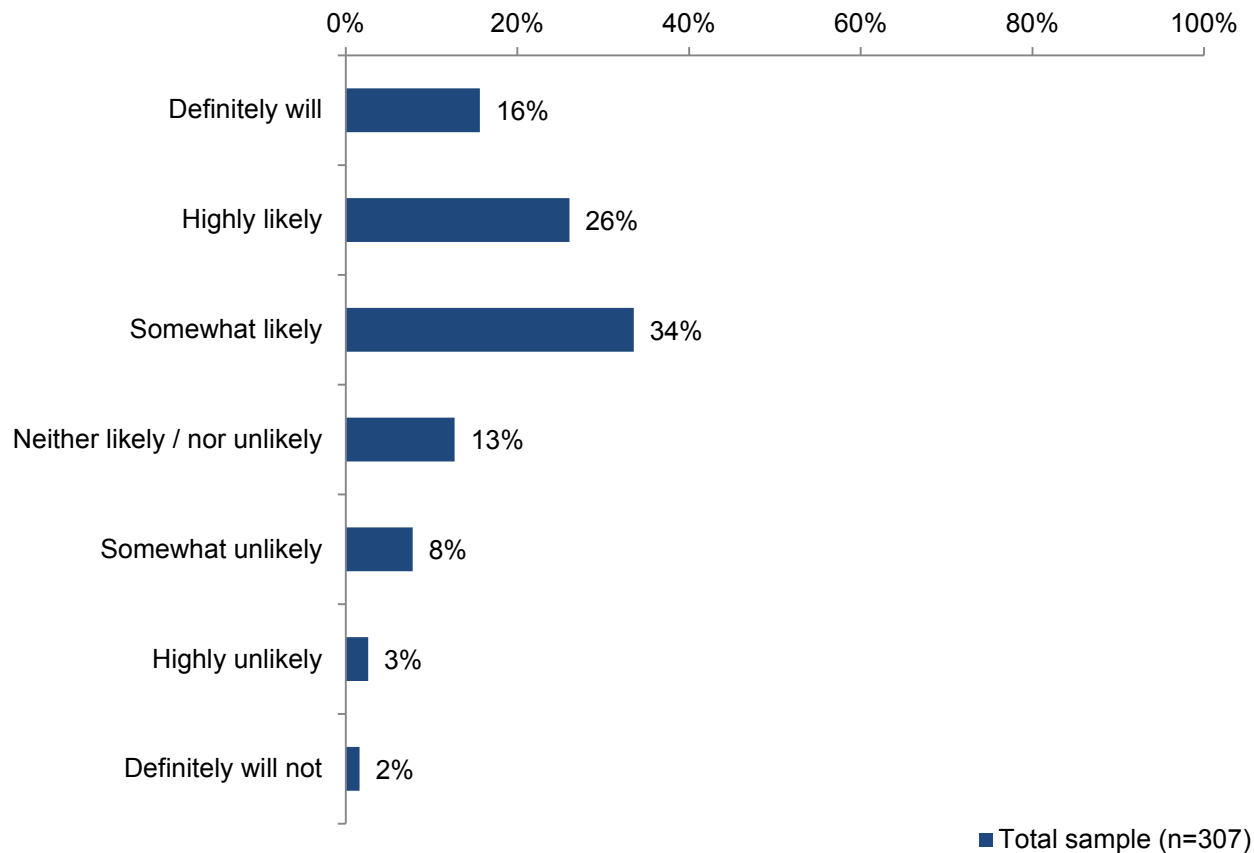
- More respondents that regularly donate (47%) said they were *very confident* their donation money was well spent than respondents who sometimes donate (23%) or rarely donate (13%).
- More respondents that rarely donate (44%) said they had *low confidence* their donation money was well spent than respondents who regularly donate (2%)

While not necessarily causal in nature, we concluded there appears to be a relationship between confidence donation money is well spent and regular donation behaviour.

It also emphasises the need to ensure donors believe their donation money is well spent.

Likely future donation behaviour

Q17. Thinking of the next 12 months, how likely would you be to donate to a well-known, not-for-profit environmental organisation that aims to protect and preserve Antarctica and the Southern Ocean?



Key points

- Well over the third of the sample (42%) said they would *definitely* (16%) or were *highly likely* (26%) to donate to a well-known, not-for-profit environmental organisation that aims to protect and preserve Antarctica and the Southern Ocean in the next 12 months.
- A further third of the sample (34%) said they were *somewhat* likely to donate.

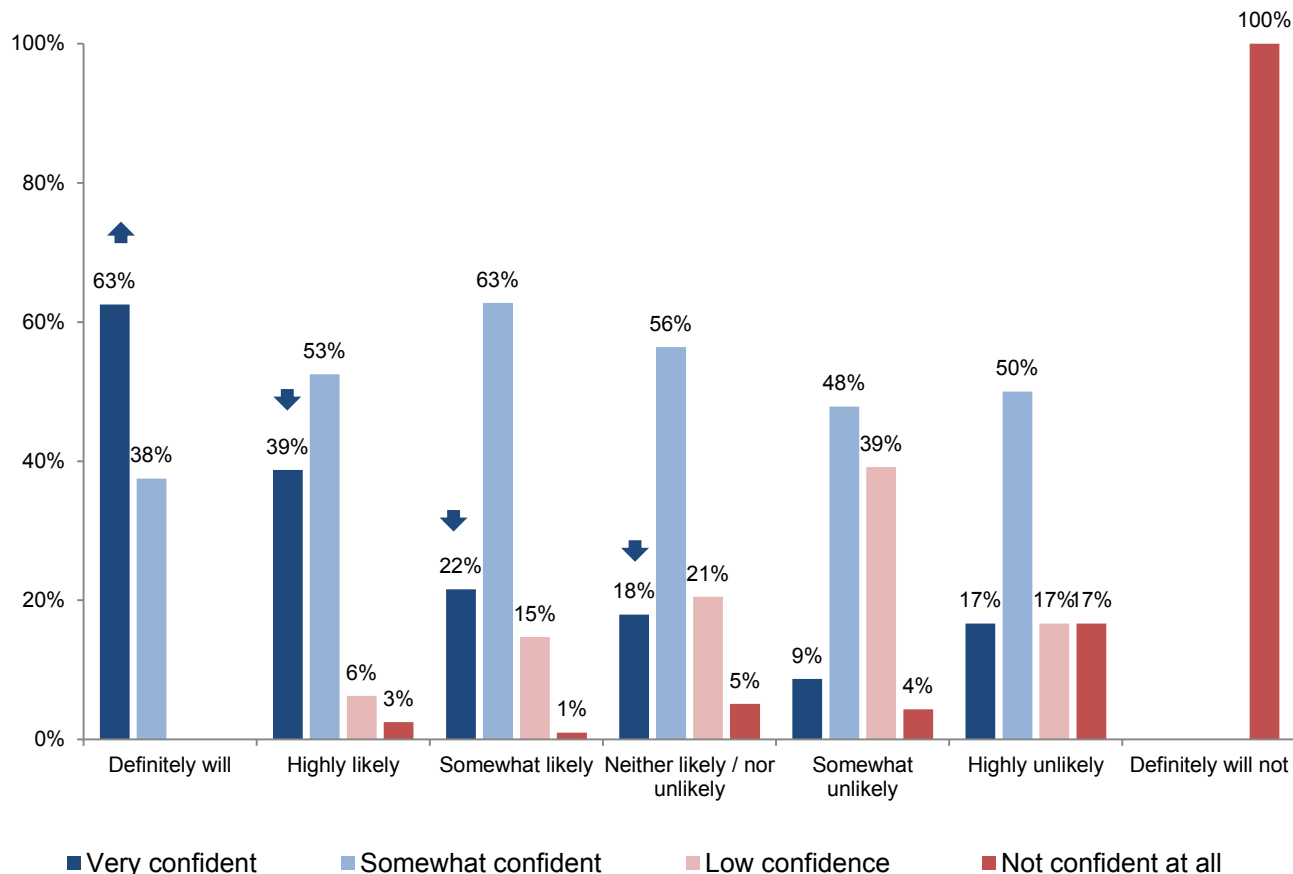
We concluded that a significant proportion of the total sample had a positive predisposition to donating to an environmental organisation that aims to protect and preserve Antarctica and the Southern Ocean in the next 12 months.

We also concluded 'confidence that donation money is well spent' may be related to 'likelihood of donating in the next 12 months' (further discussed on the following page).

There were no differences between questionnaire versions.

Likely future donation behaviour and confidence

Respondents who have donated in the past (n=299)



Key points

An analysis of 'likely donation behaviour in the next 12 months' cross tabulated with 'confidence that past donation money was well spent' showed the following:

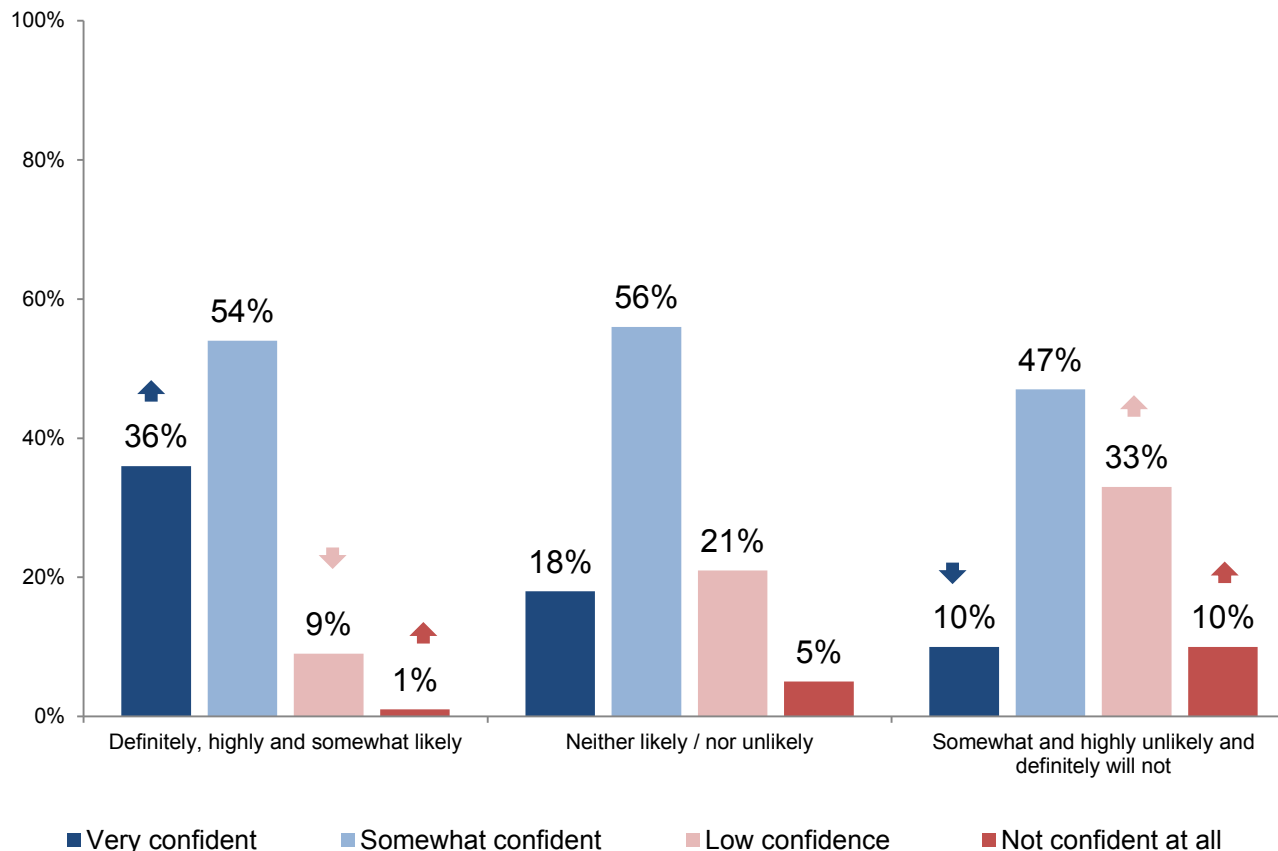
- More respondents who said they definitely will donate in the next 12 months (63%) said they were *very confident* their donation money was well spent than respondents who said they were highly likely (39%), somewhat likely (22%) or neither likely nor unlikely to donate (18%).

We combined respondents indicating 'some or higher likelihood of donating' and those that indicated 'lower or no likelihood of donating'. We then cross tabulated these groups against confidence. This outcome is shown on the following page.

There were significant differences between those more likely and less likely to donate in the next 12 months on a number of questions in the survey (further discussed in Section 7).

Summary – Likely future donation behaviour and confidence

Respondents who have donated in the past (n=299)



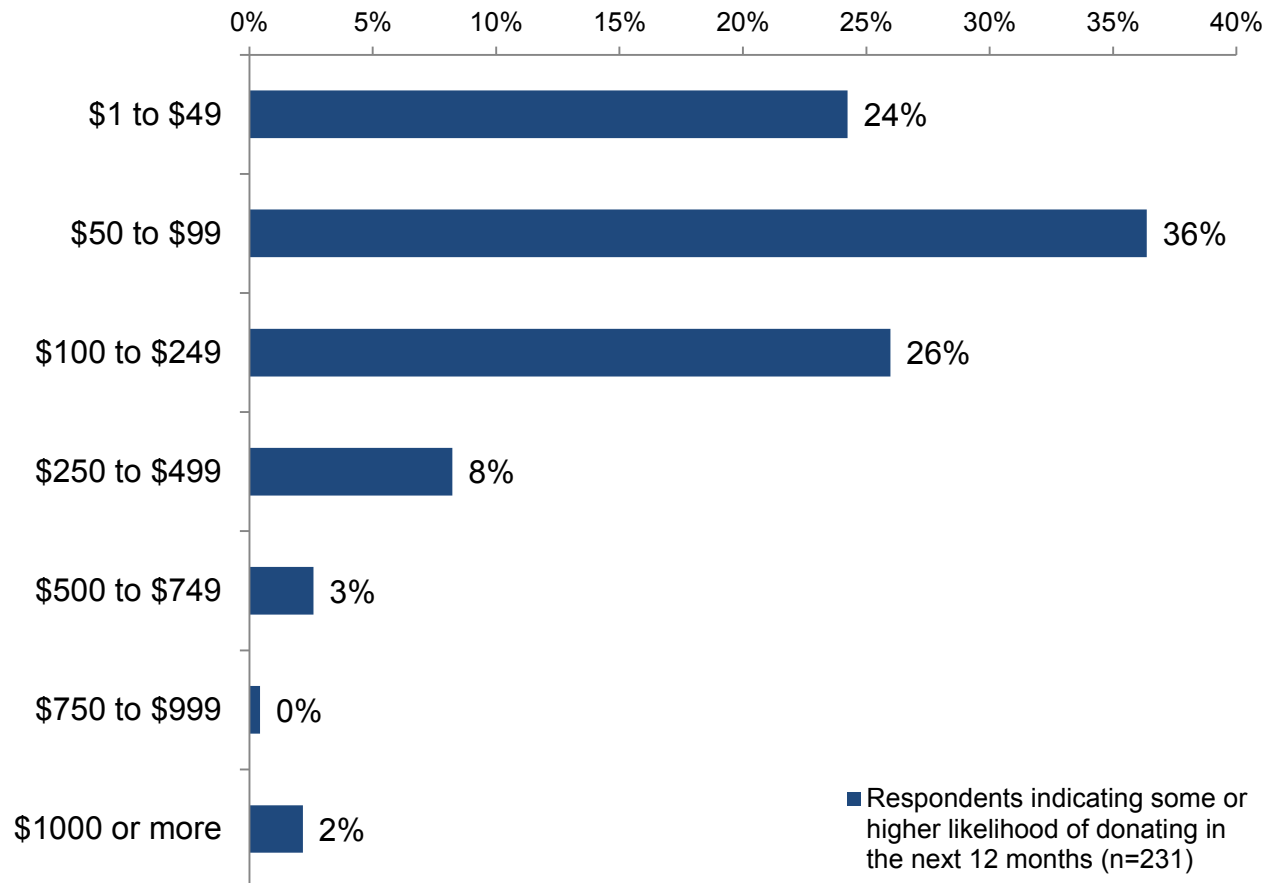
Key points

- More respondents who said there was some or higher likelihood of donating in the next 12 months (36%) said they were *very confident* their donation money was well spent than respondents who said there was a lower likelihood of donating (10%).
- More respondents who said there was a low or no likelihood of donating (33%) said they had *low confidence* their donation money was well spent than respondents who said there was a some or higher likelihood of donating (9%).
- More respondents who said there was a low or no likelihood of donating (10%) said they were not confident at all their donation money was well spent than respondents who said there was a some or higher likelihood of donating (1%).

While not necessarily causal in nature, we concluded there maybe a relationship between 'confidence that donation money is well spent' and 'future donating behaviour'.

Likely donation amount

Q18. If you were to make such a donation, how much over a 12 month period is that donation likely to be?



Key points

Of those who said they were likely to donate to a well-known environmental organisation that aims to protect and preserve Antarctica and the Southern Ocean in the next 12 months:

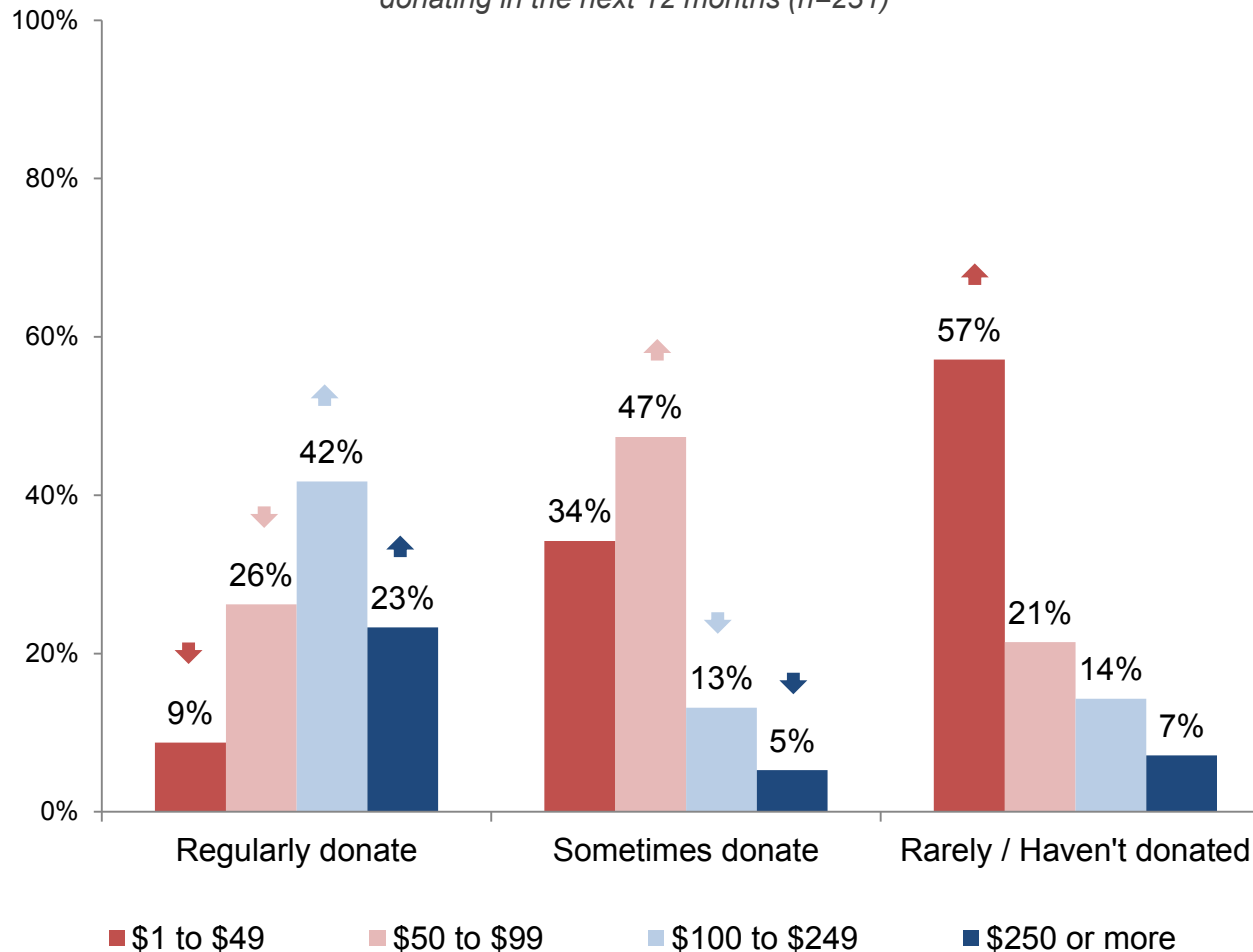
- 60% said they were likely to donate less than \$100
- 26% said they were likely to donate between \$100 and \$249
- 13% said they were likely to donate \$250 or more.

We concluded that the vast majority (86%) of those indicating some or higher likelihood of donating in the next 12 months are likely to donate under \$250 and of those, over half are likely to donate under \$100.

There were no differences between questionnaire versions.

Likely donation amount and past donation behaviour

Respondents indicating some or higher likelihood of donating in the next 12 months (n=231)



Key points

An analysis of past donation behaviour cross tabulated with likely donation amount showed the following:

- More respondents that regularly donate (42%) said they would donate between \$100 and \$249 than those who sometimes donate (13%).
- More respondents that regularly donate (23%) said they would donate between \$250 or more than those who sometimes donate (5%).
- More respondents that sometimes donate (34%) or rarely donate (57%) said they would donate between \$1 and \$49 than those who regularly donate (9%).
- More respondents that sometimes donate (47%) said they would donate between \$50 and \$99 than those who regularly donate (26%).

We concluded that respondents who regularly donate are likely to donate a higher amount than those who sometimes or rarely donate.

Part 7: Analysis of sub groups – gender



Differences between males and females

There were a number of statistically significant differences between males and females which are shown in the table to the right.

Key points

Females rated the importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage higher, rated all threats higher, rated certain statements higher, and more said they were likely to undertake certain personal actions listed than did Males.

There were no issues or actions where males provided higher ratings or indicated higher likelihood than females.

We concluded that females in this survey appeared to feel more strongly about a number of core issues associated with preserving and protecting Antarctica and the Southern Ocean than did males.

We concluded, females appeared more likely to personally undertake certain actions to preserve and protect Antarctica and the Southern Ocean than males.

Questions and responses where females were different to males	Females	Males
Q1: Thinking about Antarctica and the Southern Ocean, how important is it to preserve and protect these regions from irreversible damage? (mean score /10)	9.8	9.5
Q2: Please rate the following threats in terms of the danger they pose to Antarctica and the Southern Ocean (mean score /10)		
Marine pollution	9.1	8.1
Oil and mineral exploration	9.2	8.5
Unsustainable harvesting of marine life	9.3	8.8
Climate change	9.3	8.7
Q6: Antarctica and the Southern Ocean should be preserved and protected....		
... because we have a moral duty to protect unique and fragile ecosystems		
Strongly agree	85%	60%
Agree	15%	32%
... for future generations		
Strongly agree	65%	41%
Agree	29%	47%
... to protect places with significant natural beauty		
Strongly agree	56%	39%
Q7: How likely are you personally to take each of the following actions to help preserve and protect Antarctica and the Southern Ocean?		
'Definitely would' use fewer plastic products	59%	39%
'Definitely would' make safe and sustainable seafood choices	67%	46%
'Definitely would' sign an online petition to be sent to a politician	72%	51%

Part 8: Analysis of sub groups – likelihood of donating to a well-known conservation organisation



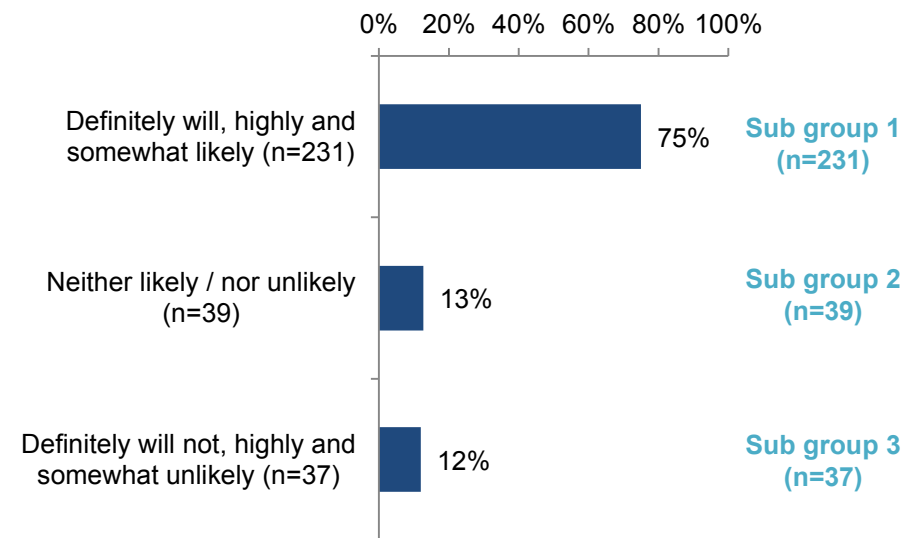
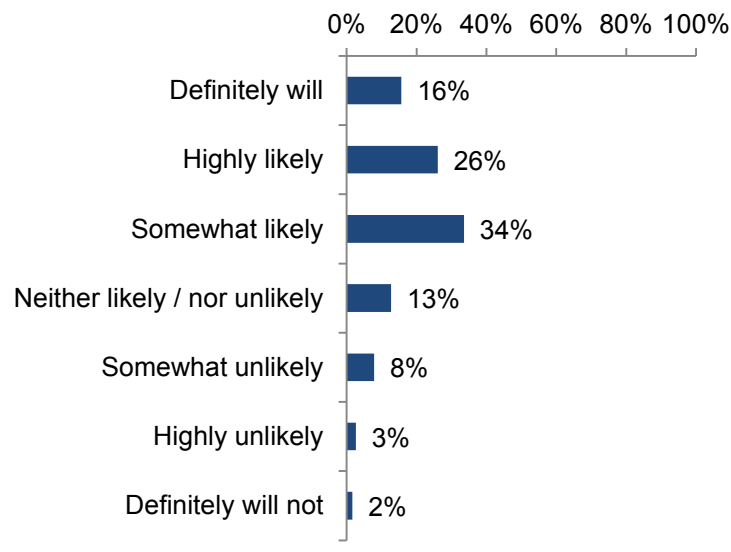
Differences – likely and unlikely to donate in next 12 months

Introduction: Using question 17 we created three sub groups for the purposes of analysis:

- Sub group 1: Respondents that said there was some or a higher likelihood of donating in the next 12 months
- Sub group 2: Respondents that said they were neither likely nor unlikely to donate in the next 12 months
- Sub group 3: Respondents that said there was lower or no likelihood of donating in the next 12 months

We then compared sub group 1 and sub group 3 to see if there were any differences between those more and less likely to donate in the next 12 months to well-known, not-for-profit environmental organisations that aims to protect and preserve Antarctica and the Southern Ocean. The results are shown on the following pages.

Q17 - Thinking of the next 12 months, how likely would you be to donate to a well-known, not-for-profit environmental organisation that aims to protect and preserve Antarctica and the Southern Ocean?



Differences – likely and unlikely to donate in next 12 months

Key points

Respondents with some or higher likelihood of donating in the next 12 months rated the importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage higher, rated all threats higher, rated certain statements higher, thought most potential actions were more effective, and were more likely to undertake most personal actions listed higher than respondents who indicated lower or no likelihood of donating in the next 12 months.

Respondents with some or higher likelihood of donating in the next 12 months indicated higher confidence that their past donations to environmental or conservation organizations were well spent than respondents who indicated lower or no likelihood of donating in the next 12 months.

We concluded that respondents with some or higher likelihood of donating in the next 12 months appeared to feel more strongly about a number of core issues associated with preserving and protecting Antarctica and the Southern Ocean, and appeared more likely to personally undertake certain actions to preserve and protect Antarctica and the Southern Ocean than those with a lower likelihood of donating in the next 12 months.

Questions and responses where those with a higher likelihood and lower likelihood of donating in the next 12 months were different	Some and higher likelihood of donating	Lower and no likelihood of donating
Q1: Thinking about Antarctica and the Southern Ocean, how important is it to preserve and protect these regions from irreversible damage?		
Mean score out of 10	9.8	9.2
Rated importance as 10 out of 10	85%	68%
Q2: Please rate the following threats in terms of the danger they pose to Antarctica and the Southern Ocean (mean score /10)		
Marine pollution	9.0	8.1
Oil and mineral exploration	9.2	8.1
Unsustainable harvesting of marine life	9.3	8.5
Climate change	9.3	8.1
Q5: How effective is each of the following actions as a way to help preserve and protect Antarctica and the Southern Ocean?		
Actively protest to increase media and public awareness of the issues		
Very or somewhat effective	87%	70%
Low effectiveness or not effective at all	13%	30%
Support active conservation organisations targeting climate change (i.e. ACF, Greenpeace, WWF)		
Very or somewhat effective	93%	70%
Low effectiveness or not effective at all	7%	30%
Support scientific research looking at the health of Antarctica and the Southern Ocean		
Very or somewhat effective	96%	81%
Low effectiveness or not effective at all	4%	19%
Lobby the Australian government to make Antarctica and the Southern Ocean a non-development zone		
Very or somewhat effective	90%	78%
Low effectiveness or not effective at all	10%	22%

Differences – likely and unlikely to donate in next 12 months

Questions and responses where those with a higher likelihood and lower likelihood of donating in the next 12 months were different	Some and higher likelihood of donating	Lower and no likelihood of donating
Q6: Antarctica and the Southern Ocean should be preserved and protected....		
<i>... because we have a moral duty to protect unique and fragile ecosystems</i>		
Strongly agree	83%	59%
<i>... because at least one place on the planet should remain relatively untouched</i>		
Strongly agree	54%	27%
Neither agree nor disagree	17%	41%
Disagree	0%	8%
<i>... to protect places with significant natural beauty</i>		
Strongly agree	56%	39%
Q16: Thinking of your past donations to environmental or conservation organizations, how confident are you that your donation money was well spent?		
Very confident	36%	10%
Low confidence	9%	33%
Not confident at all	1%	10%

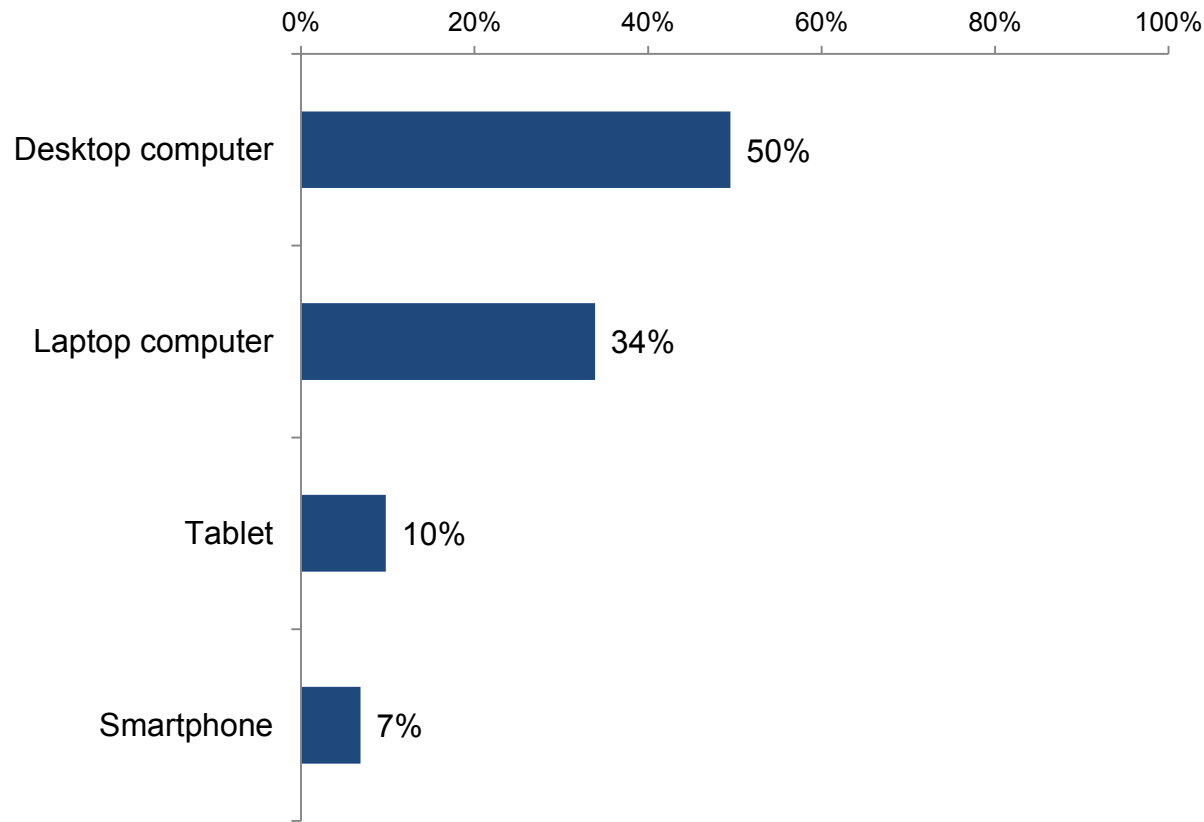
Questions and responses where those with a higher likelihood and lower likelihood of donating in the next 12 months were different	Some and higher likelihood of donating	Lower and no likelihood of donating
Q7: How likely are you personally to take each of the following actions to help preserve and protect Antarctica and the Southern Ocean?		
<i>Attend a public rally or protest</i>		
Highly likely or definitely would	44%	19%
Low likelihood or definitely would not	29%	59%
<i>Send an email to a politician</i>		
Highly likely or definitely would	63%	38%
Low likelihood or definitely would not	12%	35%
<i>Donate to a well-known, environmental organisation that supports Antarctica and the Southern Ocean</i>		
Highly likely or definitely would	71%	16%
Low likelihood or definitely would not	3%	65%
<i>Sign an on-line petition to be sent to a politician</i>		
Highly likely or definitely would	88%	65%
Low likelihood or definitely would not	4%	27%
<i>Reduce your personal carbon footprint –and energy consumption</i>		
Low likelihood or definitely would not	1%	11%
<i>Volunteer to assist in fund raising</i>		
Highly likely or definitely would	13%	0%
Low likelihood or definitely would not	50%	84%
<i>Use fewer plastic products</i>		
Highly likely or definitely would	85%	68%
Low likelihood or definitely would not	2%	14%
<i>Become a friend of environmental organisations supporting Antarctica and the Southern Ocean</i>		
Highly likely or definitely would	72%	35%
Low likelihood or definitely would not	7%	51%
<i>Influence change in your community</i>		
Highly likely or definitely would	42%	14%
Low likelihood or definitely would not	23%	46%

Part 9: Analysis of sub groups – device used to complete survey



Device used to complete survey

Q20 On which device did you complete this questionnaire?



Key points

- The vast majority (84%) of the sample completed the online questionnaire using a desktop (50%) or laptop computer (34%).
- A minority (17%) used a mobile device, either a tablet (10%) or smart phone (7%).
- There were no statistically significant differences between respondents using the various devices or between those using computers versus mobile devices for any question in the survey.

We concluded that the device used to complete this survey did not have an impact on responses.

Summary findings and conclusions



Summary findings and conclusions

Based on the outcomes of the research we came to the following summary conclusions:

1. The visual framing effect – inconclusive

The main purpose of this research was to explore whether associating images (visual imagery) with a proposition had any impact on key measures, and if so, whether this varied with different image types. The results showed no statistically significant differences on the primary measures – *the importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage*, and *propensity to financially support well-known, not-for-profit organisations (NFPs) that aim to protect and preserve Antarctica and the Southern Ocean*.

This result was partially driven by the fact that 95% of respondents provided an importance rating of 9 or 10 out of 10 for the first primary question (mean score of 9.7) which made it impossible to discern differences between questionnaire versions. Other possible reasons for this lack of discernable difference between surveys include an inadequate sample size, the effects of bias or moderating factors, or that the visual frames devised for this research were not potent enough. Hence, the outcomes of the research did not demonstrate any form of visual framing effect. With this in mind we make a number of comments:

- We hypothesise that a key issue with the research design to demonstrate a difference was the use of inactive WWF donors as the target sample. This group is likely to have held very strong views about the need to *preserve and protect Antarctica and the Southern Ocean* prior to this research. Further, their views were universally strong, creating a lack of variation between respondents.
- We suggest that if this research is repeated, a sample with greater variation across respondents is used. For example, a representative sample of the general population where the importance of the primary measure is more likely to vary.
- We also suggest that if this research is repeated, the questionnaires include versions with and without stimulus at the front end. This would allow measurement of any positive bias that may be created by use of the stimulus material.

We concluded that the research was unable to illustrate any impact of visual framing, and that the universally strong views of almost all of the sample on the primary measure made it impossible for this research to work. Hence, we would describe the outcomes of the research as *inconclusive* rather than drawing definitive conclusions about any visual framing effect.

Summary findings and conclusions

Based on the outcomes of the research we came to a number of conclusions about other observations.

2. Perceived threats to Antarctica and the Southern Ocean

The stimulus at the beginning of the question suggested Antarctica and the Southern Ocean were under potential threat from four sources. Respondent threat ratings, rankings and priority actions showed the following:

1. '*Climate change*' and '*oil and mineral exploration and extraction*' were equally considered significant threats, the highest threats of those listed, and the highest priorities in terms of actions to protect Antarctica and The Southern Ocean.
2. '*Unsustainable harvesting of marine life*' was equally considered a significant threat, but ranked lower as a threat than those above. It was ranked equally with '*climate change*' in terms of priority actions to protect Antarctica and the Southern Ocean.
3. '*Marine pollution and debris*' was considered a significant threat, but was rated and ranked lower as a threat than those above. It was ranked significantly lower in terms of priority actions to protect Antarctica and the Southern Ocean.

Overall, we concluded that *climate change*, *oil and mineral exploration and extraction* and *the unsustainable harvesting of marine life* were considered the most significant threats and highest priority areas for actions to protect Antarctica and the Southern Ocean.

3. Perceived effectiveness of various actions

The top 4 most effective actions as a way to help preserve and protect Antarctica and the Southern Ocean were:

- Introduce huge fines for organisations that pollute Antarctica and the Southern Ocean
- Do whatever possible to preserve the Antarctic Treaty
- Support scientific research looking at the health of Antarctica and the Southern Ocean
- Lobby the Australian government to make Antarctica and the Southern Ocean a non-development zone.

We concluded that while other actions were considered somewhat effective, it was the above actions that were considered most effective by respondents in this research.

Summary findings and conclusions

4. Reasons to protect Antarctica and the Southern Ocean

An exercise where we asked respondents to agree or disagree with various reasons why *Antarctica and the Southern Ocean should be preserved and protected* showed that the statement most strongly agreed with was:

- *'because we have a moral duty to protect unique and fragile ecosystems'* (78% strongly agreed)

The next two or three statements including *'for future generations'* and *'for the benefit of all'* received lower but strong agreement levels. Overall, we concluded that having a *'moral duty'* (a values based rationale) appeared to particularly resonate with the vast majority of respondents as a reason to preserve and protect Antarctica and the Southern Ocean.

5. Likelihood of personal actions

When asked about taking various personal actions to help preserve and protect Antarctica and the Southern Ocean, the following actions achieved the highest likelihood:

- Make safe and sustainable seafood choices (87%)
- Vote for an environment friendly government (86%)
- Sign an on-line petition to be sent to a politician (84%)
- Reduce personal carbon footprint and energy consumption (81%)
- Use fewer plastic products (80%)

We concluded that the most likely personal actions by this sample to help protect and preserve Antarctica and the Southern Ocean included modifying shopping behaviour, modifying voting behaviour, modifying use of plastics, modifying personal carbon footprint and signing an online petition.

Summary findings and conclusions

6. Images that best illustrate the need to protect Antarctica and the Southern Ocean

A number of observations can be made about which of the four images used in this research best illustrate the need to protect Antarctica and the Southern Ocean:

- The most preferred image at the total sample level was the *'pristine coastal landscape without penguins'* (238IM11 – positive or 'maintain' frame image)
- The next most preferred image at the total sample level was the *'coastal landscape with oil rig, pollution without penguins'* (238IM10 – negative or 'loss' frame image).

Of significance was the fact that respondents could be segmented into three groups based on their preference choice behaviour.

- One segment's preferences revolved almost exclusively around positive images, particularly the *'pristine coastal landscape without penguins'*
- One segment's preferences revolved almost exclusively around negative images, particularly the *'coastal landscape with oil rig, pollution without penguins'*
- The remaining segment's preferences revolved around a mixture of positive and negative images.

We concluded that the positive or 'maintain' frame (pristine coastal landscape without penguins) was the most preferred image overall followed by negative or 'loss' frame (coastal landscape with oil rig and pollution) for best making respondents feel that protecting Antarctica and the Southern Ocean is important.

We also concluded there were differing and contrasting views about whether positive or negative images best illustrate the need to protect Antarctica and the Southern Ocean. A proportion of the sample thought positive images best illustrated this need, while a proportion of the sample thought negative images best illustrated this need.



Summary findings and conclusions

7. Past and future donation behaviour to well known environmental organisations

A number of points could be made about past and future donation behaviour as follows:

- Over one third of this sample (38%) said they **regularly donate** and around half (49%) said they **sometimes donate** to well known environmental organisations.
- Just under a third (31%) said they were **very** confident and just over half (54%) said they were **somewhat** confident that their past donation money was well spent.
- Well over a third of the sample (42%) said they **definitely would** or were **highly likely** to donate in the next 12 months. A further third (34%) said they were **somewhat likely** to donate in the next 12 months.

We concluded that a significant proportion of this sample have donated in the past and intend to donate in the future to well-known environmental organisations. As respondents in this research were comprised of past but inactive WWF donors, it begs the question – *why are these respondents not donating to WWF, particularly those who regularly donate?*

Relationship between confidence and donation behaviour: An analysis of past and future donation behaviour showed:

- **Regular donation and higher confidence:** More respondents that regularly donate said they were **very confident** their past donation money was well spent than respondents who sometimes or rarely donate. More respondents that rarely donate said they had **low confidence** their past donation money was well spent than respondents who regularly donate.
- **Future donation and higher confidence:** More respondents who said there was some or higher likelihood of donating in the next 12 months said they were **very confident** their donation money was well spent than respondents who said there was a lower likelihood of donating. More respondents who said there was a low or no likelihood of donating said they had **low confidence or were not confident at all** their donation money was well spent than respondents who said there was a some or higher likelihood of donating.

There appears to be a relationship between ‘confidence that donation money is well spent’ and past and likely future donation behaviour. It implies a need for environmental organisations such as WWF to monitor and manage donor perceptions of how well their donation money has been spent.

Summary findings and conclusions

7. Past and future donation behaviour to well known environmental organisations (cont'd)

Relationship between regular donation behaviour and donation value: An analysis of past donation behaviour and likely future donation amount showed:

- **Regular donation and higher donation value:** More respondents that regularly donate said they would donate a value higher than \$100 than those who sometimes donate. More respondents that sometimes donate or rarely donate said they would donate a value below \$100 than those who regularly donate.

We concluded that respondents who regularly donate are likely to donate a higher amount than those who sometimes or rarely donate. It implies a need for environmental organisations such as WWF to monitor and manage regular donors as a matter of priority as a way of protecting major sources of donations.

Relationship between higher likelihood of donation and attitudes to environmental topic: An analysis of likelihood of donation and stated attitudes to all questions in the survey showed:

- Respondents with some or higher likelihood of donating in the next 12 months rated the importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage higher, rated all threats higher, rated certain statements higher, thought most potential actions were more effective, and were more likely to undertake most personal actions listed higher than respondents who indicated lower or no likelihood of donating in the next 12 months.

We concluded that respondents with some or higher likelihood of donating in the next 12 months appeared to feel more strongly about a number of core issues associated with preserving and protecting Antarctica and the Southern Ocean, and appeared more likely to personally undertake certain actions to preserve and protect Antarctica and the Southern Ocean than those with a lower likelihood of donating in the next 12 months. It implies that personal beliefs about the core environmental topics are key drivers of likely donation behaviour (logically).

It also implies a need for environmental organisations such as WWF to mount effective and persuasive communications that help shape potential and existing donor beliefs about each environmental topic. In addition, environmental organisations such as WWF need to assess the effectiveness of their communications by monitoring and managing present and potential donor beliefs about relevant environmental topics.

Summary findings and conclusions

8. Relationship between gender, attitudes and personal actions associated with an environmental topic

An analysis of gender across all questions in the survey showed:

- Females rated the importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage higher, rated all threats higher, rated certain statements higher, and more said they were likely to undertake certain personal actions listed than did Males. There were no issues or actions where males provided higher ratings or indicated higher likelihood than females.

We concluded that females in this survey appeared to feel more strongly about a number of core issues and were more likely to take certain personal actions associated with preserving and protecting Antarctica and the Southern Ocean than males. This implies that environmental organisations such as WWF need to understand the impact of gender on donor attitudes, beliefs and behaviours and where relevant use communications tailored for each gender.

9. Summary comments

While the research did not show any impact of visual framing on primary measures, it did show the strength of respondent attitudes and beliefs about the need to preserve and protect Antarctica and the Southern Ocean from irreversible damage.

The research showed that respondents have different opinions about whether positive or negative images best illustrated the need to preserve and protect Antarctica and the Southern Ocean from irreversible damage, albeit a larger proportion choosing positive images for this purpose. This may imply a need to use different image types for different sub groups in the population.

The research showed potential relationships between donation behaviour, personal attitudes towards environment topics, confidence that donation money is well spent and size of donations. The implications for environmental organisations such as WWF, include a need to direct communications at the development of donor attitudes and beliefs, a need to monitor and manage donor beliefs about various environment topics, a need to monitor and manage donor perceptions about how well donation money is spent, and a need to monitor and manage more regular donors generally.

A significant proportion of respondents in this research regularly donate to environmental organisations. **A key question for WWF is why are these respondents not donating to WWF?** The implications include a need to better understand what drives choice of environmental organisation for the purposes of donation, and how WWF can attract and retain those willing to donate.

Summary findings and conclusions

Recommendations

Hypothesis – relationships between potential drivers of donation behaviour

ACTIONS:

- Monitor attitudes and beliefs about each environmental topic and tailor communications accordingly.
- Monitor for gender differences and adjust communications accordingly.

ACTION:

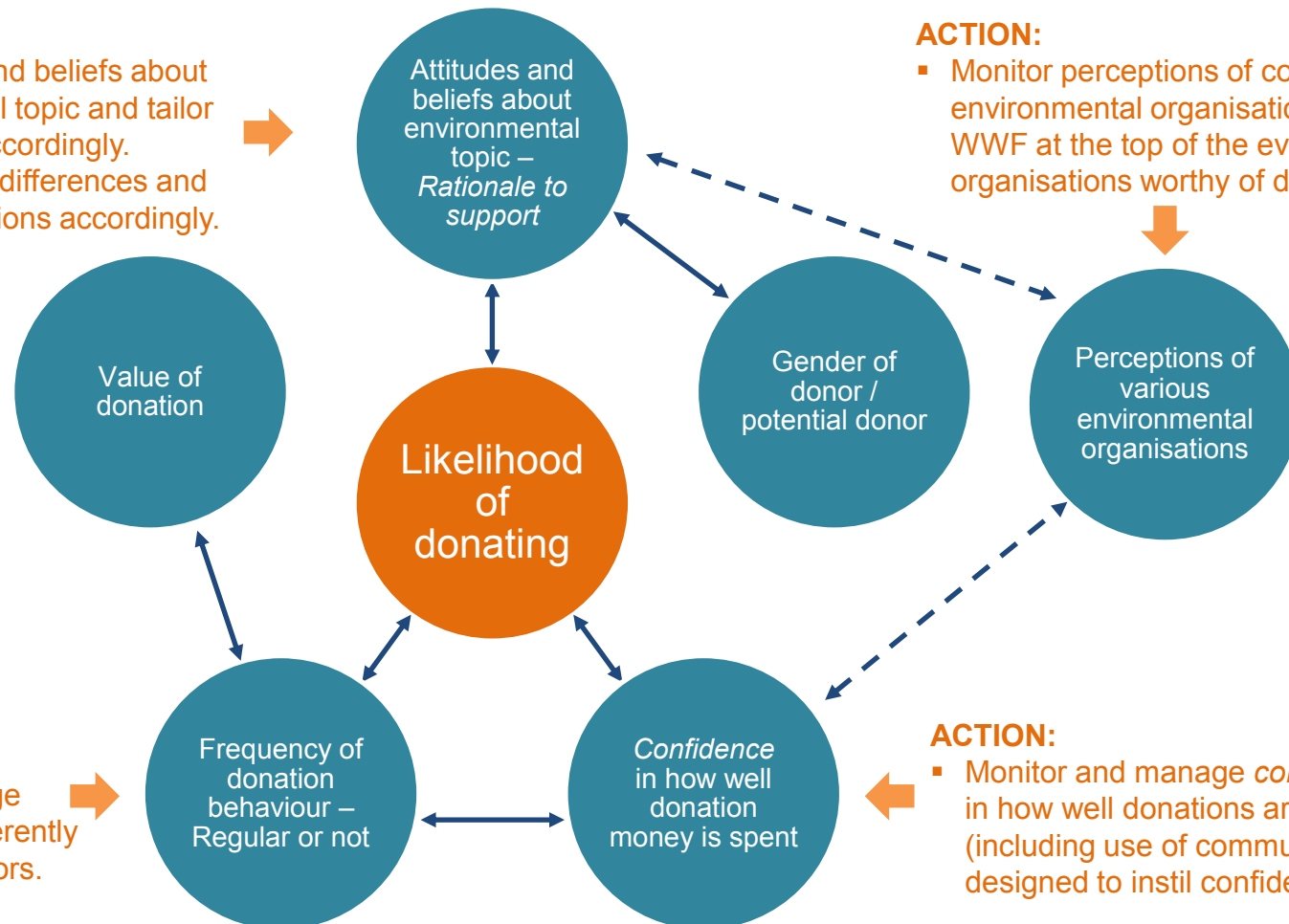
- Monitor perceptions of competing environmental organisations and position WWF at the top of the evoked set of organisations worthy of donating to.

ACTION:

- Monitor and manage *regular donors* differently to less regular donors.

ACTION:

- Monitor and manage *confidence* in how well donations are spent (including use of communications designed to instil confidence).





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