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Who Already Supports Animal Freedom?

Research Report

Animal
Think Tank

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Study summary

The intention of this research was to identify the reasons and motivations behind both active and passive supporters' actions for animal causes. It aimed to explore their understanding of the issues and solutions, providing insight into people's mental models of cause and effect. It sought to determine if there are any particularly influential or prevalent segments within our supporter base. This survey forms part of a larger project which aims to explore their values, inspirations and hopes, as well as their aspirational identities, and how all of these can be communicated in a way that galvanises more of our base and persuades more of the public to support animal causes.

Aims

1. Investigate the motivations and reasons behind active and passive supporters of animal causes.
2. Identify any particularly influential segments within the supporter base.
3. Analyse their values, inspirations, and aspirations of the base.
4. Our analysis primarily focused on UK demographics, but we also have the data available for the US and Canada.

Profile of supporters

1. Predominantly female, white, aged 25-54.
2. Involved in activism for 6 to over 20 years.
3. Vegan or vegetarian dietary preferences.
4. Motivated mainly by empathy and ethics, the sample were mostly initially inspired by relationships with animals.
5. Primary concerns: cosmetic testing, hunting for sport, farming for food and clothes, and human research.
6. Highly value changing public opinion, cultural and institutional changes. Individual

change (like diet alteration) is less emphasised.

7. Prefer online and daily actions over direct actions.
8. Strong self-identification with caring about animals and being vegan.

Demographic disparities

1. White individuals were over-represented (92%) compared to the UK 2021 census (82%).
2. Non-white ethnicities under-represented: 7.58% vs. 18% in the census.
3. Higher female representation: 74.73% vs. 51% in the census.

Strategic approaches for building the active base

1. We estimated the maximum potential mobilisation for various issues.
   a. Direct action: 0.5 million
   b. Charity, and volunteer actions: 0.75-1.4M (issue dependent).
   c. Online action: 1-1.8M (issue dependent)
2. These data can inform two potential strategies for activating the passive base:
   a. Leverage Existing Demographics: Focus on the predominant demographic, mainly white females, for quick expansion of the base.
   b. Diverse Expansion: Conduct further research into reasons for under-representation of men and non-white ethnicities.

Key findings

Who are the base?

We found that supporters of the animal freedom movement - in other words, our base - largely fall into the following profile. They are predominantly female, aged 25-54, and white. They have been involved in activism for at least six years, and often over 20 years. Their diet is vegan, and sometimes vegetarian. They care strongly about animals, and are primarily motivated by empathy and ethics. They were initially inspired to care for animal causes by a relationship with another animal. They most value the sense of purpose that activism provides. The issues they are most concerned about are cosmetic testing, hunting for sport, farming for food, farming for clothes, and human research. They believe that all approaches are highly important for helping animals, but particularly changing public opinion, cultural change, and institutional change. Although rated highly, individual change (e.g. persuading individuals to change their diet) is the least widely supported. When taking action for animal causes, they are very willing to do online action and everyday actions, but relatively unwilling to take direct action. They most strongly identify as a person who cares about animals, and as a vegan.

Who isn't in the base?

In examining the demographics from the survey, there are noteworthy observations, especially when compared to the UK 2021 census data (although the sampling method led to non-UK residents taking part, the primary focus of the analysis was on the UK base). Regarding ethnicity, white individuals were markedly over-represented in our sample at 92%, compared to the 82% noted in the UK 2021 census. Conversely, individuals of Black, Asian, Mixed, or other ethnicities were under-represented in our

sample at 7.58%, while they make up 18% of the UK population according to the 2021 census.

When considering gender, our sample displayed a substantial skew towards females, constituting 74.73%, while males comprised 22.38%. This is in stark contrast to the gender distribution in the UK 2021 census, which reported a nearly balanced split of 51% females and 49% males. The female-to-male ratio in our sample was 3.34:1, significantly deviating from the almost equal ratio of 1.04:1 found in the UK 2021 census. This suggests that the perspectives gathered from our sample may particularly reflect the viewpoints of white females.

Strategic approaches for building the active base

With these demographics in mind, we are faced with two possible strategies for growing the base of animal freedom activists. The first strategy leans into the already active and engaged demographic, primarily white females. If this demographic are more likely to engage in the movement, targeting these individuals could be a more effective method for growing the base.

Conversely, the second strategy calls for a dedicated exploration into the nuances and potential barriers that have resulted in lower engagement from under-represented demographics, specifically men and non-white ethnicities. This is not just about creating targeted campaigns but understanding, at a fundamental level, the multifaceted reasons that might be hindering their active participation.

On the one hand, the first strategy provides an opportunity for quickly building a base, albeit one that is not representative of the population at large. On the other hand, the second strategy may be more difficult and require more research, but it has a greater

chance of leading to a broad-based movement.

Weaknesses and limitations

Finally, it's critical to acknowledge the inherent biases in the recruitment of participants for the survey. The network from which participants were recruited may not be truly representative of the active base at large. Therefore, while these strategies provide a directional guide, they should be implemented with a recognition of these biases and, where possible, supplemented with additional research and insights that ensure a comprehensive and inclusive approach to growing the base of activists in the animal freedom movement.

Issues with potential for wider support

To grow the active base for animal freedom, a pertinent strategy may be to focus on activating passive supporters. In one analysis, we compared participants who were recruited by through opportunity sampling of our network to veg*ns recruited through a paid survey platform, with the expectation that the later would be comprised of more passive- than active-supporters. A larger percentage of the voluntary respondents were currently active (78%) than the paid respondents (38%). For many of the questions, the voluntary respondents held stronger views than the paid respondents. However, looking for overlap in where the two groups agree may help identify key issues on which to increase activism amongst the passive base. Below are some insights from the data that can be used to develop strategies that resonate with both groups, which could potentially lead to later radicalisation of the previously inactive supporters.

Unified Motivations

Notably, both groups did not demonstrate significant differences in their motivations related to the environment, human health, and spirituality when supporting animal causes. Ethics/empathy was overwhelmingly the most popular motivation, overshadowing the others by a considerable margin. This dominant motivation could be a pivotal point in crafting messages and campaigns that resonate with both groups.

Common Concerns

Similar levels of concern about animals being farmed for clothes, hunting for sport, and species extinction between the groups might indicate universally shared concerns. Therefore these issues could serve as focal points for collaborative campaigns or initiatives that appeal to both groups of respondents.

Agreeing on Needed Changes

Across both groups, participants agreed on the importance of various changes like law enforcement, changing public opinion, and developing alternatives. These agreed-upon areas can be prioritised in campaigns and policy advocacy, providing a unified front.

Unified Actions

Both groups demonstrated a similar willingness to engage in charity and online actions. Therefore, initiatives that encompass these actions, such as charity events or online campaigns, might be effective in mobilising both active volunteers and inactive supporters.

Common Identifiers

The use of identifiers like 'animal lover', 'person who cares about animals', and 'animal ally' did not significantly differ between the groups. Using universally resonant and inclusive terminology in communications and campaigns could foster a sense of unity and collective identity among varied participants.

Method

Participants

The survey is based on two rounds of data collection. In the first round, participants were recruited through our social network of activists and animal freedom supporters, and asked to complete the survey voluntarily. We shared the survey widely with movement stakeholders online (UK and internationally), and in dedicated activist online groups. They were also asked to share with friends and family who care about and take action for animals, and with colleagues or supporters if they work for an animal organisation.

The second round consisted of recruiting paid respondents through the platform Prolific, who reported being either vegan or vegetarian. In total, we recruited 565 participants, 110 of which were paid (all UK-based). Of the remaining 455 unpaid volunteers, 177 were from the UK, 98 from the US, 60 from Canada, and 130 from various other countries (with fewer than 10 response), or did not provide this information.

Table 1. Percentage of each age bracket from the volunteer respondents (UK, USA, Canada).

Age

	Percent	Lower 95% CI	Upper 95% CI
25-34	24.56	21.03	28.10
35-44	21.05	17.71	24.40
45-54	20.53	17.21	23.84
55-64	15.09	12.15	18.03
65-74	6.32	4.32	8.31
Unanswered	5.79	3.87	7.71
18-24	5.26	3.43	7.10
75+	0.70	0.02	1.39
Prefer not to say	0.70	0.02	1.39

Table 2. Percentage of each gender identity from the volunteer respondents (UK, USA, Canada).

Gender

	Percent	Lower 95% CI	Upper 95% CI
Woman	70.35	66.60	74.10
Man	21.05	17.71	24.40
Unanswered	5.61	3.72	7.50
Non-binary	1.40	0.44	2.37
Prefer not to say	1.05	0.21	1.89
Other (please specify)	0.53	-0.07	1.12

Table 3. Percentage of each ethnicity from the volunteer respondents (UK, USA, Canada).

Ethnicity

	Percent	Lower 95% CI	Upper 95% CI
White	75.61	72.09	79.14
No answer	7.37	5.22	9.51
Asian	4.91	3.14	6.69
Hispanic	3.86	2.28	5.44
Other	3.86	2.28	5.44
Multi-	2.98	1.59	4.38
Black	1.40	0.44	2.37

Procedure

Below is a description of the questions presented to the participants.

How much do you care about animals?
1. I care a lot.
2. I care somewhat.
3. I don't care

What makes you care about animal causes? Please explain in 1-2 sentences [Comment box].

Please rate the degree the following factors motivate you to support animal causes: [Strongly, Moderately, Not at all].
1. Ethics/empathy with animals
2. Environment
3. Human health
4. Spiritual reasons

Are there any other factors that motivate you? [Comment box].

What initially inspired you to care about animals [Tick boxes]
1. Book
2. Film/documentary
3. News/article
4. Conversation
5. Leaflet about animal causes
6. Encounter/relationship with another animal
7. Internet/social media

8. Footage of animals being harmed
9. Seeing an action/protest/demonstration
10. Other (Please specify) [Comment box]

What animal issues are you most concerned about [Very concerned, Concerned, Not concerned at all].
1. Animals farmed for food
2. Animals farmed for human clothing (e.g. fur and leather)
3. Animals tested on in laboratories for beauty and cleaning products
4. Animals tested on in laboratories for human research
5. Dogs and horses forced to race
6. Animals in zoos and aquariums
7. Animals hunted for sport
8. Breeding and selling animals as pets, particularly for human aesthetics
9. Species extinction

What other animal issues are you concerned about? [Comment box]

How important do you believe the following changes are to help animals? And what other solutions do you think are needed? [Very important, Fairly important, Not important at all].
1. Individual change (People changing their diet and consumption habits)
2. Creating new animal protection laws
3. Ensuring existing laws are enforced
4. Changing public opinion
5. Culture change (Changing social traditions and norms)
6. Institutional change (government, corporations, NHS, education etc.)
7. Creating alternatives (sanctuaries, plant-based farming etc.)

And what other solutions do you think are needed? [Comment box].

How willing would you be to engage in the following activities to support animal causes? [Very willing, Willing, Unwilling]
1. Volunteer action (volunteering for an animal organisation or sanctuary)
2. Charity action (fundraising and/or donating to animal charities and sanctuaries)
3. Community action (E.g. street outreach, demonstrations, marches etc)
4. Direct action (E.g. occupy sites of harm, hunt sabbing etc.)
5. Online action (petitions, emails, sharing content on social media etc)
6. Everyday action (conversations, displaying pro-animal messages, e.g. on clothing or bumper stickers)

Are there any other activities you would be willing to engage in to support animal causes? [Comment box].

What term do you most identify with, and how strongly? [Very strongly, Moderately, Not at all]
1. Animal lover
2. Person who cares about animals
3. Animal advocate
4. Animal ally
5. Animal activist
6. Vegan
7. Change-maker
8. Fellow animal

What other terms do you strongly identify with, in your relationship with other animals, and why? [Comment box].

Do you take action for animal causes?

1. Yes

2. I have done in the past, but not currently

3. No [Skips the following two questions]

What do you enjoy most about activism to support animals? [Tick boxes]

1. Purpose - feeling like I'm making a difference

2. Community - meeting like-minded people

3. Joy - how fun the activism is

Other (please specify) [Comment box]

How long have you been taking action to support animals?

Less than a year

1. 2-5 years

2. 6-9 years

3. 10-19 years

4. 20+ years

What would inspire you or enable you to take action/more action for animal causes?
[Comment box]

Is there anything you would like to add about why you care about animals and animal
causes? [Comment box]

How old are you?

1. Under 18

2. 18-24

3. 25-34

4. 35-44

5. 45-54

6. 55-64

7. 65-74

8. 75+

9. Prefer not to say

What gender do you identify as?

1. Man

2. Woman

3. Non-binary

4. Prefer not to say

5. Other (please specify) [comment box]

What is your diet?

1. Vegan (excludes all animal products)

2. Vegetarian (excludes meat but eats eggs and/or dairy)

3. Pescetarian (excludes meat, except for fish)

4. Flexetarian/reducetarian (actively trying to eat more plant-based and reduce animal products)

5. Omnivore (doesn't exclude anything that is animal-derived)

6. Prefer not to say

7. Other (please specify) [Comment box]

In which country do you live? [Comment box]

Which ethnicity best describes you?

1. White

2. Black

3. Asian

4. Multi-racial or bi-racial

5. Hispanic

6. Prefer not to say

7. Other ethnic group (Please specify) [Comment box]

Thank you for taking the time to contribute to this research. If you would like to provide feedback on this survey, to help us improve it, please do so here. [Comment box].

Results

In order to decide how best to analyse the data, we first conducted two sets of inferential tests. The first was between UK participants who were recruited either through opportunity sampling, or through Prolific (see figures below). The second was between participants recruited from different countries. In each case, a total of 35 tests were conducted and, following a Bonferroni correction, an alpha value of 0.0014 was used[1].

Effects of recruitment strategy

Our recruitment strategy was to recruit unpaid UK participants through relevant social media channels initially. Because a significant number of respondents were from outside the UK, we decided to bolster the sample with an additional set of participants, recruited through a paid participant panel. These participants were selected based on being vegan or vegetarian and residing in the UK. Because these two samples likely differed in motives and attitudes, we first analysed the quantitative differences in responses between the paid sample and the voluntary sample of UK participants.

Regarding the effects of the recruitment process on UK participants, we found a number of significant and non-significant (ns) results.

Regarding the level of concern for animals, a statistically significant difference was found between the two sub-samples, with mean scores of 1.03 and 1.25 respectively. When probing the motivations for supporting animal causes, significant differences were

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[1] When researchers perform multiple statistical tests at once, they risk making more errors in finding a significant result where there actually isn't one. The Bonferroni correction is a method used to reduce this risk. It works by making the criteria for determining significance stricter. If a researcher initially has a threshold of 0.05 (which means there's a 5% chance of incorrectly finding a significant result, known as a Type I error), and they are doing multiple tests, this threshold can lead to many false positives. The Bonferroni correction adjusts this threshold downward by dividing it by the number of tests being performed.

observed in the factor of ethics/empathy (1.01 vs 1.17). However, the factors of environment, human health, and spirituality did not exhibit significant differences, with similar responses across both groups (ns).

Concerning animal issues of most concern, tangible differences emerged in the areas of animals being farmed for food (1.02 vs 1.44), used in human research (1.14 vs 1.37), involved in racing (1.26 vs 1.55), confined in zoos and aquariums (1.30 vs 1.79), and kept as animal companions (1.26 vs 1.53). Conversely, for the issues of animals being farmed for clothes, hunted for sport, and species extinction, both groups responded similarly (ns).

When evaluating the importance of various changes to assist animals, only cultural change (1.03 vs 1.17) and institutional change (1.03 vs 1.21) yielded significant differences in response. For instance, law enforcement, changing public opinion, and creating alternatives did not yield significantly different responses between the two groups, denoting a consensus on these aspects (ns).

The willingness to engage in activities to support animal causes was also explored. Notable disparities were observed in volunteer action (1.41 vs 1.72), community action (1.58 vs 2.21), direct action (1.94 vs 2.52), and everyday action (1.29 vs 1.64). On the other hand, activities such as charity action and online action did not manifest any considerable differences, with both groups demonstrating similar propensities towards these actions (ns).

In terms of identification with specific terms, respondents diverged significantly when aligning with 'animal advocate' (1.35 vs 1.8), 'animal activist' (1.63 vs 2.4), 'vegan' (1.14 vs 1.47), 'change-maker' (1.96 vs 2.36), and 'fellow animal' (1.62 vs 2.22). However, terms like 'animal lover','person who cares about animals', or 'animal ally' did not exhibit significant differences, implying a shared identification with these terms across both

groups (ns).

Lastly, taking action for animal causes also presented a significant divergence between the groups, with scores of 1.25 and 1.85 respectively. This analysis paves the way for additional exploration into the specific motivations and actions of our base.

Which strategy is best for mobilisation?

Next, we analysed the willingness to engage in different activities for different causes. Because passive and active supporters differ in their numbers, support for different issues, and willingness to engage in different actions (for example, see figure 1), we can not take the rates of support for issues and willingness to engage at face value. However, using this dataset, we can estimate the maximum number of people likely to mobilise for a given issue. Movement strategists can then use these predictions to mobilise using the actions and issues that are expected to have the greatest impact.

Figure 1. Concern for different issues amongst UK respondents, split by passive supporters (top) and active supporters (bottom).

Passive respondents concern for different issues

Active respondents concern for different issues
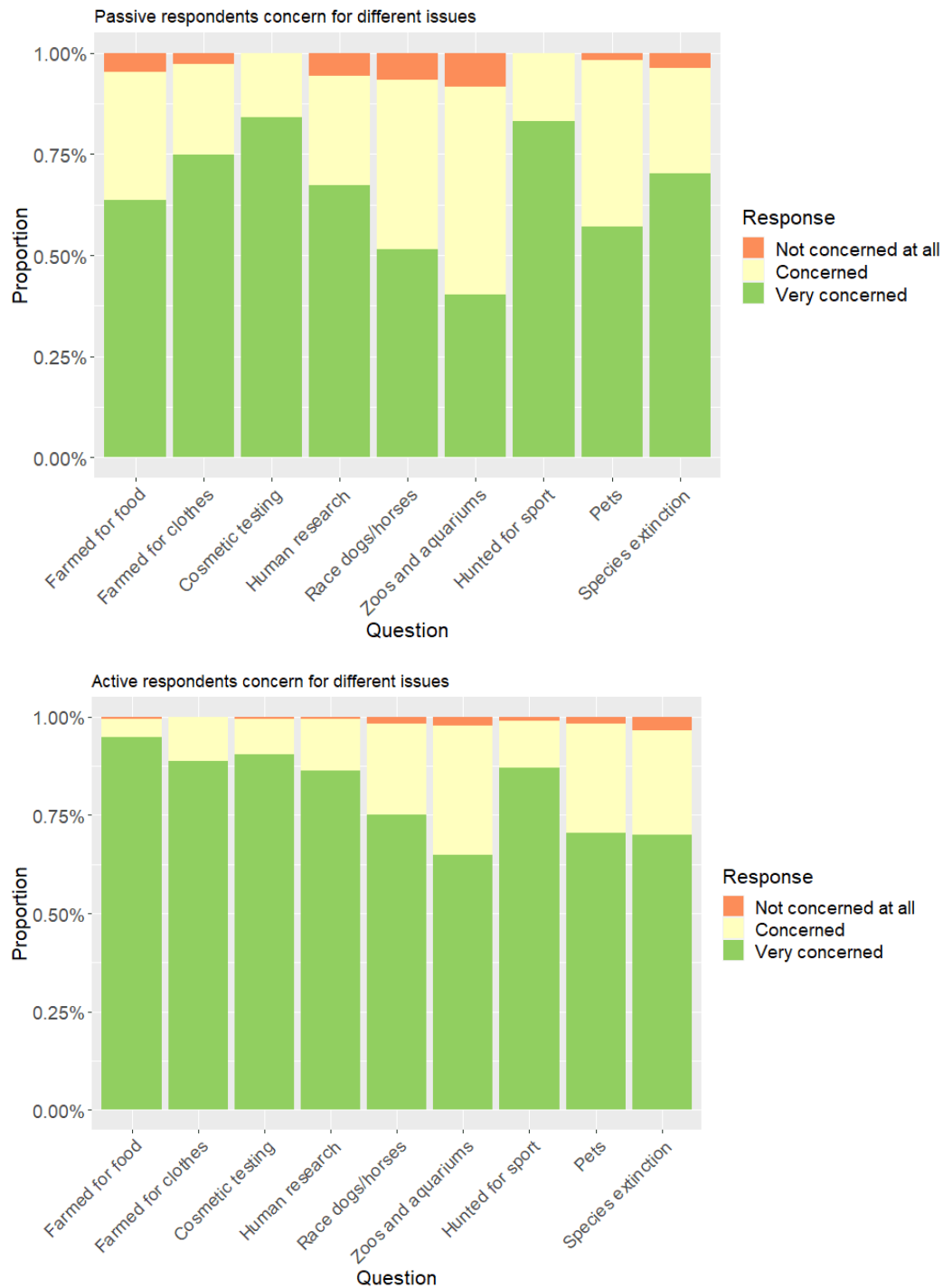
The maximum number of activists N, willing to engage in any given action, A, for a

particular issue I, is the sum proportion of the participants who are willing to engage in a particular action for a particular issue, multiplied by the estimated number of those supporters in the general population, M.

$$N^{I,A} = M_{active}(I_{active}A_{active}) + M_{passive}(I_{passive}A_{passive})$$

Based on our previous polling, 2% of the UK are vegan, and 6% are vegetarian. Based on the 2023 population of 67.33m, we can estimate that there are 5,386,400 veg*ns in the UK. Based on the respondents to the Prolific poll (which should be more reflective of veg*ns at large than the voluntary sample), there are 1,958,691 active veg*ns and 3,427,709 passive veg*ns. Using these numbers and the equation above, we can derive the numbers in Figure one.

Figure 2. Estimates of maximum number of mobilisable veg*ns in the UK for different issues.

Estimates of maximum mobilisation of active and passive supporters in the UK
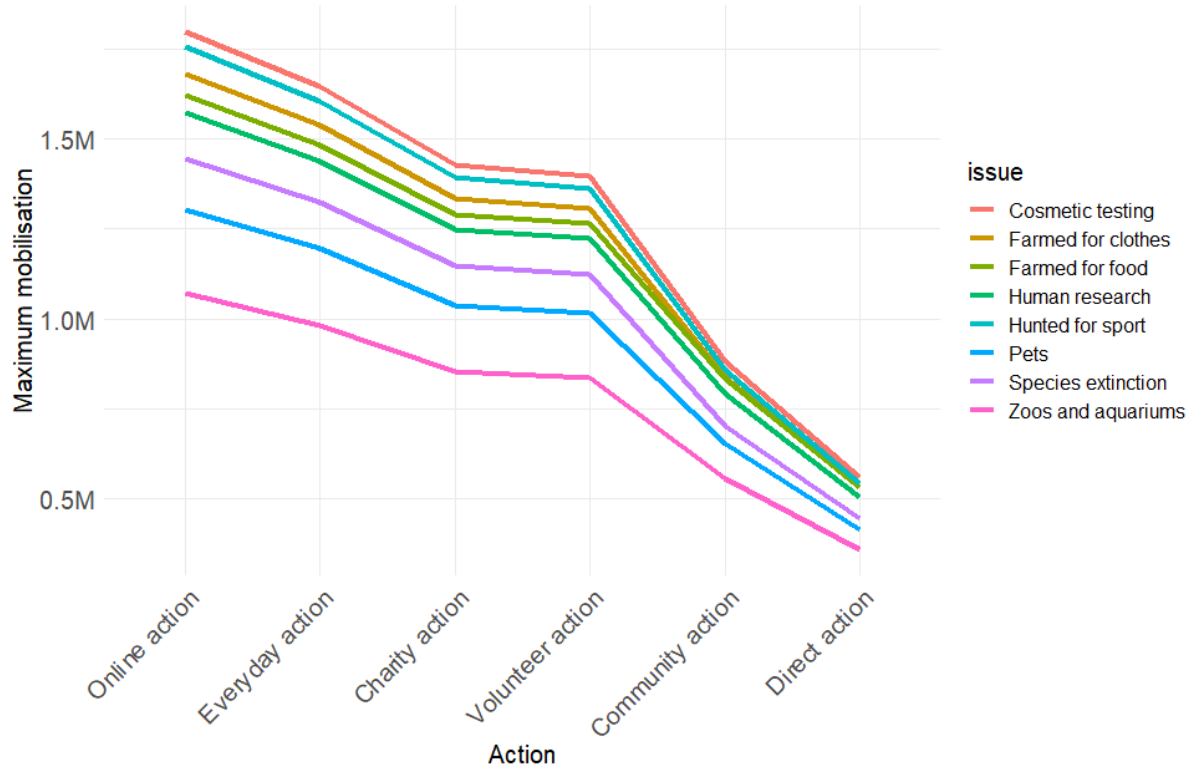
Cross-country effects (US, UK, and Canada)

Next, we wanted to test whether there were any effects of country-of-residence on responses. First, we filtered out 94 participants from countries with response rates lower than 10 participants, as well as 29 participants who did not indicate their country. Thus, we were left with 60 participants from Canada, 98 from the USA, and 284 from the UK, totalling 442 participants. Of the 284 UK participants, 110 were recruited through Prolific, who were also filtered from this analysis, so that the recruitment strategy was kept the same across all three country conditions.

As before, we tested whether there were any cross-country differences in responses

using a Kruskal-Wallis test with an alpha value of .0014 (a Bonferoni corrected alpha of 0.05)[2]. There were no significant differences between countries, except that participants from the USA reported hunting animals for sport as being of slightly higher concern.

Attitudes

After completing the preliminary analyses described above, we set out to understand the attitudes of the base. Because there was only one significant difference (Concern for animals hunted for sport) between participants recruited from different countries (US, UK, and Canada), but various significant differences between participants recruited from the same country (UK) through different recruitment strategies, we decided to analyse the quantitative data using volunteer-recruited participants from the US, UK, and Canada.

More than 94.5% of the sample reported that they cared a lot about animals, while the remaining 5.5% said that they cared somewhat about animals. When asked about about which factors motivated them to support animal causes, the most motivating was ethics/empathy (98.8% reported strongly, 1.2% moderately), followed by environment (57.8% strongly, 37% moderately), human health (25.6% strongly, 48.5% moderately), and spirituality (20.5% strongly, 24.1% moderately). Participants were also invited to give other reasons, the most frequent being animal sentience, an internal life, and the ability to suffer (58%), and social justice (6.8%). Another theme that emerged was that animals were "voiceless, defenceless, and vulnerable", and that therefore we must "be a voice for them", and that they must be "protected, not tortured, abused, or exploited". An

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[2] The Kruskal-Wallis test is a statistical test used when you have data that isn't normally distributed or when the sample sizes are small. It's used to determine if there are statistically significant differences between three or more groups of data. In this particular case, we have used a very stringent criterion for determining significance — an 'alpha value' of 0.0014. This value represents the threshold below which a result must fall to be considered statistically significant. The term "a Bonferroni corrected alpha of 0.05" means that the initial threshold for significance was 0.05, which is common in many studies. However, because we ran multiple statistical tests, we have used the Bonferroni correction to avoid false positives (incorrectly deciding a result is significant). We have therefore adjusted the alpha down to 0.0014 to be more confident that any significant results they find are not just due to random chance.

additional factor that emerged as a motivator to support animal causes from the open responses was justice (7.5%). Notably, respondents highlighted the intersectionality and "entanglement of oppressions" throughout social justice issues, stating "animal and human rights and liberation are bound together" and "animal oppression is intrinsically linked with racial oppression".


Please rate the degree the following factors motivate you to support animal causes
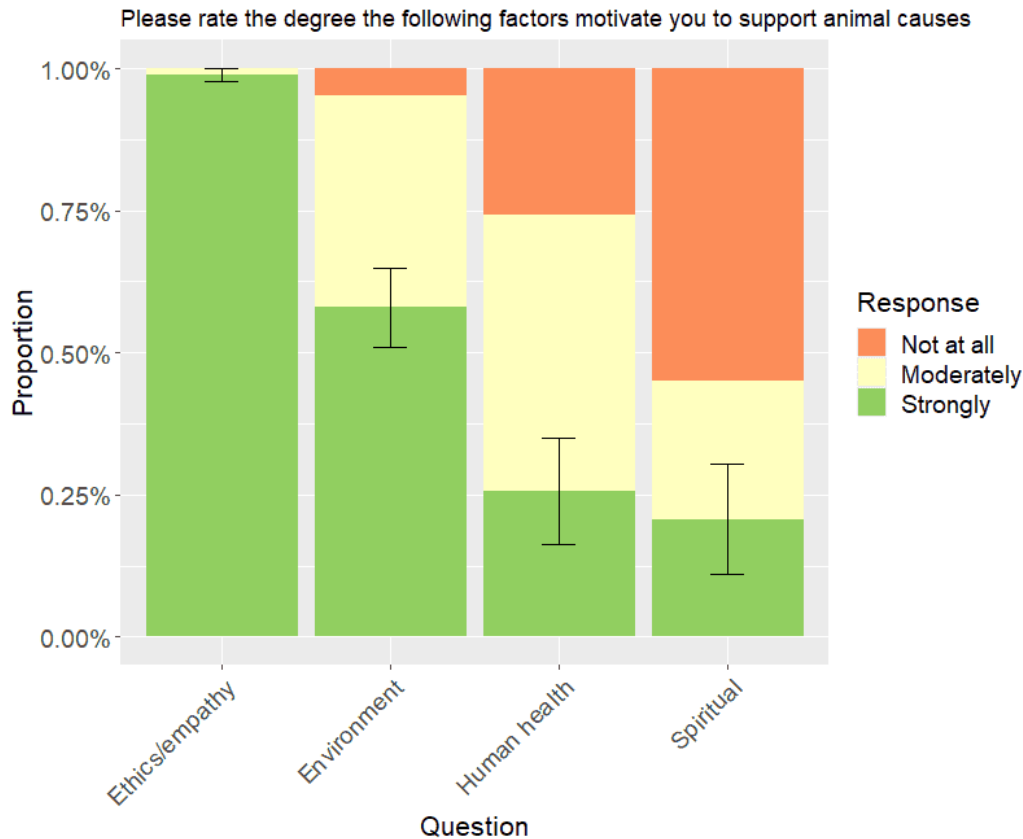
When asked about what initially inspired them to care about animal causes, a relationship with an another animal was the primary cause (34.9%), followed by a film (28%), a conversation (22%), information on the internet (15.7%), a book (14.5%), a leaflet, the news (7.5%), and a demonstration (6.3%). Other reasons given were innateness (being born with a sense of care) (7.5%), upbringing (3.5%), and educational institutions (0.9%).

What initialy inspired you to care about animal causes?


Initial Inspiration
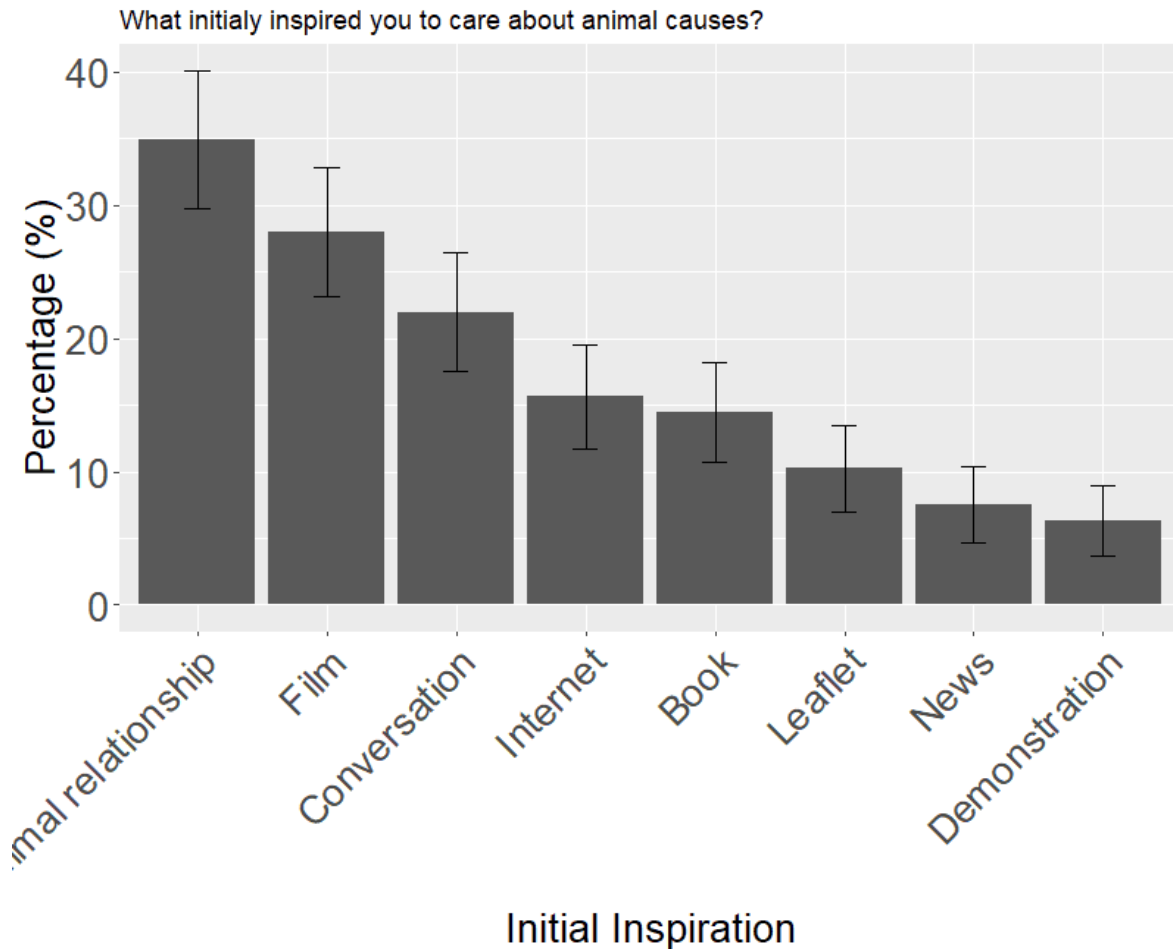
When asked about which issues they were most concerned about, all issues received high degrees of concern. In descending order, these were: animals farmed for food (97.6% strongly, 2.4% moderately), animals farmed for clothes (91.3% strongly, 8.7% moderately), animals used in cosmetic testing (90.7% strongly, 8.7% moderately), animals used for human research (86.4% strongly, 12.3% moderately), animals hunted for sport (81 strongly, 18.1% moderately), dogs or horses forced to race (71.1% strongly, 27.4% moderately), animals bred for 'pets' (68.1% strongly, 30.7% moderately), species extinction (67.2% strongly, 27.1% moderately), zoos and aquariums (65.1% strongly, 34% moderately). Other issues suggested by the participants included issues affecting free living animals (8.8%), such as wildlife culling and fishing, animals used in entertainment (3.5%), such as animals in the tourism industry, being profited from in social media,

rodeos, dogfighting, and bullfighting.
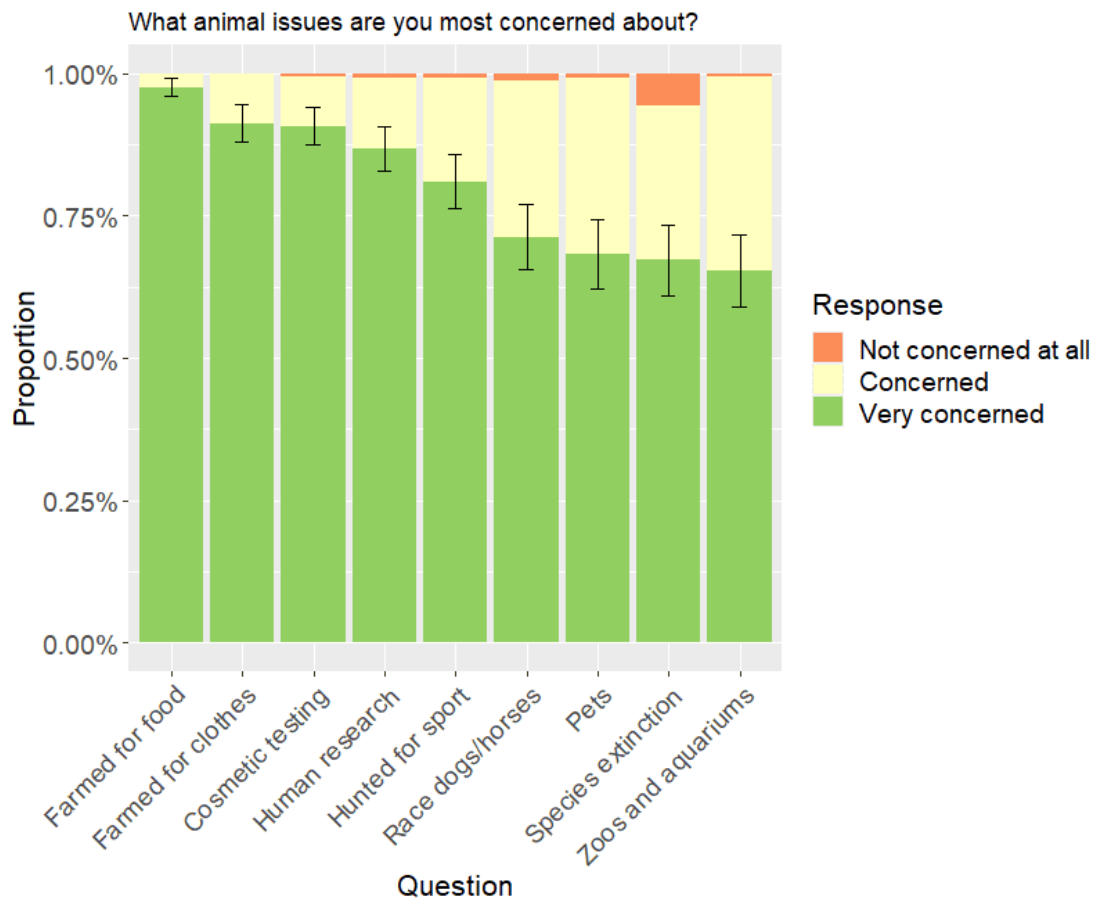
When asked about which changes they believed would be most effective to help animals, cultural change (94.9% strongly, 4.5% moderately), changing public opinion (94.6% strongly, 4.8% moderately), and institutional change (94% strongly, 5.4 moderately) were rated as the most important. These were followed by animal protection laws (87.3% strongly, 12% moderately), alternatives (85.5% strongly, 13.9% moderately), individual change (77.7% strongly, 20.8% moderately), and law enforcement (76.8% strongly, 19.6% moderately).

How important do you believe the following changes are to help animals?
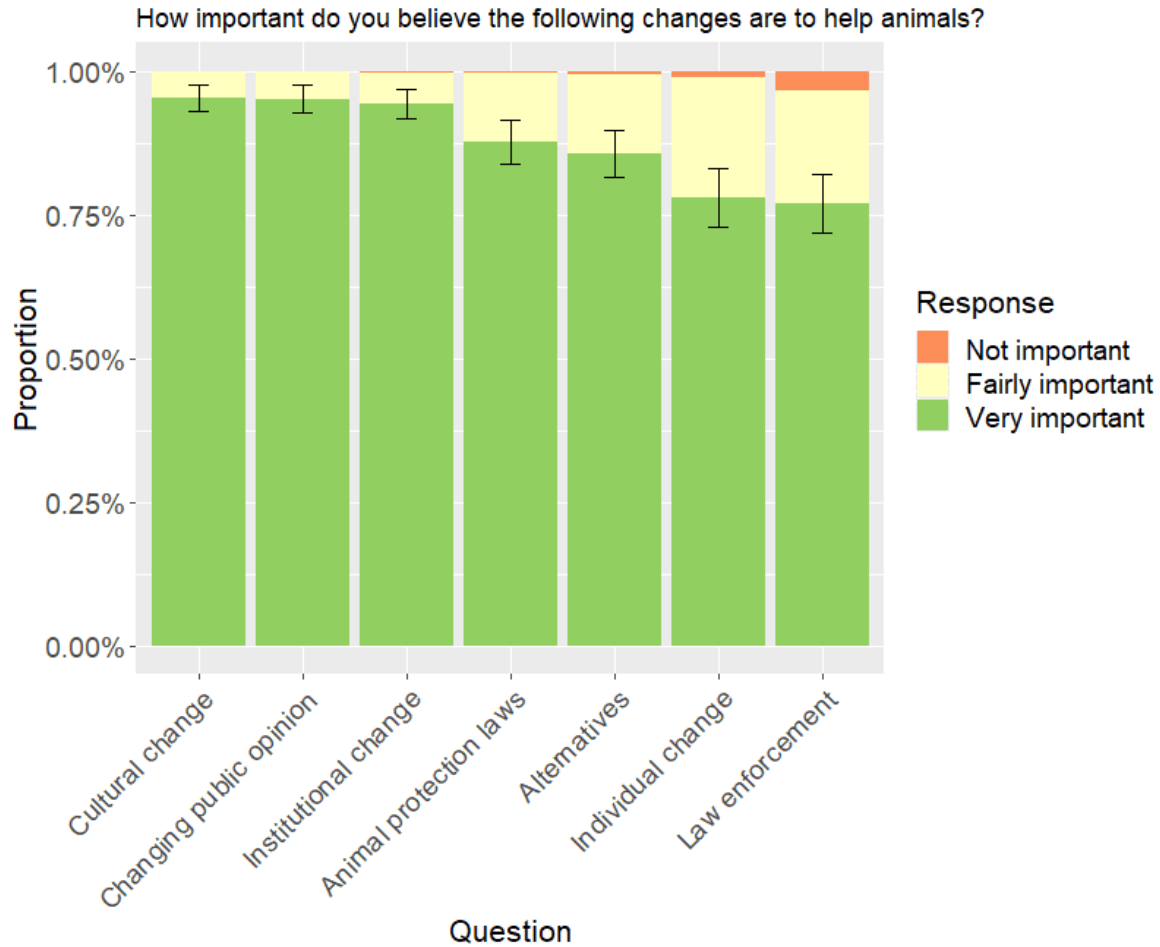
The actions that participants were most willing to engage in were everyday actions (76.2% strongly, 19.6% moderately), followed by online actions (73.8% strongly, 22.3% moderately), volunteering (63.9% strongly, 31.9% moderately), charity actions (59.3% strongly, 33.7% moderately), community actions (47.9% strongly, 42.5% moderately), and direct actions least of all (29.5% strongly, 36.4% moderately). Political actions were also suggested as another activity by 3.3% of the sample, such as lobbying politicians, providing legal support, and training people to speak with politicians.

How willing would you be to engage in the following activities to support animal causes?
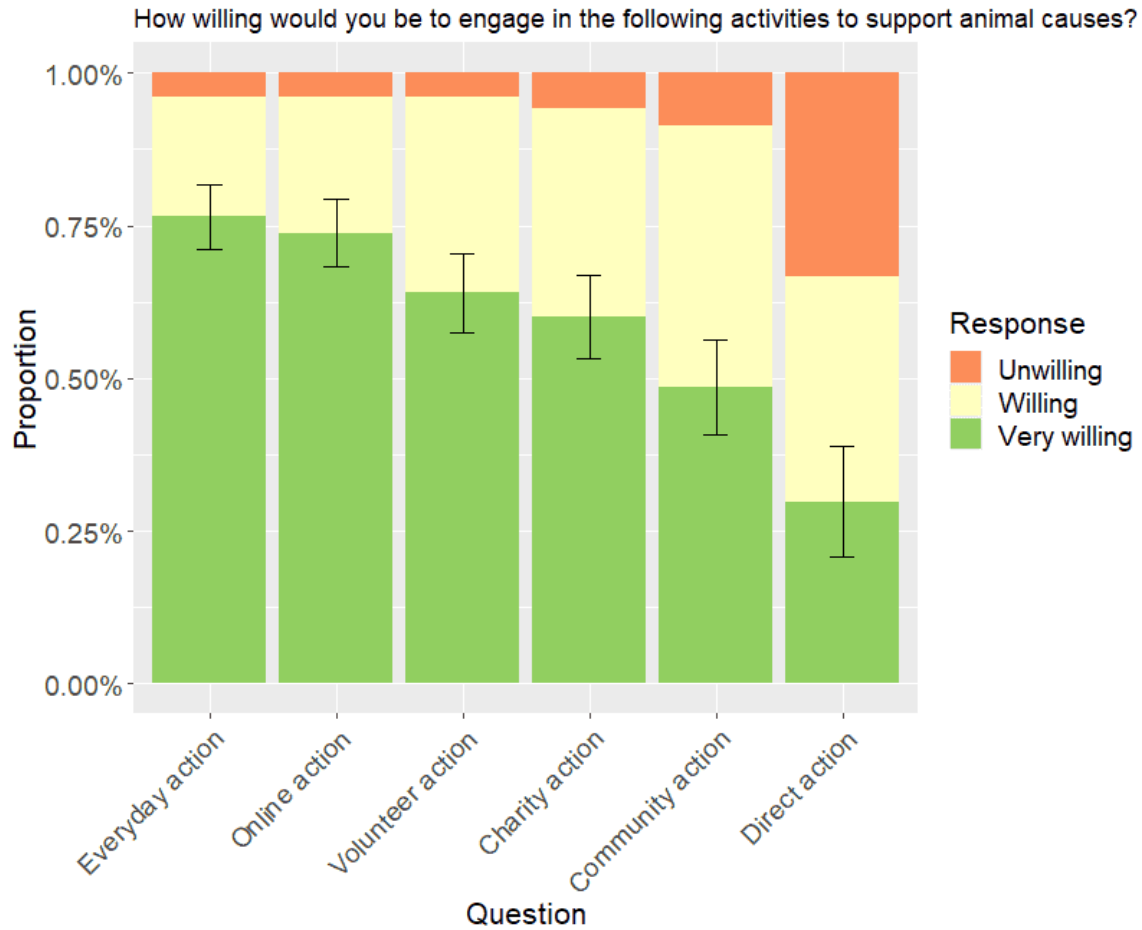
The terms most strongly identified with were vegan (80.7% strongly, 14.8% moderately), person who cares about animals (76.5% strongly, 15.1% moderately), and animal advocates (73.5% strongly, 19.3% moderately). Less well identified with were animal lover (63.6% strongly, 22.3% moderately), animal ally (52.7% strongly, 30.1% moderately), animal activist (52.7% strongly, 36.1% moderately), fellow animal (47% strongly, 30.1% moderately), and change maker (30.1% strongly, 42.5% moderately). 2% of respondents also suggested that they identify with "animal rights activist", and 1.3% with climate activist or environmentalist.

What term do you most identify with, and how strongly?
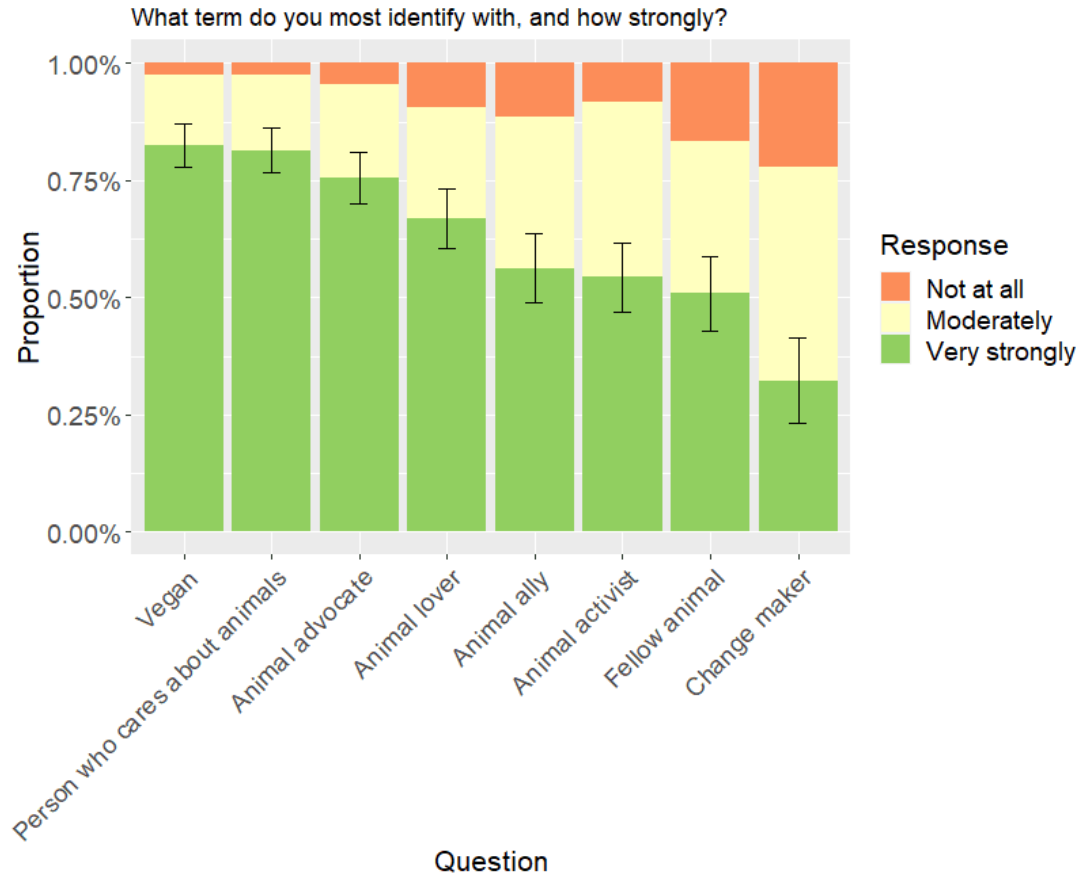
84.6% were currently taking action for animal causes, 12.7% had done so in the past, and 2.7% had never taken part in any actions. There was quite a uniform range of durations that participants had been taking actions to support animals.

How long have you been taking action to support animals?
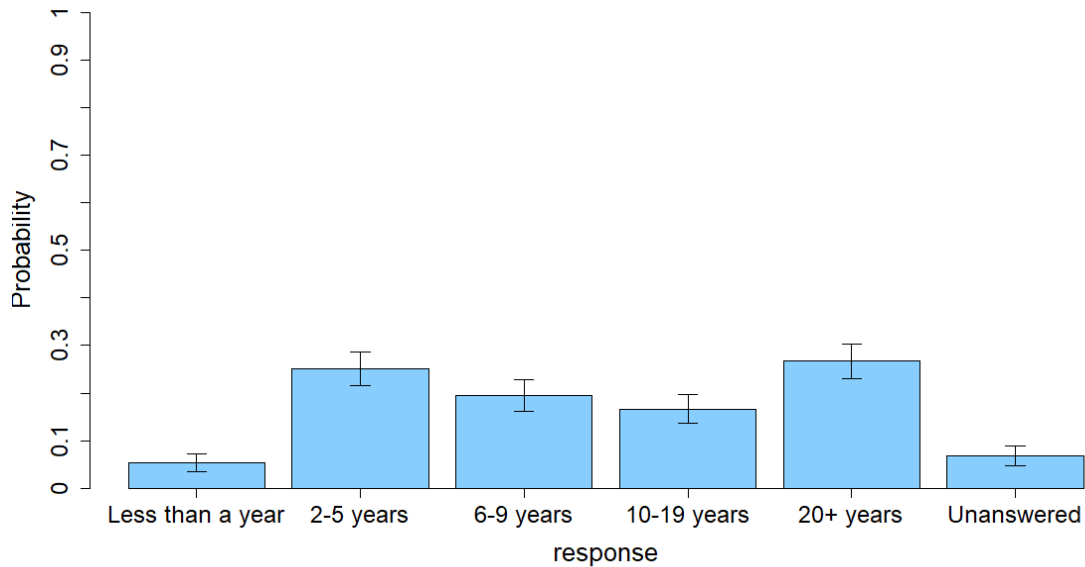
When asked what they enjoy most about activism to support animals, purpose was reported most frequently (92.5%), followed by community (39.8%), and Joy (9%). 2% additionally reported that they did not enjoy activism, and that while it was "depressing and heartbreaking", it was "necessary" and that they were "compelled to do it", or that "it is the right thing to do".

Finally, we asked participants what would inspire or enable them to take (more) action for animal causes. A stronger community was the most significant factor, with 20.8% of respondents citing it as a motivator for taking action for animal causes. Within this category, sub-categories such as improved cohesion, more people, and increased support were highlighted. Respondents noted the need for better organisation, strategy, and reduced infighting, as well as inspiration from seeing more people involved locally and having friends to collaborate with. Support from a like-minded community also played a crucial role. Additionally, 12.7% mentioned needing more time, constrained by job, family, and study commitments, while 6.6% cited more money to alleviate financial barriers. Finally, 8.8% of respondents would be inspired by seeing tangible impacts from their actions, providing a sense that their efforts lead to measurable change.