

Messengers Experiment Appendix

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Section 1. Methodological Overview

Sample size: 8,243 respondents. The data are weighted to be nationally representative.

Fieldwork: Conducted by YouGov

Fieldwork dates: 30 October – 19 November 2025

Country: Great Britain

Mode: Online survey (YouGov panel)

Section 2. Research Design

2.1. Types of Messengers

The design for GB messengers experiment included two categories of messengers: aid-adjacent (80) and non-aid-adjacent (40) messengers.

Aid-adjacent messengers included the more ‘traditional’ messenger, e.g. clearly linked to aid/poverty reduction (e.g. Marcus Rashford), or those who speak to related issues, but less explicitly aid or development (e.g., Pete Greig). They are tested for how much they impact aid support from respondents and how ‘transferable’ they are from core their issues to development issues. The types of messengers in the aid-adjacent category included the following:

- Academics (e.g. Amartya Sen)
- Frontline Workers (Fictional)
- Local Activists/Campaigners (Fictional)
- Aid experts/officials (e.g. Antonio Guterres)
- Celebrities & public figures (e.g. David Attenborough, King Charles, Kate Middleton)
- Faith Leaders (e.g. Pope Leo, Pete Greig)
- Journalists (e.g. Louis Theroux)
- Influencers (e.g. Dr. Ranj Singh)
- Athletes (e.g. Marcus Rashford)
- Global South Influencers (e.g. Esther Chunghu)

Non-aid-adjacent messengers included mostly ‘pure influencers’ who rose to fame from online activity/presence. They are many steps removed from aid and development and are tested for ‘transferability’ from their core issues to development issues.

The types of messengers in the non-aid-adjacent category included the following:

- News, world affairs & public understanding (e.g. Alexander Dragonetti)
- Science, evidence & ‘how the world works’ (e.g. Professor Brian Cox)
- Climate, sustainability & eco-living (e.g. LessWasteLaura, Sam Bentley)
- Travel & exploration (e.g. Drew Binsky, Eva Zu Beck, Mike Cory)
- Sport & global athletes (e.g. Lionel Messi)
- Gamers, streamers & digital entertainers (e.g. Grian, LDShadowLady)
- Lifestyle, family & everyday wellbeing (e.g. Stacey Solomon, Kylie Jenner)
- Identity, social justice & culture (e.g. Munroe Bergdorf)

2.2. Measured traits

For both categories of messengers, we measured the following traits: warmth, competence, and ideology. The question wording of each of the traits is described in section 3.1.

2.3. Agreement with statement

For aid-adjacent messengers, we have used a pro-aid statement alongside their image to test impact of the *messenger* on the agreement with the message.

For non-aid-adjacent messengers, this was not conducted due to ethical reasons of prescribing a quote to individuals who had not expressed such views.

2.4. Scope

Finally, for both categories of messengers, we tested the messengers’ ‘transferability’ from their core issues to development issues by asking what the messengers could credibly speak on – with topics ranging from parenthood to faith, values, and morality (See section 3.4 for the question wording).

Section 3. List of Messengers and their Descriptions

(Note: Images were included in the experiment only for aid-adjacent messengers)

3.1. Aid-adjacent messengers

Table 1 Descriptions and images of aid-adjacent messengers

Category	Name	Description	Image
Local Activists/campaigners - traditional (fictional)	Abedi Igwe	Abedi Igwe is a disability rights activist in Tanzania.	
Local Activists/campaigners - traditional (fictional)	Abijah Marbun	Abijah Marbun is a public health activist in Bandung, Indonesia.	
Aid experts/officials	Amartya Sen	Amartya Sen is a Nobel Prize-winning economist and philosopher with a focus on welfare economics.	
Academics	Amtu Akumfi Ameyaw	Amtu Akumfi Ameyaw is an academic who specialises in the fields of gender and international development.	
Aid experts/officials	Antonio Guterres	António Guterres is a diplomat and the current Secretary-General of the United Nations.	
Local Activists/campaigners - traditional (fictional)	Banyat Pibul	Banyat Pibul is a disability rights activist in Thailand.	

Celebrities	Bear Grylls	Bear Grylls is a survivalist and television presenter with a background in the UK Special Forces.	
Global South influencers	Boity Thulo	Boity Thulo is a rapper from South Africa who connects with her audience through Instagram.	
Global South influencers	Charity Ekezie	Charity Ekezie is a Nigerian YouTuber whose content is aimed at dispelling myths about Africa.	
Journalists	Charlie Brooker	Charlie Brooker is a writer and creator of the series <i>Black Mirror</i> who connects with his audience through Twitter/X.	
Faith leaders – all traditional	Chine McDonald	Chine McDonald is an author and the Director of Theos Think Tank, which focuses on religion and society.	
Celebrities	Daniel Kaluuya	Daniel Kaluuya is a television and film actor who has appeared in a number of critically acclaimed movies.	
Celebrities	Danny Dyer	Danny Dyer is a television and film actor known for his roles in various British productions.	

Celebrities	David Attenborough	David Attenborough is an environmentalist and television broadcaster, known for his work on nature documentaries.	
Influencers (aid-adjacent)	David Olusoga	David Olusoga is a historian and broadcaster best known for his role as presenter on a number of history-themed TV shows, including <i>A House Through Time</i> .	
Athletes	Dina Asher-Smith	Dina Asher-Smith is a professional sprinter who holds multiple British running records.	
Frontline workers (all fictional)	Dr. Anna Perry	Dr. Anna Perry is a medical doctor and frontline worker from Oxfordshire, UK, who provides emergency services in South Sudan.	
Local Activists/campaigners - traditional (fictional)	Dr. Fady Abdullah	Dr. Fady Abdullah is a campaigner for women and children's health access in Libya.	
Aid experts/officials	Dr. Javid Abdelmoneim	Dr. Javid Abdelmoneim is a medical doctor and the president of Médecins Sans Frontières (MSF) who connects with the public through Instagram.	
Influencers (aid-adjacent)	Dr. John Green	Dr. John Green is an author and educator who has written about global health topics.	

Influencers (aid-adjacent)	Dr. Ranj Singh	Dr. Ranj Singh is a paediatric emergency doctor and presenter who regularly appears on TV to talk about health.	
Global South influencers	Eliud Kipchoge	Eliud Kipchoge is a long-distance runner from Kenya who connects with his fans and followers on Instagram.	
Academics	Elizabeth Mullings Smith	Elizabeth Mullings Smith is an academic who specialises in the field of climate, specifically hydrogeology, and provides advice on climate policy to low- and middle-income countries.	
Global South influencers	Esther Chunghu	Esther Chunghu is a gospel singer from Zambia who connects with her audience about girls' rights through Instagram.	
Global South influencers	Fatoumata Diawara	Fatoumata Diawara is a singer and musician from Mali who connects with her global audience through Instagram.	
Journalists	Fiona Armstrong	Fiona Armstrong is a journalist and broadcaster who reports on climate and health topics.	

Aid experts/officials	Francesca Albanese	Francesca Albanese is a lawyer serving as a United Nations Special Rapporteur for the occupied Palestinian territories.	
Frontline workers (all fictional)	Gareth McDonald	Gareth McDonald is a frontline worker from Newcastle, UK, involved in frontline operations in Ukraine.	
Athletes	Gary Neville	Gary Neville is a former professional footballer who now works as a sports commentator.	
Influencers (aid-adjacent)	Greta Thunberg	Greta Thunberg is a Swedish activist known for her work on the issues of climate justice and the occupation of Palestine.	
Global South influencers	Joshua H.K. Banda	Joshua H.K. Banda is a bishop, author, and lecturer based in Zambia with a large social media following there.	
Frontline workers (all fictional)	Huda Sharawi	Huda Sharawi is a frontline worker from London, working on an education programme in a refugee camp in Jordan.	
Influencers (aid-adjacent)	Jack Harries	Jack Harries is a YouTube vlogger and filmmaker who creates content about travel, sustainability and the environment.	
Local Activists/campaigners - traditional (fictional)	Jahi Obe	Jahi Obe is a campaigner for an education project in Burundi.	

Aid experts/officials	James Elder	James Elder is a global spokesperson for UNICEF and connects with a global audience through platforms like Instagram.	
Faith leaders – all traditional	Justin Brierley	Justin Brierley is a Christian author, broadcaster, and podcaster who connects with his audience through Instagram.	
Faith leaders – all traditional	Justin Welby	Justin Welby is a British bishop who formerly served as the Archbishop of Canterbury.	
Celebrities	Kate Middleton	Kate Middleton is a member of the British royal family who carries out official public duties.	
Athletes	Kelly Smith	Kelly Smith is a former professional footballer who played for the England national team.	
Celebrities	King Charles	King Charles is the current monarch of the United Kingdom and performs constitutional duties.	
Faith leaders – all traditional	Krish Kandiah	Krish Kandiah is a social entrepreneur and founder of The Sanctuary Foundation who advocates for refugees and vulnerable children.	

Celebrities	Lisa	Lisa is a singer and actor, best known for her role in the TV show <i>White Lotus</i> and as a member of the K-pop group BLACKPINK.	
Journalists	Louis Theroux	Louis Theroux is a documentary filmmaker and journalist known for his immersive reporting style.	
Athletes	Marcus Rashford	Marcus Rashford is a professional footballer who also engages in social activism and connects with his audience on Instagram.	
Local Activists/campaigners - traditional (fictional)	Mazen Abubakkir	Mazen Abubakkir is a climate resilience campaigner in Jordan.	
Celebrities	Michaela Coel	Michaela Coel is an actor and screenwriter who created and starred in multiple television series.	
Global South influencers	Mihlali Ndamase	Mihlali Ndamase is a South African beauty and hair influencer on Instagram, named on the <i>Forbes Africa</i> 30 Under 30 list.	
Influencers (aid-adjacent)	Mikaela Loach	Mikaela Loach is a climate justice organizer and author who connects with her audience on Instagram to organise and advocate.	

Influencers (aid-adjacent)	Misan Harriman	Misan Harriman is a photographer and activist who advocates for disability rights and connects with his audience through Instagram.	
Frontline workers (all fictional)	Msia Okiro	Msia Okiro is a frontline worker from Kigali, Rwanda, who co-ordinates community support programmes in Rwanda.	
Influencers (aid-adjacent)	Ms. Rachel	Ms. Rachel is an online entertainer and educator who creates YouTube content for young children, sometimes using her platform to raise funds for children in Gaza.	
Local Activists/campaigners - traditional (fictional)	Mwasaa Ngige	Mwasaa Ngige is a free speech campaigner from the Democratic Republic of Congo.	
Athletes	Nico Williams	Nico Williams is a professional footballer who connects with his fanbase through his Instagram account.	
Local Activists/campaigners - traditional (fictional)	Okparro Jelany	Okparro Jelany is a land rights campaigner in Nigeria.	
Aid experts/officials	Ola Rosling	Ola Rosling is a Swedish statistician and the director of the Gapminder Foundation, which uses data to fight misconceptions about global development.	

Celebrities	Olivia Colman	Olivia Colman is a television and film actor, known for her award-winning performances.	
Faith leaders – all traditional	Pastor Agu Irukwu	Pastor Agu Irukwu is the Senior Pastor at Jesus House UK and the UK national leader of the Redeemed Christian Church of God.	
Faith leaders – all traditional	Pete Greig	Pete Greig is an author and the founder of the 24/7 Prayer Movement who connects with his community through Instagram.	
Faith leaders – all traditional	Pope Leo XIV	Pope Leo XIV is the head of the Catholic Church.	
Celebrities	Prince William	Prince William is a member of the British royal family who carries out official public duties.	
Global South influencers	René August	René August is an Anglican priest from Cape Town with a large social media following in Africa.	
Faith leaders – all traditional	Pastor Les Isaac	Pastor Les Isaac is the founder of the Street Pastors initiative and a former Rastafarian.	

Faith leaders – all traditional	Sarah Mullally	Sarah Mullally is a British bishop and the current Archbishop of Canterbury.	
Local Activists/campaigners - traditional (fictional)	Tabia Okar	Tabia Okar is a girls' education campaigner based in Mozambique.	
Influencers (aid-adjacent)	Temilade Salami	Temilade Salami is a climate and education advocate who connects with her audience about environmental topics through Instagram.	
Journalists	Trevor McDonald	Trevor McDonald is a journalist and newsreader.	
Journalists	Trevor Noah	Trevor Noah is a comedian and the former host of a late-night television talk show in the U.S.	
Global South influencers	Tyla	Tyla is a singer from South Africa who connects with her audience through Instagram.	
Influencers (aid-adjacent)	Dr. Vee Kativhu	Dr. Vee Kativhu is an education advocate and UN Youth representative who connects with her audience about girls' education through Instagram.	

<p>Faith leaders – all traditional</p>	<p>Zara Mohammed</p>	<p>Zara Mohammed is the former head and first woman to lead the Muslim Council of Great Britain.</p>	 A portrait of Zara Mohammed, a woman wearing a red hijab and a red vest over a black top, standing against a teal background.
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3.2. Non-aid-adjacent messengers

Table 2 Names and descriptions of non-aid-adjacent messengers

Category	Name	Description
Influencer	Alexander Dragonetti	Alexander Dragonetti is a former diplomat and current reality TV personality who appeared on <i>The Traitors</i> and offers foreign policy commentary on Instagram.
Influencer	Benji Krol	Benji Krol is a TikTok influencer who creates content related to music, fashion, and LGBTQ+ topics.
Influencer	Bettany Hughes	Bettany Hughes is a historian and broadcaster who connects with her audience through Instagram.
Influencer	Candace Brathwaite	Candace Brathwaite is an influencer and author, known for her 'Make Motherhood Diverse' campaign.
Influencer	Dr. Amir Khan	Dr. Amir Khan is a General Practitioner (GP) and television presenter who connects with his audience through Instagram.
Influencer	Drew Binsky	Drew Binsky is a travel vlogger and YouTuber who documents his international travels.
Influencer	Eva Zu Beck	Eva Zu Beck is a travel vlogger and YouTuber who focuses on exploring less-travelled destinations.
Influencer	Gary Stevenson	Gary Stevenson is an economist and YouTuber who creates content about finance.
Influencer	Grian	Grian is a YouTuber and online creator known for his Minecraft videos.
Influencer	IShowSpeed (Darren Watkins Jr)	IShowSpeed (Darren Watkins Jr.) is an online streamer who connects with his audience on YouTube, TikTok and Instagram.
Influencer	John Simpson	John Simpson is a television journalist and world affairs editor known for his career in international reporting.
Influencer	Jordan Firstman	Jordan Firstman is an actor and writer known for his social media commentary on pop culture and LGBTQ+ life on Instagram.
Influencer	Kathleen LoserFruit The Great	Kathleen, also known as 'LoserFruit the Great', is a YouTuber and gamer who streams Fortnite.
Influencer	Khaby Lame	Khaby Lame is a comedian and creator who is one of the most-followed users on TikTok.
Influencer	KSI	KSI is a YouTuber, streamer, rapper, and boxer.
Influencer	Kylie Jenner	Kylie Jenner is a media personality, businesswoman, and celebrity influencer.
Influencer	Lachlan	Lachlan is a YouTuber and gamer known for his Fortnite streams.
Influencer	LDShadowLady	LDShadowLady is a YouTuber and creator known for her Minecraft streaming series.
Influencer	LessWasteLaura	LessWasteLaura is a climate activist and scientist who connects with her audience about sustainable living through TikTok.

Influencer	Lionel Messi	Lionel Messi is an Argentinian professional footballer who is widely considered one of the sport's greatest players.
Influencer	Mark Rober	Mark Rober is a former NASA engineer who now produces science and engineering videos on YouTube.
Influencer	Maro Itoje	Maro Itoje is a professional rugby player who connects with his fans on Instagram.
Influencer	Mary Beard	Mary Beard is a classicist, author, and broadcaster who connects with her audience through Twitter/X.
Influencer	Mike Corey	Mike Corey is a travel vlogger and YouTuber known for his 'Fearless & Far' video series.
Influencer	Molly-Mae Hague	Molly-Mae Hague is a lifestyle influencer and former reality TV star who connects with her audience on Instagram and TikTok.
Influencer	MrBeast	MrBeast is a YouTuber known for videos that feature large-scale stunts and philanthropic challenges.
Influencer	Mrs. Hinch	Mrs. Hinch is a lifestyle influencer on Instagram known for sharing home, family, and cleaning content.
Influencer	Munroe Bergdorf	Munroe Bergdorf is a model and activist who connects with her audience about trans rights and social issues through Instagram.
Influencer	Patricia Bright	Patricia Bright is an influencer and entrepreneur who creates content on beauty, finance, and motherhood.
Influencer	Perrie Edwards	Perrie Edwards is a singer and former reality TV contestant who connects with her audience through Instagram and TikTok.
Influencer	Professor Brian Cox	Professor Brian Cox is a physicist and science broadcaster with a presence on YouTube.
Influencer	Raheem Sterling	Raheem Sterling is a professional footballer who shares details about his life and career on Instagram.
Influencer	Sam Bentley	Sam Bentley is a YouTuber and founder of UNILAD who creates content about eco-lifestyles.
Influencer	Sandra Igwe	Sandra Igwe is an influencer and maternal health advocate who is active in her online community.
Influencer	Sidemen	Sidemen are a British YouTube group known for their streaming content and an annual charity football match.
Influencer	Sonita Alleyne	Sonita Alleyne is a media executive and the first black female head of an Oxbridge college.
Influencer	Stacey Solomon	Stacey Solomon is a former reality TV contestant and influencer who creates content about her family and lifestyle.
Influencer	Steven Bartlett	Steven Bartlett is an entrepreneur and business podcaster who connects with his audience through his podcast and Instagram.
Influencer	Zeinab Badawi	Zeinab Badawi is a television presenter and the President of the School of Oriental and African Studies in London.

Influencer	Zoe Sugg 'Zoella'	Zoe Sugg, also known as 'Zoella', is a lifestyle and beauty influencer on YouTube.
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Section 4. League Tables

4.1. Question wording

Table 3 Question wording for measured traits

Traits	Question Wording
Familiarity	Have you heard of [MESSENGER] before? Yes/No
Warmth and Competence	From your perspective, to what extent does each of the following describe [MESSENGER]? Please respond on a scale of 1 to 5 where 1 indicates 'not at all' and 5 indicates 'very much'. You may not be familiar with this individual, but we are still interested in your views. Please use the short description provided to form your impressions.
Warmth	
Tolerant	Not at all (1) – Very much (5)
Warm	
Good natured	
Sincere	
Competence	
Competent	Not at all (1) – Very much (5)
Confident	
Independent	
Competitive	
Intelligent	
Ideology	In politics people sometimes talk about 'Left' and 'Right'. Where would you place [MESSENGER] on a scale from 0 to 10 where 0 means 'Left' and 10 means 'Right'? You may not be familiar with this individual, but we are still interested in your views. Please use the short description provided to form your impressions. Left (0) – Right (10)

4.2. Rankings of messengers (types)¹

Table 4 Rankings of messenger types by traits

Category	Type	Warmth (Average Score, 1-5)	Competence (Average Score, 1-5)	Ideology (0-10)	Familiarity (%)
AA	Frontline Workers	4.1	4.1	3.9	2
AA	Celebrities/Public Figures	3.8	4	4.8	72
AA	Local Activists/Campaigners	3.8	3.8	3.5	1
AA	Academics	3.7	4.1	3.3	2
AA	Journalists	3.7	4.1	4.2	59
AA	Athletes	3.6	4.1	4.1	54
AA	Influencers	3.6	3.8	3.2	25
AA	Aid experts/officials	3.6	3.9	3.6	7
AA	Global South Influencers	3.5	3.9	4.1	7
AA	Faith Leaders	3.5	3.6	4.2	19
NAA	Influencers	3.3	3.8	4.3	22

¹ AA: Aid-Adjacent; NAA: Non-Aid-Adjacent

4.3. Rankings of messengers (Individual)

Table 5 Rankings of messengers by traits

Category	Type	Name	Warmth (Average Score, 1- 5)	Competence (Average Score, 1-5)	Ideology (0-10)	Familiarity (%)
AA	Celebrities/Public Figures	David Attenborough	4.4	4.3	4.0	97
AA	Celebrities/Public Figures	Kate Middleton	4.2	4.0	5.7	100
AA	Journalists	Trevor McDonald	4.2	4.2	5.1	83
AA	Frontline Workers	Dr. Anna Perry	4.2	4.4	4.0	2
NAA	Influencers	Professor Brian Cox	4.2	4.3	4.4	82
AA	Celebrities/Public Figures	Olivia Colman	4.1	4.2	3.8	86
AA	Frontline Workers	Gareth McDonald	4.1	4.0	4.2	3
AA	Frontline Workers	Msia Okiro	4.1	4.0	4.0	0
AA	Athletes	Dina Asher-Smith	4.0	4.4	4.1	50
AA	Influencers	Dr. Ranj Singh	4.0	4.1	4.5	69
AA	Local Activists/Campaigners	Abedi Igwe	4.0	3.7	3.7	1
AA	Local Activists/Campaigners	Banyat Pibul	4.0	3.9	3.3	0
AA	Frontline Workers	Huda Sharawi	4.0	3.9	3.3	2
AA	Aid experts/officials	Dr. Javid Abdelmoneim	4.0	4.2	3.8	0
NAA	Influencers	Stacey Solomon	3.9	3.6	4.6	81
AA	Academics	Amartya Sen	3.9	4.3	3.5	3
AA	Celebrities/Public Figures	Prince William	3.9	3.9	5.9	100
AA	Global South Influencers	Eliud Kipchoge	3.9	4.3	4.1	27
AA	Influencers	Misan Harriman	3.9	3.7	3.1	4
AA	Influencers	David Olusoga	3.8	4.0	3.8	43
AA	Local Activists/Campaigners	Dr. Fady Abdullah	3.8	3.7	3.9	2
AA	Local Activists/Campaigners	Tabia Okar	3.8	3.9	3.5	1
AA	Academics	Elizabeth Mullings Smith	3.8	4.0	3.2	2
AA	Faith Leaders	Pastor Les Isaac	3.8	3.8	3.9	2
AA	Global South Influencers	René August	3.8	3.8	3.7	2
AA	Local Activists/Campaigners	Jahi Obe	3.8	3.6	3.2	0
AA	Local Activists/Campaigners	Mwasaa Ngige	3.8	4.0	3.6	0
AA	Global South Influencers	Charity Ekezie	3.8	3.9	3.3	0
AA	Influencers	Dr. Vee Kativhu	3.8	3.9	3.4	2
AA	Faith Leaders	Krish Kandiah	3.8	3.9	3.2	3
AA	Journalists	Louis Theroux	3.8	4.1	3.9	90

AA	Local Activists/Campaigners	Abijah Marbun	3.8	3.9	3.6	1
AA	Faith Leaders	Pope Leo XIV	3.8	3.7	4.8	79
NAA	Influencers	Dr. Amir Khan	3.7	3.9	4.3	29
AA	Athletes	Marcus Rashford	3.7	3.9	3.9	90
AA	Influencers	Dr. John Green	3.7	3.9	4.0	9
NAA	Influencers	John Simpson	3.7	4.0	4.6	33
AA	Global South Influencers	Fatoumata Diawara	3.7	4.0	3.6	4
AA	Influencers	Ms. Rachel	3.7	3.6	3.3	29
NAA	Influencers	Mark Rober	3.7	4.2	5.2	3
AA	Local Activists/Campaigners	Okparro Jelany	3.7	3.7	2.9	0
AA	Faith Leaders	Sarah Mullally	3.7	3.6	3.9	29
AA	Global South Influencers	Esther Chungghu	3.7	4.0	3.6	3
NAA	Influencers	Mary Beard	3.7	3.9	4.8	35
AA	Celebrities/Public Figures	Bear Grylls	3.7	4.4	5.5	95
AA	Faith Leaders	Chine McDonald	3.7	3.9	4.3	1
NAA	Influencers	Zeinab Badawi	3.7	4.0	4.1	13
AA	Celebrities/Public Figures	Lisa	3.7	3.9	4.4	10
NAA	Influencers	Lionel Messi	3.6	4.3	5.6	86
AA	Athletes	Kelly Smith	3.6	4.3	4.6	23
NAA	Influencers	Bettany Hughes	3.6	3.8	4.2	12
AA	Celebrities/Public Figures	Michaela Coel	3.6	3.8	3.3	17
AA	Local Activists/Campaigners	Mazen Abubakkir	3.6	3.8	3.5	1
NAA	Influencers	Maro Itoje	3.6	4.1	4.8	15
AA	Aid experts/officials	James Elder	3.6	3.8	3.3	3
AA	Celebrities/Public Figures	Daniel Kaluuya	3.6	3.9	3.5	26
AA	Global South Influencers	Joshua H.K. Banda	3.6	3.8	5.2	3
AA	Celebrities/Public Figures	King Charles	3.6	3.5	5.6	100
AA	Aid experts/officials	Francesca Albanese	3.6	4.0	3.0	10
AA	Influencers	Temilade Salami	3.5	3.7	3.2	2
AA	Journalists	Fiona Armstrong	3.5	4.0	4.4	35
NAA	Influencers	Perrie Edwards	3.5	3.8	4.1	35
NAA	Influencers	Eva Zu Beck	3.5	3.9	3.7	2
AA	Journalists	Trevor Noah	3.5	4.0	3.5	33
NAA	Influencers	Sonita Alleyne	3.5	4.2	4.1	3
AA	Academics	Amtu Akumfi Ameyaw	3.4	3.9	3.2	2
AA	Athletes	Nico Williams	3.4	4.1	4.7	33
NAA	Influencers	Mrs. Hinche	3.4	3.6	5.4	36
NAA	Influencers	Mike Cory	3.4	4.1	4.3	0
NAA	Influencers	Munroe Bergdorf	3.4	3.9	2.2	6
AA	Aid experts/officials	Ola Rosling	3.4	4.0	3.7	1

AA	Influencers	Mikaela Loach	3.4	3.8	2.3	2
AA	Faith Leaders	Justin Brierley	3.4	3.4	5.2	2
AA	Faith Leaders	Pete Greig	3.4	3.6	4.8	3
AA	Celebrities/Public Figures	Danny Dyer	3.4	3.8	4.6	92
AA	Faith Leaders	Zara Mohammed	3.3	3.8	3.1	9
NAA	Influencers	LessWasteLaura	3.3	3.8	3.1	0
NAA	Influencers	Sidemen	3.3	3.6	4.4	21
NAA	Influencers	Jordan Firstman	3.3	3.4	2.7	3
AA	Global South Influencers	Tyla	3.3	3.8	4.0	13
NAA	Influencers	Sandra Igwe	3.3	3.5	4.1	3
AA	Athletes	Gary Neville	3.3	3.8	3.8	79
NAA	Influencers	Benji Krol	3.2	3.4	3.0	2
NAA	Influencers	Gary Stevenson	3.2	4.0	4.8	11
AA	Faith Leaders	Pastor Agu Irukwu	3.2	3.3	4.8	1
AA	Influencers	Jack Harries	3.2	3.5	4.0	3
AA	Journalists	Charlie Brooker	3.2	4.1	4.1	54
AA	Aid experts/officials	Antonio Guterres	3.2	3.6	4.3	25
NAA	Influencers	Sam Bentley	3.2	3.6	4.0	2
NAA	Influencers	Grian	3.2	3.7	4.8	4
AA	Faith Leaders	Justin Welby	3.2	3.1	4.5	61
NAA	Influencers	Candace Brathwaite	3.2	3.5	3.0	7
AA	Influencers	Greta Thunberg	3.1	3.8	2.2	94
NAA	Influencers	Alexander Dragonetti	3.1	3.8	5.1	1
NAA	Influencers	Steven Bartlett	3.1	4.1	5.8	38
AA	Global South Influencers	Boity Thulo	3.1	3.7	4.1	2
NAA	Influencers	Raheem Sterling	3.0	3.8	4.3	53
NAA	Influencers	Drew Binsky	3.0	3.9	4.3	1
NAA	Influencers	MrBeast	3.0	3.8	5.0	51
AA	Global South Influencers	Mihlali Ndamase	3.0	3.9	5.3	4
NAA	Influencers	Khaby Lame	3.0	3.5	4.9	10
NAA	Influencers	Zoe Sugg 'Zoella'	2.9	3.5	4.1	27
NAA	Influencers	Molly-Mae Hague	2.9	3.3	5.2	45
NAA	Influencers	LDShadowLady	2.9	3.6	4.3	6
NAA	Influencers	KSI	2.8	3.9	4.7	33
NAA	Influencers	Lachlan	2.8	3.7	4.6	3
NAA	Influencers	Patricia Bright	2.8	3.6	5.2	3
NAA	Influencers	Kathleen LoserFruit The Great	2.7	3.7	4.4	0
NAA	Influencers	IShowSpeed (Darren Watkins Jr)	2.5	3.5	4.7	15
NAA	Influencers	Kylie Jenner	2.5	3.5	5.4	76

4.4. Agreement with messengers (Types)

Table 6 Agreement with messenger types

Category	Type	Agree (%)
AA	Celebrities/Public Figures	60
AA	Journalists	62
AA	Athletes	60
AA	Influencers	58
AA	Faith Leaders	60
AA	Aid experts/officials	61
AA	Global South Influencers	62
AA	Academics	60
AA	Frontline Workers	70
AA	Local Activists/Campaigners	64

4.5. Agreement with messengers (Individuals)

Table 7 Agreement with messengers

Category	Type	Agree (%)
AA	Celebrities/Public Figures	55
AA	Celebrities/Public Figures	65
AA	Celebrities/Public Figures	61
AA	Celebrities/Public Figures	62
AA	Celebrities/Public Figures	57
AA	Influencers	56
AA	Celebrities/Public Figures	55
AA	Athletes	57
AA	Journalists	60
AA	Celebrities/Public Figures	63
AA	Journalists	68
AA	Athletes	54
AA	Faith Leaders	66
AA	Influencers	65
AA	Faith Leaders	59
AA	Journalists	66
AA	Athletes	62
AA	Influencers	60
AA	Journalists	57
AA	Athletes	64
AA	Journalists	62
AA	Faith Leaders	53
AA	Influencers	53
AA	Global South Influencers	65
AA	Celebrities/Public Figures	63
AA	Aid experts/officials	63
AA	Athletes	65
AA	Celebrities/Public Figures	58
AA	Global South Influencers	59
AA	Aid experts/officials	60

AA	Celebrities/Public Figures	62
AA	Faith Leaders	54
AA	Influencers	52
AA	Global South Influencers	74
AA	Global South Influencers	53
AA	Influencers	54
AA	Academics	65
AA	Aid experts/officials	55
AA	Faith Leaders	61
AA	Faith Leaders	62
AA	Frontline Workers	69
AA	Global South Influencers	63
AA	Global South Influencers	62
AA	Influencers	56
AA	Academics	58
AA	Academics	58
AA	Faith Leaders	64
AA	Faith Leaders	61
AA	Frontline Workers	69
AA	Frontline Workers	66
AA	Global South Influencers	58
AA	Global South Influencers	64
AA	Influencers	62
AA	Influencers	58
AA	Influencers	61
AA	Local Activists/Campaigners	64
AA	Aid experts/officials	60
AA	Faith Leaders	60
AA	Faith Leaders	62
AA	Local Activists/Campaigners	73
AA	Local Activists/Campaigners	70
AA	Local Activists/Campaigners	64
AA	Local Activists/Campaigners	58
AA	Aid experts/officials	68
AA	Frontline Workers	73
AA	Global South Influencers	59
AA	Local Activists/Campaigners	60
AA	Local Activists/Campaigners	58
AA	Local Activists/Campaigners	65
AA	Local Activists/Campaigners	70

4.6. Scope of messengers

Question wording: In your view, which of the following topics, if any, could [MESSENGER] credibly talk about or give advice on? Please select all that apply.

You may not be familiar with this individual, but we are still interested in your views. Please use the short description provided to form your impressions.

- Parenting and family life
- Food, nutrition, and health
- Education and learning
- Money, work, and economic opportunity
- Environment and climate change
- Humanitarian crises and global poverty
- Human rights and social justice
- Community and volunteering
- News and current affairs
- Faith, values, and morality
- None of these
- Don't know

4.6.1. Aid-adjacent messengers

Table 8 Topics that messengers can credibly talk about or give advice on – Aid-adjacent messengers

Entry Point	Type	Name	% ²
Community and volunteering	Celebrities/Public Figure	Kate Middleton	49
Community and volunteering	Celebrities/Public Figure	Prince William	43
Community and volunteering	Athlete	Marcus Rashford	38
Community and volunteering	Faith Leader	Pope Leo XIV	36
Community and volunteering	Local Activists/Campaigner	Okparro Jelany	30
Community and volunteering	Faith Leader	Sarah Mullally	29
Community and volunteering	Frontline Worker	Dr. Anna Perry	28
Community and volunteering	Frontline Worker	Msia Okiro	28
Community and volunteering	Faith Leader	Pastor Les Isaac	27
Community and volunteering	Celebrities/Public Figure	King Charles	27
Education and learning	Celebrities/Public Figure	David Attenborough	38
Education and learning	Influencer	Ms. Rachel	36
Education and learning	Local Activists/Campaigner	Tabia Okar	35
Education and learning	Local Activists/Campaigner	Jahi Obe	33
Education and learning	Celebrities/Public Figure	Kate Middleton	31
Education and learning	Frontline Worker	Huda Sharawi	28
Education and learning	Influencer	Dr. Vee Kativhu	27
Education and learning	Celebrities/Public Figure	Bear Grylls	27
Education and learning	Celebrities/Public Figure	Prince William	27

² % of the GB public who thinks the messenger could credibly talk about or give advice on the topic

Education and learning	Global South Influencer	Esther Chungu	25
Environment and climate change	Celebrities/Public Figure	David Attenborough	85
Environment and climate change	Celebrities/Public Figure	King Charles	58
Environment and climate change	Celebrities/Public Figure	Bear Grylls	52
Environment and climate change	Influencer	Greta Thunberg	52
Environment and climate change	Academic	Elizabeth Mullings Smith	49
Environment and climate change	Celebrities/Public Figure	Prince William	40
Environment and climate change	Local Activists/Campaigner	Mazen Abubakkir	38
Environment and climate change	Influencer	Temilade Salami	34
Environment and climate change	Journalist	Fiona Armstrong	33
Environment and climate change	Influencer	Mikaela Loach	33
Faith, values, and morality	Faith Leader	Pope Leo XIV	61
Faith, values, and morality	Faith Leader	Justin Welby	55
Faith, values, and morality	Faith Leader	Sarah Mullally	49
Faith, values, and morality	Faith Leader	Justin Brierley	46
Faith, values, and morality	Faith Leader	Pete Greig	44
Faith, values, and morality	Celebrities/Public Figure	Prince William	43
Faith, values, and morality	Faith Leader	Zara Mohammed	39
Faith, values, and morality	Global South Influencer	René August	39
Faith, values, and morality	Faith Leader	Pastor Les Isaac	38
Faith, values, and morality	Celebrities/Public Figure	King Charles	38
Food, nutrition, and health	Influencer	Dr. Ranj Singh	69
Food, nutrition, and health	Aid experts/official	Dr. Javid Abdelmoneim	53
Food, nutrition, and health	Frontline Worker	Dr. Anna Perry	51
Food, nutrition, and health	Athlete	Dina Asher-Smith	43
Food, nutrition, and health	Athlete	Marcus Rashford	42
Food, nutrition, and health	Athlete	Kelly Smith	37
Food, nutrition, and health	Celebrities/Public Figure	Bear Grylls	36
Food, nutrition, and health	Frontline Worker	Msia Okiro	31
Food, nutrition, and health	Global South Influencer	Eliud Kipchoge	28
Food, nutrition, and health	Local Activists/Campaigner	Abijah Marbun	26
Human rights and social justice	Faith Leader	Pope Leo XIV	47
Human rights and social justice	Frontline Worker	Huda Sharawi	45
Human rights and social justice	Local Activists/Campaigner	Abedi Igwe	44
Human rights and social justice	Journalist	Louis Theroux	43
Human rights and social justice	Aid experts/official	Francesca Albanese	41
Human rights and social justice	Local Activists/Campaigner	Abijah Marbun	36
Human rights and social justice	Journalist	Trevor McDonald	36
Human rights and social justice	Local Activists/Campaigner	Banyat Pibul	33
Human rights and social justice	Influencer	Misan Harriman	32
Human rights and social justice	Academic	Amartya Sen	32
Humanitarian crises and global poverty	Celebrities/Public Figure	David Attenborough	48
Humanitarian crises and global poverty	Celebrities/Public Figure	Prince William	47

Humanitarian crises and global poverty	Frontline Worker	Gareth McDonald	45
Humanitarian crises and global poverty	Frontline Worker	Dr. Anna Perry	44
Humanitarian crises and global poverty	Faith Leader	Pope Leo XIV	44
Humanitarian crises and global poverty	Frontline Worker	Huda Sharawi	44
Humanitarian crises and global poverty	Frontline Worker	Msia Okiro	43
Humanitarian crises and global poverty	Aid experts/official	Francesca Albanese	40
Humanitarian crises and global poverty	Aid experts/official	Dr. Javid Abdelmoneim	39
Humanitarian crises and global poverty	Academic	Amartya Sen	39
Money, work, and economic opportunity	Academic	Amartya Sen	41
Money, work, and economic opportunity	Journalist	Trevor McDonald	20
Money, work, and economic opportunity	Aid experts/official	Ola Rosling	20
Money, work, and economic opportunity	Aid experts/official	Antonio Guterres	19
Money, work, and economic opportunity	Athlete	Gary Neville	19
Money, work, and economic opportunity	Journalist	Louis Theroux	17
Money, work, and economic opportunity	Athlete	Marcus Rashford	16
Money, work, and economic opportunity	Local Activists/Campaigner	Abedi Igwe	15
Money, work, and economic opportunity	Local Activists/Campaigner	Okparro Jelany	14
Money, work, and economic opportunity	Journalist	Charlie Brooker	14
News and current affairs	Journalist	Trevor McDonald	59
News and current affairs	Journalist	Louis Theroux	45
News and current affairs	Journalist	Charlie Brooker	30
News and current affairs	Aid experts/official	Francesca Albanese	28
News and current affairs	Journalist	Fiona Armstrong	27
News and current affairs	Celebrities/Public Figure	Prince William	24
News and current affairs	Journalist	Trevor Noah	24
News and current affairs	Celebrities/Public Figure	King Charles	22
News and current affairs	Aid experts/official	Ola Rosling	20
News and current affairs	Celebrities/Public Figure	David Attenborough	19
Parenting and family life	Celebrities/Public Figure	Kate Middleton	67
Parenting and family life	Celebrities/Public Figure	Prince William	53
Parenting and family life	Influencer	Ms. Rachel	30
Parenting and family life	Influencer	Dr. Ranj Singh	27
Parenting and family life	Celebrities/Public Figure	Danny Dyer	23
Parenting and family life	Frontline Worker	Dr. Anna Perry	16
Parenting and family life	Local Activists/Campaigner	Dr. Fady Abdullah	16
Parenting and family life	Faith Leader	Sarah Mullally	16

Parenting and family life	Celebrities/Public Figure	King Charles	15
Parenting and family life	Influencer	Dr. Vee Kativhu	15

4.6.1. Non-aid-adjacent messengers

Table 9 Topics that messengers can credibly talk about or give advice on – Non-aid-adjacent messengers

Entry Point	Name	%
Community and volunteering	KSI	22
Community and volunteering	Mrs. Hinche	21
Community and volunteering	Professor Brian Cox	21
Community and volunteering	John Simpson	20
Community and volunteering	Perrie Edwards	20
Community and volunteering	Alexander Dragonetti	19
Community and volunteering	Khaby Lame	18
Community and volunteering	Patricia Bright	18
Community and volunteering	LDShadowLady	17
Community and volunteering	Jordan Firstman	17
Education and learning	John Simpson	20
Education and learning	KSI	19
Education and learning	Eva Zu Beck	19
Education and learning	Mrs. Hinche	18
Education and learning	Sonita Alleyne	17
Education and learning	Lionel Messi	17
Education and learning	Grian	16
Education and learning	IShowSpeed (Darren Watkins Jr)	16
Education and learning	Khaby Lame	16
Education and learning	Molly-Mae Hague	16
Environment and climate change	Munroe Bergdorf	17
Environment and climate change	Grian	17
Environment and climate change	Eva Zu Beck	16
Environment and climate change	Kathleen LoserFruit The Great	16
Environment and climate change	KSI	16
Environment and climate change	Jordan Firstman	16
Environment and climate change	John Simpson	16
Environment and climate change	Perrie Edwards	16
Environment and climate change	Steven Bartlett	15
Environment and climate change	LDShadowLady	15
Faith, values, and morality	Lionel Messi	22
Faith, values, and morality	Perrie Edwards	22
Faith, values, and morality	John Simpson	22
Faith, values, and morality	Mary Beard	21
Faith, values, and morality	KSI	21
Faith, values, and morality	Professor Brian Cox	21
Faith, values, and morality	Patricia Bright	21

Faith, values, and morality	LDShadowLady	20
Faith, values, and morality	Jordan Firstman	20
Faith, values, and morality	Molly-Mae Hague	20
Food, nutrition, and health	KSI	18
Food, nutrition, and health	Steven Bartlett	17
Food, nutrition, and health	Lionel Messi	17
Food, nutrition, and health	Raheem Sterling	16
Food, nutrition, and health	Professor Brian Cox	15
Food, nutrition, and health	Stacey Solomon	14
Food, nutrition, and health	Grian	14
Food, nutrition, and health	Patricia Bright	14
Food, nutrition, and health	Sonita Alleyne	13
Food, nutrition, and health	Perrie Edwards	13
Human rights and social justice	John Simpson	32
Human rights and social justice	KSI	32
Human rights and social justice	Stacey Solomon	29
Human rights and social justice	Steven Bartlett	28
Human rights and social justice	Raheem Sterling	27
Human rights and social justice	Mrs. Hinche	27
Human rights and social justice	LessWasteLaura	26
Human rights and social justice	Eva Zu Beck	26
Human rights and social justice	LDShadowLady	25
Human rights and social justice	Munroe Bergdorf	25
Humanitarian crises and global poverty	John Simpson	27
Humanitarian crises and global poverty	Perrie Edwards	27
Humanitarian crises and global poverty	Eva Zu Beck	27
Humanitarian crises and global poverty	Gary Stevenson	26
Humanitarian crises and global poverty	Professor Brian Cox	26
Humanitarian crises and global poverty	Lionel Messi	26
Humanitarian crises and global poverty	KSI	26
Humanitarian crises and global poverty	Molly-Mae Hague	25
Humanitarian crises and global poverty	Bettany Hughes	25
Humanitarian crises and global poverty	Jordan Firstman	25
Money, work, and economic opportunity	Khaby Lame	14
Money, work, and economic opportunity	MrBeast	13
Money, work, and economic opportunity	Grian	13
Money, work, and economic opportunity	Kylie Jenner	12
Money, work, and economic opportunity	KSI	12
Money, work, and economic opportunity	Sidemen	12
Money, work, and economic opportunity	Lionel Messi	11
Money, work, and economic opportunity	Patricia Bright	11
Money, work, and economic opportunity	Lachlan	10
Money, work, and economic opportunity	Perrie Edwards	10
News and current affairs	Molly-Mae Hague	18

News and current affairs	Gary Stevenson	15
News and current affairs	KSI	14
News and current affairs	Perrie Edwards	14
News and current affairs	Drew Binsky	13
News and current affairs	Grian	12
News and current affairs	Sonita Alleyne	12
News and current affairs	Sam Bentley	12
News and current affairs	Eva Zu Beck	12
News and current affairs	Professor Brian Cox	12
Parenting and family life	KSI	15
Parenting and family life	John Simpson	12
Parenting and family life	Professor Brian Cox	11
Parenting and family life	Gary Stevenson	11
Parenting and family life	Raheem Sterling	11
Parenting and family life	Mrs. Hinche	11
Parenting and family life	Grian	11
Parenting and family life	LessWasteLaura	11
Parenting and family life	Mark Rober	11
Parenting and family life	Bettany Hughes	11