



LET'S TALK CLIMATE:

MESSAGES TO MOTIVATE AMERICANS

ACKNOWLEDGMENTS

ABOUT THIS RESEARCH PROJECT

ecoAmerica's climate messaging project develops and disseminates market-tested messages on climate solutions designed to engage Americans across political and demographic groups. The project employs qualitative and quantitative research methods to test specific words, phrases, and narratives that link climate change to mainstream American values and concerns. This project also tests narratives about climate tailored to people in faith, higher education, health, communities, and business.

RESEARCH PARTNERS



ecoAmerica builds public support and political will for climate solutions in America by inspiring and supporting national leaders and organizations to lead by example and engage their stakeholders.



Lake Research Partners is a leading public opinion and political strategy research firm that provides expert research-based strategy for campaigns, issue advocacy groups, foundations, unions, and non-profit organizations.



ASO Communications is a strategic communications firm that applies tools ranging from cognition and linguistics to political discourse to uncover why certain messages resonate where others falter.



Natural Resources Defense Council is the nation's most effective environmental action group, combining the grassroots power of 2.4 million members and online activists with the courtroom clout and expertise of more than 450 lawyers, scientists, and other professionals.

Citation *ecoAmerica, Lake Research Partners, and Krygsman, K., Speiser, M., Perkowski, R. (2015). Let's Talk Climate: Messages to Motivate Americans. Washington, D.C.*

ecoAmerica is grateful to the John D. and Catherine T. MacArthur Foundation for its generous support.

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“doom & gloom”

“THERE IS NOTHING WE CAN DO”

“personally, I don’t get why this matters to me”

“NOTHING IS GOING TO HAPPEN ANYTIME SOON”

“but climate change doesn’t affect where I live”

“I’m more concerned about my health and well-being right now”

“IT’S NOT MY FAULT, WHY SHOULD I FEEL RESPONSIBLE?”

“climate solutions will cost me personally”

“IT’S GOD’S WILL TO USE UP WHATEVER RESOURCES HE PROVIDES”

“I don’t see how climate change impacts me”

“only environmentalists care about climate change”



LETS START A NEW CONVERSATION ON CLIMATE CHANGE.

FOREWORD: A NEW CLIMATE CONVERSATION

Greetings,

It's time to start a new conversation on climate. It's no longer a special interest of the environmental groups – it's becoming a personally relevant public interest for all of us.

The long-predicted realities of climate change are upon us now. We need to address the causes and consequences of unprecedented increases in droughts, floods, wildfires, extreme weather and related threats to our health, families, and communities.

At the same time, leadership for climate solutions is growing dramatically. Major faith communities, heralded by Pope Francis; leading health organizations, such as the American Public Health Association; Fortune 500 companies, including Procter & Gamble, Google, and General Mills; virtually every college and university in America; and states and cities across the nation are taking action and speaking out for climate solutions.

As awareness and concern increase, we must help translate that into effective action. We must inspire hope and agency in people and organizations across the nation. Messaging is not the sole answer, but everything we do must be grounded in effective communication.

This report helps us start a new and successful conversation on climate. The messages within connect with values, identities, and priorities to capture attention, inspire hope, and motivate action on climate solutions among “persuadable” Americans.

We invite you to use this powerful language to help propel climate as a priority in town halls, boardrooms, hospitals, universities, places of worship, and Congress. Godspeed.

Bob Perkowitz

Meighen Speiser

Kirra Krygsman

DEFINITIONS: BASE, OPPOSITION, & PERSUADABLES

Throughout the report, we will refer to the respondents as part of the **base, opposition, and persuadable**. The following are definitions of those segments.

BASE 13% of registered voters

- » Believe climate change is due to human activities.
- » Believe we can stop the effects of climate change if we take effective action now.
- » Tend to be Democrats, reside in urban/suburban areas, and have greater racial and cultural diversity.

OPP. 10% of registered voters

- » Believe climate change is due to natural causes or is not happening at all.
- » Believe that “nothing we can do will stop the effects of climate change.”
- » Are more likely to be men, white, Republicans, and live in small towns or rural areas.

PERS. 77% of registered voters

- » Believe that climate change is due to human activities or a combination of human and natural causes.
- » Are not sure if we can do anything to address climate change.
- » Demographics closely reflect the national population of registered voters.

THE TABLE PROVIDES THE DEMOGRAPHIC BREAKDOWNS FOR EACH SEGMENT.

DEMOGRAPHICS	TOTAL	BASE	OPP.	PERS.
TOTAL	100	13	10	77
Men	48	47	60	47
Women	52	53	40	53
Under 30	17	17	9	18
30-39	16	14	15	17
40-49	16	15	21	15
50-64	29	27	29	28
Over 65	22	27	26	20
White	73	62	88	73
African American	13	21	5	13
Latino	10	10	5	11
Married	53	36	66	54
Unmarried	47	64	34	46
City	36	41	28	37
Suburb	37	38	36	37
Small Town/Rural	26	21	36	25
Democrat	45	68	12	45
Independent	14	13	15	14
Republican	38	17	71	37

In this report we also discuss **unconscious and conscious** ratings. Both are defined as:

UNCONSCIOUS the moment-to-moment dial rating (up/favorable or down/unfavorable, using a dial) during the message reading.

CONSCIOUS the respondent's convinced rating on the scale from 1 to 100, rated after the full message reading was complete.

METHODOLOGY

The research was conducted from March to September 2015 and consisted of the following four phases:

PHASE 1: LANDSCAPE AND LANGUAGE ANALYSIS

Initial messages were developed in March 2015, synthesizing recent research on American climate change awareness, attitudes, behaviors, and values in general and across five sectors: faith, health, communities, higher education, and business. The development of the messages involved analysis of polls, research, reports, speeches, news articles, and social media and incorporated the input of more than 100 leaders from the MomentUs leadership circles. In addition, we examined existing research and prevailing messaging – from advocacy and opposition – in order to reveal underlying reasoning, metaphor usage, and frame construction.



PHASE 2: FOCUS GROUPS

Two focus groups were conducted in Baltimore, MD, on April 16, 2015. The groups were separated by gender and included demographic mixes of ages (25–65 years), levels of education, occupations, marital and parental status, race/ethnicity, and political orientations. Participants were screened to have moderate views toward the environment. This step involved open-ended input on climate change as well as qualitative and directional input on the messages to aid in refinement prior to the dial survey testing.



PHASE 3: ONLINE DIAL SURVEYS

Messages were refined, tested, and then refined again over two subsequent online dial tests. The first was administered online from June 22 to 25, 2015, to 500 registered voters nationwide. This data, which is not displayed in this report, had a margin of error of +/- 4.38% at the 95% confidence interval. A second online dial test was administered from August 12 to 19, 2015, to 1,000 registered voters nationwide plus oversamples of 100 African Americans, 100 Latinos, 100 churchgoers, 100 business managers and owners, 100 higher education employees, and 100 health professionals. The margin of error for the national sample is +/- 3.1% at the 95% confidence interval and for the oversamples is +/- 9.8%. During these dial tests, polling was conducted to measure pre- and post-message shifts in sentiment and saliency. Climate messages were tested against strong oppositional messages to ensure success.



PHASE 4: TELEPHONE SURVEY

Last, refined general and thematic messages were tested in a phone survey conducted by professional interviewers using landline and cell phones from September 9 to 15, 2015, among 1,000 national likely 2016 voters (39% cell phones). The margin of error is +/- 3.1% at the 95% confidence interval. The margin of error is larger for subgroups. Respondents were selected randomly from a list of registered voters and screened for their likelihood to vote in the 2016 General Election. During this survey, polling was conducted to measure pre- and post-message shifts in sentiment and saliency.



KEY RECOMMENDATIONS

83%
of the persuadable
middle believe that
climate change
is not a hoax.

Americans on the edge of the climate discussion, those who are part of the base or opposition, are small percentages of the population and well entrenched in their beliefs. Most Americans are somewhere in between. Only 40% attribute climate change to primarily human activities. However, 83% of the persuadables believe that climate change is not a hoax. To build public support for climate action, we need to focus on these Americans. Throughout the phases of our research we amassed key learnings, provided here for you to incorporate in your climate communications:

1. **Connect climate action to moral responsibility for future generations** – Persuadable Americans express a significant shift to higher urgency and support when we talk about climate action as a moral responsibility for future generations. Pg. 16
2. **Communicate climate reality** – Opposition messages often confuse science, causes, and implications of climate change. But persuadable voters are concerned about the impacts, regardless of science. They reject the notion that climate change is not happening. Debating science does not help. Instead, focus on the realities, and on the “**damage to the climate**” – Americans are more activated around the tangible and actionable frame of damage prevention. Pg.10, 17
3. **Focus on family and children** – Persuadable Americans react with more urgency when climate change is connected to protecting family health or preserving family well-being, especially related to children. See pg. 16, 22, 24
4. **Highlight health** – Connect climate change to personal and family health. Motivation increases further when non-partisan health validators are cited (such as the American Lung Association). Pg. 24
5. **Sell the personal benefits** – Americans currently think action on climate change will cost them personally. However, message resonance improves greatly when people hear how they can personally benefit from solutions. We need to make the low-cost, stable supply argument and connect those solutions with better health, stronger pocketbooks, and a better future for themselves, their family, and their community. Pg. 22, 24
6. **Don't dwell on negatives; pivot quickly to solutions** – Americans are overwhelmed by negative information on climate change. It causes them to disengage. Make climate impacts personal, but use a light hand with one or two obvious local examples. Then, move more quickly to solutions. Pg. 15, 17, 22

7. **Focus locally** – The phrase “we can’t just wait for politicians in Washington to solve our problems” resonates with voters. When climate solutions come from a local perspective, voters are activated and respond more favorably. Community-based messages increase people’s sense of efficacy, seem less political, and bring the economic impact and opportunity closer to home. Pg. 14, 15, 22
8. **Amplify the power of “we”** – Persuadable voters are more likely to believe that “we can” or “we need” to take action now to reduce the pollution causing climate change than they are to believe “I can” or “You and I need” to do these things. Pg. 24, 30
9. **Evoke lived experiences; use visual language** – People understand and relate most to learning from what they have seen with their own eyes. When messages evoke real lived experience, and employ visual language, voters can see themselves in the message and express higher resonance. Avoid labeling and jargon, and instead, empower the audience to envision stories of their own daily lives. Pg. 14-17, 22, 24, 26
10. **Talk about cost and savings more than jobs and the economy**– Americans are more concerned about money in their pockets than they are about jobs. Scale down economic communications to more personal themes: avoid cost, save money, and prevent rising prices. Pg. 14, 16, 17, 22, 28
11. **Project a can-do attitude** – Americans are cynical about our political and financial institutions and are pessimistic about our ability to lead. Temper exceptionalism, and make climate solutions real by connecting innovations in clean energy that are here and now to an American history of innovation. This can-do attitude taps into American pride without the pitfalls of false optimism. Pg. 15, 26, 30
12. **Promote fines and rules for polluters** – Voters believe that “government steps” and “regulations” on climate change are distant and ineffective controls over the problem. Instead, Americans strongly support “fines” and “rules” for companies that pollute. Focus attention on making (corporate) polluters pay. Pg. 10, 34
13. **Convert blame and villains to freedom and choice** – Americans are weary of blame and demonizing opponents. People believe too much blame has been pointed in their personal direction, causing guilt and withdrawal. Both approaches lead to motivated reasoning for inaction. Villains polarize the issue; solutions engage people. Messages are more successful when blame is traded in for choice. Pg. 16, 22, 26

**75% or more of
persuadable Americans:**

1. *Are more willing to take action when it is framed as preventing damage to the climate and are hopeful we can reduce the pollution causing climate change.*
2. *Are more concerned about the impacts of climate change on future generations. Believe we have a moral responsibility to create a safe and healthy place to live for our families.*
3. *Want all levels of government and American businesses engaged in climate change. Favor policies that impose rules and fines on climate pollution, with strong support for fines for companies.*
4. *Perceive action on climate to be urgent, do-able, and collective. Believe dealing with climate change and pursuing clean energy can save money in the long term and can create jobs.*
5. *Strongly disagree that climate change is a hoax.*

QUICK REFERENCE: WORDS AND PHRASES

 MORE EFFECTIVE...	 LESS EFFECTIVE...	BECAUSE...
Damage to the climate	Climate change, climate crisis, climate risk, global warming	While base favors “climate change,” it feels politicized to others. “Damage” implies elective causation, where “risk” and “crisis” do not. “Damage” can be prevented, protected against.
Create healthy and safe communities, protect our families’ and children’s health	Stop/mitigate/slow down climate change	Focusing on positive outcomes and personal benefits motivates voters. Eliminating the undesirable effects of climate change does not. Americans want solutions and a positive future.
Local/locally made clean energy, home-grown energy, clean energy, made right at home	Renewable energy, green energy, domestic energy	“Local” folds income generation, empowerment and local job creation into the climate agenda without direct assertion. Home-grown privileges wind and solar. “Clean” introduces health, and positions oil, coal, and gas as “dirty.” Domestic energy brings natural gas, fracking and domestic oil to mind.
Better for families, our children, and future generations	Better for us, better for you	Future generations and families profiles thinking beyond self, builds inclusivity (not everyone has children), and activates collective agency.
Good for [city or state], good for people	Good for the economy	National “economy” is too broad and abstract for voters; they are more activated on local communities and personal wellbeing.
Saves money and creates jobs	Creates jobs (on its own)	Job creation is not counterweight to present money worries. People are more cost sensitive than they are job sensitive.
Dirty fuels, out-of-date fuels, outdated fuels	Dirty energy, fossil fuel energy	“Energy” is a positive term; reserve it for good sources. Pair “dirty” with “fuel” to tie to oil, coal, and gas that need to be burned (health concerns). References to old vs. new work well.
Use, used dirty fuels	Rely on fossil fuels, relied on dirty energy	“Rely” implies blame on the audience for today’s problems, and makes them defensive versus open to solutions. “Use” is a more diffuse term, and empowers choice - to use clean energy.
We need to create rules to curb pollution and to impose fines on businesses that pollute	Government taking steps to curb pollution	“Government” activates national control, which people find less effective. “Rules” and “fines” are tangible and thus seem more plausible. Creating rules empowers people to make change.
Low-cost, reliable wind and solar power are here now, American innovation, America has done it before and can do it again	America is leading, America is the best country on earth	Assertions of primacy ring false. Reminders of past American-made innovations make new ones seem plausible, particularly when cited. These concepts invoke widely held values of hard work and ingenuity.



GENERAL MESSAGES:
ROOTED IN
AMERICAN VALUES

INTRODUCTION, TOP MESSAGES

“Climate change” and “global warming” are now politically loaded terms.

“Climate change” and “global warming” are now politically loaded terms. When we make climate change an urgent, top priority, it competes with the stress in everyday life – our more immediate concerns. Therefore, many Americans turn away from the conversation. We have the opportunity to change this with values-based messages that draw personal connections to climate. Values are relatively consistent in adulthood. They motivate behavior and help drive how and what we hear.

Additionally, we have been too focused on talking about the elimination of the bad versus creation the good. Eliminating the bad is not good enough. We need to get personal and real, show benefits here and now – so Americans can picture solutions. We need to focus on hope and inspiration to move persuadable American voters.

Our research reveals four clear communication themes for strengthening the support for climate solutions.

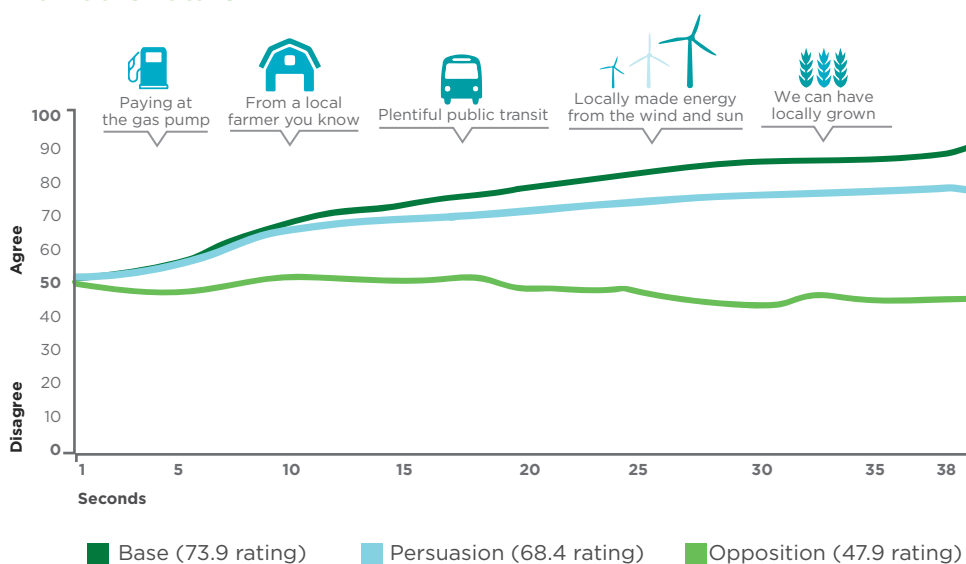
COMMON AMERICAN VALUES	MESSAGE THEME	PAGE
opportunity community, fairness, prosperity	Paint the future	14
hard work, innovation, opportunity, patriotism	Next big thing	16
family, children, responsibility, protection, caring	For the children	18
fairness, freedom, independence, opportunity	Inevitability	20

TOP MESSAGES

Pages 13-17 report on the positive results of the tested general climate messages. “Paint the Future” and “Pride in the Next Big Thing” are two of the top messages that test better than the opposition, and are very strong for the base voters as well as persuadables. The following dial-test charts show their impact:

The graphs are the moment-to-moment unconscious (see pg. 6 for definition) rating results of respondents from the second online dial survey.

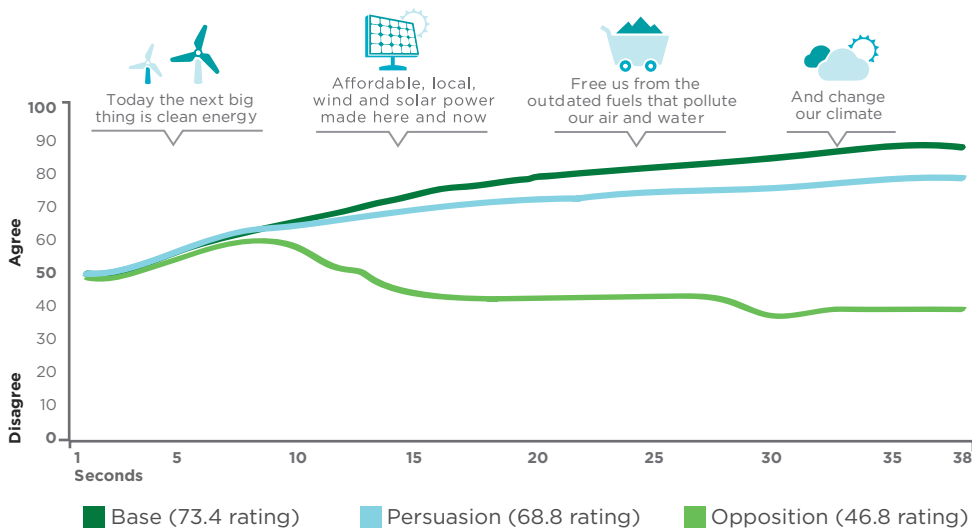
Paint the Future



MESSAGE

Imagine driving a car that never requires **paying at the pump**. Imagine tastier fruits and vegetables from a **local farmer you know**. Imagine biking or walking on paths to shortcut through traffic and easy access to **plentiful public transit**. This is the clean energy future. And it's within our grasp. We can have **locally-made energy from the wind and the sun** that ensures our air is clean and our water is healthy. **We can have locally grown**, tastier food; a traffic-free commute and a happy surprise when we open our energy bills – the choice is ours to make for a clean energy future.

Pride in the Next Big Thing



MESSAGE

America has always been a yes-we-can kind of place. We led the way into space and onto cell phones and the internet. **Today, the next big thing is clean energy: Affordable, local, wind and solar power made here and now**, across America in California and Texas, Iowa and North Carolina. Clean energy to power our lives at home and work, create high wage work in America, and **free us from the outdated fuels that pollute our air and water and change our climate**. America can lead again in the new energy future, with innovations that will fuel a cleaner, safer, and better world for our families. We are AmeriCANS not AmeriCAN'TS.

PAINT THE FUTURE

OLD WAY:
Doom and gloom

WHAT WORKS IN THIS MESSAGE

- » Creates a positive visual picture of what a clean energy future could look like, shows it is tangible.
- » Refrains from blaming, and instead provides choice with an aspirational yet can-do tone.
- » Promotes personal benefits of solutions with accessible personal activities.
 - » Positions solutions as an investment without sacrifice.
 - » Reinforces the positive social norm of clean air and water.

NEW MESSAGE

Imagine driving a car that never requires **paying at the pump**. Imagine tastier fruits and vegetables **from a local farmer you know**. Imagine biking or walking on paths to shortcut through traffic and easy access to plentiful public transit. This is the clean energy future. And it's within our grasp. We can have **locally-made energy from the wind and the sun** that ensures our air is clean and our water is healthy. We can have locally grown, tastier food; a traffic-free commute and a happy surprise when we open our energy bills – the choice is ours to make for a clean energy future.

LESSONS LEARNED

REPLACE	EMBRACE	BECAUSE
Less expensive	Cutting costs like bills and groceries	"Less expensive" was used to describe financial benefits, but respondents were unsure if this would help them cut costs.
Pure water and air	Clean water and air	"clean" is more visual than "pure." "pure" can mean clean, but it also leans toward genuine and chastity definitions.
Rely on public transit	Access to public transit	Access provides choice.
Alternative energy	Locally made energy	Americans are energized on local action and locally made energy that feels tangible.
Dwelling on the past	The future	Future implies forward-looking; the past can recall negative experiences.
Clean-fueled affordable car	A car that never requires payment at the pump	Men perceived clean-fueled affordable cars as "utopian" and "a fantasy."
Cars that cause traffic	Short-cut through traffic, traffic-free commute	Americans relate to stress caused by traffic but prefer solutions that include cars.

- Talking about food can be very powerful when it is connected to cost and health.

PRIDE IN THE NEXT BIG THING

NEW MESSAGE

America has always been a yes-we-can kind of place. We led the way into space and onto cell phones and the internet. **Today, the next big thing is clean energy: Affordable, local, wind and solar power made here and now**, across America in California and Texas, Iowa and North Carolina. Clean energy to power our lives at home and work, create high wage work in America, and **free us from the outdated fuels that pollute our air and water and change our climate**. America can lead again in the new energy future, with innovations that will fuel a cleaner, safer, and better world for our families. We are AmeriCANS, not AmeriCAN'TS.

LESSONS LEARNED

REPLACE	EMBRACE	BECAUSE
We can lead	It's time to lead	A here-and-now call to action motivates immediate attention.
Clean American energy	Clean energy	People are uncertain that anything is "made in the USA" nowadays.
Jobs	High-wage work	Job creation does not fully address money concerns. People are more aware of costs than jobs.
No examples	Specific examples such as California, Texas, etc.	Definitive examples that scale locally and relate to the issue are a reality.
Alternative energy	"Local," "wind," and "solar" power	Familiar words to describe scientific solutions are more understandable.
Opponents getting in our way	Innovations, solutions	Calling out the enemy produces a negative attitude & politicizes the issue, which drives people to exit the message.
Cheaper	More affordable	Americans want the best price and highest quality at the same time. Adding "more" is realistic about the actual price and is less debatable.

- A shorter intro that spends less time on the negatives and setting up the narrative works better.
- When the next big thing was associated with "apps," the audience did not see the solution as applicable to themselves.

OLD WAY:

"There is nothing we can do."

WHAT WORKS IN THIS MESSAGE

- » Employs a can-do attitude and pride in American innovation. This especially resonates with men.
- » Instills confidence in leadership, and empowers the audience to see the potential.
- » Invokes the value of independence.
- » Mentions impacts, but quickly pivots to solutions, what exactly can be done.
- » Talks about safety and family, two themes that pair well and create emotional resonance.
- » Offers tangible and concrete examples of states that prioritize climate solutions, showing that solutions are here, now, a reality. Promotes the personal benefits of solutions.

FOR THE CHILDREN

OLD WAY:

"Personally, I don't get why this matters to me."

WHAT WORKS IN THIS MESSAGE

- » Projects strong moral values of healthy children and future generations, and relates action as a moral responsibility to them.
- » Matches action today with personal legacy and pride, and focuses it on "when" instead of "what."
 - » Avoids blaming, and instead focuses on "we" for personal and collective agency.
- » Discusses personal impacts, using visual language, but avoids scary scenarios that cause apathy.
 - » Promotes the personal benefits of cleanliness and safety, and choice, for clean energy.

NEW MESSAGE

*Of all the things we'd love to leave our children and future generations, **a healthy place for them to raise children of their own may be the most important.** But today, we use fuels that pollute the air in our kids' lungs and the water in their cups. We are changing our climate and, with it, many things we depend upon for the future. What do we want to work for and be remembered for? We can leave our children and future generations **an America where the air is clean and the water is safe.** By increasing the use and production of the safe sources of sustainable energy we have now, like wind and solar, we can be proud of what we have created for generations to come and a happy surprise when we open our energy bills – the choice is ours to make for a clean energy future.*

LESSONS LEARNED

REPLACE	EMBRACE	BECAUSE
Children (by itself)	Our children and future generations	Not everyone has children, so the topic can seem narrow, causing the audience to be skeptical: "What's in it for me?" or "Why do I owe it to someone else?"
We rely on fuels	We use fuels	Empowers choice and control of behaviors. Avoids blaming the audience for today's problems.
Impacts of climate change	Future generations	Embraces a moral responsibility to protect and avoids visuals of scary scenarios.
A destabilized world	A healthy place	Health is a concrete personal concern and removes direct mention of the problem.
Renewable energy	Safe sources of energy like wind and solar	Concrete and descriptive language is more familiar than technical terms.

- "New high-paying jobs" was mentioned in an earlier iteration, but rated low because of concern that people's skillset would not be applicable due to describing jobs as "new."
- It's very hard for an audience to be against cleaner air and water.
- Future as a value for future generations evokes strong moral resonance; future as a timeline delays action.

INEVITABILITY

NEW MESSAGE

From landlines to texting and from letters to email, **we're always seeking out new and better ways** to meet our needs. The same is true for energy. **We now have affordable solar and wind energy that can power our homes and businesses.** As more of us use it, **solar and wind energy becomes cheaper**, and as more homes and businesses have the opportunity to choose cleaner energy, we improve our own air and water, and we stabilize our climate. A clean energy economy and world aren't a question of **"if" but "when."** Time is of the essence, so let's make that answer "today."

LESSONS LEARNED

REPLACE	EMBRACE	BECAUSE
Fossil foolishness Old dirty energy	Opportunity to choose cleaner energy	Prevents a pessimistic reaction to fear and harm that usually inhibits progress for support. "Opportunity" gives the freedom of choice.
Technology	Affordable wind and solar	Creates a clearer picture of clean energy and reduces false perceptions of cost and inaccessibility.
What and if	When	Is more powerful and expectant and motivates action.
The past	The present	The present is positive and inspires immediacy in action.

- Removing the villain from a previous version allowed people to feel more empowered to act.

OLD WAY:

"Nothing is going to happen anytime soon."

WHAT WORKS IN THIS MESSAGE

- » Employs visual language and pride in American innovation.
- » Projects positivity, a can-do attitude, and talks about solutions available today.
- » Describes clean energy as solar and wind to create a clear picture, and positions it as affordable to reduce false perceptions of cost and inaccessibility.
- » Explains solutions simply and with benefits, how the solutions reduce cost and offer personal opportunities for all.
- » Avoids "if" and instead asserts with the powerful "when," which motivates action across genders.

MORE CLIMATE COMMUNICATION RESOURCES

This list is a selection of relevant further reading for engaging mainstream Americans on climate solutions.

CONNECTING ON CLIMATE: A GUIDE TO EFFECTIVE CLIMATE CHANGE COMMUNICATION

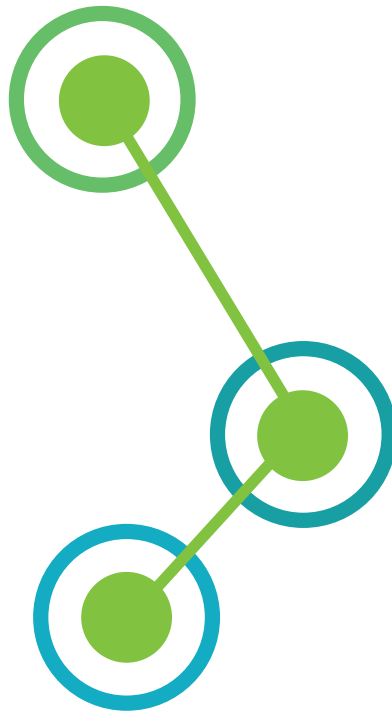
This guide, created by ecoAmerica and the Center for Research on Environmental Decisions (CRED) at Columbia University, synthesizes research from across the social sciences with the aim of understanding American responses to climate change. It also includes strategies to boost engagement, common mistakes to avoid, and best practices that organizations have used to meaningfully communicate with individuals and groups on climate change.

[Read more](#)

COMMUNICATION ON CLIMATE: 13 STEPS AND GUIDING PRINCIPLES

This guide, produced by ecoAmerica in 2013, combines the latest research on climate communications with road-tested communication best practices in an easy-to-use, practically applicable guide.

[Read more](#)



THEMATIC MESSAGES:
BY INTEREST,
AFFILIATION

AMERICANS FOLLOW THEIR TRIBAL LEADERS

Americans are growing more reliant on leaders in their daily lives for important information and guidance – their colleagues, pastors, doctors, teachers, and local leaders. This cultural shift accentuates the need to build leadership from within social groups or “tribes” and to empower them with ways to talk about issues that honor tribal values and cultures, and connect more personally.

ecoAmerica created several thematic messages to tap into people’s personal interests and affiliations: Health, Faith, Business, Communities, and Higher Education. We also oversampled by professionals based on these fields to ensure that thematic messages worked for people most closely affiliated with each “tribe.”

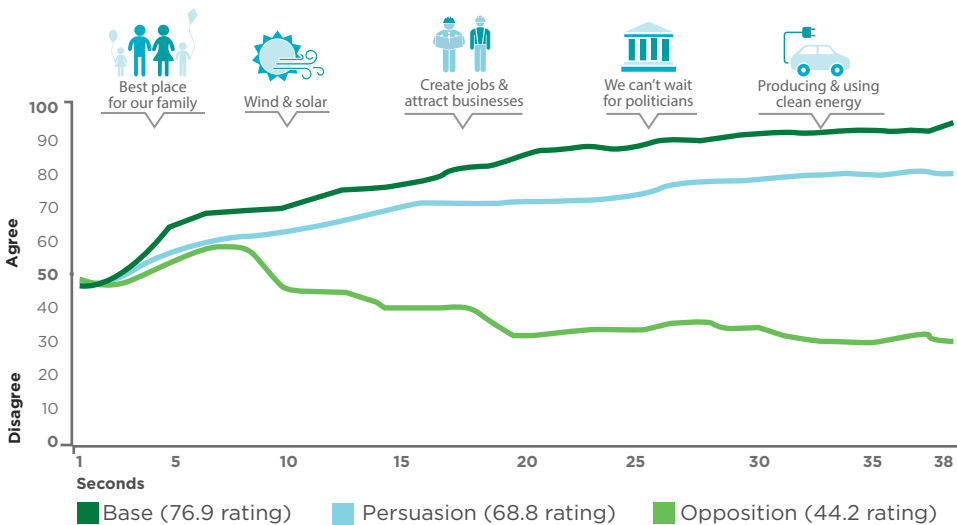
COMMON INTERESTS, AFFILIATIONS	PAGE
Community	24
Health	26
Faith	28
Business	30
Young Adults (Higher Ed)	32

TOP MESSAGES

Pages 22-31 report on the positive results of the new messages specific to American interests and affiliations. Community- and Health-based narratives are two of the top messages that test better than the opposition, and are very strong for the base voters as well as the persuadables; the following dial-test charts demonstrate their impact:

The graphs are the moment-to-moment unconscious (see pg. 6 for definition) rating results of respondents from the second online dial survey.

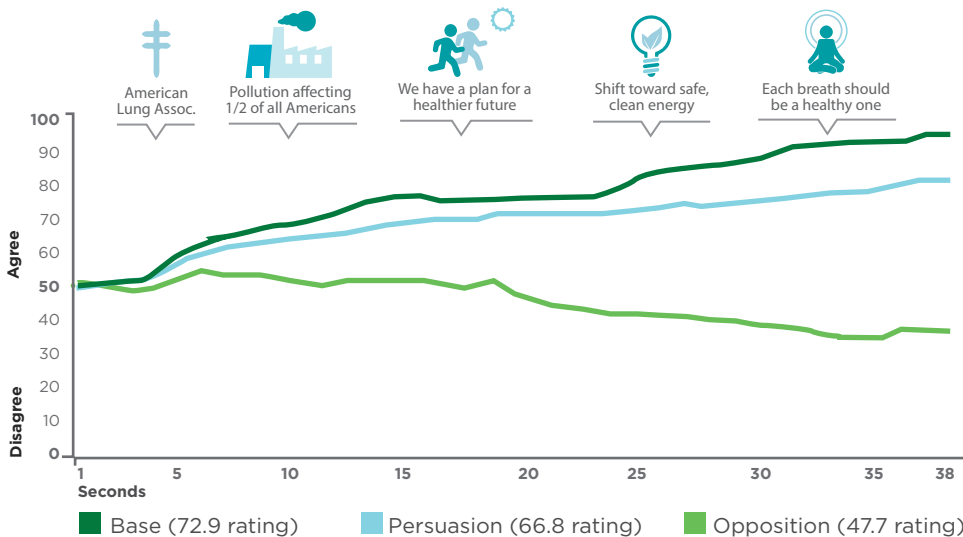
Community



MESSAGE

We all want to live in the best place for our families. And communities across America are learning that smart investments in sustainable energy like wind and solar provide a healthier environment, attract new business, create jobs, and build stronger communities. We see climate change and we can't just wait for politicians in Washington to solve our problems. Right now, in our own communities, we can reduce pollution, improve our health, and create new jobs that can't be outsourced, by producing and using clean energy. We can protect our cities by leaving dirty fuels behind. A community with sustainable solutions is the place I want to call home.

Health – clean energy solution-based



MESSAGE

Our families' health matters. When the American Lung Association tells us that toxic pollution in the air we breathe is affecting the health of nearly half of all Americans, we need new solutions. Kids now carry inhalers as often as lunch boxes. Seniors are stuck inside when weather shifts dramatically to extreme heat or freezing cold. Thankfully, we have a plan for a healthier future. We can move away from the dirty fuels that make us sick and shift toward safe, clean energy, like wind and solar. Each breath we take should be a healthy one. Let's address this problem now, because caring for ourselves means caring for our climate.

COMMUNITIES

OLD WAY:

“But climate change doesn’t affect where I live.”



NEW MESSAGE

We all want to live in the best place for our families.

And communities across America are learning that smart investments in **sustainable energy like wind and solar** provide a healthier environment, **attract new business, create jobs, and build stronger communities.** *We see climate change and we can’t just wait for politicians in Washington to solve our problems.* Right now, in our own communities, we can reduce pollution, improve our health, and create new **jobs that can’t be outsourced, by producing and using clean energy.** We can protect our cities by leaving dirty fuels behind. A community with sustainable solutions is the place I want to call home.

WHAT WORKS IN THIS MESSAGE

- » Focuses locally, tapping into the strong **personal value of “community.”**
- » Invokes **“we”**, a collective call to action that channels the power of groups and increases pursuit.
- » Appeals to Americans’ value of **providing the best for their families** and themselves.
- » Evokes **visual imagery of local solutions and personal benefits** that integrate **family, health, and communities** (strengthening, attracting new business).
- » Pairs **clean energy** with a **prosperous life**, and makes the solution **tangible** with examples, a **can-do tone, and the choice of leaving dirty fuels behind.**
- » Taps into **pessimistic sentiments about national inefficacy and concerns about jobs being outsourced**, but refrains from painting a villain and focuses more on the **personal resonance and empowerment of local action.**

LESSONS LEARNED THROUGH TESTING

Early iterations of messages produced the following learnings that we employed in the successful final message:

REPLACE	EMBRACE	BECAUSE
Good for the economy	Attract new business	A plan that targets exactly where people work removes psychological distance from the issue/solution.
Build resilient communities	Build stronger communities Strong community	The term “resilient” is not a readily understandable term for many Americans, and is met with mixed feelings.
Country	Home	Home is where the heart is (more).
Protects the environment	Best place for our families	Makes the solution more about the audience. “Family” is an inclusive term regardless if the audience has children or not.

- For mainstream Americans, achievement feels more possible at the local level.
- Striking the “can-do tone” requires minimizing utopian sentiments and instead focusing on being smart and becoming a front-runner.
- Talking about “our changing climate” versus “climate change” is shown to be slightly more convincing to Americans who are currently in the “opposition” audience because climate change is more polarizing.

HEALTH

OLD WAY:

"I'm more concerned about my health and well-being right now."



NEW MESSAGE

Version 1

Our families' health matters. When the **American Lung Association** tells us that toxic pollution in the **air we breathe is affecting the health of nearly half of all Americans**, we need new solutions. Kids now carry inhalers as often as lunch boxes. Seniors are stuck inside when weather shifts dramatically to extreme heat or freezing cold. **Thankfully, we have a plan for a healthier future.** We can move away from the dirty fuels that make us sick and **shift toward safe, clean energy, like wind and solar. Each breath we take should be a healthy one.** Let's address this problem now, because caring for ourselves means caring for our climate.

Version 2

Our families' health matters. When the American Lung Association tells us that toxic pollution in the air we breathe is affecting the health of nearly half of all Americans, we need new solutions. Kids now carry inhalers as often as lunch boxes. Seniors are stuck inside when weather shifts dramatically to extreme heat or freezing cold. Thankfully, we have a plan for a healthier future. **We can use safe, clean energy, like wind and solar, that helps make every breath we take a healthy one.** We can **walk or bike** more often to improve our fitness while cutting down on pollution. And we can make our cities more sustainable so that we can live our best lives. We can care for our climate to care for our health.

WHAT WORKS IN THIS MESSAGE

- » Puts people at the forefront, and conveys **climate as a moral responsibility to protect families' health.**
- » **American Lung Association** cited as a third-party non-partisan **validator** with a key fact characterizing the **problem source as pollution in the air we breathe.**
- » Mentions impacts, but **pivots quickly to solutions.**
- » Presents **solutions as accessible**, here-and-now, and part of one plan for the present and future.
- » Introduces the **health benefits of solutions**, including support for healthy lifestyles ("**co-benefits**").
- » Uses **real-life experience and visual language** to deepen resonance ("dirty fuels make us sick", "each breath we take should be a healthy one").
- » Creates useful distinction between "dirty fuels that make us sick" and "safe, clean energy."

LESSONS LEARNED THROUGH TESTING

Early iterations of messages produced the following learnings that we employed in the successful final message:

REPLACE	EMBRACE	BECAUSE
Scientists agree	American Lung Association (with one big fact)	Americans think “science” is debatable, but trust ALA, particularly on pollution and health.
A treatment plan	We have a plan for a healthier future	Solution language that mimics healthcare, such as “prescription” or “treatment”, implies cost. A plan alone is concrete enough for support.
Threats to the air Threats to the environment	Air we breathe	“Air we breathe” is more visual and connects more closely with our primary health needs.
Walk and bike (alone)	Walking & biking improves fitness & reduces pollution	Walking & biking for fitness is more universal/compelling than for recreation.
You don’t have to burn to protect our health	Live our best lives	Alarming language is scary. A hopeful visual is more motivating.
We should	We can	“We can” is positive, it empowers, & it has multiple meanings including can-do attitude, collective agency, and choice.
Our prosperity depends on [our action]	Care for ourselves to care for the climate Care for our health	Directly connects health benefits with climate solutions to form a win-win scenario.
Natural fuels	Wind & solar energy	Coal & oil are debated as “natural fuels.”

- Be cautious about listing impacts of climate on health. Avoid strong or scary visual language, and list only one or two health impacts. Too many causes people to detach from or to dislike the message.
- People can visualize the difference between energy sources that pollute the air and ones that don’t.
- Pairing health and severe weather effects from climate change was less effective because it focused too much on the problem.
- Healthcare professionals reject oppositional messaging about “radical environmentalists and Washington politicians.” They responded positively to collective rather than individual solutions.
- Be slightly more convincing to Americans who are currently in the “opposition” audience because climate change is more polarizing.

FAITH

OLD WAY:
"It's God's will."



*Note: This message is a compilation of Papal-inspired and Papal language from "Encyclical Letter Laudato Si of the Holy Father Francis on Care for Our Common Home"

NEW MESSAGE

Version 1 – (Blessed Tomorrow inspired language)

We have a moral responsibility to be good stewards of God's creation.

God so loved us he created for us a pure, clean home **here on earth**, vibrant with healthy nature to provide for us. And He also gave us free will to choose how we care for it. **Let's follow the Golden Rule, and do unto others and our earth as we would have done unto ourselves and our children.** For too long the priorities of a greedy few have put our climate out of balance, hurting God's creation, damaging our land, water, and air, and harming everyone, especially the least of us. We need to be better stewards of creation and walk more gently on His earth.

Version 2 – (Papal-inspired language)*

We have a moral responsibility to be good stewards of **God's creation**. The Earth was here before us and entrusted to us as a gift. What kind of world do we want to leave those who come after us, to the children who are now growing up? Human beings, while capable of the worst, are also capable of rising above ourselves. Climate change is a message that something is wrong. You and I can choose what is good, a better path. **Safe and clean energy solutions like wind and solar bring out the best in human being**—acting in the image of our Creator to preserve what He bestowed.

WHAT WORKS IN THIS MESSAGE

- » Climate is presented as a **moral responsibility to God, our children, our neighbors, future generations, the "least of us," and all of creation.**
- » Uses familiar and resonant **faith language and metaphors**, such as **"Golden Rule."**
- » Embraces the **good intentions and aspirations of people of faith.** Limits blame and fear.
- » **Talks about creation care first**, a familiar term in faith, then talks about climate change.
- » **Expresses stability and order** with the use of "balance", which is highly valued among faith audiences.
- » **Employs a story arc** that encompasses a challenge, an action, and a resolution – **similar to story arcs found in religious teachings.**
- » **Balances belief in God's will** with the American value of choice.
- » Lists personal rewards that are **relevant to faith audiences: a stronger faith, a sense of belonging, the protection of family, and bonding with family.**
- » A strong message, especially for republicans and people of faith.

LESSONS LEARNED THROUGH TESTING

Early iterations of messages produced the following learnings that we employed in the successful final message:

REPLACE	EMBRACE	BECAUSE
Disobedience	Good steward	People believe climate change is not intentional, and therefore people did not directly break a moral law.
Greening the Golden rule Justice	Golden rule	Uses familiar and nonpartisan faith-based language. “Justice” and “green” tend to have a left-wing interpretation.
Natural limits	God’s creation	Caring for both people and the planet is more ethical and personal.
Moral obligation	Moral responsibility	“Responsibility” is more empowered and leaves the option for choice. Obligation feels too weighty, and without choice.
Vulnerable, poor	Least of us	While indicating the same group, “least of us” is more universally used faith language.
Sustainability	Wind and solar	“Wind” and “solar” are more straightforward, visual, and understandable to Americans. For some people, “sustainability” means longevity and doesn’t trigger clean energy.
Religion	People of faith	Less technical and traditional; people tend to identify with a faith rather than a religion.

- For mainstream Americans, achievement feels more possible at the local level.
- Striking the “can-do tone” requires minimizing utopian sentiments and instead focusing on being smart and becoming a front-runner.
- Talking about “our changing climate” versus “climate change” is shown to be slightly more convincing to Americans who are currently in the “opposition” audience because climate change is more polarizing.

BUSINESS

OLD WAY:

"Clean energy is not profitable."



NEW MESSAGE

Smart companies face challenges head on and turn them into opportunities – and **changing climate** is no exception. From Apple to Google, American businesses are **planning ahead for severe weather** and other risks of climate change and turning what could be problems into innovations that are profit-making opportunities. **Clean energy is a profitable investment worth making, and American businesses know it.** Adopting sustainable practices and **switching to clean energy saves money and improves the bottom line.** The more companies and small businesses that **follow these proven approaches**, the more we'll see a triple win for our wealth, our well-being, and our world.

WHAT WORKS IN THIS MESSAGE

- » Taps into pride – **turning challenges into opportunities and innovations for smart companies.**
- » Talks about **existing and accessible solutions to clean energy** so the audience can feel like they are “hopping on a moving train.”
- » Discusses business risk, but **positions risk in the context of planning ahead (like other smart companies are doing)**, thereby tapping into real-life experiences and increasing the urgency of action.
- » Positions **clean energy as a profitable investment worth making** (rather than a cost), **one that saves money and improves the bottom line.**
- » **Refrains from blaming** companies for how they have contributed to the problem.
- » Employs familiar business and visual language for resonance.
- » Ends with a memorable line using **alliteration**: triple win for our wealth, our well-being, and our world.

LESSONS LEARNED THROUGH TESTING

Early iterations of messages produced the following learnings that we employed in the successful final message:

REPLACE	EMBRACE	BECAUSE
Corporations	Small- and medium-size businesses	Scales locally and shows understatement and appreciation through a community term that people are more likely to have positive experiences with.
Green practices	Sustainable practices	More politically neutral, and resonates with both consumers and business professionals.
Attracts the best and brightest employees	Profitable investment	Brings stability to the uncertainty of costs. There is higher concern over costs than jobs.
Adapting to the impacts	Planning ahead	Long-term thinking is smart, provides growth, and is proactive instead of reactive.

- Be mindful of listing companies, as this can be met with mixed results; Wal-Mart did not test well.
- Business professionals, like mainstream Americans, are wary of changing course away from what they know works. Express “new” in terms of opportunity and innovation.
- Business managers and owners find messages rooted in health, communities, and visually positive messages most appealing.

YOUNG ADULTS, HIGHER ED

OLD WAY:

"It's not solely my fault, so why should I feel responsible?"



NEW MESSAGE:

Millennials are not just up-and-coming – when it comes to inventing and adopting what works, we're already here. We know that getting things done means **leaving behind the failed ways of the past and making up new ones**. It's up to us to demand solutions to protect us from our changing climate. To us, **"business as usual" is already obsolete**, so we want **new energy, better transit, local food, and an end to the big oil monopolies that block our progress**. We're ready to bring America up-to-date with sustainable solutions to our climate challenges, and we want to act to preserve where we live for our own generation and the ones that follow.

WHAT WORKS IN THIS MESSAGE

- » Promotes the **pride of the generation and confidence in the path** to achieve a goal.
- » Taps into **can-do attitudes and motivations for a better life** by keying into **relevant generational interests that are connected to climate** (transit, food, self-sufficiency, protection).
- » Connects with the desire for the new, and **differentiates it from the outdated and ineffective past**.
- » Gives the opportunity for the **audience to set specific goals** or targets, yet keeps this accessible with a practical and empowering call for collective action.

LESSONS LEARNED THROUGH TESTING

Early iterations of messages produced the following learnings that we employed in the successful final message:

REPLACE	EMBRACE	BECAUSE
Public transportation	Better transit	Focuses on the potential and ability to remove stress instead of instilling the resentment that accompanies the sacrifice of cars.
Food shortage	Local food	Addresses a solution without mentioning the problem. Connects with people more closely within physical distance.
Alternative energy	New energy	Descriptive language that fuels desire for change. In this case, “new” follows the theme of being better than before.
Students	Today's generation(s)	Encompasses a broader audience with a wider age range and people who resonate with the strong “millennial” can-do attitude.

- Americans, generally, prefer the status quo and underestimate their own capacity to change.
- The message started as a higher education message targeted to students, but the topic was too narrow to resonate.
- This message is intended for, and fared well with, a millennial audience. However, millennials responded more favorably to “Paint the Future”, “Next Big Thing,” and community-themed messages.
- Professionals in higher education do not particularly respond well to the millennial-based message; they more closely resemble the base than people in other sectors.

RESOURCES ON AMERICAN VALUES & AFFILIATIONS

This list is a selection of relevant further reading for engaging mainstream Americans on climate solutions.

AMERICAN CLIMATE VALUES 2014: PSYCHOGRAPHIC & DEMOGRAPHIC INSIGHTS

This report details how Americans think, feel, and react to climate and environmental issues. Additionally, the research uses a sophisticated research methodology to draw insights on how to effectively motivate personal and public action on climate solutions.

[Read more](#)

AMERICAN CLIMATE VALUES 2014: INSIGHTS BY RACIAL AND ETHNIC GROUPS

This report summarizes top-line findings from ecoAmerica's latest round of psychographic research, which uses a sophisticated methodology to uncover the common and distinct climate change values and beliefs of African, Asian, and Hispanic/Latino Americans. It also includes insights on how to deepen engagement with these groups.

[Read more](#)

AMERICAN CLIMATE VALUES 2014 SUPPLEMENT: FAITH & CLIMATE HIGHLIGHTS

This report analyzes the climate attitudes of Americans who describe their faith as an important—or the most important—part of their lives. It examines how religious and non-religious Americans think about a variety of climate and energy solutions. Included in the report are ideas for how the findings from this survey can be translated into action. The report will provide faith leaders, their congregations, and partners with the insights needed to engage even more people of faith across the country in creation care.

[Read more](#)

AMERICAN CLIMATE VALUES 2014 SUPPLEMENT: HEALTH & CLIMATE HIGHLIGHTS

This report sets out to understand the climate attitudes of Americans who identify strongly with the healthcare sector and greater health community. It examines how these Americans think about a variety of climate and energy solutions. Included in the report are ideas for how the findings from this survey can be translated into action.

[Read more](#)



**AFRICAN AMERICAN &
HISPANIC/LATINO
AMERICAN FINDINGS**

AFRICAN AMERICANS

OLD WAY: “I don’t see how climate change impacts me.”

TOP 3 MESSAGES

Health **1**

Faith (papal inspired) **2**

Paint the Future **3**

African Americans report feeling the effects of climate change the most among all other racial/ethnic groups and are uniformly more concerned about its consequences.¹ African Americans make up a large share of the base audience who are ready to support climate solutions that align with their priorities. All the messages in this guide were successful with surveyed African Americans. These are additional key insights:

CLIMATE ATTITUDES & BELIEFS

Findings from the survey pre/post messages that were at least 10 pts higher than the total.

1. Strongly reject the notion that climate change is a hoax developed by environmentalists who want more government regulation.
2. Agree that oil companies and special interest groups have been preventing climate solutions for decades to protect their profits.
3. Are highly concerned and motivated to take action on climate change now.
4. Hold local governments responsible for doing something, whether it be right policies and proposals, taking appropriate steps, or meting out fines to reduce pollution.
5. Value the economic opportunities concomitant with clean energy.

GUIDANCE	PHRASES TO USE
Root conversations in moral values: family, faith, and health	<p>“Let’s follow the Golden Rule and do unto others and our earth as we would have done unto ourselves and our children.”</p> <p>“Thankfully, we have a plan for a healthier future.”</p> <p>“A healthy place for [our children and future generations] to raise children [of their own] may be the most important thing.”</p> <p>“We all want to live in the best place for our families.”</p>
Instill aspirational motivation	<p>“Isn’t a question of ‘if’ but ‘when’”</p> <p>“Yes-we-can kind of place”</p> <p>“We can choose what is good, a better path”</p> <p>“Getting things done means leaving behind”</p>
Make solutions local	<p>“Locally made energy from the wind and the sun”</p>

*synthesized from peaks in the second dial survey

¹ Speiser, M. & Krygsman, K. (2014). *American Climate Values 2014: Insights by Racial and Ethnic Groups*. Washington, DC: Strategic Business Insights and ecoAmerica.

HISPANIC/LATINO AMERICANS

Not only are Hispanic/Latino Americans convinced that climate change is happening, but they are also ready for engagement. Hispanic/Latino Americans are the fastest-growing segment of the U.S. population, and support and demand strong action on climate change.² All the messages in this guide were successful with English speaking Hispanic/Latino Americans. These are additional key insights:

CLIMATE ATTITUDES & BELIEFS

Findings from the survey pre/post messages that were at least 10 pts higher than the total.

1. After the messages, 83% were personally concerned about the impacts of climate change.
2. After the messages, 97% were ready and willing to take action to personally prevent damage to the climate.
3. Very concerned about the impacts of climate change for future generations and the costs associated with job displacement.
4. Responsibility of the local government to do something about climate change.
5. Especially in favor of rules that put limits on pollution that causes climate change (87% Hispanic/Latino vs. 75% of all Americans).

OLD WAY:

“Only environmentalists care about climate change.”

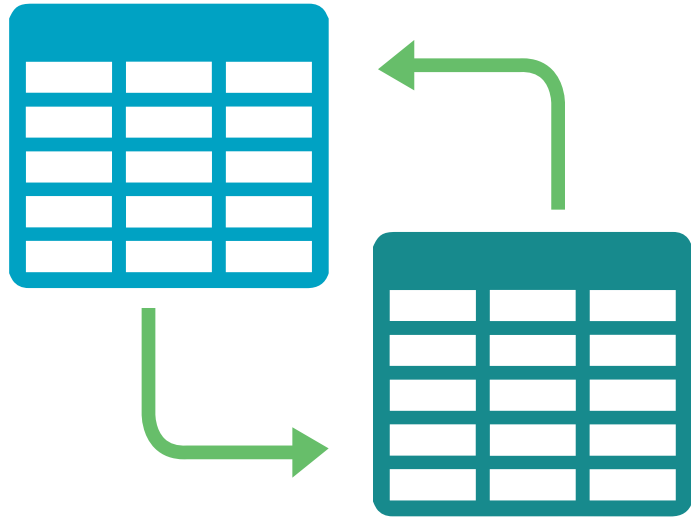
TOP 3 MESSAGES

- 1 For the Children
- 2 Paint the Future
- 3 Pride in the Next Big Thing

GUIDANCE	PHRASES TO USE
Embody a powerful sense of community and family	“We all want to live in the best place for our families.” “We can reduce pollution in our own communities.” “Smart investments in sustainable energy build stronger communities.”
Link local solutions to personal finance	“Create jobs and build better communities” “Clean energy to power our lives” “As more of us use it, solar and wind energy will become cheaper.” “Profitable investment worth making”
Harness willingness to work hard to motivate action	“American businesses are planning ahead.” “Face challenges head on and turn them into opportunities.” “Getting things done means leaving behind the failed ways of the past.”

*synthesized from peaks in the second dial survey

²U.S. Consensus Bureau (2012). *The 2012 Statistical Abstract*. Washington, DC: U.S. Department of Commerce



APPENDIX

VOTER RATINGS

OVERSAMPLE BY PROFESSION

Sorted by highest to lowest, all Americans' conscious rating responses from the second dial survey. How convincing did you find this message? (scale 1–100)

	ALL	HEALTH	HIGHER ED	BUSINESS	FAITH
Paint the Future	71	66.4	71.5	66.4	70.1
Health-clean energy solution	71	67.6	71.1	66	69.9
Pride in the Next Big Thing	71	67.1	71	63.5	71.1
Community "climate change"	70.8	64	69.9	65.3	69.9
Health-physical activity solution	69.8	69.3	74.9	64.3	71.7
For the Children	69.7	66.8	69.1	62	68.5
Community-"our changing climate"	69.5	66.6	71.9	59.7	67.9
Inevitability	69.5	66.6	69.4	64.9	69.6
Business "climate change"	68.7	67	68.3	63.7	65.8
Business "changing climate"	68.4	67.2	71.9	63.4	64.3
Millennial	66.6	62.8	66.3	58.4	65.9
Opposition-economy	66.2	67.7	61.8	67.8	68.7
Faith-papal inspired	64.4	64.1	64.3	49.6	66.9
Faith-general	63.2	54.7	59.7	60.2	73.2
Opposition-skepticism	50.6	56.2	41.4	45.8	64.7

PROFESSION KEY:

HEALTH

health professionals

HIGHER ED

higher education employees

BUSINESS

business managers & owners

FAITH

people of faith

VOTER RATINGS

HOW CONVINCING DID YOU FIND THIS MESSAGE?

Sorted by highest to lowest, all Americans' conscious rating responses from the second dial survey, presented by demographic group. (scale 1-100)

DEMOGRAPHICS KEY

W: White **AA:** African American **H/L:** English-speaking Hispanic or Latino Americans **D:** Democratic **I:** Independent **R:** Republican

	ALL	AUDIENCE			GENDER		AGE						RACE/ETHNICITY			PARTY ID		
		PERS.	BASE	OPP.	M	F	<30	30-39	40-49	50-64	65+	W	AA	H/L	D	I	R	
Paint the Future	71	73.2	83.6	37.5	68.5	73.3	71.7	71.6	71.2	71.1	69.7	69.4	79.7	74.8	78	69.1	63.5	
Health - clean energy solution	71	73.1	87.6	29.4	68.2	73.6	68.7	71.6	70.2	71.1	73	69.3	80	72.4	77.8	71.3	63.3	
Pride in the Next Big Thing	71	73	83.5	39.3	69.7	72.2	69.1	72.9	70.1	71.6	71.1	69.4	78.3	73.7	77.5	69.4	64.7	
Community "climate change"	70.8	72.6	87.9	35.6	69.4	72.1	70.2	70.4	70.3	70.8	71.9	69.1	78.5	72.2	78.4	69.7	62.6	
Health - physical activity solution	69.8	72.3	81.8	36.1	65.9	73.4	70.4	69.8	67.3	70.4	70.4	67.6	80.8	72.8	78.8	62.9	61.5	
For the Children	69.7	72.4	83	32	67.1	72.2	68.8	70.2	70.1	68.6	71.4	67.8	76.8	75.2	77.9	64.9	61.8	
Inevitability	69.5	71.7	82.2	36.4	67.2	71.7	69.5	70.9	67.8	69.5	69.9	67.9	75.8	73.1	76.8	67.8	61.9	
Community "our changing climate"	69.5	71.9	81	36.7	66	72.7	70.2	70.2	68	70.1	68.8	68	77.8	72.3	76.6	66.3	62.2	
Business "climate change"	68.7	71.2	76.4	36.7	68.3	69.1	65.4	68	68.8	69.4	70.9	67.6	73.7	71.5	73.7	67.7	63.6	
Business "changing climate"	68.4	70.9	80.1	34.8	64.4	72	69	69.9	65.5	67.9	69.4	66.4	79	71.5	75.7	61	62.1	
Millennial	66.6	68.6	82.4	30.4	64.3	68.7	69.6	66.7	65.1	65.5	66.5	64.3	75.6	71.2	75.7	65.4	56.5	
Opposition – economy	66.2	67.1	71	35.5	66.3	66	64.3	65.3	66.1	66.4	68	65.4	70.7	66.9	62.1	69.8	70.8	
Faith - papal inspired	64.4	65.8	65.3	70.6	61.1	67.4	58.4	66.6	61	66.6	67.1	61.7	79.4	68.4	71.4	59.5	58.3	
Faith - general	63.2	64.6	74	37.3	61	65.2	59.8	64.6	67.3	61.2	64.3	59.9	77	68.1	63.3	62	64.3	
Opposition – skepticism	50.6	50.7	39.3	64.6	52.1	49.3	47	59.9	55.9	49.4	44.2	49.7	57.3	52.5	44.3	50.4	58.8	

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start with people

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ecoAffect.org

ecoAmerica grows the base of popular support for climate solutions in America with research-driven marketing, partnerships, and national programs that connect with Americans' core values to bring about and support change in personal and civic choices and behaviors.

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#LETSTALKCLIMATE