LET’S TALK CLIMATE

messages to motivate americans

BECC • October 20, 2015

Kirra Krygsman
How do you feel about the way things are going these days?

worried          frustrated          uneasy

“some things have improved; a lot of things have not; have got a lot worse”
How do you feel about the way things are going these days?

worried  frustrated  uneasy

“some things have improved; a lot of things have not; have got a lot worse”

How do you feel about the way things are going about our planet these days?

“I think there are other things that are a priority”

“not much better”  “I’m not feeling”
METHODOLOGY

1. language analysis
2. focus groups
3. 2 rounds of online dial tests
4. national phone survey

- oversampled by: African Americans, Hispanic/Latinos, healthcare workers, people of faith, business managers/owners, higher education employees, and environmental advocates.

ecoAmerica is a non-profit that uses consumer research and strategic partnerships to create large-scale engagement programs that build awareness, understanding and action for climate & sustainability solutions among mainstream Americans.

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

1. Climate Values Why, How, & Who
2. Top Messages
3. Key Findings
Climate Values

Why, Who, & How
WHY a new conversation

71% of Americans believe that climate change is happening

BUT

68% say it’s risky to admit their views on the issue if different from their friends and family
WHO should be engaged on climate

“climate change is…..”
“_____ do something to stop the effect of climate change/our changing climate”

Registered Voters

Persuadable

Base

Opinion

77%

“due to human activities”
or
“a combination of human and natural causes” agree “we can”

10%

“due to natural causes” or “not happening at all” strongly agree “we can’t”

13%

“due to human activities” strongly agree “we can”

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HOW a great message will...

1. Connect with **personal values**
2. Address specific **concerns**
3. Inspire **beliefs** through outcomes

motivate base

convince persuadable

diffuse opposition
Top Messages

National results
After messages voters are more willing to take action

How *willing* are you to take action *personally to prevent* climate change?

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>Final</th>
<th>Persuadable</th>
<th>Initial</th>
<th>Final</th>
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<td>79</td>
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<tr>
<td>Not</td>
<td>35</td>
<td>40</td>
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Very willing  | Somewhat willing | Not at all willing | A little willing

ecoAmerica
start with people

12
Concern about the impacts of climate change increases in intensity

How *personally concerned* are you about the *impacts* of climate change?

<table>
<thead>
<tr>
<th>Willing</th>
<th>Not</th>
<th>Willing</th>
<th>Not</th>
<th>Willing</th>
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</tbody>
</table>

Very willing  | Somewhat willing  | Not at all willing  | A little willing

All Persuadable

- Very willing: 86%
- Somewhat willing: 14%

- Not willing: 0%
11 Market-Tested Messages

1. Paint the Future
2. Next big thing
3. Health
4. Communities
5. For the Children
6. Inevitability

7. Business
8. Millennial
9. Pope
10. General Faith
11. Opposition
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.

Uses people to describe where our food comes from

Stays solution focused within a fresh story

Builds rapport by connecting with financial attitudes

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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.

Empowers a can-do attitude
Describes clean energy with familiar language
Gives specific and successful examples
Inspires a sense of potential
Health

Lends credibility with a nonpartisan validator

American Lung Association

Harnesses desire to be prepared

Highlights personal rights to increase affinity

Each breath we take should be a healthy one.
We all want to live in the best place for our families. Communities across America are learning that smart investments in sustainable energy like wind and solar provide a healthier environment, attract new businesses, 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.
Key Findings

5 recommendations for success
Top 5

1. Connect climate action as a moral responsibility
2. Focus on family & highlight health
3. Start local
4. Take it easy on the impacts, pivot quickly to solutions
5. Evoke lived experiences, use visual language
Connect climate action as a moral responsibility

to

Protect future generations

Care for creation

Provide for our families
2 Focus on family & highlight health

Replace
Better for us/you
Helps the environment
Protects wilderness

Embrace
Better for our families
Clean water & air
Our family health matters

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3 Start local

good for the economy ⇒ good for Sacramento

domestic energy ⇒ locally-made energy

• Remove psychological distance
• Harness power of the groups
Easy on the impacts, pivot quickly to solutions

Replace
Government taking steps to curb pollution
Alternative energy
Renewable energy

Embrace
Creating rules
Imposing fines
Clean energy
5 Evoke lived experiences, use visual language

Create healthy & safe communities

- stop climate change
- mitigate climate change

- Avoid jargon
- Use mental models
Thank You! How to get Access

Nov. 13th release  LetsTalkClimate.org

Sign-up at LetsTalkClimate.org

Share an invitation to colleagues and friends

Receive report in your inbox & attend the webinar in Nov.

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