

Let's Talk Climate: Messages to Motivate Americans

Nationwide phone survey of 1000 likely 2016 voters

September 9th – 15th, 2015
MoE +/- 3.1%
(39% by cell phone)

conducted by Lake Research Partners and
aso communications on behalf of ecoAmerica

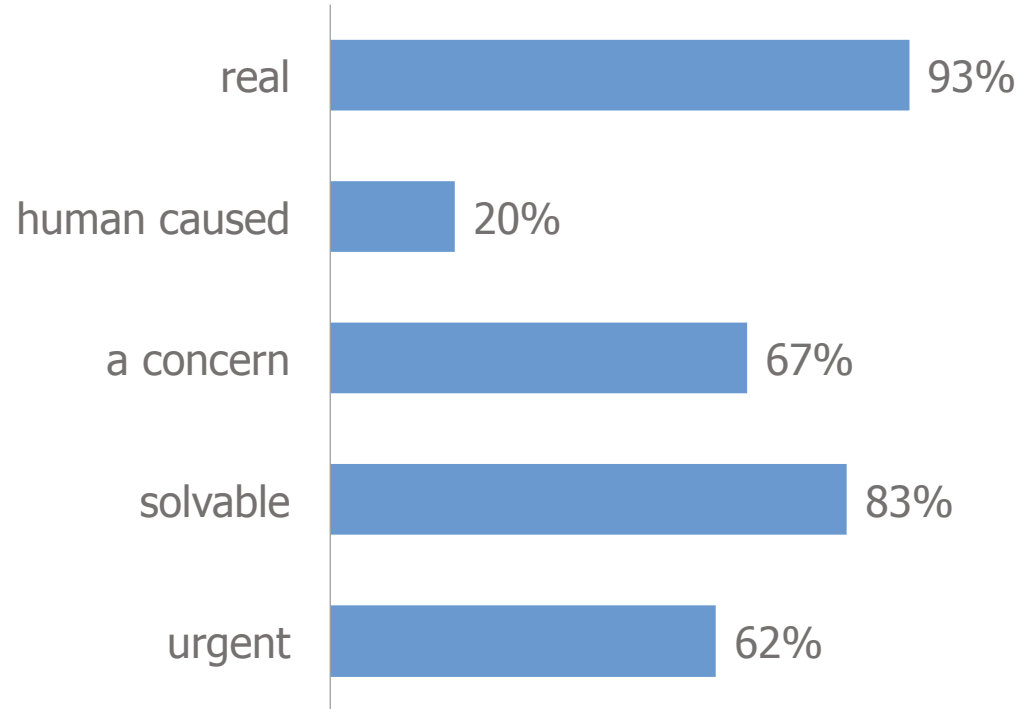
Purpose

To measure voter awareness and attitudes on climate change, uncover values for, and the most favored, solutions, and determine obstacles and opportunities to catalyze climate action.

The Headline

American climate awareness and values are ripening for solutions. Americans feel a moral responsibility to do something about climate change, believe we should and can prevent the pollution that causes it, support a variety of climate solutions, and are starting to see the personal benefit of taking action.

Climate change awareness and attitudes





1. Climate change is real

Americans, including Republicans, largely reject the notion that climate change is a hoax.

Voters reject the notion that climate change is a hoax

Do you agree or disagree that climate change is a hoax by environmentalists who want more government regulation?

Total (8-10)



Total Disagree
(0-4)

60%



total
agree {



8-9 – agree

10 – strongly agree

Republicans are most likely to believe climate change is a hoax, however they are 150% more likely to reject the notion than believe it

Do you agree or disagree with the statement? 0-10 scale, 0 strongly disagree, 10 strongly agree		All	Gender		Age					Race			Party ID		
			M	W	<30	30-39	40-49	50-64	65+	W	AA	L	D	I	R
Climate change is a hoax by environmentalists who want more government regulation	% Rating 8-10	18	21	14	8	14	13	26	21	17	17	23	9	12	31
	% Rating 0-4	60	52	66	62	59	64	56	57	62	60	64	70	63	46



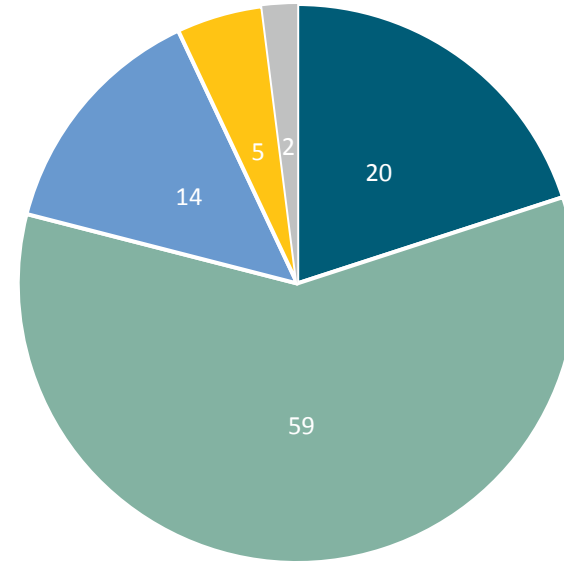
2. Climate change is human-caused

A majority of Americans believe climate change is caused by humans or a combination of both human and natural causes.

Human caused: 1 in 5 voters say climate change is mainly due to human activities

When it comes to climate change, which of the following is closer to your opinion?

- Mainly due to human activities
- Combination of both human activities and natural causes
- Mainly due to natural causes
- Climate change is not happening
- Don't know/refuse



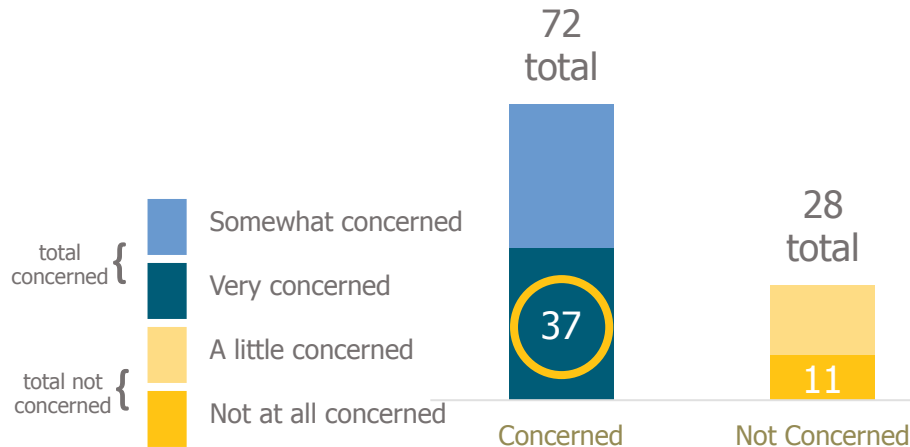


3. Voters are concerned about climate

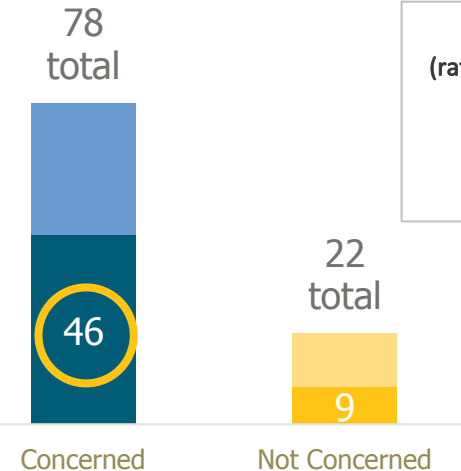
Climate concern is higher when invoking future generations.

Concern on climate change increases when invoking impacts on future generations

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



How concerned are you about the impacts of climate change for **future generations**?



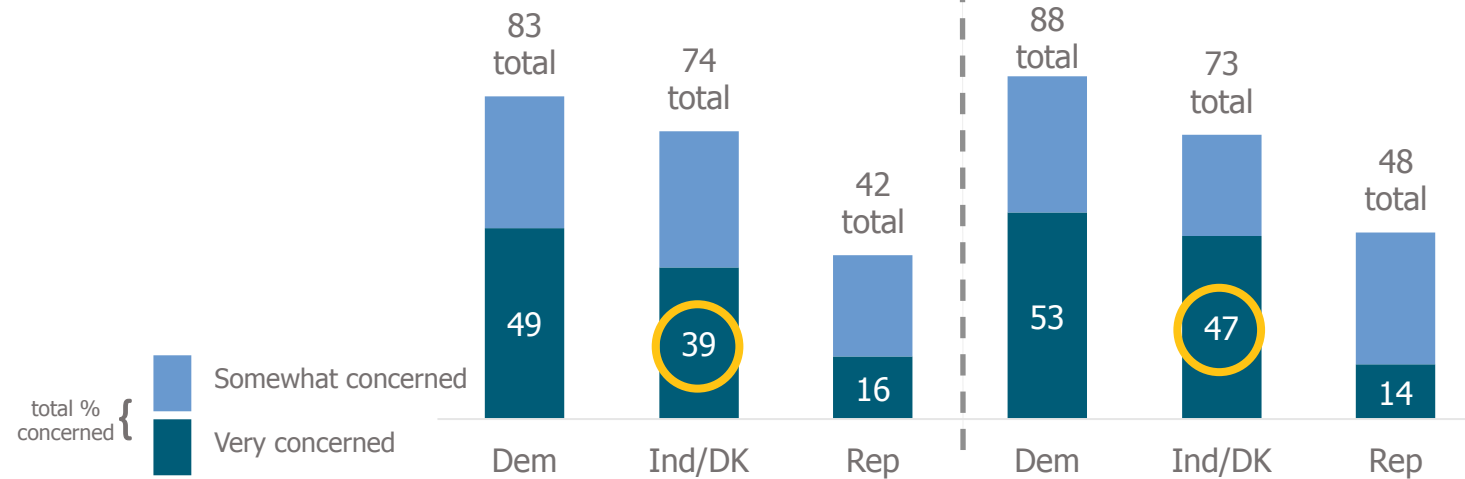
Total % Concerned
(rated very or somewhat concerned)

- Women – 78%
- Unmarried women – 85%
- Women over 50 – 78%
- Democrats – 88%

Independents have the largest leap in concern for impacts on future generations

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

How concerned are you about the impacts of climate change for future generations?



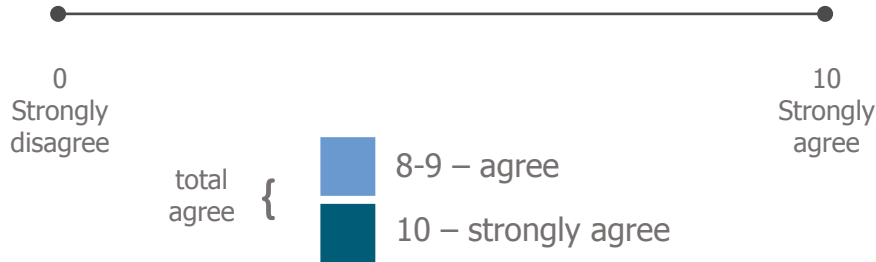


4. Climate change is solvable.

A majority of Americans believe climate change is caused by humans or a combination of both human and natural causes.

Solvable: voters are more than 3 times as likely to believe we can (vs. can't) do something to stop the effects of climate change

Nothing we can do will stop the effects of climate change.



Voters over 50, Latinos, and Republicans have the highest fatalism on climate, however a majority of each think we can (vs. can't) do something to stop the effects

Do you agree or disagree with the statement? 0-10 scale, 0 strongly disagree, 10 strongly agree		All	Gender		Age					Race			Party ID		
			M	W	<30	30-39	40-49	50-64	65+	W	AA	L	D	I	R
Nothing we can do will stop the effects of climate change.	% Rating 8-10	17	21	14	11	14	14	22	23	17	17	23	16	13	21
	% Rating 0-4	62	58	65	62	70	68	60	51	62	60	64	67	66	54

4. Climate change is an urgent issue.

Voters feel agency and urgency to “reduce pollution that causes climate change.”

Urgency: voters are hopeful we can, and strongly agree we need take action now to reduce pollution that is causing climate change

Do you agree or disagree with each statement?

Total (8-10)

- We need to take action now to reduce the pollution that is causing climate change.
- I'm hopeful that we can reduce the pollution causing climate change.
- We can reduce the pollution that is causing climate change.





Building Climate Values for Solutions

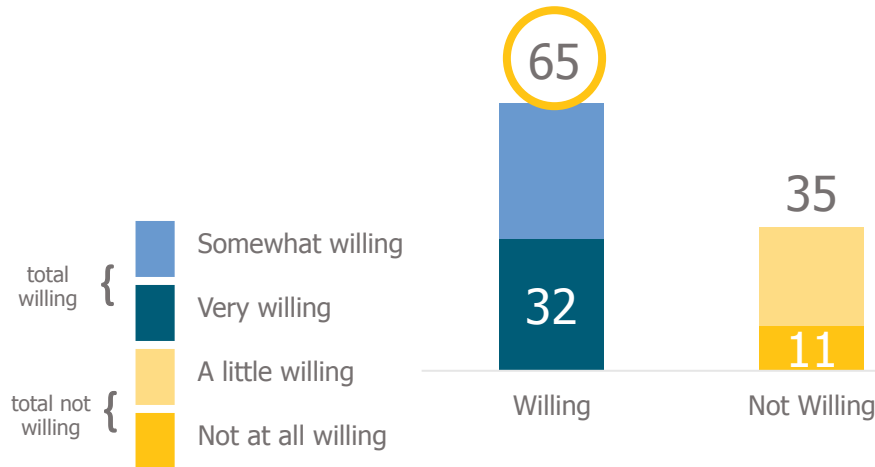


5. Naming the issue

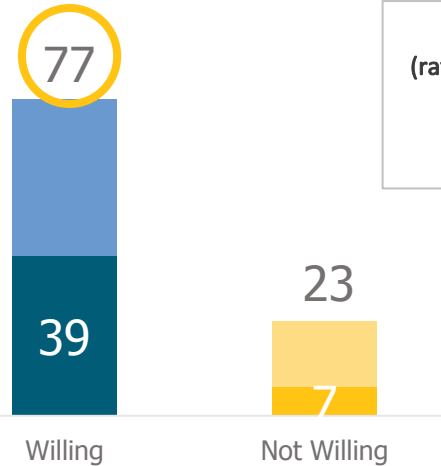
“Damage to the climate” creates more urgency than “climate change.”

Naming: saying “damage to the climate” creates more urgency than “climate change”

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



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

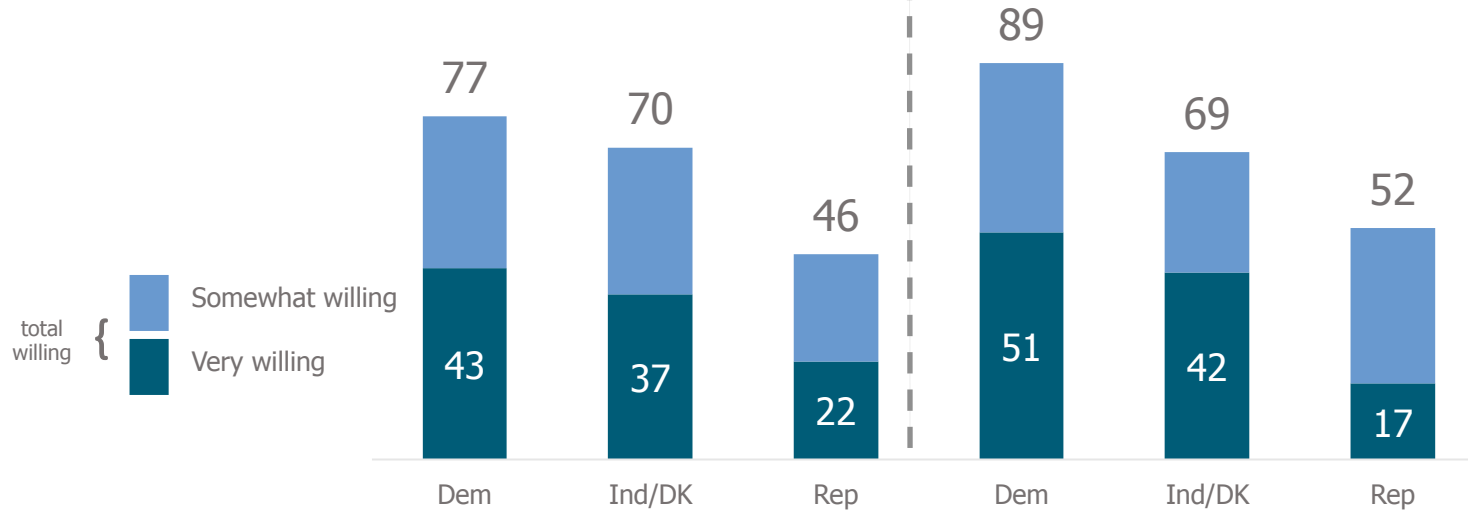


Total % Willing
(rated very or somewhat concerned)
Under 35 – 80%
College women – 80%
Democrats – 89%

Republicans, Independents, and Democrats are more willing to personally take action to prevent “damage to the climate” vs. “climate change”

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

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





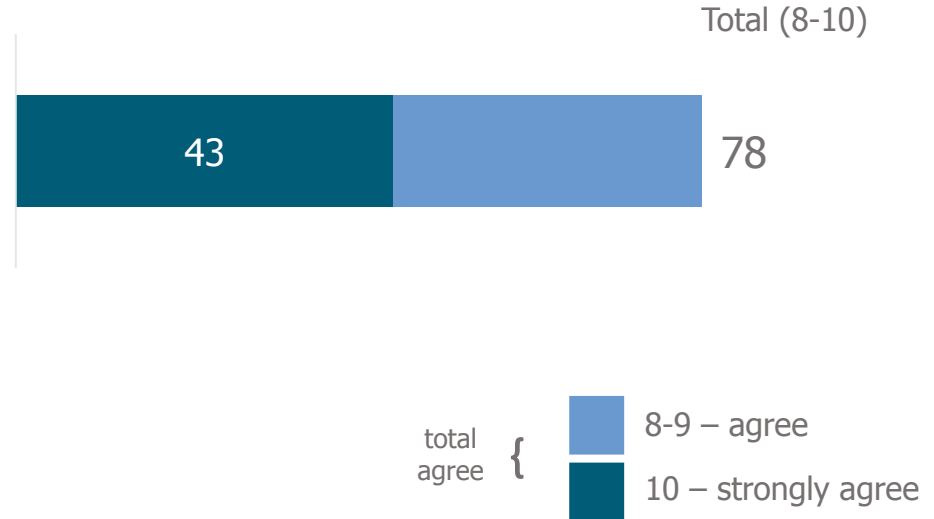
6. Moral Responsibility

For our families and future generations.

Morality: More than 8 out of 10 voters agree we have a moral responsibility to create a safe and healthy place to live for our families.

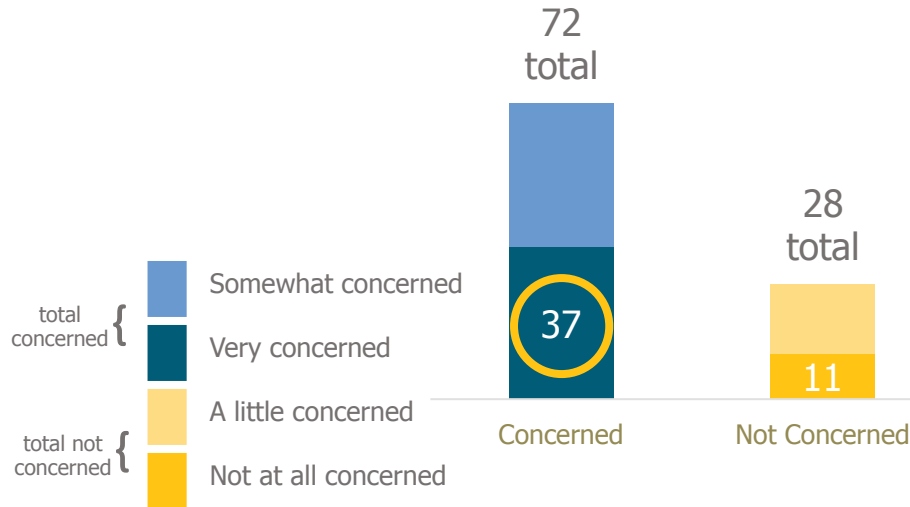
Do you agree or disagree?

We have a moral responsibility to create a safe and healthy place to live for our families.

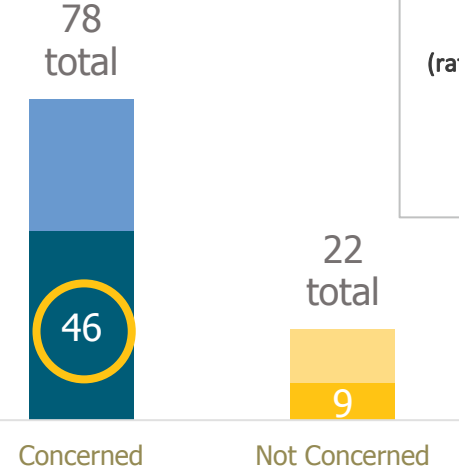


Morality: Future generations

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



How concerned are you about the impacts of climate change for **future generations**?



Total % Concerned
(rated very or somewhat concerned)

Women – 78%
Unmarried women – 85%
Women over 50 – 78%
Democrats – 88%

7. “I or you” vs. “we”

Americans far more favorably believe “we” can do something about climate vs. “I” or “you”

Americans agree more strongly that “we can” reduce the pollution that is causing climate change than “I can”

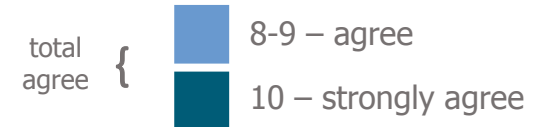
Do you agree or disagree with each statement?

Total (8-10)

We can reduce the pollution that is causing climate change.



I can help reduce the pollution that is causing climate change.



Voters across party lines agree more strongly that “we can” reduce the pollution that is causing climate change than “I can”

Do you agree or disagree with each statement?

Total Agree (8-10)



Total Agree (8-10)

We can reduce the pollution that is causing climate change.



I can help reduce the pollution that is causing climate change.



total agree {
 8-9 – agree
 10 – strongly agree

Democrat	Independent	Republican
72	59	35
54	54	28

Climate Change Solutions

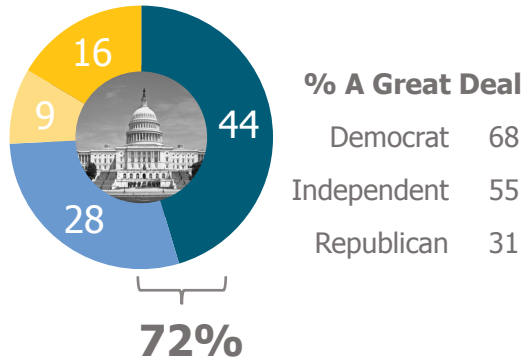
8. Who should lead on Climate

Voters want American businesses and all levels of government to take a great deal of action on climate.

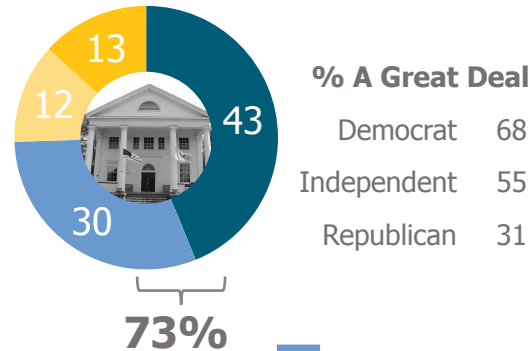
Independents and Republicans think **American businesses** should do more about climate than state, local, or federal government

How much do you think each should do about climate change: a great deal, some, a little, or not much at all?

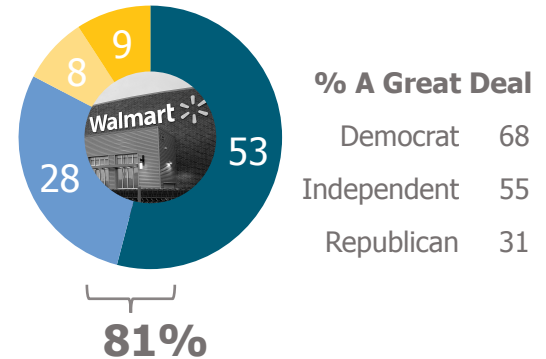
The Federal Government



State or Local Government



American Businesses

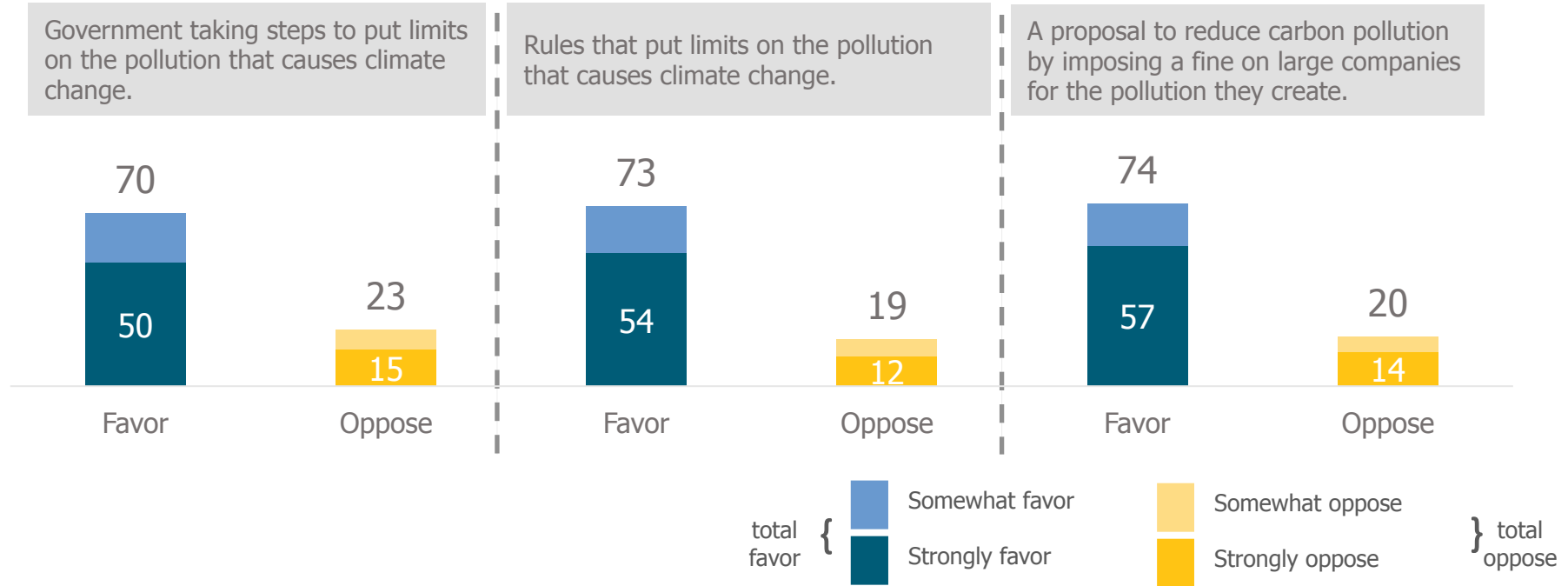




9. Climate Solutions

Across political lines, voters strongly favor solutions that limit pollution, including fines for large companies.

Limiting pollution: “fines for large companies” is most highly favored solution, followed by “rules,” then “government steps”



Solution Sentiment by Key Audience: Republicans favor rules that limit pollution, support fines for large companies. Latinos and Democrats show strongest support for solutions overall

Do you favor or oppose:		All	Race			Party ID		
			W	AA	L	D	I	R
Government taking steps to put limits on the pollution that causes climate change.	Favor	70	65	79	85	87	71	49
	Oppose	23	26	16	8	11	19	41
Rules that put limits on the pollution that causes climate change.	Favor	73	70	79	87	87	70	58
	Oppose	19	22	11	8	7	19	33
A proposal to reduce carbon pollution by imposing a fine on large companies for the pollution they create.	Favor	74	70	85	90	90	74	57
	Oppose	20	24	11	4	6	19	33

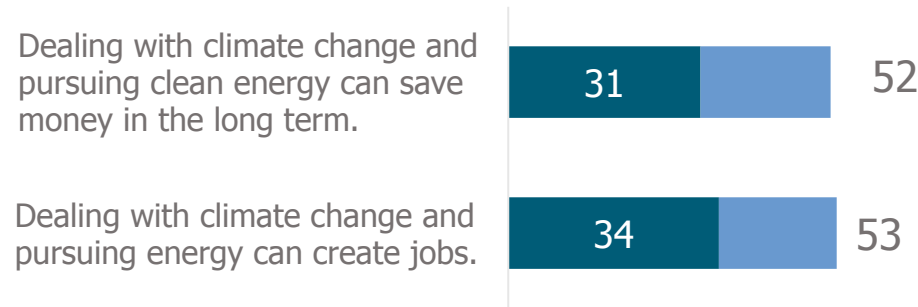


10. Benefits of climate solutions

A majority of voters believe that dealing with climate change and pursuing clean energy can save money and create jobs.

Benefits: A slight majority of voters believe that dealing with climate change and pursuing clean energy can save money and create jobs

Do you agree or disagree with each statement?



total agree {
 8-9 – agree
 10 – strongly agree

Total Agree (8-10)

Total Agree (8-10)

Democrat	Independent	Republican
65	56	31
68	55	34

Benefits: A slight majority of voters believe that dealing with climate change and pursuing clean energy can save money and create jobs

Do you agree or disagree with each statement?

I worry that dealing with climate change will cost too much, personally, in terms of rising prices and increased taxes.



Total Agree
(8-10)

Total Disagree
(0-4)

33

32%

I worry that dealing with climate change will cost too many jobs.



22

43%

total
agree {



8-9 - agree

10 - strongly agree

Benefits: Republicans have the highest concern that dealing with climate change will cost them personally

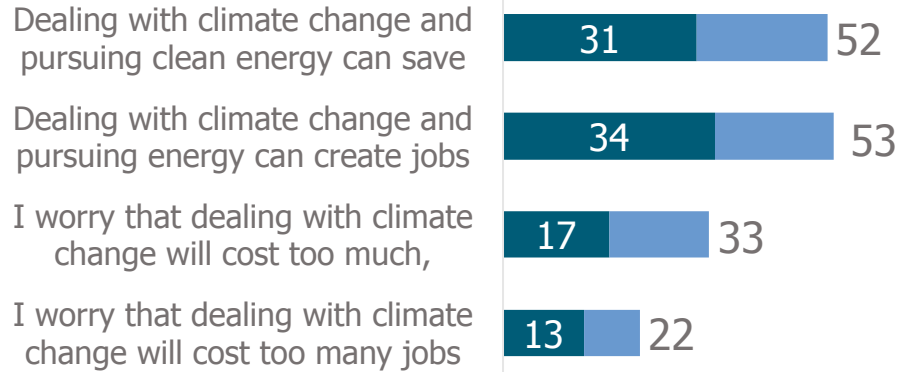
Do you agree or disagree with the statement? 0-10 scale, 0 strongly disagree, 10 strongly agree		All	Age					Race			Party ID		
			<30	30-39	40-49	50-64	65+	W	AA	L	D	I	R
I worry that dealing with climate change will cost too much, personally, in terms of rising prices and increased taxes.	% Rating 8-10	33	37	30	30	42	37	32	30	41	26	33	44
	% Rating 0-4	32	31	32	47	26	27	34	32	21	40	33	25

Benefits: Republicans are the most worried about personal cost, and are least likely to agree with the benefits of dealing with climate

Do you agree or disagree with each statement?

Total Agree (8-10)

Total Agree (8-10)



total agree {
8-9 – agree
10 – strongly agree

Democrat	Independent	Republican
72	59	35
54	54	28
26	33	44
19	21	24



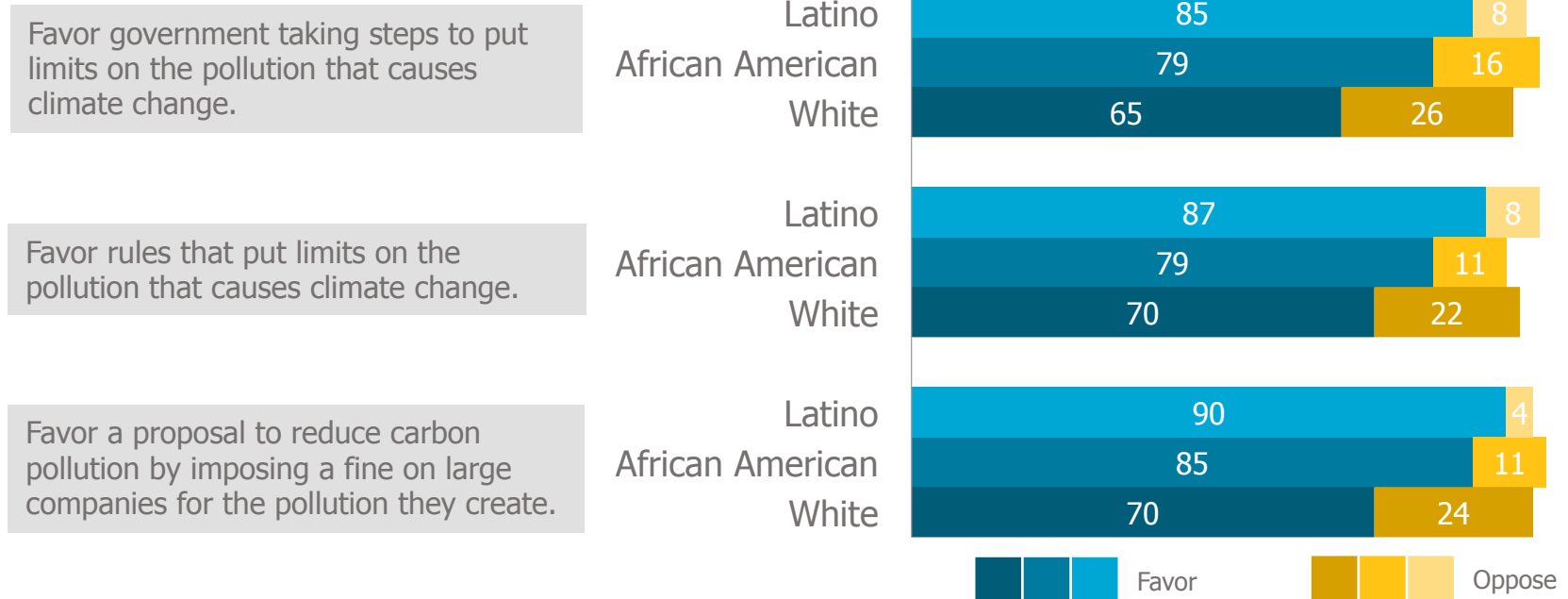
Key Solutions Audiences

Latino and African American Voters

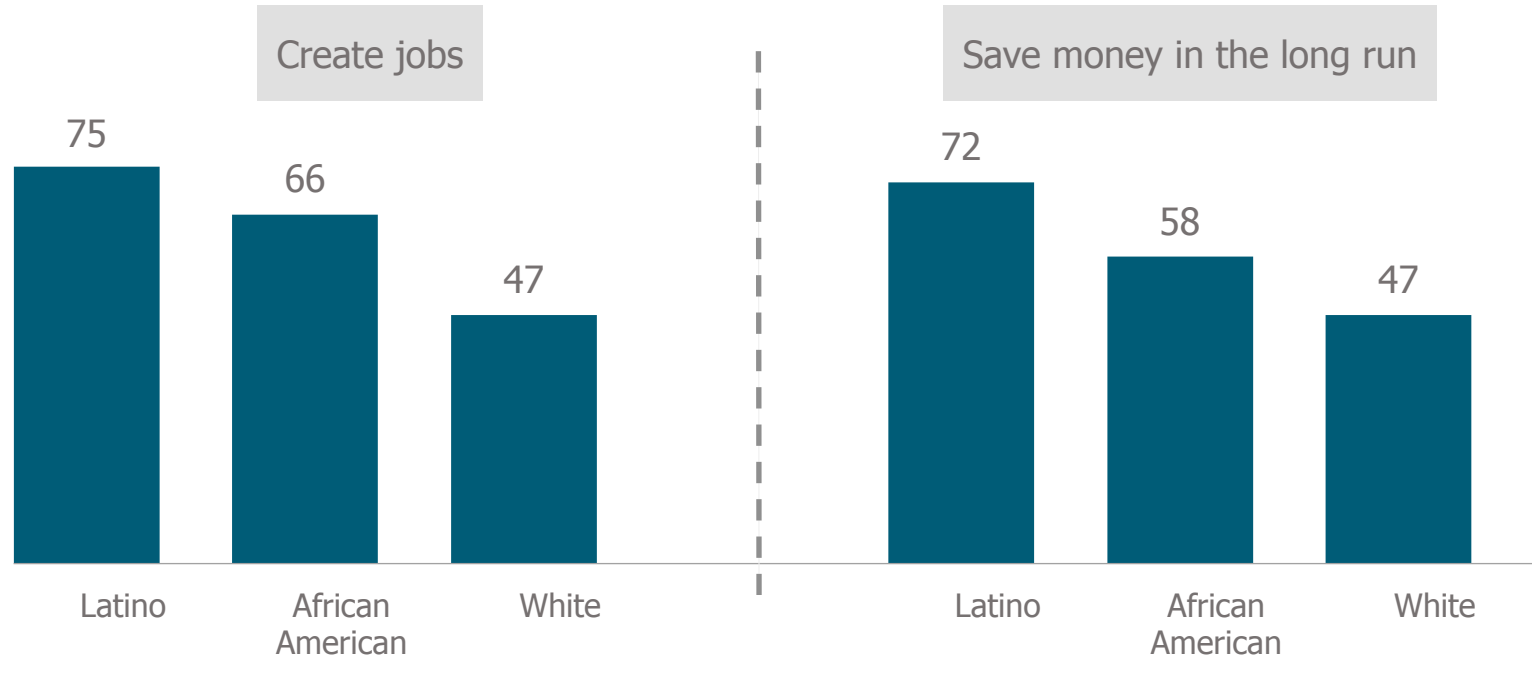
Latino Americans possess the strongest, solutions-oriented values on climate change, followed closely by African Americans

Agree - % Rating 8 - 10	All	Race		
		W	AA	L
We have a moral responsibility to create a safe and healthy place to live for our families.	82	80	85	89
We need to take action now to reduce the pollution that is causing climate change.	62	57	76	80
I'm hopeful that we can reduce the pollution causing climate change.	60	55	64	77
We can reduce the pollution that is causing climate change.	57	50	71	77
Dealing with climate change and pursuing clean energy can create jobs.	53	47	66	75
Dealing with climate change and pursuing clean energy can save money in the long term.	52	47	58	72

Latino and African Americans indicate significantly higher support for solutions than other Americans



Dealing with climate change and pursuing clean energy can...



Caveats: Latinos are slightly more fatalistic about climate, and have high concern that dealing with climate change will cost them personally

Do you agree or disagree with the statement?		All	Race		
0-10 scale, 0 strongly disagree, 10 strongly agree			W	AA	L
I worry that dealing with climate change will cost too much, personally, in terms of rising prices and increased taxes.	% Rating 8-10	33	32	30	41
	% Rating 0-4	32	34	32	21
Nothing we can do will stop the effects of climate change.	% Rating 8-10	17	17	17	23
	% Rating 0-4	62	62	60	64

The Bottom Line

- **Belief:** Voters believe climate change is real, caused by humans or both human and natural causes, is concerning for future generations, urgent, and solvable.
- **Values:** Voters are resonating with “damage to the climate,” family and future generations, and “we” vs. “I or you.”
- **Solutions:** Voters believe business and government should lead on climate, and support limits on pollution, fines for large corporations, and clean energy.
- **Benefits:** Voters believe that dealing with climate change can save money and create jobs, but 1/3 think it will cost personally, and 1/5 think it will cost jobs.
- **Key Audiences:** Latinos and African Americans possess the strongest values support for climate solutions, as do Democrats. Republicans are most likely to believe climate is a hoax, and are most fatalistic and concerned about personal cost, however a majority think climate is real, we can do something about it, and support solutions including clean energy, limits on pollution, and fines for large companies that pollute.

Thanks

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