



# AMERICAN CLIMATE VALUES 2014

*insights by racial and ethnic groups*

SEPTEMBER 2014

ecoAmerica  
*start with people*



## ACKNOWLEDGEMENTS

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**MomentUs** is a strategic organizing initiative designed to build a critical mass of institutional leadership, public support, political will, and collective action for climate solutions in the United States. MomentUs is working to develop and support a network of trusted leaders and institutions who will lead by example and engage their stakeholders to do the same, leading to a shift in society that will put America on an irrefutable path to a clean energy, ultimately leading toward a more sustainable and just future.

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## American Climate Values 2014 Research Methodology

The American Climate Values Survey 2014 was co-created by ecoAmerica and Strategic Business Insights (SBI). GfK Knowledge Networks fielded the survey. The survey employs SBI's proprietary VALS methodology to identify psychological motivations that drive attitudes and behaviors in order to guide organizations in identifying, understanding and connecting with people—margin of error +/- < 3%.

**Sample Population:** The target population consists of non-institutionalized adults aged 18 and over residing in the United States. To sample the populations, Knowledge Networks recruited individuals from its “included” Panel, a probability-based random selection protocol designed to accurately represent all U.S. adults. The survey inclined an oversampling of Asian, African, and Hispanic/Latino American populations by the nine census regions.

**Survey Completion and Sample Sizes:** The sample included 2,946 respondents. Of those, 1,027 from the general population completed the survey for a 61.4% completion rate. In addition, 293 Asian American, 201 African American, and 216 Hispanic/Latino American respondents completed the survey for a total of 1,737 completed surveys.

*Greetings,*

*If we seek to make climate solutions a national priority, it's time we recognize the true meaning of "national." For too long, important communities have not been well included in the climate change dialogue or the design of climate solutions.*

*Climate change is coming once again to the forefront of national debate. The issue is existentially important, and the need for urgent, meaningful action is greater than can be put into words. We need to reach beyond the environmental community—especially to the groups that will be most impacted by climate change—and incorporate their considerations and voices into our efforts to achieve local, regional, national, and international solutions.*

*One part of this effort is to truly understand where they are on these issues, and one way of doing that is to use our research capabilities to find out. That's what this report is meant to do—to begin to make sure we engage all Americans in all aspects of our work on climate solutions.*

*We understand the challenges and limitations of this work. Engaging the diversity of Americans in climate solutions is not a one-size-fits-all program. Within the racial and ethnic communities studied in this report—African Americans, Asian Americans, and Hispanic/Latino Americans—are subgroups of people, holding various points of view, and richly distinct values and beliefs on climate—just as there are with White Americans. More research is needed for optimal understanding of their considerations, and multiple outreach and engagement strategies are needed to reach them effectively.*

*We encourage organizations, corporations, policymakers, funders, and other interested groups to use this research as a source for insights and recommendations to catalyze engagement of African, Asian, and Hispanic/Latino Americans on climate change. We also encourage our social science colleagues to expand on this research, to keep learning and moving forward. Deep understanding and inclusion will help to ensure full representation of the diversity of the American people on a path to a positive future.*

*Climate change presents a major challenge for society. However, we can bring about meaningful solutions through partnership. Let's continue to work together to ensure that the voices, concerns, ideas, and energy of all Americans are represented. We look forward to many more exciting opportunities to collaborate toward this goal.*



Meighen Speiser  
Chief Engagement Officer



## EXECUTIVE SUMMARY

The 2014 American Climate Values survey oversampled three American racial and ethnic groups: African, Asian, and Hispanic/Latino Americans<sup>a</sup> to analyze if and how they differ from national averages and each other in how they understand and respond to climate change. In addition to the applicable consensus, demographic, and psychographic findings from this research (see [American Climate Values 2014: Psychographic and Demographic Insights](#)), the findings on the following pages are meant to help climate advocates refine strategies for and deepen engagement of certain racial and ethnic groups.<sup>b</sup>

### Key Summary Findings

#### African, Asian, and Hispanic/Latino Americans are Convinced on Climate Change

In general, African, Asian, and Hispanic/Latino Americans express a greater level of concern about climate change than the American population as a whole. Compared to the total population, these communities are slightly more convinced that climate change is happening—African Americans (74%), Asian Americans (83%), and Hispanic/Latino Americans (73%) versus all adults (71%). The concern that “climate impacts are threatening our way of life” is a key issue for these groups.

#### Ready for Engagement on Varied Levels

The specific perspectives for the topics of, support for, and willingness to act on climate solutions start to diverge between these groups. Engagement in climate solutions varies between those who won’t engage—African Americans (17%), Asian Americans (8%), Hispanic/Latino Americans (19%) versus all adults (20%)<sup>c</sup>—some who worry, but are unsure what to do—African Americans (26%), Asian Americans (32%), Hispanic/Latino Americans (25%) versus all adults (24%)—and others who are taking active steps personally and politically—African Americans (39%), Asian Americans (48%), Hispanic/Latino Americans (35%) versus all adults (36%).<sup>d</sup> Even those who want to engage are not generally comfortable with expressing their opinions on climate change when they differ from the opinions of their personal networks (refer to table on page 50).

#### Consensus Values Appeal to All Americans

The ACV 2014 master report (psychographic and demographic insights) contains a table of consensus findings—things that inspire and motivate all Americans. These include a strong willingness to prepare for and protect against harms from climate change by preparing for weather disasters—African Americans (87%), Asian Americans (84%), and Hispanic/Latino Americans (81%), versus all U.S. adults (85%)<sup>e</sup>—and the feeling that we all have a right to clear water, air, and access to nature—African Americans (78%, 75%, and 68%), Asian Americans (79%, 82%, and 68%), and Hispanic/Latino Americans (79%, 78%, and 70%), versus all U.S. adults (84%, 83%, and 75%) respectively. Appeals to national pride, optimism, and family also resonate well with all Americans.

<sup>a</sup> We acknowledge that there are sensitivities regarding language/terms used to categorize certain racial and ethnic groups in America, therefore for the purposes of this report the terms: African Americans, Asian Americans, and Hispanic/Latino are used to reference survey respondents who reported themselves, respectively, as either: Black (Non-Hispanic), Asian (Non-Hispanic), or Hispanic.

<sup>b</sup> ACV 2014 consensus findings apply to all adult Americans. Supporting data table and narrative can be found in the appendix section of this report on pages 46-47.

<sup>c</sup> Percentage represents sum of “I don’t believe climate change is a problem, and I don’t think much about it” and “I don’t think climate change is a problem, and I tell people that” responses.

<sup>d</sup> Percentage represents sum of “I’m taking steps in my life to keep climate change from getting worse (such as using less energy)”, “I’m actively preparing for the negative effects of climate change (such as preparing for weather disasters)”, and “I’m taking steps to keep climate change from getting worse AND I’m actively preparing for negative effects” responses.

<sup>e</sup> Data represented from the Consensus Table in the appendix section of this report on page 47.

This research reveals that African, Asian, and Hispanic/Latino Americans share these values as powerfully as all other Americans. These consensus values should be used to inspire and empower action on climate solutions (for full list refer to page 46).

Personal Connection and Benefits are Essential for Action

Among the three racial and ethnic groups analyzed in this study, there exist variances in awareness, attitudes, and beliefs on climate change. Appealing to family values can motivate engagement on climate among all groups, because family tends to be a personal priority for the majority of Americans.<sup>f</sup> Like climate topics, however, family and personal priorities vary in definition across all Americans. The key is to understand the family values of the intended audience. Additionally, there are also a couple of new common points for engagement. One approach is to emphasize real solutions and personally relevant benefits of climate solutions that will occur soon.<sup>19</sup> This approach connects with strongly held values and beliefs of African, Asian, and Hispanic/Latino Americans. An example is how African (81%), Asian (83%), and Hispanic/Latino Americans (76%) report higher energy bills affecting him/herself or someone they know. Another prospective path is to show how climate action now will preserve and protect the quality of life these communities of Americans have worked so hard to achieve.<sup>6</sup>

One Size Does Not Fit All When Connecting on Climate

While all Americans share the same consensus values on climate and environment, the ACV 2014 survey found certain arguments appeal differently across racial/ethnic audiences. The table below summarizes the personal connections of African, Asian, and Hispanic/Latino Americans between climate change and solutions:



Less Likely to Resonate With\*

\* than other groups and/or national averages by +/- 10%

<sup>f</sup> Data represented from the Consensus Table in the appendix section of this report on page 47.

## Key Summary Implications and Recommendations

Climate leaders, advocates, and organizations looking to reach and engage the racial and ethnic groups analyzed in this research can use the implications and recommendations in this report as guidance, rather than a checklist. In an attempt to highlight avenues to reach groups of African, Asian, and Hispanic/Latino Americans who are ready to participate in climate solutions, these recommendations are offered as starting points for consideration (on pages 18-22, 31-34, and 41-44 respectively). The aim is to reduce the alienation these groups feel with climate issues, and increase engagement. Therefore, these findings act as springboards to reframe and expand the approach, helping to work toward connecting climate with African, Asian, and Hispanic/Latino hearts and values, and where and how to engage these groups in climate solutions.

### Empower Leaders from Within

Form deep and lasting collaborations with leaders who connect with specific racial and ethnic communities in their daily lives, and to whom they look to for guidance. Empower leaders to talk about local impacts—personalize climate, and connect it with local and national solutions. In the ACV 2014 survey, respondents indicated **whom they trust for guidance on climate change**.

### Include Them in and Promote Climate Solutions

Empower leaders within diverse communities to speak about climate change in ways that appeal to commonly held values and understanding. Provide accessible and practical pathways for the leaders to help design and support climate solutions. Feature success stories of community members with similar values, beliefs, and habits taking action on climate. And, understand which solutions resonate most. The following are the **solutions and actions that respondents indicated they are most inclined to support**.

### Go to Where Audiences Live, Work, Play, Pray, and Learn

Harnessing the power of the crowd, with communications fostering group-identity or group efficacy, combined with social networking, both off and online can motivate people to act. While there is no one universal method of reaching each racial/ethnic group, **research revealed several productive ways to engage them**, and to demonstrate understanding of their cultures, habits, and influences.

	African Americans	Asian Americans	Hispanic/Latino Americans
TRUSTED MOST	<ul style="list-style-type: none"> <li>• scientists</li> <li>• U.S. President</li> <li>• first emergency responders</li> </ul>	<ul style="list-style-type: none"> <li>• scientists</li> <li>• close family</li> <li>• health professionals</li> </ul>	<ul style="list-style-type: none"> <li>• scientists</li> <li>• first emergency responders</li> <li>• farmers</li> <li>• close family</li> </ul>
CLIMATE SOLUTIONS	<ul style="list-style-type: none"> <li>• clean energy</li> <li>• personal health and preparedness</li> <li>• political will</li> </ul>	<ul style="list-style-type: none"> <li>• clean energy</li> <li>• efficiency and other technological solutions</li> <li>• local and national policy and advocacy</li> <li>• family health preparedness</li> </ul>	<ul style="list-style-type: none"> <li>• clean energy</li> <li>• regulation of pollution from coal-fired plants</li> <li>• protection of nature and farmland from drought</li> <li>• climate change education for citizens</li> </ul>
ENGAGEMENT IDEAS	<ul style="list-style-type: none"> <li>• Include both offline (through faith and healthcare) and online engagement strategies to motivate political advocacy</li> <li>• Provide testimonials</li> <li>• Harness internal mainstream influencers</li> </ul>	<ul style="list-style-type: none"> <li>• Capitalize on internet use and consumption to reward with information and coupons</li> <li>• Provide family driven online purchasing</li> <li>• Promote success stories</li> <li>• Advertise online, appeal to curiosity through trendiness</li> <li>• Empower tech savvy advocacy</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate in both English and Spanish</li> <li>• Mobilize through online engagement</li> <li>• Tell stories of farmers, families, and first responders</li> <li>• Supplement with education</li> </ul>

## CONTEXT

Previously a fringe issue garnering limited attention, climate change has now reached mainstream awareness in America. A growing number of organizations see the necessity of understanding climate awareness, attitudes, and behaviors of Americans from diverse communities. The ACV 2014 survey oversampled African, Asian, and Hispanic/Latino Americans to provide a depth of findings for each group in relation to each other and the overall population.<sup>g</sup>

According to the National Climate Assessment, specific racial and ethnic groups are especially vulnerable to the health effects of climate change. Key drivers of vulnerability include higher proportion of health and economic disparity.<sup>17</sup> And, the psychological impacts of climate change, such as stress, anxiety, depression, increases in violence and aggression, and loss of community identity, are seen at higher rates in specific populations within these racial/ethnic groups as a result of climate-related natural disasters and longer-term change.<sup>6</sup>

Acknowledging that none of these racial and ethnic groups are homogenous, some of the findings and recommendations may not fully apply. Groups within each community will have different motivations based on their respective cultures. It is important to understand the intended audience more specifically, and alter the message and outreach strategy accordingly.

The ACV 2014 survey found that an individual's racial or ethnic background is not a strong variable in driving beliefs about whether or not climate change is happening, and instead aligns with the general population. Consensus on climate topics is analyzed and discussed in the [American Climate Values 2014: Psychographic and Demographic Insights](#) (ACV 2014).<sup>h</sup>

The ACV 2014 survey revealed that political affiliation continues to produce the largest differences in American opinion about climate issues, with Democrats leaning toward support and Republicans leaning away. Partisanship underlies beliefs, attitudes, and behaviors on climate change for African, Asian, and Hispanic/Latino Americans. The graph on the following page illustrates the distribution of political affiliation. As the graph indicates, racial and ethnic groups tend to associate with the Democratic Party more so than do the national average of American adults. Therefore, the tendency toward higher resonance with climate change and solutions can be partially explained by the Democratic leanings of these three groups.<sup>19</sup>

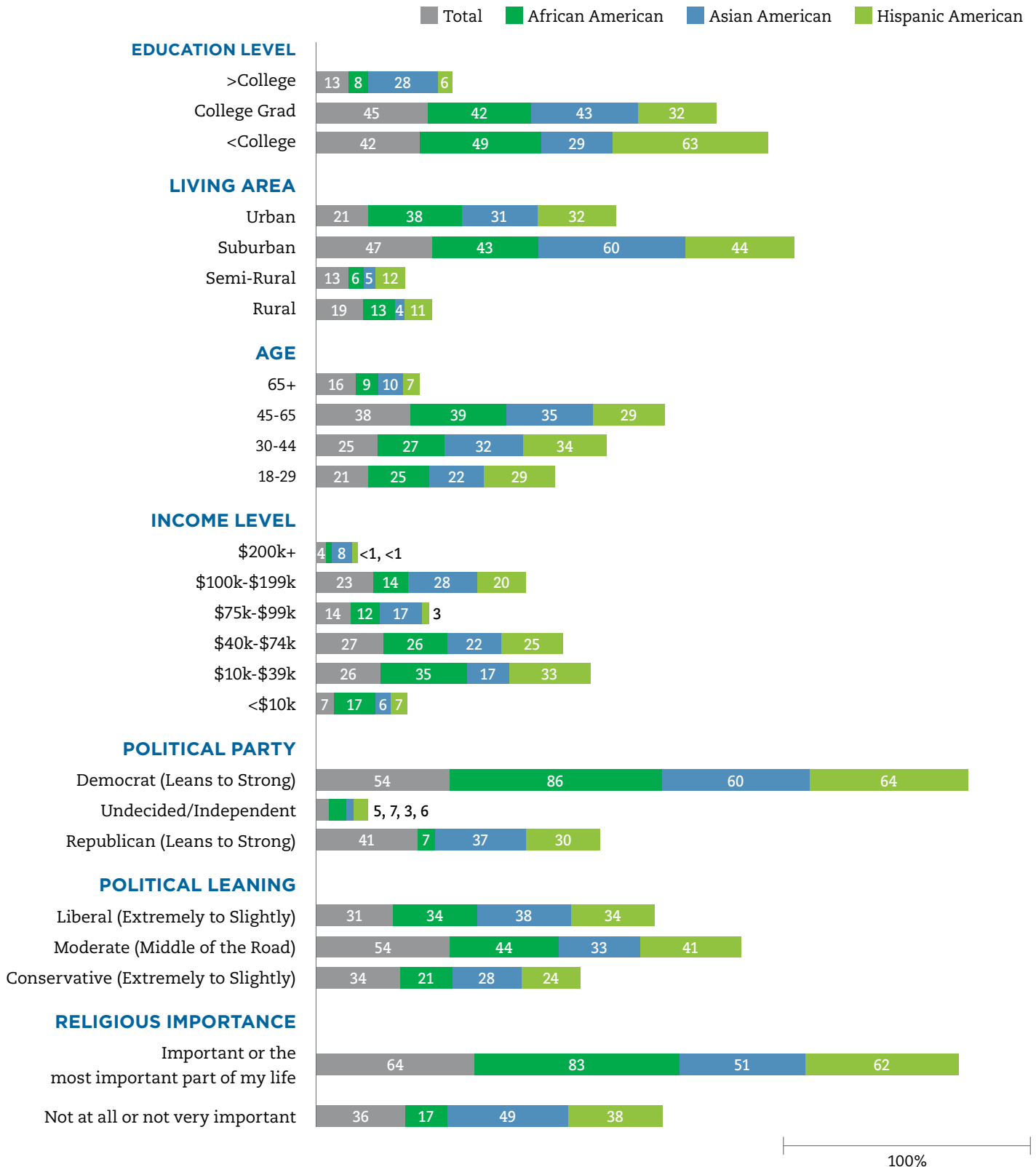
Societal priorities continue to shift in America, and these shifts have allowed previously static movements to progress. While further research and ongoing evaluation are needed to maximize inspiration and engagement of African, Asian, and Hispanic/Latino American communities, the following findings, implications, and recommendations will provide a starting point to broaden climate engagement in America with those who have the ability to lead and inspire others to join. This report provides a baseline on what to consider when engaging Americans from diverse communities on climate change, offering cultural and personal contexts that may help engender greater receptivity and success.

<sup>g</sup> The African, Asian, and Hispanic/Latino Americans surveyed in this report represent a spectrum of demographic distributions (age, income level, education level, political party, etc.) see table on page 9 for further detail.

<sup>h</sup> ACV 2014 consensus findings apply to all adult Americans. Supporting data table and narrative can be found in the appendix section of this report on pages 46-47.

## Demographic Distributions

The following charts show the demographic distributions (%) by African, Asian, and Hispanic/Latino vs. total of all adult Americans:

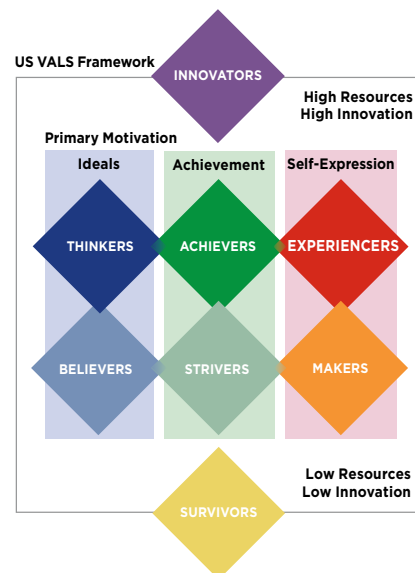
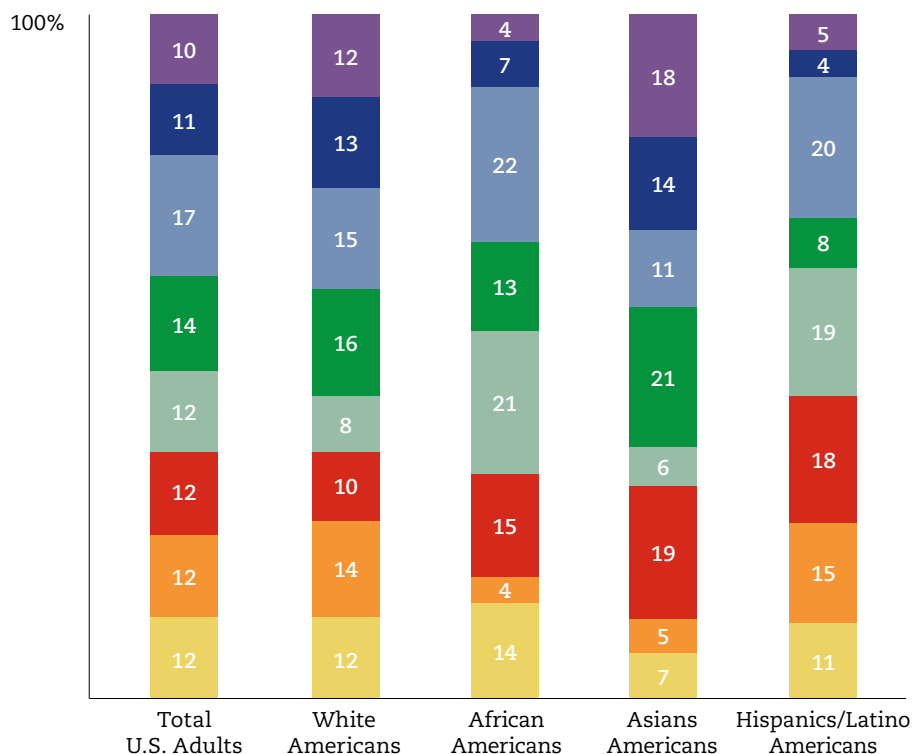


## Psychographic Fundamentals

Self-reported responses to individual questions provide interesting insights, but they do not provide an understanding of the fundamental “underlying” motivations that drive people’s behavior. As seen in ACV 2014, there is not one motivation for all Americans to engage on climate, because not all Americans hold the same beliefs. The same can be said for African, Asian, and/or Hispanic/Latino Americans. To diagnose the challenges associated with understanding where climate concerns exist within the demanding lives within each of the African, Asian, and Hispanic/Latino American groups, we used Strategic Business Insights VALS™ in the 2014 American Climate Values survey. VALS is a framework and methodology used by corporations, governments, and organizations worldwide that uses psychometric measures to identify eight U.S. consumer groups derived from core personality traits to explain and predict values, preferences, and behaviors.

The VALS framework was used to analyze and recommend opportunities for African, Asian, and Hispanic/Latino American engagement on climate solutions—to provide recommendations for specific audiences within each group. The following is a chart of the eight VALS psychographic types, shown with percentage concentrations by racial or ethnic group. As this chart demonstrates, no one racial group is homogenous. Core motivations and abilities differ broadly even within the diversity of racial and ethnic backgrounds of Americans, resulting in varying arrays of concentrations (and different awareness, understanding, attitudes, and behaviors on climate solutions). For more information on VALS, go to [www.strategicbusinessinsights.com/vals/](http://www.strategicbusinessinsights.com/vals/).

VALS types with lower resources tend to be less motivated to engage in climate and environmental activities due to financial and mental stress associated with living demands. However, believers (of African, Asian, and Hispanic/Latino race/ethnicity) are the exception as shown in this report’s findings. The recommendations in this report focus on how to inspire and motivate those within the African, Asian, and Hispanic/Latino communities who are ready, willing, and able to engage on climate. Throughout this report, the psychographic segments will be explained in context of each racial and ethnic group.



source: [www.strategicbusinessinsights.com/vals/](http://www.strategicbusinessinsights.com/vals/)



# AFRICAN AMERICANS



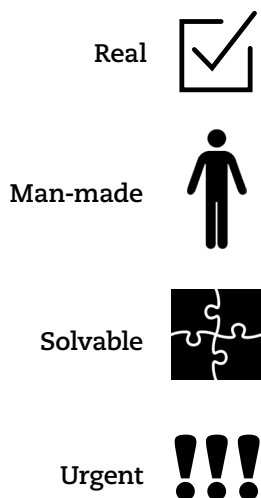
## AFRICAN AMERICANS AND CLIMATE: CONTEXT

The African American journey toward equality has been long, and its path to resolution continues.<sup>3</sup> Today, more than 25% of African American households are living at or below the poverty rate, which is more than twice the rate of poverty in the general population.<sup>16</sup> These households are and will continue to be disproportionately and adversely affected by climate change.<sup>17</sup> For example, when Hurricane Katrina devastated New Orleans in 2005, many low-income and of-color residents were killed, injured, or had difficulty evacuating and recovering from the storm.<sup>17</sup>

The American Climate Values 2014 found that African Americans are report feeling the effects of climate change more than other racial groups, and are uniformly more concerned about those consequences. And, as the following findings show, African Americans are ready to be engaged on climate solutions. Success on this endeavor is dependent on inspiring and empowering the right leaders with effective messages and appropriate “asks.”

### AFRICAN AMERICAN – Climate | Beliefs | Values | Attitudes

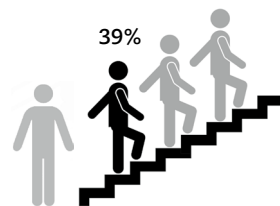
#### CLIMATE CHANGE IS:



#### RESONATING MORE WITH:



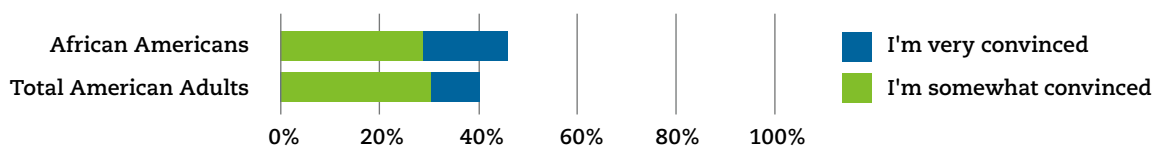
#### ACTIVELY TAKING STEPS:



## AFRICAN AMERICAN CLIMATE INSIGHTS

### Very Convinced, Impacted, and Conflict-Adverse

African Americans believe in the scientific consensus supporting the realities of climate change at rates somewhat higher than the American population, in general. For example, **74% of African Americans are convinced that climate change is happening** with 45% being “very convinced” and 29% being “somewhat convinced,” compared to the total of adult Americans who are 40% “very convinced” and 31% “somewhat convinced.”<sup>i</sup>



The impacts of climate change resonate more personally with African Americans than any other demographic group in America. Only 21% of African Americans believe that climate change will not affect them personally in their lifetime, versus 28% of the general American public. In addition, **62% of African Americans report being affected more by damage and personal harm** from extreme weather, versus 51% of Americans overall. **African Americans show greater recognition of climate change**, attributing longer and more severe allergy seasons (59%) and increased rates of breathing problems (56%) to climate change, each topic ten points higher than average.<sup>j</sup>

Yet, regardless of these high levels of awareness and concern, African Americans are less likely to speak out on their views of climate change when they are different from others. **Only slightly over a quarter of African Americans feel comfortable speaking about climate change when their views are different from others**, compared to nearly half of all Americans.<sup>k</sup>

### God's Will vs. God's Creation

Religion plays a more influential role in the beliefs of African Americans than the public overall.<sup>20</sup> Due to this, a barrier exists within African American communities between people with “God’s will” attitudes and others who see the moral obligation to care for God’s creation.

The ACV 2014 survey found that over 1 in 3 African Americans, **34%, believe it is God’s will to use up whatever resources nature provides**, compared to 1 in 5 of all Americans who believe this (21%). While these numbers may seem to be a hindrance for the prospect for engaging African Americans on climate change, there is hope. African Americans are more compassionate about protecting God’s creation. **68% of African Americans agree that doing something now on climate change will protect God’s creation**, compared to 59% of all Americans. Nearly half of African Americans feel strongly about this statement vs. just over one third of all Americans.<sup>l</sup>

### Higher Urgency to Prepare

African Americans report more willingness and urgency to prepare for the harmful impacts of climate change, compared to all Americans. On average, **1 in 3 African Americans will communicate on climate preparedness with health professionals, politicians/elected officials, friends, or on the web**, and are more willing to do this now—versus 1 in 4 of all Americans.<sup>m</sup>

<sup>i</sup> Evidential supporting survey questions in table on pages 15-16: 4, 12, 23, and 25

<sup>j</sup> Evidential supporting survey questions in table on pages 15-16: 7, 10, 13, 14, 15, 16, 17, 18, and 26

<sup>k</sup> Evidential supporting survey questions in table pages 15-16: 22

<sup>l</sup> Evidential supporting survey questions in table on pages 15-16: 1, 8, and 21

<sup>m</sup> Evidential supporting survey questions in table on pages 15-16: 2, 3, 5, 9, and 19



### Support for Clean Energy is On Par with Consensus, but Slightly Shrouded

Initial analysis on support for climate solutions showed that African Americans appear to be slightly **less supportive than the general public on clean energy** (such as wind and solar), nuclear energy, and natural gas. After further analysis, it was uncovered that **net support was affected by a higher than average proportion of African Americans reporting “don’t know” on related survey items**. Even though African Americans seem less supportive of these climate solutions, the reality is that they believe America should be using cleaner sources of energy “somewhat more than today” and “much more than today” in proportions similar to those of all Americans.<sup>n</sup>

### Support for Solutions not Necessarily Linked to Issue Education

When asked about the causes of climate change, climate impacts, and climate solutions, African Americans answered “don’t know” significantly more frequently than all Americans. While it may be inferred from this data that education on climate change is needed in order for African Americans to fully support action on solutions, this may not necessarily be the case. Analysis of those reporting “don’t know” revealed that this particular group is comprised of African Americans who are economically stressed and mostly focused on meeting the demands of their daily lives (and therefore, unlikely to engage in the issue at all). Additionally, even despite the levels of “don’t know,” 64% of African Americans believe that collective hard work can prevent most damage from climate change, compared to the 54% of all Americans who believe this.<sup>o</sup>

### Consensus with Consensus Findings (refer to pages 46-47)

<sup>n</sup> Evidential supporting survey questions in table on pages 15-16: 6, 20, and 24

<sup>o</sup> Evidential supporting survey questions in table on pages 15-16: 4 and 11

## TABLE OF RELEVANT FINDINGS

In order of African American highest to lowest % value, selected based on variances of +/- 10% vs. total

#	SURVEY QUESTION	Total U.S. Adults (%)	African American (%)	African American (Index/ Total)	Asian American (%)	Hispanic/ Latino American (%)	White American (%)
1	Religion is important/most important part of my life.	64	83	130	51	62	63
2	In order to prepare for and protect against harms from climate change I am willing to tell a friend about the good that comes from preventing and preparing for climate change. <sup>11</sup>	67	79	118	70	70	64
3	In order to prepare for and protect against harms from climate change I am willing to talk with my doctor about increases in allergies/harm. <sup>11</sup>	62	75	121	64	65	58
4	Convinced that climate change is happening. <sup>2</sup>	71	74	104	83	73	69
	I'm not convinced at all	11	4	36	4	8	14
	I'm mostly not convinced	8	2	25	7	5	10
	I'm somewhat convinced	31	29	94	37	31	32
	I'm very convinced	40	45	113	46	42	37
	Don't know	10	20	200	6	14	8
5	In order to prepare for and protect against harms from climate change I am willing to urge local politicians to prepare my community. <sup>11</sup>	57	71	125	58	61	54
6	The U.S. should use more clean energy sources (like solar and wind power) in the future. <sup>1</sup>	80	70	88	88	77	82
7	An increasing number of insects/ pests are affecting me (or someone I know). <sup>6</sup>	58	68	117	56	58	57
8	Doing something now on climate change could protect God's creation. <sup>4</sup>	59	68	115	57	63	58
9	In order to prepare for and protect against harms from climate change I am willing to urge elected officials to pass legislation to prevent climate change. <sup>11</sup>	81	65	80	65	73	85
10	I like to have activities in my life that bring me close to nature. <sup>4</sup>	81	65	80	80	73	85
11	If we work hard enough, we can prevent most damage from climate change <sup>4</sup>	54	64	119	67	66	49
12	The potential consequences of climate change are so serious that we ought to do something even if we are not sure it's happening. <sup>4</sup>	58	63	109	73	60	56

## TABLE OF RELEVANT FINDINGS CONTINUED

In order of African American highest to lowest % value, selected based on variances of +/- 10% vs. total

#	SURVEY QUESTION	Total U.S. Adults (%)	African American (%)	African American (Index/Total)	Asian American (%)	Hispanic/Latino American (%)	White American (%)
13	More damage and personal harm from extreme weather are affecting me (or someone I know). <sup>6</sup>	51	62	122	52	48	49
14	Increasing number of insects/pests is caused by climate change. <sup>5</sup>	47	62	132	49	52	43
15	Increased rates of breathing problems, such as asthma, are affecting me (or someone I know). <sup>6</sup>	49	59	120	53	49	47
16	Longer and more severe allergy seasons are caused by climate change. <sup>5</sup>	49	59	120	55	55	45
17	Increased rates of breathing problems is caused by climate change. <sup>5</sup>	46	56	122	47	47	43
18	More frequent and severe droughts are affecting me (or someone I know). <sup>6</sup>	54	54	100	65	51	53
19	In order to prepare for and protect against harms from climate change I am willing to lend my voice in internet discussions. <sup>11</sup>	37	52	141	46	52	30
20	The U.S. should use more natural gas in the future. <sup>1</sup>	50	38	76	54	53	52
21	It is God's will that we use up whatever resources nature provides. <sup>4</sup>	21	34	162	24	32	17
22	I've admitted my views on climate change, when different from those of their friends or family. <sup>5</sup>	47	26	55	44	34	53
23	Nothing can solve climate change. <sup>4</sup>	30	25	83	23	27	31
24	The U.S. should use more nuclear energy in the future. <sup>1</sup>	36	23	64	33	33	39
25	Climate change is an opinion, not a fact. <sup>4</sup>	29	22	76	26	26	31



## IMPLICATIONS FOR ENGAGING AFRICAN AMERICANS ON CLIMATE

Organizations looking to engage African Americans sometimes mistakenly believe because there are no language barriers, that a general “one-size-fits-all” strategy is an effective way to reach this group. A better strategy is to do some homework to more deeply understand which African Americans are ready to engage on climate solutions, and how. The following are key facts regarding African Americans to consider when planning strategies for climate change initiatives.

### Differentiating Demographic Data

Presently, African Americans comprise 13.8% of the total U.S. population, constituting its second largest community of color.<sup>22</sup>

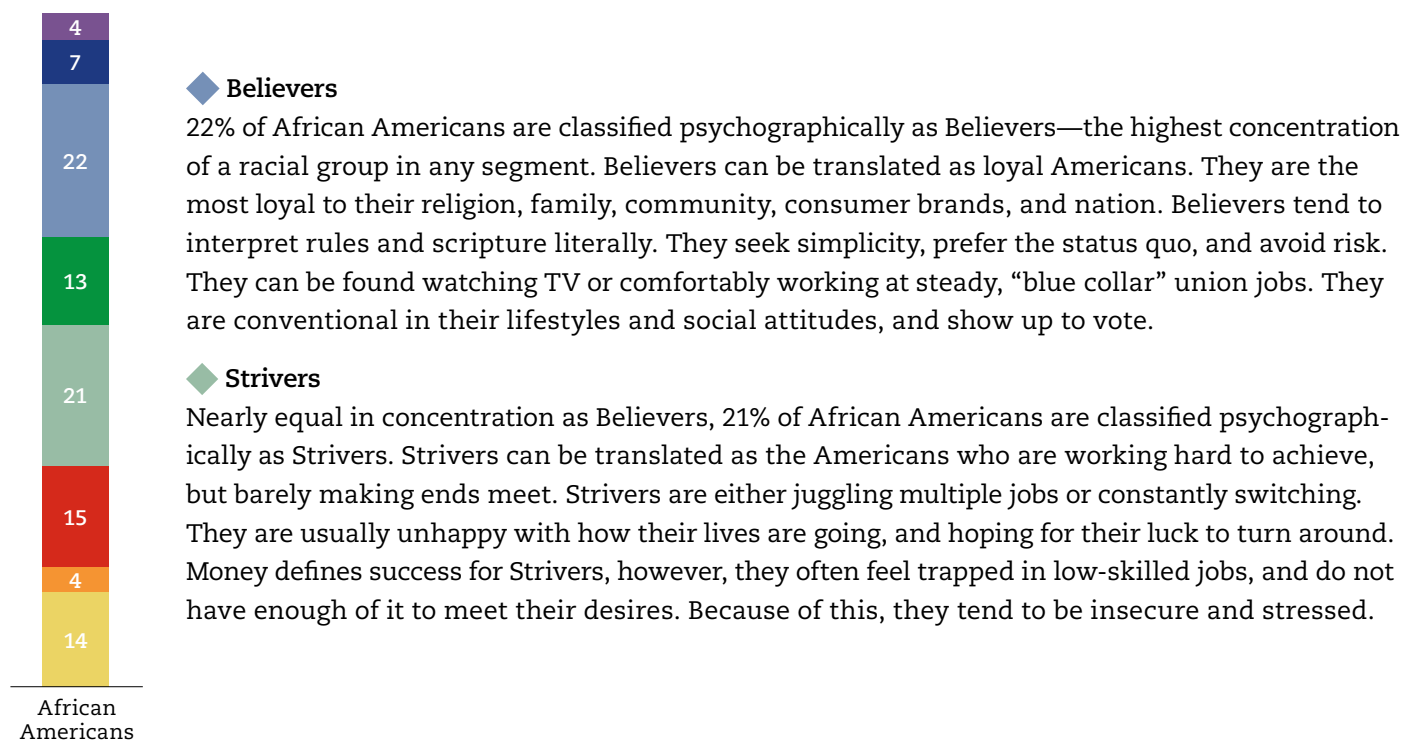
As shown in the charts on page 9, African American adults are most likely to:

- Have the lowest average annual incomes (52% make under \$40K/year, vs. 33% of total)
- Live in urban areas (38% vs. 21% of total)
- Be under the age of 45 (52% vs. 46% of total)
- Say that religion is important/the most important part of their life (83% vs. 64% of total), with the majority affiliating with the Baptist faith (45% vs. 14% of total)
- Affiliate more with the Democratic party (70% vs. 54% of total), however 44% identify as politically moderate versus 54% of total

Additionally, it is estimated that African Americans are spending 25% of their after-tax income on energy, vs. the average American household who spends only 12%.<sup>13</sup> It is important to note, however, that while the proportions of economic disadvantage are higher among this group, **there is a strong African American middle class that is ready to be engaged accordingly.**

### Notable African American Psychographic Distributions

While African Americans are diverse, spanning across all psychographic segments of the VALS framework, there are a couple of segments in which they are disproportionately represented.



## RECOMMENDATIONS FOR ENGAGING AFRICAN AMERICANS IN CLIMATE SOLUTIONS

On a daily basis, like most Americans, African Americans lead busy lives dealing with countless competing priorities. In order for African Americans to engage on climate change, they will need to see climate solutions as linked to their daily activities and established concerns. Organizations that plan to reach African American communities also need to understand African American experiences and cultural nuances, to employ authentic messengers and messages that connect and resonate, and reach them where they live, work, pray, and learn.

### Inspire and Partner with Trusted African American Leaders

For advice on climate change, African Americans report they trust the following people most:<sup>P</sup>

- 1) scientists (66%)
- 2) the President of the U.S. (57%)
- 3) first emergency responders (54%)

To engage African Americans on climate, advocates should consider partnering with leaders whom they trust, understand, and who influence them in forming opinions and making decisions.

Given their strong religious beliefs and trust in their leaders, however, engaging African Americans through their faith leaders may be the most promising strategy. While currently still at low concentrations (likely due to lack of communication on the issue), trust in religious leaders for advice on climate change is still higher than total or

<sup>P</sup> Data represented from the Full Table of Questions in the appendix section of this report on pages 48-50.

any other racial group (37% versus 27% of all Americans).<sup>p</sup> Similarly, given their inclinations toward experiencing and concern on the personal health impacts of climate, engaging African Americans through health may be equally successful.

President Obama's leadership on climate change also is poised to influence African Americans. Advocates should encourage the President to continue to build and communicate on his climate action plan, and highlight his accomplishments and climate calls-to-action in their own communications.

### Get the Message Right

Equal in importance to employing a powerful messenger is having the right message. When connecting climate change to established African American beliefs, values, and concerns, ACV 2014 has identified several message themes that resonate.<sup>q</sup>

- Protecting God's creation
- Preserving personal health, preparing for and preventing health impacts
- Climate solutions will enhance your quality of life, and you have a voice in bringing solutions forward

### Protecting God's Creation

African American faith leaders have the opportunity to lead their congregations on climate solutions. Employing creation care messaging is one way to deepen resonance. However, leaders must be methodical in bringing forth this message. Among African Americans there are two main beliefs when it comes to their faith and climate. Even though the ACV 2014 survey findings have shown that the majority of African Americans feel the moral imperative to protect God's creation, messengers should remain sensitive to the group of African Americans who believe it is God's will to use up whatever resources nature provides. African American faith leaders can present and lift up creation care messaging through gentle and consistent communication that nurtures attitudes in the right direction. Additionally, places of worship can be considered as a starting point to introduce types of climate solutions.

### Preserving Personal Health, Preparing for Health Impacts

While African Americans deeply care about their families—76% agree that addressing climate change would make a better life for our children/grandchildren—ACV 2014 survey responses also indicate that African Americans have a higher propensity to report being affected by the personal health impacts of climate change. For African Americans, “personal” health in this context includes both individual and family health. Also, climate messaging on personal health should address both the health impacts of climate change, and the personal health benefits of solutions. These include:<sup>q</sup>

- Implementing solutions today can help prevent new diseases connected to climate change
- Implementing climate solutions today can improve the quality of air we breathe and clean skies
- Talk to your doctor today about increases in allergies/harm that come from climate change, and learn what you can do to help prepare and protect your and your family's health

For example, climate solutions policies, such as increasing access to local food, can consider including how it supports good health at the same time.

<sup>q</sup> Data represented from the Full Table of Questions in the appendix section of this report on pages 48-52.

### Protecting and Preserving Quality of Life

African Americans will be more likely to engage in climate solutions if they can see the practicality and accessibility of these solutions in their daily lives, and how they can protect and preserve their quality of life. Climate change messaging in this thematic area, like all areas, must include presenting real, practical, and tangible solutions. To be successful, it must also contain clear ways to engage in solutions, and the personal benefits of doing so. Additionally, to form trusted and lasting rapport, advocates will be well-served to acknowledge the barriers associated with African American engagement in solutions.

Middle class African Americans are likely to have the means and transportation to purchase energy-saving products, for instance, however, might not have the time in their busy schedules to make special shopping trips to purchase these products if not at a store where they regularly shop. **Offering free shipping and incentives for energy-efficient products purchased online is one idea to make solutions more accessible for African Americans who feel as if they do not have the time to engage on climate solutions.** Religious services are an important part of the lives of a majority of African Americans. **Consider finding ways for churches to sell LED light bulbs and/or setting up farmers markets in church parking lots after Sunday service.** Some African Americans live in food and retail deserts.<sup>24</sup> Climate advocates should acknowledge that it may be hard for these particular African Americans to access products such as energy efficient light bulbs and/or local produce; then offer solutions such as having convenience stores sell energy efficient products at accessible price-points and provide the ability to use SNAP to purchase local foods.

### Engaging African Americans on Climate Solutions

Climate advocates looking to establish meaningful connections with African Americans can further enhance their efforts by understanding their cultural influences, needs for engagement, and avenues of accessing information.

#### Bring Climate to Sunday Service

As noted above, one of the most promising ways to engage African Americans on climate solutions is through their faith. In addition to faith leaders speaking about climate impacts and the need for solutions, they can lead by example in reducing their own climate impact and that of the congregation. They have the opportunity to do what they can to walk on a path to positive, and can invite congregants to help through energy efficiency, weatherization, and appealing for support in their communities and beyond.

#### Empower African American Health Leaders with Climate Impact and Solution Resources

Another way to engage African Americans on climate solutions is through the health and medical fields. Provide doctors and other health leaders with information and resources to convey the impacts of climate on African American health, engage them in advocacy work, and train them on ways they can help patients prepare and protect their personal health. Provide health leaders with literature or links to share, and encourage them to inspire others to advocate for meaningful solutions. Encourage health leaders to provide question and answer forums for their patients and clients.

#### Inspire Community Leaders through Success Stories

Like most Americans, African Americans are more likely to model behaviors when they see someone they know and trust model them first. Community leaders can serve as models of climate-friendly behaviors and promote local families who do the same.

Some African American community leaders may be ready to lead on climate but are ambivalent about where to begin. Providing and equipping these community leaders with the right tools and resources will be beneficial to the success of their efforts. Promoting successful programs in African American communities can be a starting point for community leaders. For example, Chicago has established the following initiatives that have been successful in engaging African American communities in climate solutions:

- **Chicago Honey Co-op**—located on an economically depressed block in Chicago’s West Side, provides job training in an area of Chicago with few job opportunities and a dense African American population. As well, the co-op has been successful in maintaining a long term influence on education, healthy eating, and awareness of the natural environment.<sup>r</sup>
- **Mother Carr’s Organic Farm**—a church-owned organic farm which sells fresh fruit and vegetables to the largely African American community on Chicago’s South Side.<sup>s</sup>

### Strengthen Platforms for and Support African Americans Who Want to be Heard

African Americans are ready to participate in climate communication and advocacy, but may not know where to look for support in these endeavors. They need advocacy groups to meet them where “they are,” to provide them resources and platforms for engagement, and will need the guidance and encouragement of a leader they trust. Opening a dialogue with African Americans, and providing them tools to communicate with others, will be a great place to start. 79% of African Americans are already, willing now to do now, or willing to in the next 12 months to tell a friend about the good that comes from preventing and preparing for climate change (compared to 67% of all adults). In addition, 52% are already, willing to do now, or willing to in the next 12 months to lend their voice to internet discussions (compared to 37% of all adults).<sup>t</sup>

### Engage Willing African Americans in Direct Political Advocacy for Climate Solutions

Climate advocates can empower a significant number of African Americans on climate solutions by supporting their passion to lead and harnessing their willingness to communicate with elected officials. 71% of African Americans are already, willing to now, or willing to do in the next 12 months to urge local politicians to prepare their communities for climate impacts (compared to 57% of all Americans).<sup>†</sup> ACV 2014 demographic data indicates that African Americans identify as Democratic—more so than any other racial and/or ethnic group in America. Their tendency to have a political affiliation with the Democratic Party can be considered part of the explanation for African American climate views and their willingness to act.

Advocates can nurture African American support for preparedness into advocacy on mitigation by appealing to their values of prevention—empowering and encouraging them to ask for community-wide energy savings programs, and programs to improve the quality of air, the cost of food, and/or the cost of energy bills.

### Connect with African Americans through Trusted Channels

Understanding that products advertised using traditional African American based media are perceived to be more relevant (81%),<sup>24</sup> it can be deduced that communicating on climate might be most successful if done so through these same channels. Climate advocates can expand reach and engagement by featuring success stories of positive climate solutions in African American newspapers, radio, online sites, and other trusted media outlets such as: Ebony/Jet, Essence, and Black Enterprise magazines, Radio One, American Urban Radio Networks, SiriusXM’s

<sup>r</sup> Visit Chicago Honey Co-op’s website for further information: [www.chicagohoneycoop.com](http://www.chicagohoneycoop.com)

<sup>s</sup> Visit Mother Carr’s Organic Farms, owned by Vernon Park Church of God, website for further information: <http://vpcog.org/mother-carrs-organic-farm/>

<sup>t</sup> Data represented from the Full Table of Questions in the appendix section of this report on pages 48-50.

Urban View channel, and many others. Among a growing list of shows and networks: The Tavis Smiley Show, The Steve Harvey Morning Show, Black Family Channel, and BET have a majority audience of African Americans. These are the channels in which African Americans are more comfortable and receptive.

African Americans watch television 37% more than the average American, and lean heavily toward programming that includes racially diverse characters and casts.<sup>24</sup> In addition to featuring African Americans, campaign advertisements and collateral should include other ethnic diversities that African Americans can connect with in respect to having similar experiences and backgrounds.

### Employ a Robust Online Strategy

Campaigns should have an online presence and communications strategy, to provide a critical outlet to engage African Americans of all ages, incomes, political parties, and education levels. Compared to the general population, African Americans are 44% more likely to create a social media profile.<sup>24</sup> Deepen connection with African Americans by having an active social media presence, and reward their engagement by featuring their original posts and/or comments.

### Celebrate and Elevate Everyday Influencers

Give African American women and young adults the ability to set the social norms on climate solutions. They have the power to influence African Americans and other Americans who have identified African Americans as a driving force for popular culture.

1. African American women have attained impressive gains in education, employment, and business ownership, yielding a tremendous amount of influence in their communities.<sup>24</sup> Advocates can acknowledge and celebrate the duality of the mother and working roles of African American women—to provide another opportunity to connect climate solutions with everyday concerns.
2. Younger, college-educated African American professionals are migrating to the South.<sup>24</sup> Advocates would be well-served to employ a “southern strategy” to connect with more than 10 million African Americans in key southern markets—this younger African American demographic heavily use Twitter and are emerging as powerful influencers and activists online.

Understanding the ways in which African Americans connect with their family, friends, peers, and communities both on and offline will allow climate advocates to more effectively reach and engage African Americans on solutions. Connecting with them in familiar settings, with powerful messengers, salient messages, and appropriate resources will inspire them and make them more comfortable to engage, lead, and inspire others on climate.



# ASIAN AMERICANS





## ASIAN AMERICANS AND CLIMATE: CONTEXT

Today, having recently surpassed Hispanic/Latinos as the largest group of new immigrants to the U.S., Asian Americans represent a broad spectrum of origins representing a variety of ethnicities, languages, and cultures.<sup>21</sup>

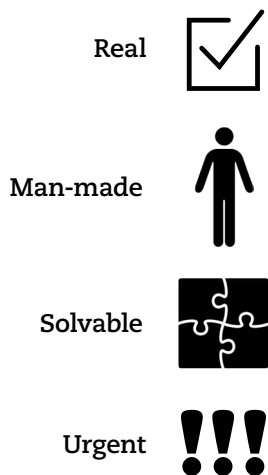
Even though Asian Americans are considered the highest-income, highest-educated, and fastest-growing racial group in America, like all racial and ethnic groups in America, they have highly varied situations. A share of Asian American subpopulations struggle with high poverty and a lack of health insurance, but these struggles are often masked by the high employment and incomes of other, larger Asian American subpopulations.<sup>1</sup>

While representing only 6% of the total American population (18 million), Asian Americans predominantly reside in California (15% of the state population) and New York (9% of the state population)<sup>22</sup>—two of the states most impacted by climate impacts such as extreme weather, droughts, fires, floods, and hurricanes. Additionally, key states like Virginia and Nevada are experiencing a considerable amount of growth in the Asian American population.<sup>21</sup> Given this, Asian Americans are poised to be a formidable voice in advocating for climate solutions locally, regionally, and nationally.

And, as the ACV 2014 findings will show, Asian Americans lead America in understanding climate impacts and resonate with solutions. Said differently, the largest percentages of any racial group to understand climate impacts and engage in climate solutions are Asian Americans. Therefore, even though the Asian American population is low in absolute numbers, their growing size and influence on American culture and consumption can help to introduce, steer, and expand climate solutions.

### ASIAN AMERICAN – Climate | Beliefs | Values | Attitudes

#### CLIMATE CHANGE IS:



#### RESONATING MORE WITH:



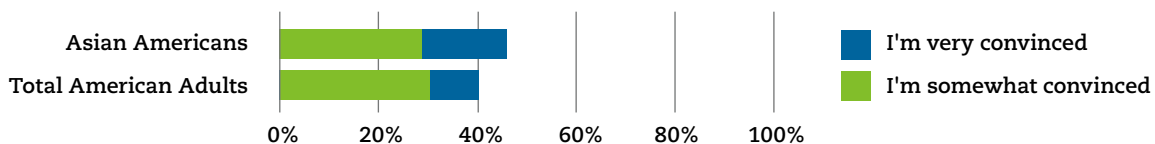
#### ACTIVELY TAKING STEPS:



## ASIAN AMERICAN CLIMATE INSIGHTS

### The Highest Level of Conviction on Climate

Asian Americans are the most advanced compared to the general public on attitudes and beliefs on climate change causes, impacts, and solutions. A powerful **83% of Asian Americans are convinced that climate change is happening**, 46% being “very convinced”, and 50% believing humans can definitely make a difference in slowing or reducing climate change (compared to 71%, 40%, and 40% of all adults respectively).<sup>u</sup>



### Personally Impacted, Concerned for Family Health

Asian Americans, compared to the general public, are the racial group that is **most aware of the impacts of climate change**. Similarly, they report the **highest agreement on how the impacts are affecting them personally**. Asian Americans report being personally affected by record heat waves (67%), more frequent and severe droughts (65%) and power outages (56%), and attribute climate damage from record heat waves (72%), extreme weather (70%), and increased flooding (68%) at higher rates than the general public (56%, 54%, 46%, 60%, 60%, and 57% respectively). Additionally, a vast majority, 79%, of Asian Americans worry significantly more about the effect of environmental pollution on their family's health (compared to 66% of the general public).<sup>v</sup>

### Family Well-being Driving Support for Urgent Solutions

Asian Americans are making climate solutions an urgent topic by illustrating a personal connection to climate change impacts—their families. Driven primarily by family values,<sup>w</sup> Asian Americans carry a robust acknowledgement of the consequences of climate change both locally and nationally. This may explain why Asian Americans support taking action on climate change in much higher numbers than the general public.

In fact, **86% of Asian Americans agree that doing something now on climate would provide a better life for our children and grandchildren** (compared to 74% of all Americans). And, **73% of Asian Americans agree that the potential consequences of climate change are so severe that climate change merits action even if we're not sure it's actually happening** (versus 58% of all Americans).<sup>x</sup>

### Confidence that We Can and Should

Asian Americans have a higher propensity to believe that if we work hard enough, we can prevent climate change (67% versus 54% of all Americans). They are also most likely to believe in our ability to reduce the pollution that is causing more extreme weather events (82% compared to 68% of all). And, they believe that acting now on climate solutions is like buying insurance for a disaster that could come later (69% compared to 57% of all Americans). Finally, they believe that we should do something about climate change even if what we do isn't perfect (83% of Asian Americans, compared to 68% of all Americans).<sup>y</sup>

<sup>u</sup> Evidential supporting survey questions in table on pages 27-29: 2 and 34

<sup>v</sup> Evidential supporting survey questions in table pages 27-29: 6, 9, 10, 15, 18, 22, and 28

<sup>w</sup> Psychographically, Achievers make up 21% of Asian Americans, which is larger than any other racial/ethnic group in America. A description of these individuals within this section is on pages 30-31.

<sup>x</sup> Evidential supporting survey questions in table on pages 27-29: 1 and 4

<sup>y</sup> Evidential supporting survey questions in table on pages 27-29: 5, 8, 13, 17, 18, 21, and 22

### Broad Support for Local and National Solutions

Across the board, Asian Americans report greater confidence in the effectiveness of several climate change solutions, and are more likely to support them than the general public. In particular, **Asian Americans report stronger support than the general public for several policy solutions at the national level:** requiring companies that produce or import fossil fuels to pay a price for carbon released (58% vs. 45% of total); and **community level:** requiring local utility companies to use more energy from renewable sources (78% vs. 68% of total), and preparing healthcare providers and the public from the impacts of climate change (69% vs. 59% of total). This sentiment translates into the **broad support among Asian Americans for technology-focused policy and pollution mitigation measures**, such as: modernizing the electrical grid (68% vs. 54% of total) and raising energy efficiency standards for appliances (64% vs. 53% of total). Asian American support for the wide variety of climate solution is rooted in several rationales and a strong willingness to act, ranging from global competitiveness (66% vs. 50% of total) to a focus on the future of human health (70% vs. 58% of total), avoiding further economic disparity (70% vs. 58% of total), and preserving cultural traditions (58% vs. 48%).<sup>z</sup>

### Energy Conservation and Strong Willingness to Act

When it comes to acting on climate solutions in their personal lives, Asian Americans are split. While they report a higher level of taking steps to keep climate change from getting worse, such as using less energy (36% versus 25% of all Americans), they also report higher levels of being unsure what to do about climate change (32% versus 24% of all Americans) despite their concern. Like other racial/ethnic groups covered in this report, Asian Americans struggle with admitting their views on climate change if they differ from peers and family. However, as the table shows, **Asian Americans show an in-depth understanding of climate impacts and solutions, and embody a robust willingness to act politically.**<sup>aa</sup>

### Consensus with Consensus Findings (refer to pages 46-47)

<sup>z</sup> Evidential supporting survey questions in table on pages 27-29: 4, 7, 11, 12, 14, 16, 19, 23, 24, 25, 26, 27, 31, and 32

<sup>aa</sup> Evidential supporting survey questions in table on pages 27-29: 3, 13, 20, 29, 30, and 33

## TABLE OF RELEVANT FINDINGS

In order of Asian American highest to lowest % value, selected based on variances of +/- 10% vs. total

#	SURVEY QUESTION	Total U.S. Adults (%)	Asian American (%)	Asian American (Index/Total)	African American (%)	Hispanic/Latino American (%)	White American (%)
1	Doing something now on climate change could provide a better life for our children and grandchildren. <sup>4</sup>	74	86	116	76	73	73
2	Convinced that climate change is happening. <sup>2</sup>	71	83	117	74	73	69
	I'm not convinced at all	11	4	36	4	8	14
	I'm mostly not convinced	8	7	88	2	5	10
	I'm somewhat convinced	31	37	119	29	31	32
	I'm very convinced	40	46	115	45	42	37
	Don't know	10	6	60	20	14	8
3	In order to prepare for and protect against harms from climate change I am willing to personally act to prevent. <sup>11</sup>	73	83	114	76	73	71
4	We should do something about climate change even if what we do isn't perfect. <sup>4</sup>	68	83	122	71	61	67
5	We could reduce the pollution that is causing more extreme weather events. <sup>4</sup>	68	82	121	69	64	68
6	I worry about the effect of environmental pollution on my family's health. <sup>4</sup>	66	79	120	70	66	64
7	Support an initiative requiring my local utility company to use more energy from renewable sources. <sup>7</sup>	68	78	115	66	64	68
8	The potential consequences of climate change are so serious that we ought to do something even if we are not sure it's happening. <sup>4</sup>	58	73	126	63	60	56
9	Record heat waves during summer are caused by climate change. <sup>5</sup>	60	72	120	69	61	57
10	More damage from extreme weather is caused by climate change. <sup>5</sup>	59	70	119	67	65	57
11	Doing something now on climate change could help prevent new diseases connected to climate change. <sup>4</sup>	58	70	121	65	63	56
12	Doing something now on climate change could protect the world's poorest people from environmental harm. <sup>4</sup>	58	70	121	66	63	54
13	An effort to stop climate change now is like buying insurance against a disaster that could come later. <sup>4</sup>	57	69	121	56	55	57
14	Support an initiative to prepare healthcare providers and the public to deal with the effects of climate change. <sup>7</sup>	59	69	117	63	59	59
15	Increased flooding is caused by climate change. <sup>5</sup>	57	68	119	63	61	55

## TABLE OF RELEVANT FINDINGS CONTINUED

In order of Asian American highest to lowest % value, selected based on variances of +/- 10% vs. total

#	SURVEY QUESTION	Total U.S. Adults (%)	Asian American (%)	Asian American (Index/Total)	African American (%)	Hispanic/Latino American (%)	White American (%)
16	Modernizing the electrical grid to make it more energy efficient will be effective in stopping climate change. <sup>6</sup>	54	68	126	50	52	53
17	If we work hard enough, we can prevent most damage from climate change. <sup>4</sup>	54	67	124	64	66	49
18	Record heat waves during summer are affecting me (or someone I know). <sup>6</sup>	56	67	120	60	58	54
19	Doing something now on climate change could make America more competitive against other countries. <sup>4</sup>	50	66	132	54	46	48
20	In order to prepare for and protect against harms from climate change I am willing to urge elected officials to pass legislation to prevent climate change. <sup>11</sup>	58	65	112	67	60	57
21	If we don't do something about climate change now, we could end up having our farmlands turn to desert. <sup>4</sup>	52	65	125	58	57	48
22	More frequent and severe droughts are affecting me (or someone I know). <sup>6</sup>	54	65	120	54	51	53
23	Raising energy efficiency standards for appliances will be effective in stopping climate change. <sup>6</sup>	53	64	121	53	51	52
24	Investing in technology to capture and store carbon pollution will be effective in stopping climate change. <sup>6</sup>	45	61	136	45	44	44
25	I support pollution standards even if it means shutting down factories. <sup>4</sup>	46	59	128	51	47	44
26	Requiring companies that produce or import fossil fuels to pay a price for carbon released will be effective in stopping climate change. <sup>6</sup>	45	58	129	44	44	44
27	Doing something now on climate change could preserve our cultural heritage and traditions. <sup>4</sup>	45	58	121	57	55	44
28	More frequent power outages are affecting me (or someone I know). <sup>6</sup>	46	56	122	56	43	44
29	Admitting that your views on climate change are different from those of your friends or family is not at all risky.	46	56	122	56	43	44
30	In order to prepare for and protect against harms from climate change I am willing to lend my voice in internet discussions. <sup>11</sup>	37	46	124	52	52	30
31	Doing something now on climate change could improve our national security. <sup>4</sup>	34	45	132	42	35	31
32	Investing in technology to reflect the heat of the sun away from Earth will be effective in stopping climate change. <sup>6</sup>	31	42	135	37	31	28



#	SURVEY QUESTION	Total U.S. Adults (%)	Asian American (%)	Asian American (Index/Total)	African American (%)	Hispanic/Latino American (%)	White American (%)
33	Please select option that describes you best:						
	I don't believe climate change is a problem, and I don't think much about it.	14	7	50	15	16	15
	I don't think climate change is a problem, and I tell people that.	6	1	17	2	3	8
	I take a wait-and-see approach on climate.	19	11	58	18	20	20
	I worry about climate change, but I'm unsure what to do about it.	24	32	133	26	25	23
	I'm taking steps in my life to keep climate change from getting worse (such as using less energy).	25	36	144	23	24	25
	I'm actively preparing for the negative effects of climate change (such as preparing for weather disasters).	5	6	120	10	6	4
	I'm taking steps to keep climate change from getting worse AND I'm actively preparing for negative effects.	6	6	100	6	5	6
34	Which of the following best describes your beliefs about climate change?	6	6	100	6	5	6
	Climate change isn't happening.	9	3	33	8	6	10
	Humans can't reduce climate change even if it's happening.	16	9	56	21	20	14
	Humans may or may not be able to reduce climate change.	36	38	106	31	32	38
	Humans can definitely make a difference in slowing or reducing climate change.	40	50	125	40	42	38

## Implications for Engaging Asian Americans on Climate

When seeking to inspire Asian American engagement on climate solutions, climate advocates should recognize their current higher levels of interest, understanding, and willingness (compared to national totals). There are also additional implications that advocates should consider when planning strategies for Asian American climate change initiatives, including the following points.<sup>bb</sup>

### Differentiating Demographic Data

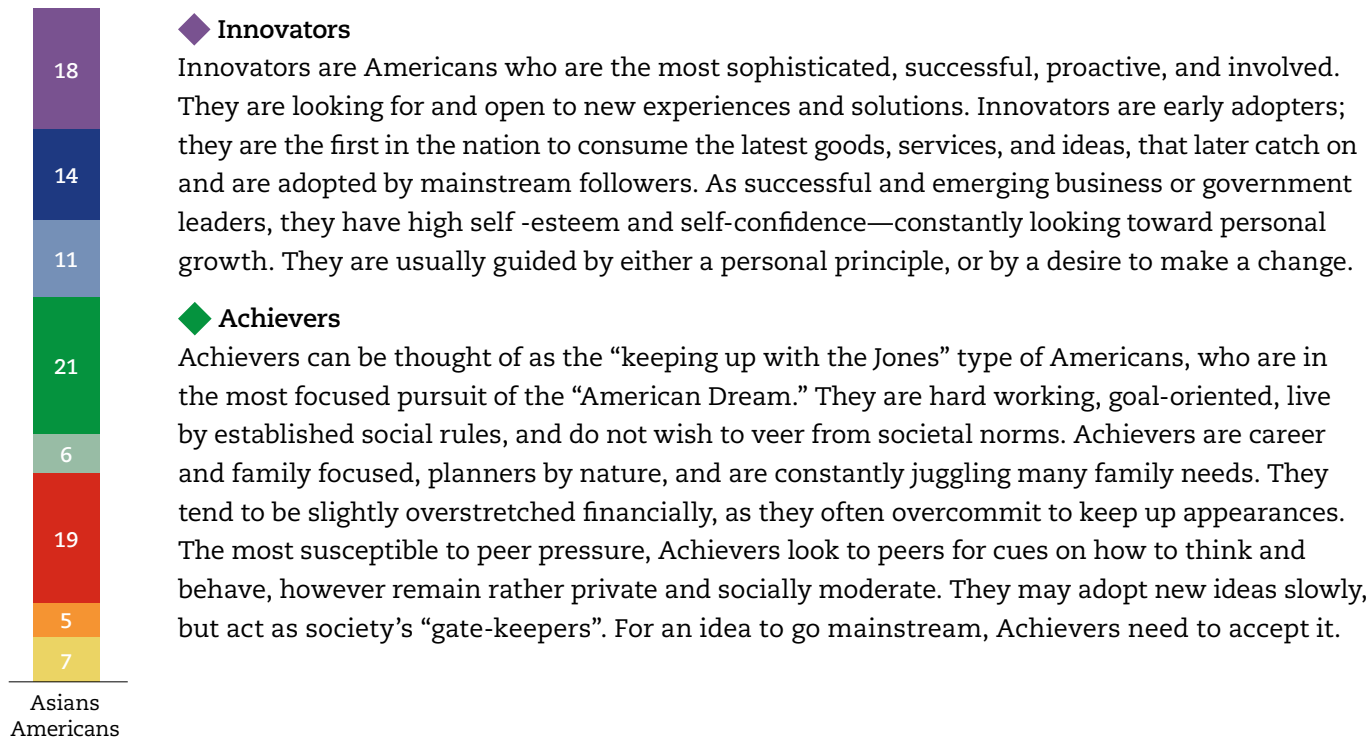
While Asian Americans represent only 6% of the total American population, they are the highest-income, highest-educated, and fastest-growing racial group in America.

As shown in the charts on page 9, Asian American adults are most likely to:

- Have a bachelor’s degree or higher (71% vs. 58% total)
- Earn higher annual incomes (53% make \$75,000 or more annually vs. 41% of total)
- Live in suburban areas (60% vs. 47% of total) and single family homes (60% vs. 68% of total)
- Be under the age of 45 (55% vs. 43% of total)
- Affiliate with the Democratic party (38%) over the Republican party (19%)

### Notable Asian American Psychographic Distributions

While Asian Americans are diverse, spanning across all psychographic segments of the VALS framework, there are a few segments in which they are disproportionately represented.



<sup>bb</sup> Acknowledging there are many subgroups within Asian Americans, with varying demographics—income level, education level, age, geographic residence – like all Americans, the implications are based from self-reported data and SBI VALS methodology.

### ◆ **Experiencers**

Experiencers are trendy, energetic, assertive, and impulsive Americans. They are motivated to resist authority, boundaries, and rules that inhibit their desire to express themselves, yet they also seek to make an impact. While many of them are young, comprised of college students, one can find experiencers in any adult age group. They range in expression from fashionistas to motorcycle riders, from artists to extreme sport athletes. Experiencers possess an intuitive sense of what is and is not cutting edge, and have a large presence showcasing their experiences and thoughts via social media.

## **RECOMMENDATIONS FOR ENGAGING ASIAN AMERICANS IN CLIMATE SOLUTION**

While the ACV 2014 shows that Asian Americans lead in awareness, understanding, and attitudes on climate change, there remains a great opportunity to engage them in climate solutions. To date, Asian Americans have been a drastically underrepresented voice in the climate movement. Whether advocates are working in California, New York, Virginia, Nevada, or nationally, Asian American engagement should factor into strategic planning. In order to successfully reach and engage more Asian Americans on climate, we must understand how to reach, to where they look for guidance, and what are their greatest motivators.

### **Inspire and Partner with Trusted Asian American Leaders**

For advice on climate change, Asian Americans report they trust the following people:<sup>cc</sup>

- 1) scientists (79%)
- 2) close family (62%)
- 3) health professionals (51%)

Asian American leaders within these groups are faced with a great opportunity to elevate their leadership on climate and to share why climate matters to Asian American families, ways in which they personally engage on climate, and suggestions on how other Asian Americans can take steps to participate in solutions. Whether it's providing FAQs for individuals looking to talk to their families on climate, or featuring local medical professionals in media, offering tips to prepare for and help prevent climate-related health impacts for the sake of family well-being—partnering with existing Asian American leaders on engagement initiatives will be key to success. Doing so will expedite progress, and will offer the highest chance to capture the attention of Asian Americans by collaborating with those whom they are already looking to for guidance.

### **Messages to Inspire**

The right messengers coupled with the right message will strengthen Asian American action on climate solutions. These key message may include:<sup>cc</sup>

- Emphasizing the benefits solutions can have on family wellbeing
- There are many viable climate solutions to support, including technological innovations in efficiency, infrastructure, and clean technology, and policies to minimize pollution
- You have a powerful voice and choices in preparing for and helping to prevent further climate change

<sup>cc</sup> Data represented from the Full Table of Questions in the appendix section of this report on page 48-50.

### Climate Solutions Protect My Family First

More so than the general public, messaging that connects with and emphasizes the benefits of climate solutions on family wellbeing increases the likelihood of capturing the attention of Asian Americans. By embodying a strong “me-and-my-family-first” orientation, Asian Americans will resist action on climate that conflicts with their goal-attainment and family-focused values. Appealing to connections with children and family values can give those a sense of motivation and security necessary to engage on climate change. Specifically, these are key family and health themes that resonate:<sup>dd</sup>

- Climate solutions can provide a better life for our children now (86%)
- Climate solutions improve the quality of the air that we breathe and clean the skies now (82%)
- Climate solutions protect and preserve our quality of life (80%)
- Climate solutions help prevent new diseases connected to climate change (70%)
- Health care providers can be trained to prepare for and protect your health from the effects of climate change (69%)

Additionally, many Asian Americans possess a strong work ethic and have a tendency to place high personal standards for success on themselves and their families.<sup>15</sup> For achievement-driven Asian Americans who are not yet engaged on climate, conveying how all they are working to achieve is being threatened by climate impacts will pique their attention. This tactic should be used lightly, and must be accompanied with reassurances that solutions are available, and practical ways to participate (with recognition), to help overcome inaction.

### Support the Many Climate Solutions Available

Mobilize Asian American strong interest for and understanding of technology and policy based solutions with messages that reinforce their viability and stimulate personal and political action. Asian Americans already have strong support for: a community-wide energy savings program (80%), updating building codes to increase energy efficiency (79%), requiring local utility companies to use more energy from renewable sources (78%), creating alternatives to driving (74%), modernizing the electrical grid to make it more energy efficient (68%), and instituting and enforcing pollution standards (even if it means shutting down factories) (59%).<sup>31</sup>

## Engaging Asian Americans on Climate Solutions

Out of the three racial and ethnic groups of Americans covered in this report, Asian Americans are the most ready to be engaged in climate solutions. They simply need to be asked, and provided a platform for action.

### The Power of Personal Action

When it comes to climate action, Asian Americans are more apt in their willingness to personally act to help prevent future effects of climate change (83% are already taking steps, or are willing to now or within the next 12 months). In addition to a higher likelihood of supporting policies, standards, and technology, Asian Americans are more willing and ready to help prevent future impacts through their daily actions such as: using less energy, walking/biking, and/or using public transportation—when compared to other racial and ethnic groups in America. Programs looking to engage Asian Americans with climate solutions can consider encouraging climate-friendly consumption (such as buying in bulk) as a family value. Providing resources to list and monitor progress will be effective with Asian Americans, particularly if doing so comes with recognition and

<sup>dd</sup> Data represented from the Full Table of Questions in the appendix section of this report on page 48-50.

small rewards (such as being featured in social media). Since Asian American families tend to have larger-than-average households with multiple generations living together,<sup>18</sup> be sure to acknowledge the daily demands of juggling the care of children and elderly parents, and how these behaviors can save money and resources.<sup>ee</sup>

### Activate Asian American Advocacy

In addition to the many ways to engage Asian Americans in local activities and action on climate solutions, it is important to include their needs, wants, and voices in national solutions and dialogue. As the diverse community with the largest percentages of natural advocates (ranging from 18-37% of their population), climate groups will be well-served to include and empower the leaders and expression-driven Asian Americans to inform solutions and act as spokespeople.

Historically, Asian American participation in the political process has been challenging.<sup>ff</sup> This challenge starts to fade on non-electoral measures of civic and community engagement. Policies and campaigns that address issues at the community level will more likely garner the support of Asian Americans, because some 44% of Asian American voters say they have worked on a community problem over the past year, compared with 38% of the general public that says the same.<sup>15</sup> Additionally, recruiting younger Asian Americans in campaigns and initiatives may have a lasting benefit because Asian Americans are younger than the general population and have roots spread across the country.<sup>15</sup>

### Local Engagement, Large Impact

Cities and local politicians looking to prepare and protect their cities and towns from future climate impacts can gain additional support from Asian Americans for programs by focusing on energy efficiency, clean energy, and modernizing transportation and infrastructure. Featuring testimonials from local Asian American citizens, expressing their personal reasons for supporting these efforts, can further expand overall Asian American support.

Cities and businesses can also create and expand city bike sharing programs, and market them to Asian Americans, who have a higher propensity to start or expand a biking trend. At the same time, cities and energy companies can collaborate to offer customers the option to choose clean energy for their homes, and/or create a program to reward citizens who use less energy than their neighbors. These programs will be particularly successful for achievement-oriented Americans and Asian Americans, who will also be motivated by seeing goal-oriented Asian Americans in communications and how they fare on energy consumption versus their neighbors.

### Connecting With Asian Americans Online and Offline

There are many ways to reach and connect with Asian Americans, all of which include reaching them through their daily activities. One method to consider is online. In addition, traditional climate solutions outreach campaigns, products, and services can benefit even further from having an online presence and advertising strategy. This is a medium where Asian Americans consume information and connect with each other. Success will depend on understanding and employing their distinct patterns in language, culture, and habits in outreach strategies.

<sup>ee</sup> Data represented from the Full Table of Questions in the appendix section of this report on page 48-50.

<sup>ff</sup> Maybe partially due to the lack of citizenship representation within the group. About three-in-ten Asian American adults are not citizens and are therefore ineligible to vote, the group's voting rate falls well below that of the general public.<sup>15</sup> According to a Pew Research survey, about half of Asian Americans say they voted in the 2008 presidential election.<sup>15</sup> By contrast, 67% of all U.S. adults say they voted that year, according to the U.S. Census Bureau's Current Population Survey.

### Create a Robust Online Presence that Inspires and Motivates

Give Asian Americans the ability to match technology with their support for solutions.

- As digital pioneers, Asian Americans are adopting technology faster than any other racial segment.<sup>18</sup> **Make supporting climate solutions interactive by providing and promoting mobile versions of campaign resources, and/or tools, and offering social media material to personalize and share.**
- With higher rates of trendy consumer behavior, Asian Americans are influencing the ways in which Americans engage with issues.<sup>18</sup> **Introduce and include new product and campaign launches to young adult Asian Americans who are willing to try new things and absorb new information.**
- Asian Americans are the leading segment of online shoppers, and they also go online to research and find coupons for online shopping sites and brick-and-mortar stores.<sup>18</sup> **In addition to websites and social media pages of campaigns, organizations, and other climate advocacy initiatives providing tips and tools on how to engage in climate solutions, they would benefit from also providing links to the products individuals can purchase to make a difference. Another way to resonate with Asian American consumer preferences is by providing easily accessible reviews and coupons for products such as energy efficient light bulbs, electronics, appliances, cars, utilities, etc.**

### Use Native Language in Climate Communications

Asian Americans speak dozens of languages and dialects, reflecting the community's rich immigrant character and diversity. Therefore, organizers should consider including Asian language media in any outreach and education campaigns. Approximately 71% of Asian Americans speak a language other than English at home, and roughly one-third is limited-English proficient (LEP).<sup>2</sup> **Success stories that feature a bilingual family can have a higher chance of resonating with Asian Americans. Additionally, providing and making materials in various languages easily accessible to Asian Americans—through their trusted outlets—can make it easier for them when talking about climate to their friends and family.**



# HISPANIC/LATINO AMERICANS





## HISPANIC/ LATINO AMERICANS AND CLIMATE: CONTEXT

During the first decade of the 21st century, America has experienced a considerable growth in the Hispanic/Latino population, which now represents 17% of the total population—the largest ethnic group in the U.S.<sup>22</sup>

Like all Americans, Hispanic/Latino Americans are being affected by climate change. In fact, Hispanic/Latino Americans may be experiencing climate change more acutely than many other Americans given their overrepresentation in states currently experiencing some of the most noticeable climate change impacts, such as in Florida (increased hurricanes and sea-level rise), Texas (drought), and California (drought and wildfires).

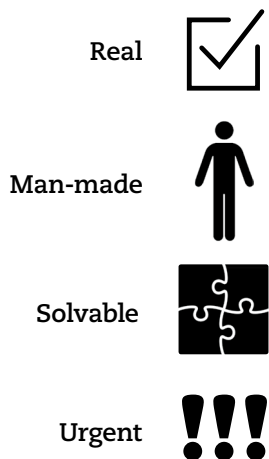
Climate solutions benefit all of us, but are poised to be particularly essential to the Hispanic/Latino population. According to the National Climate Assessment, nearly half of all Hispanic/Latino Americans live in the country's most smog-polluted cities, and are increasingly vulnerable to the health impacts of climate change.<sup>17</sup>

Because a portion of Hispanic/Latino Americans make up the majority of our nation's farm and construction workers<sup>12</sup> they are more vulnerable to the kind of job displacement that has/can arise from climate change. Farming is expected to become an increasingly uncertain business as climate impacts grow in frequency and intensity.<sup>17</sup> Climate solutions that protect health and stabilize employment will preserve the health and wellbeing of Hispanic/Latino Americans, and also that of the U.S overall.

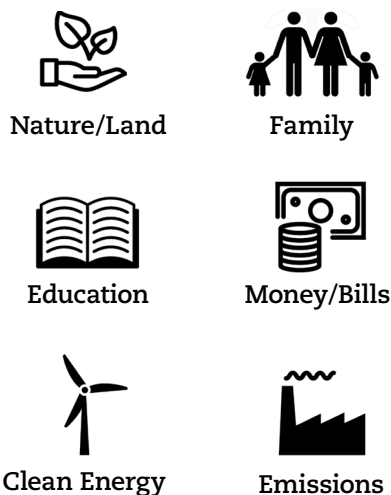
The following ACV 2014 findings will illustrate the growing Hispanic/Latino belief in climate change, urgency for solutions, and shared sense of hard-working attitude in preparing for climate change impacts. It may take a multi-pronged approach, because of the diversity of subgroups in this ethnic group, but Hispanic/Latino Americans are ready to make climate solutions their priority.

### HISPANIC/LATINO AMERICAN – Climate | Beliefs | Values | Attitudes

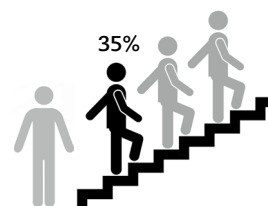
#### CLIMATE CHANGE IS:



#### RESONATING MORE WITH:



#### ACTIVELY TAKING STEPS:



## HISPANIC/LATINO AMERICAN CLIMATE INSIGHTS

### Climate Change Is an Urgent Problem to Solve

Regardless of education, age, and income<sup>gg</sup> **Hispanic/Latino Americans are more likely than all adult Americans to believe in human-caused climate change, and view it as an urgent problem to solve, with 73% of Hispanic/Latino Americans being convinced that climate change is happening (vs. 71% of total Americans).** Also notably, 1 in 3 Hispanic/Latino Americans, 33%, believe climate change is mostly caused by humans, compared to 1 in 5 white and African Americans who believe this—younger and older Hispanic/Latino Americans lead this belief (42% of 18-24 and 51% of 55-64).<sup>hh</sup>

### Together, We Can Do This

Hispanic/Latino Americans report a hard work ethic and can-do attitude on climate change. A majority, **66%, of Hispanic/Latino Americans are optimistic that we can prevent most damage from climate change if we work hard** (compared to 54% of total Americans).<sup>ii</sup>

### Protect American Farmlands, Now

Hispanic/Latino Americans are also more likely to express urgency to do something about climate change, **especially with regards to drought.** 34% of Hispanic/Latino Americans agree that if we don't do something about climate change now, we could end up having our farmlands turn to desert, compared to 24% of all adults (a net agree of 57% and 52% respectively).<sup>jj</sup>

### Engagement on Climate is Mixed, Under-Represented

While climate change seems like a real and urgently growing issue for Hispanic/Latinos when compared to all Americans, they are not currently engaging on par. Similar to African Americans, **Hispanic/Latino Americans believe strongly that climate change is happening, but they are struggling with admitting it in mixed company.** Only half of Hispanic/Latinos consider it not at all risky to admit their views on climate change when different than their friends and family (compared to 64% of all adults), and only 34% of Hispanic/Latinos have done so (compared to 47% of all adults). These results suggest that cultural contexts may affect the ease with which individuals can express their opinions on climate change when they differ from their social circles.<sup>kk</sup>

And, like the majority of all adult Americans, Hispanic/Latino Americans are split between uncertainty on what to do about climate change (25% of Hispanic/Latinos versus 24% of all adults), and actively taking steps in their lives to be part of the solution (24% of Hispanic/Latinos versus 25% of all adults).<sup>ll</sup>

### Hispanic/Latino Americans Support Solutions

Hispanic/Latino views on climate solutions are generally similar to that of the general public, however there are notable, and promising, differences. The good news is that a majority of Hispanic/Latino Americans (72%), on par with all adults (71%), would be willing to vote for a political candidate in order to prepare for and protect against harm from climate change impacts. Similarly, the majority of Hispanic/Latino Americans support clean energy solutions (77%), on par with all American adults.<sup>mm</sup> Additionally, **Hispanic/Latino Americans have the highest support out of all racial groups for regulating and limiting carbon pollution from coal-fired plants (66% favor vs. 58% of total).** The concerning news is that nearly 1 in 4 Hispanic/Latinos are more likely to agree that it is “God’s will to use up whatever resources nature provides” (24% vs. 21% of all Americans).<sup>nn</sup>

### Consensus with Consensus (refer to pages 46-47)

<sup>gg</sup> Please contact ecoAmerica if you would like the supporting data

<sup>hh</sup> Evidential supporting survey questions in table on pages 38-39: 1 and 10

<sup>ii</sup> Evidential supporting survey questions in table on pages 38-39: 4

<sup>jj</sup> Evidential supporting survey questions in table on pages 38-39: 11

<sup>kk</sup> Evidential supporting survey questions in table on pages 38-39: 7 and 9

<sup>ll</sup> Evidential supporting survey questions in table on pages 38-39: 13

<sup>mm</sup> See ACV 2014 Consensus findings on pages 46-47.

<sup>nn</sup> Evidential supporting survey questions in table on pages 38-39: 2, 3, 5, 6, and 12

## TABLE OF RELEVANT FINDINGS

In order of Hispanic/Latino American highest to lowest % value, selected based on variances of +/- 10% vs. total

#	SURVEY QUESTION	Total U.S. Adults (%)	Hispanic/Latino American (%)	Hispanic/Latino American (Index/Total)	African American (%)	Asian American (%)	White American (%)
1	Convinced that climate change is happening. <sup>2</sup>	71	73	103	74	83	69
	I'm not convinced at all.	11	8	73	4	4	14
	I'm mostly not convinced.	8	5	63	2	7	10
	I'm somewhat convinced.	31	31	100	29	31	32
	I'm very convinced.	40	42	105	45	46	37
	Don't know.	10	14	140	20	6	8
2	Children these days are not spending enough time in nature. <sup>4</sup>	82	72	88	73	83	85
3	Support an initiative to provide more education to citizens about climate change. <sup>7</sup>	64	69	108	69	71	62
4	If we work hard enough, we can prevent most damage from climate change. <sup>4</sup>	54	66	122	64	67	49
5	In order to prepare for and protect against harms from climate change I am willing to vote for a political candidate. <sup>11</sup>	71	61	86	79	72	73
6	Regulating and limiting carbon pollution that comes from coal-fired power plants will be effective in stopping climate change. <sup>6</sup>	58	60	103	49	66	57
7	If we don't do something about climate change now, we could end up having our farmlands turn to desert. <sup>4</sup>	52	57	110	58	65	48
	Disagree.	12	10	83	5	6	13
	Disagree somewhat.	14	12	86	8	14	16
	Agree somewhat.	28	23	82	33	33	28
	Agree.	24	34	142	25	32	20
	Have no idea.	22	21	95	28	14	23
8	Admitting that your views on climate change are different from those of your friends or family is not at all risky.	64	53	83	58	49	68
9	I am willing to lend my voice in internet discussions. <sup>11</sup>	37	52	141	52	46	30
10	I've admitted my views on climate change, when different from those of their friends or family. <sup>5</sup>	47	34	72	26	44	53

#	SURVEY QUESTION	Total U.S. Adults (%)	Hispanic/Latino American (%)	Hispanic/Latino American (Index/Total)	African American (%)	Asian American (%)	White American (%)
11	I believe climate change is mostly caused by human activities (such as driving cars, burning coal, oil, and gas, cutting trees, etc.)	23	33	143	22	32	20
12	It is God's will that we use up whatever resources nature provides. <sup>4</sup>	21	32	152	34	24	17
13	Please select option that describes you best:						
	I don't believe climate change is a problem, and I don't think much about it.	14	16	114	15	7	15
	I don't think climate change is a problem, and I tell people that.	6	3	50	2	1	8
	I take a wait-and-see approach on climate.	19	20	105	18	11	20
	I worry about climate change, but I'm unsure what to do about it.	24	25	104	26	32	23
	I'm taking steps in my life to keep climate change from getting worse (such as using less energy).	25	24	96	23	36	25
	I'm actively preparing for the negative effects of climate change (such as preparing for weather disasters).	5	6	120	10	6	4
	I'm taking steps to keep climate change from getting worse AND I'm actively preparing for negative effects.	6	5	83	6	6	6

## Implications for Engaging Hispanic/Latino Americans on Climate

Hispanic/Latinos are not disappearing into the American melting pot.<sup>11</sup> Thus the largest immigrant ethnicity in America remains a fairly cohesive and important cultural group to engage. The forecasts of active Hispanic/Latino American engagement in climate solutions depend upon on the ability to successfully reach them through methods that are as unique, distinctive, and authentic as their many cultural sub-groups. Therefore understanding the ties between their culture and consumption can inform success in engaging Hispanic/Latino Americans on climate.

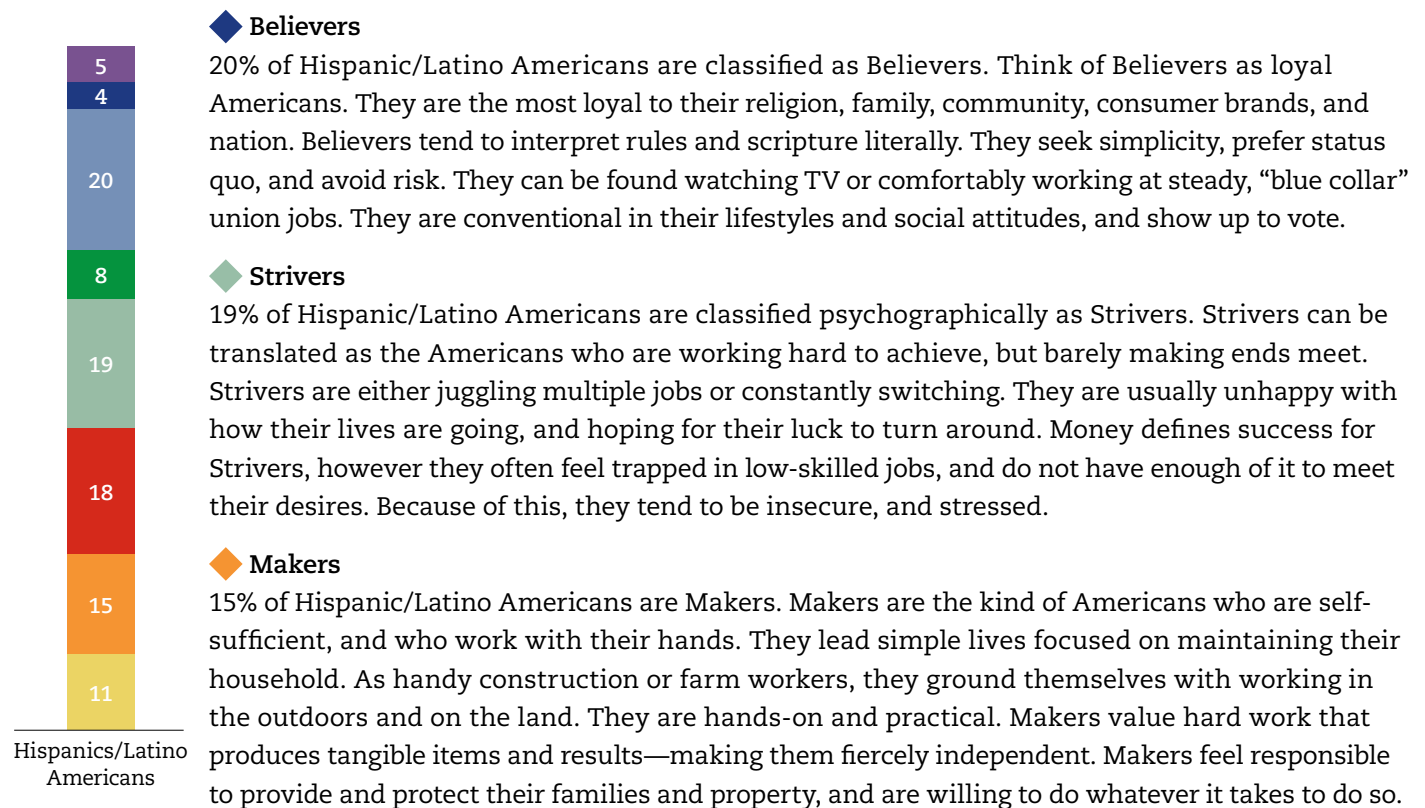
### Differentiating Demographic Data

As shown in the charts on page 9, Hispanic/Latino American adults are most likely to:

- Have lower education levels, with 64% earning less than a college degree (vs. 43% of total), and 24% less than a high school diploma
- Earn slightly less annual income, with 40% earning less than \$40K/year (vs. 33% of total)
- Live in urban (32% vs. 21% of total) and suburban areas (44% vs. 47% of total)
- Skew younger than average (63% are under the age of 45 vs. 46% of all Americans)
- Choose Catholic as their religion (47%)
- Claim to be politically moderate 41%, liberal 34%, or conservative 24%

### Notable Hispanic/Latino American Psychographic Distributions

Hispanic/Latino Americans are diverse, and span across all psychographic segments of the VALS framework, but there are three segments in which they are disproportionately represented.



## RECOMMENDATIONS FOR ENGAGING HISPANIC/LATINO AMERICANS IN CLIMATE SOLUTIONS

Over 53 million strong and growing, Hispanic/Latino Americans are involved in every aspect of the national landscape including national identity, the workforce, consumerism, politics, and popular culture. It remains extremely important to understand the what, where, how, and the why that drives Hispanic/Latino Americans to emulate climate-friendly behaviors at home and in the community—leading by example will ultimately inspire their communities to do the same.

### Inspire and Partner with Trusted Hispanic/Latino American Leaders

It is important to understand whom Hispanic/Latino Americans trust, and to whom they look to for guidance on climate change. For advice on climate change, Hispanic/Latino Americans report they trust the following people most:<sup>oo</sup>

- 1) scientists (62%)
- 2) first responders such as firefighters (58%)
- 3) close family (51%)
- 4) farmers (51%)

The opportunity exists for leaders within these groups to lead by example and speak with Hispanic/Latino Americans about climate change—doing so will better enable the inspiration and empowerment they need to move themselves, their family, and communities on climate solutions. **This could equate to featuring folks like farmers and first responders in communications, like having a farmer explain how choosing to use clean energy will help to prevent higher food prices from poor crop yields.**

### Getting the Message Right

Equal in importance to finding the right messenger is building successful messages to reach and engage Hispanic/Latino Americans on climate solutions. No matter which group of Hispanic/Latino Americans you engage, the messages you employ need to enable them to associate their own values as climate values.

The good news is that **there are a few messaging themes that show promise for success:**

- protecting and preserving land/nature
- connecting solutions to personal benefits
- conveying the practicality of solutions through success stories

### Preserving and Protecting Nature

Compared to African and Asian Americans, Hispanic/Latino Americans are more likely to live in rural and semi-rural areas at rates closer to all U.S. adults.<sup>pp</sup> Additionally, the ACV 2014 survey found that Hispanic/Latino Americans value land and nature at rates similarly to all U.S. adults. The Hispanic/Latino value placed on land/nature can in part be driven by the fact that a portion of this group's population is closer to nature in their daily lives and may more likely depend on it directly for their livelihood. Those closer to nature may just need a little nudge to become motivated enough to take action.

<sup>oo</sup> Data represented from the Full Table of Questions in the appendix section of this report on page 48-50.

<sup>pp</sup> Data in context section of this report on page 9.

Therefore, one of the ways to communicate is to demonstrate how **climate solutions are in alignment with preserving and protecting land/nature**, and connecting the message to how solutions will benefit their personal pocketbooks and/or water supply. Pure planetary destruction arguments (e.g. climate crises, dire predictions, save the planet) should be avoided, however, as these messages do not resonate with Hispanic/Latino Americans.

### Connect Solutions with Personal Benefits

Rather than communicating the negative effects of climate change, when communicating with Hispanic/Latino Americans, focus on climate solutions. The following solutions are the most appealing to this group:<sup>99</sup>

- clean energy (77% of Hispanic/Latinos support this)
- providing climate change education to citizens (69% of Hispanic/Latinos support this)
- regulation of emissions that come from coal-fired plants (60% of Hispanic/Latinos support this)

Deepen resonance on climate solutions by conveying **how the proposed solutions would benefit Hispanic/Latino Americans personally**. Benefits that resonate with Hispanic/Latino Americans include pocketbook benefits, such as keeping food prices and energy bills low and affordable, and preserving the future of farming. Other similar benefits include money saved for purchasing energy efficient appliances or promotional rebates for buying sustainable produce. Similarly, communicating how these individual actions are part of climate solutions will provide Hispanic/Latino Americans with fodder they can relate to their family and friends.

### Increase Engagement with Storytelling

One way to increase resonance on solutions among Hispanic/Latino Americans is through personal storytelling. Employing success stories of real Hispanic/Latino Americans, such as featuring a family's decision to purchase energy efficient appliances to save money for their son's college tuition, can provide Hispanic/Latino Americans with an emotionally resonant way for them to visualize their own possibility of success. Success stories spark a "can do" attitude and will increase motivation of Hispanic/Latino Americans on climate solutions. Celebrating these successes can also open the dialogue for Hispanic/Latino Americans to talk about climate change, lifting them out of their current state of inhibition.

## Engaging Hispanic/Latino Americans on Climate Solutions

Finding the most effective ways and methods to engage Hispanic/Latino Americans requires meeting and reaching them in their daily lives. Success depends on understanding and employing their distinct patterns in language, culture, and habits.

### Providing for and Supporting their Family

Hispanic/Latinos value hard work and family. Like all Americans, Hispanic/Latino Americans lead busy lives grounded in the sensibilities and responsibilities of their families. Traditionally, the Hispanic/Latino family is close-knit and the single most important social unit to themselves, and the term *familia* usually goes beyond the nuclear family.<sup>7</sup> The Hispanic "family unit" includes not only those sitting at the dinner table but also extended family<sup>7</sup>—my uncle in Peru or cousin in Florida. Individuals within a family have a moral responsibility to aid other members of the family experiencing financial problems, unemployment, poor health conditions, or other life issues.<sup>7</sup> Communications that tout the benefits of hard work in preserving nature, pocketbooks, and family provide avenues for Hispanic/Latinos to embrace the American dream while also endeavoring to leave things better for the next generations of their family.

<sup>99</sup> Data represented from the Full Table of Questions in the appendix section of this report on page 48-50.



### Inspire through Testimonials

Testimonials can offer an emotionally powerful, motivating, and sharable way to inspire engagement on climate solutions. Whether written, recorded, or online, testimonials can help increase urgency for and attract the attention of leaders, politicians, and fellow Hispanic/Latinos who are seeking ways to engage in solutions. Posting 30-60 second testimonial videos on YouTube, of Hispanic/Latinos leading and speaking on climate solutions, make them immediately sharable through social media. Social sharing can also encourage emulation: inspiring others to customize and recreate their own story. Testimonials should address:<sup>14</sup>

- 1) how the speaker may not have always believed or supported climate change as a priority
- 2) how climate became personal to them (i.e. their asthma, increasing energy bills, etc.)
- 3) how they realized that their core values support climate solutions, and they do not have to change their personal values in order to engage on a path toward positive climate solutions

### Overcome Reluctance Through Education, Connect it With Practical Ways to Engage

Hispanic/Latino Americans perceive climate change as a real and urgent issue to be solved. However, at the same time Hispanic/Latino Americans may also feel uninformed on solutions and their role in bringing them forward. To overcome reluctance, climate advocates might consider pursuing engagement through education. Hispanic/Latino Americans, more than any other racial group, report they would support an initiative to providing more education for citizens on climate change (69% vs. 64% of total). Education may help boost confidence and willingness to engage on solutions, particularly if Hispanic/Latino Americans are provided accessible and practical ways to participate.<sup>17</sup>

### Use Spanish and Bilingual Messages in Climate Communications

Borderless social networking and technology has been used as a facilitator for cultural exchange. This has enabled the Hispanic/Latino culture and language in the U.S. to thrive.

- 37% of Hispanic/Latino adults who mostly spoke English growing up learned enough Spanish to become bilingual. These adults want to read, watch, and explore more Spanish language media channels.<sup>11</sup>  
**Success stories that feature a bilingual family can have a higher chance of resonating with Hispanic/Latino Americans.**
- Today, Hispanic/Latino Americans speak to their friends and family in both English and Spanish.<sup>11</sup> **In order to make Hispanic/Latino Americans more comfortable and successful talking about climate to their friends and family, provide them with Spanish language educational materials. This will also help ensure message consistency.**
- Spanish words and phrases do not always translate directly into English, and vice versa.<sup>2</sup> *Clima* in Spanish is used to describe both climate and weather. Additionally, in some Spanish-speaking countries people use the word *tiempo*, the same word for time, to describe the daily weather and is used interchangeably with climate. **Test Spanish climate communications with focus groups before widespread circulation.**

<sup>17</sup> Data represented from the Full Table of Questions in the appendix section of this report on page 48-50.

### Connecting with Hispanic/Latinos—Online

Leveraging a mix of platforms to engage Hispanic/Latino Americans, and embracing their diversity of lifestyle, culture, and language preferences, will increase the uptake of a particular climate message and/or solution.

- Even though Hispanic/Latinos are less likely to have internet access at home compared to the U.S. average, Hispanic/Latinos are three times more likely to have internet access via a mobile device.<sup>11</sup> **Web-based climate information, tools, video, and pages should have a mobile display that makes it easy for mobile users to read and share via social media, email, and/or text.**
- Online Hispanic/Latino Americans lead in using social networking sites:<sup>10</sup> Facebook (73%), Instagram (23%), Pinterest (18%), LinkedIn (13%). Additionally, Hispanic/Latinos say they are more likely to support a cause or social issue online than offline today,<sup>9</sup> with 62% of Hispanic/Latinos report using social media to engage with companies around social and environmental issues (versus 51% national average).<sup>5</sup> **With the right message, climate campaigns can use social media platforms to easily engage Hispanic/Latino Americans—especially youth—and their social circles within the U.S. and beyond its borders. Campaigns can also partner with Hispanic/Latino American trusted companies to reach an established audience.**

## MOVING FORWARD

*Within each of these  
racial/ethnic groups  
exist even more  
cultural differences  
among people influencing  
their beliefs and values*

When looking to engage certain racial and ethnic groups in climate programs and initiatives it is important to keep in mind that African, Asian, and Hispanic/Latino Americans are not homogenous groups on their own (e.g. Japanese Americans or Mexican Latinos). Within each of these racial/ethnic groups exist even more cultural differences among people influencing their beliefs and values—which can be contributed by their or their family’s country of origin, and/or other demographic influences (education level, age, living area, income, etc.)

A function of the findings, insights, and recommendations in this report serve to demonstrate that there is more needed to be researched, tested, and done, to fully understand how the issue of climate change fits in with their daily lives and other key issues—such as the economy, immigration, healthcare, etc.—among these groups of Americans. For example, the ACV 2014 survey results reinforce the notion that African, Asian, and Hispanic/Latino Americans are more likely to resonate with climate issues when connected to their community and family. This report starts to touch on what “my family” means to each racial and ethnic group, but there is a need for more specificity around what aspects of “my family,” influences certain racial and ethnic groups in America to perform or not perform certain behaviors. Additionally, this report has uncovered a handful of message directions that African, Asian, and Hispanic/Latino Americans are more likely to resonate with compared to all U.S. adults, but these messages warrant further development and specific message testing methods. If done, this will be extremely valuable and allow organizations and initiatives with limited resources to modify their messaging strategies to reach a broader audience without alienating others.

To authentically bring forth climate solutions that benefit and include all Americans, it is vitally important to amplify efforts to engage African, Asian, and Hispanic/Latino Americans. This report begins to uncover the variety of perspectives on climate change among these specific racial and ethnic groups, and aims to provide information and guidance to help stimulate their inspiration, empowerment, and engagement critically needed for success on solutions.

**Together we can forge a path to a positive climate future!**

## APPENDIX

### Consensus Findings

Consensus findings are classified, by the ACV 2014 survey, as those with which a large majority of Americans, 75% or more, agree or disagree. These findings are useful in finding common ground when communicating with a diverse audience. Consensus findings from ACV 2014 include:

**There is not a lot of consensus on climate change, except** that few Americans think it's a good thing (17%) and that polluters (81%), the Environmental Protection Agency (78%), and people themselves (75%) are responsible for doing something about it. In terms of the benefits of addressing climate change, the one that reached consensus status is that "doing something now could improve the quality of the air we breathe and clean the skies."

**Americans remain confident and optimistic about their role in solving problems.** They believe we can take small steps to make the world a better place (94%) and that humans can solve many problems—even if they are not the sole cause (90%). Americans are optimistic that they can solve anything they put their minds to (84%), while 75% of Americans feel that it is their own personal responsibility to do something about climate change. With only a small fraction of Americans maintaining that climate change will be good for people, these findings reveal good news for citizen engagement—which can lead to climate action.

**More than 75% of all Americans view clean air, clean water, unpolluted, toxin-free neighborhoods, and access to parks and natural spaces as personal rights that should be available to all people.** They also think that doing something about climate change now can improve the quality of the air we breathe and clean the skies.

**Nature is important to Americans.** Activities in nature play an important role in the lives of over 80% of Americans, while 82% think that children aren't spending enough time in nature. Americans are also concerned for the protection and wellbeing of animals.

**Americans support clean energy solutions.** 4 in 5 Americans widely support a U.S. energy transition away from coal and oil and toward more clean energy sources like wind and solar. On the topic of who shares the responsibility for bringing forth solutions, over 75% of Americans see companies that pollute, the Environmental Protection Agency, and themselves as the actors most responsible for doing something about climate change. 73% of Americans think that state governments also share the responsibility.

The percentages on the Consensus table—indicating safe things to talk about—are "Net Agree" numbers combining agree and somewhat agree answers. We dive deeper into the significant differences between "agree" and "somewhat agree" in Psychographic Finding #1: "Saying isn't doing." Concern about climate change doesn't always mean you act.

Question response categories are indicated by the following key:

- 1 - Numbers represent sum of "somewhat more than today" and "much more than today" response choices
- 2 - Numbers represent sum of "somewhat convinced" and "very convinced" response choices
- 3 - Numbers represent sum of "somewhat more extreme" and "much more extreme" response choices
- 4 - Numbers represent sum of "somewhat agree" and "agree" response choices
- 5 - Numbers represent "yes" response choices
- 6 - Numbers represent sum of "probably" and "definitely" response choices
- 7 - Numbers represent sum of "somewhat support" and "definitely support" response choices
- 8 - Numbers represent sum of "somewhat more likely" and "much more likely" response choices
- 9 - Numbers represent sum of "yes, some" and "yes, a lot" response choices
- 10 - Numbers represent sum of "sometimes" and "always" response choices
- 11 - Numbers represent sum of "willing to do now," "willing to do within the next 12 months," and "already doing this"

## TABLE OF SURVEY QUESTIONS: CONSENSUS FINDINGS

In order of Total U.S. Adults highest to lowest % value.

SURVEY QUESTION	Total U.S. Adults (%)	African American (%)	Asian American (%)	Hispanic/Latino American (%)	White American (%)
Turn off lights in rooms that are unoccupied. <sup>10</sup>	96	95	97	91	97
I believe we can all take small steps to make the world better. <sup>4</sup>	94	92	96	88	95
Humans may not be the sole cause of many problems, but they can be the solution. <sup>4</sup>	90	86	90	87	92
Compassion for those who are suffering is the most important virtue. <sup>4</sup>	86	85	91	85	86
In order to prepare for and protect against harms from climate change I am willing to prepare for weather disasters. <sup>11</sup>	85	87	84	81	83
I believe if we put our minds to it, Americans can solve anything. <sup>4</sup>	84	84	82	85	85
One of the worst things a person could do is hurt a defenseless animal. <sup>4</sup>	83	87	83	87	82
Clean air is a personal right that should be available to all people. <sup>5</sup>	83	75	82	78	86
Children these days are not spending enough time in nature. <sup>4</sup>	82	73	83	72	85
Rising cost of food is affecting me (or someone I know). <sup>6</sup>	82	81	86	78	84
It's Companies-that-pollute's responsibility to do something about climate change. <sup>9</sup>	81	73	86	80	83
I like to have activities in my life that bring me close to nature. <sup>4</sup>	81	65	80	73	85
The U.S. should use more clean energy sources (like solar and wind power) in the future. <sup>1</sup>	80	70	88	77	82
A safe neighborhood free from toxic chemicals and pollutants is a personal right that should be available to all people. <sup>5</sup>	79	75	79	76	80
It's the Environmental Protection Agency's responsibility to do something about climate change. <sup>9</sup>	78	74	81	72	79
Higher energy bills are affecting me (or someone I know). <sup>6</sup>	77	81	83	76	77
Animals have a moral right to be protected. <sup>4</sup>	76	72	79	77	76
Oil companies have too much power in America today. <sup>4</sup>	75	73	77	70	75
It's not fair that power plants pollute the air for future generations. <sup>4</sup>	75	79	75	76	74
Access to natural spaces like parks and forests is a personal right that should be available to all people. <sup>5</sup>	75	68	68	70	78
It's your personal responsibility to do something about climate change. <sup>9</sup>	75	70	80	72	76
Doing something now on climate change could improve the quality of the air we breathe and clean the skies. <sup>4</sup>	75	74	82	76	74
Doing something now on climate change could harm poor people more than it helps them. <sup>4</sup>	24	26	29	29	22
Bike, instead of using a car. <sup>10</sup>	23	24	23	27	23
It is God's will that we use up whatever resources nature provides. <sup>4</sup>	21	34	24	32	17
The U.S. should use more coal and oil in the future. <sup>1</sup>	19	20	20	24	18
I believe climate change will be good for people. <sup>4</sup>	17	26	21	16	15

## COMPRISED TABLE OF SURVEY QUESTIONS: REFERENCED IN EACH RACIAL AND ETHNIC SECTION

In order of Total U.S. Adults highest to lowest % value. To download complete set of ACV 2014 survey questions and responses by race and ethnicity you can visit the following link: [ecoAmerica.org/research](http://ecoAmerica.org/research)

SURVEY QUESTION	Total U.S. Adults (%)	African American (%)	Asian American (%)	Hispanic/Latino American (%)	White American (%)
Children these days are not spending enough time in nature. <sup>4</sup>	82	73	83	72	85
I like to have activities in my life that bring me close to nature. <sup>4</sup>	81	65	80	73	85
The U.S. should use more clean energy sources (like solar and wind power) in the future. <sup>1</sup>	80	70	88	77	82
Doing something now on climate change could improve the quality the air we breathe and clean the skies. <sup>4</sup>	75	74	82	76	74
Doing something now on climate change could provide a better life for our children and grandchildren. <sup>4</sup>	74	76	86	73	73
In order to prepare for and protect against harms from climate change I am willing to personally act to prevent. <sup>11</sup>	73	76	83	73	71
Doing something now on climate change could protect and preserve our quality of life. <sup>4</sup>	73	73	80	73	72
Convinced that climate change is happening. <sup>2</sup>	71	74	83	73	69
I'm not convinced at all.	11	4	4	8	14
I'm mostly not convinced.	8	2	7	5	10
I'm somewhat convinced.	31	29	37	31	32
I'm very convinced.	40	45	46	42	37
Don't know.	10	20	6	14	8
In order to prepare for and protect against harms from climate change I am willing to vote for a political candidate. <sup>11</sup>	71	79	72	61	73
Support an initiative to for a community-wide energy savings program. <sup>7</sup>	71	70	80	65	72
Support an initiative to update building codes to increase energy efficiency. <sup>7</sup>	70	66	79	65	71
Support an initiative to requiring my local utility company to use more energy from renewable sources. <sup>7</sup>	68	66	78	64	68
We could reduce the pollution that is causing more extreme weather events. <sup>4</sup>	68	69	82	64	68
We should do something about climate change even if what we do isn't perfect. <sup>4</sup>	68	71	83	61	67
For guidance about solutions to climate change I trust scientists. <sup>12</sup>	68	66	79	62	70
Support an initiative requiring my local company to use more energy from renewable sources. <sup>7</sup>	68	66	78	64	68
In order to prepare for and protect against harms from climate change I am willing to tell a friend about the good that comes from preventing and preparing for climate change. <sup>11</sup>	67	79	70	70	64
I worry about the effect of environmental pollution on my family's health. <sup>4</sup>	66	70	79	66	64
Admitting that your views on climate change are different from those of your friends or family is not at all risky.	64	58	49	53	68
Religion is important/most important part of my life.	64	83	51	62	63
Support an initiative to provide more education to citizens about climate change. <sup>7</sup>	64	69	71	69	62
Support an initiative to create alternatives to driving. <sup>7</sup>	63	61	74	61	63
In order to prepare for and protect against harms from climate change I am willing to talk with my doctor about increases in allergies/harm. <sup>11</sup>	62	75	64	65	58
Record heat waves during summer are caused by climate changer. <sup>5</sup>	60	69	72	61	57
Doing something now on climate change could protect God's creation. <sup>4</sup>	59	68	57	63	58



SURVEY QUESTION	Total U.S. Adults (%)	African American (%)	Asian American (%)	Hispanic/Latino American (%)	White American (%)
More damage from extreme weather is caused by climate change. <sup>5</sup>	59	67	70	65	57
Support an initiative to prepare healthcare providers and the public to deal with the effects of climate change. <sup>7</sup>	59	63	69	59	59
Doing something now on climate change could protect God's creation. <sup>4</sup>	59	68	57	63	58
An increasing number of insects/pests are affecting me (or someone I know). <sup>6</sup>	58	68	56	58	57
Doing something now on climate change could help prevent new diseases connected to climate change. <sup>4</sup>	58	65	70	63	56
Doing something now on climate change could protect the world's poorest people from environmental harm. <sup>4</sup>	58	66	70	63	54
In order to prepare for and protect against harms from climate change I am willing to urge elected officials to pass legislation to prevent climate change. <sup>11</sup>	58	67	65	60	57
Regulating and limiting carbon pollution that comes from coal-fired power plants will be effective in stopping climate change. <sup>6</sup>	58	49	66	60	57
The potential consequences of climate change are so serious that we ought to do something even if we are not sure it's happening. <sup>4</sup>	58	63	73	60	56
An effort to stop climate change now is like buying insurance against a disaster that could come later. <sup>4</sup>	57	56	69	55	57
In order to prepare for and protect against harms from climate change I am willing to urge local politicians to prepare my community. <sup>11</sup>	57	71	58	61	54
Increased flooding is caused by climate change. <sup>5</sup>	57	63	68	61	55
Record heat waves during summer are affecting me (or someone I know). <sup>6</sup>	56	60	67	58	54
For guidance about solutions to climate change I trust my close family. <sup>12</sup>	55	49	62	51	57
If we work hard enough, we can prevent most damage from climate change. <sup>4</sup>	54	64	67	66	49
Modernizing the electrical grid to make it more energy efficient will be effective in stopping climate change. <sup>6</sup>	54	50	68	52	53
More frequent and severe droughts are affecting me (or someone I know). <sup>6</sup>	54	54	65	51	53
Raising energy efficiency standards for appliances will be effective in stopping climate change. <sup>6</sup>	53	53	64	51	52
For guidance about solutions to climate change I trust first emergency responders, like Firefighters. <sup>12</sup>	53	54	52	58	51
If we don't do something about climate change now, we could end up having our farmlands turn to desert. <sup>4</sup>	52	58	65	57	48
More damage and personal harm from extreme weather are affecting me (or someone I know). <sup>6</sup>	51	62	52	48	49
For guidance about solutions to climate change I trust farmers. <sup>12</sup>	51	50	47	51	52
Doing something now on climate change could make America more competitive against other countries. <sup>4</sup>	50	54	66	46	48
The U.S. should use more natural gas in the future. <sup>1</sup>	50	38	54	53	52
Increased rates of breathing problems, such as asthma are affecting me (or someone I know). <sup>6</sup>	49	59	53	49	47
Longer and more severe allergy seasons are caused by climate change. <sup>5</sup>	49	59	55	55	45
Doing something now on climate change could preserve our cultural heritage and traditions. <sup>4</sup>	48	57	58	55	44
For guidance about solutions to climate change I trust health professionals, like my personal doctor. <sup>12</sup>	48	45	51	47	48
I've admitted my views on climate change, when different from those of their friends or family. <sup>5</sup>	47	26	44	34	53

SURVEY QUESTION	Total U.S. Adults (%)	African American (%)	Asian American, (%)	Hispanic/Latino American (%)	White American (%)
Increasing number of insects/pests is caused by climate change. <sup>5</sup>	47	62	49	52	43
I support pollution standards even if it means shutting down factories. <sup>4</sup>	46	51	59	47	44
Increased rates of breathing problems is caused by climate change. <sup>5</sup>	46	56	47	47	43
More frequent power outages are affecting me (or someone I know). <sup>6</sup>	46	56	56	43	44
Investing in technology to capture and store carbon pollution will be effective in stopping climate change. <sup>6</sup>	45	45	61	44	44
Requiring companies that produce or import fossil fuels to pay a price for carbon released will be effective in stopping climate change. <sup>6</sup>	45	44	58	44	44
For guidance about solutions to climate change I trust the President of the US. <sup>12</sup>	38	57	48	41	33
In order to prepare for and protect against harms from climate change I am willing to lend my voice in internet discussions. <sup>11</sup>	37	52	46	52	30
The U.S. should use more nuclear energy in the future. <sup>1</sup>	36	23	33	33	39
Doing something now on climate change could improve our national security. <sup>4</sup>	34	42	45	35	31
Investing in technology to reflect the heat of the sun away from Earth will be effective in stopping climate change. <sup>6</sup>	31	37	42	31	28
Nothing can solve climate change. <sup>4</sup>	30	25	23	27	31
Climate change is an opinion, not a fact. <sup>4</sup>	29	22	26	26	31
Climate change will not affect me in my lifetime. <sup>4</sup>	28	21	30	24	31
For guidance about solutions to climate change I trust my religious leader. <sup>12</sup>	27	37	23	29	26
It is God's will that we use up whatever resources nature provides. <sup>4</sup>	21	34	24	32	17
Please select option that describes you best:					
I don't believe climate change is a problem, and I don't think much about it.	14	15	7	16	15
I don't think climate change is a problem, and I tell people that.	6	2	1	3	8
I take a wait-and-see approach on climate.	19	18	11	20	20
I worry about climate change, but I'm unsure what to do about it.	24	26	32	25	23
I'm taking steps in my life to keep climate change from getting worse (such as using less energy).	25	23	36	24	25
I'm actively preparing for the negative effects of climate change (such as preparing for weather disasters).	5	10	6	6	4
I'm taking steps to keep climate change from getting worse AND I'm actively preparing for negative effects.	6	6	6	5	6
What causes climate change?					
I believe climate change is mostly natural.	16	15	9	10	18
I believe climate change is mostly caused by human activities (such as driving cars, burning coal, oil, and gas, cutting trees, etc.).	23	22	32	33	20
I believe climate change is caused by both natural causes and human activities.	47	40	52	38	50
Other/Neither.	1	1	< 1	1	1
I don't believe climate change is happening.	4	3	2	3	5
Don't know.	9	19	5	15	6
Which of the following best describes your beliefs about climate change?					
Climate change isn't happening.	9	8	3	6	10
Humans can't reduce climate change even if it's happening.	16	21	9	20	14
Humans may or may not be able to reduce climate change.	36	31	38	32	38
Humans can definitely make a difference in slowing or reducing climate change.	40	40	50	42	38

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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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