

# AMERICAN CLIMATE VALUES 2014:

## Insights by Racial and Ethnic Groups

ecoAmerica released a new report from the [2014 American Climate Values \(ACV 14\)](#) survey: *Racial and Ethnic findings*. The ACV 14 oversampled African, Asian, and Hispanic/Latino Americans, to analyze if and how they differ from national averages and each other on how they understand and respond to climate change. The findings within the report are offered as a resource for any organization interested in engaging African, Asian, or Hispanic/Latino Americans in climate solutions. It offers data, analysis, and recommendations for climate advocates to consider when refining strategies for and deepening engagement with these key American groups.

### Report's Main Findings:

- African, Asian, and Hispanic/Latino groups are convinced that climate change is happening** at slightly higher rates than total American adults. African Americans (74%), Asian Americans (83%), and Hispanic/Latino Americans (73%) versus all adults (71%).
- 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%)—some who worry, but are unsure what to do—(26%, 32%, 25%, versus all adults 24% respectively)—and others who are taking active steps personally and politically – (39%, 48%, 35%, versus all adults 36% respectively).
- Key racial and ethnic groups studied in this report tend to align with the general population on general climate knowledge**—these climate topics are reported on in the [American Climate Values 2014: Psychographic and Demographic Insights](#) issued in March 2014. Key points of Americans' consensus are also included in the report, including themes and solutions that are resonant, such as family values.
- Additional common points for engagement** include: a) emphasizing the benefits of real, immediate, and personally relevant solutions, such as lower energy bills, and; b) showing how climate action now will preserve and protect the quality of life they've worked so hard to achieve.
- A spectrum of attitudes and beliefs on climate change exists** among the key racial/ethnic groups studied in this report, such as:

#### More Likely to Resonate With



#### Less Likely to Resonate With

## Topline Report Implications & 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, these recommendations are offered as starting points for consideration. 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. *ecoAmerica* recommends further research on these groups to understand and connect more deeply with the diversity of cultures and customs of subgroups within each.

### 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 impact—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
WHO IS TRUSTED	<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>

Download the full reports from the links provided:

American Climate Values 2014: Insights by Racial and Ethnic Groups—[http://bit.ly/ACV14\\_RE](http://bit.ly/ACV14_RE)

Full Data of ACV 2014: Insights by Racial and Ethnic Groups—[http://bit.ly/ACV14\\_RE\\_data](http://bit.ly/ACV14_RE_data)

American Climate Values 2014: Psychographic and Demographic Insights—[http://bit.ly/ACV14\\_PD](http://bit.ly/ACV14_PD)