

Towards a Common Framework ecoAmerica – AZA Partnership



 ecoAmerica
start with people

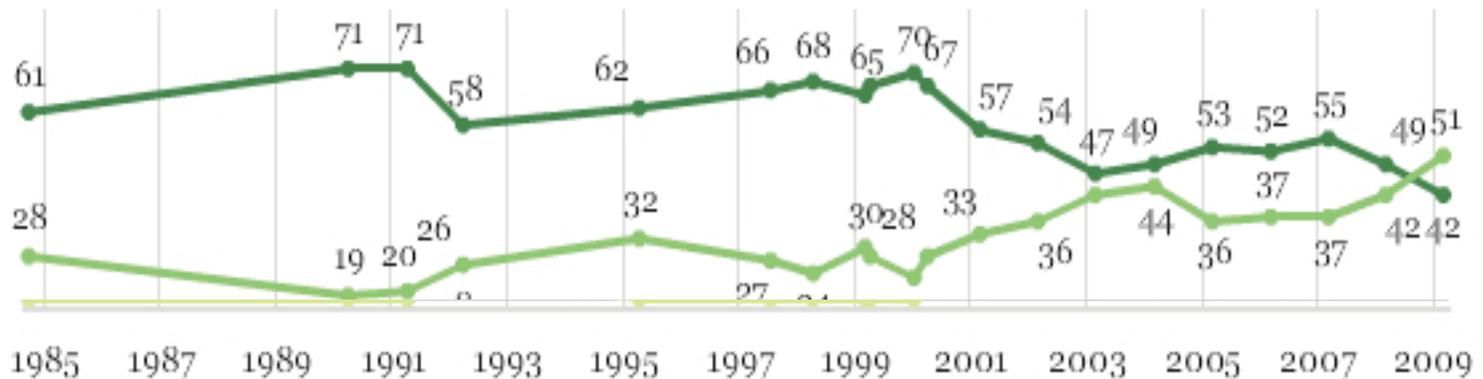
 ecoAmerica

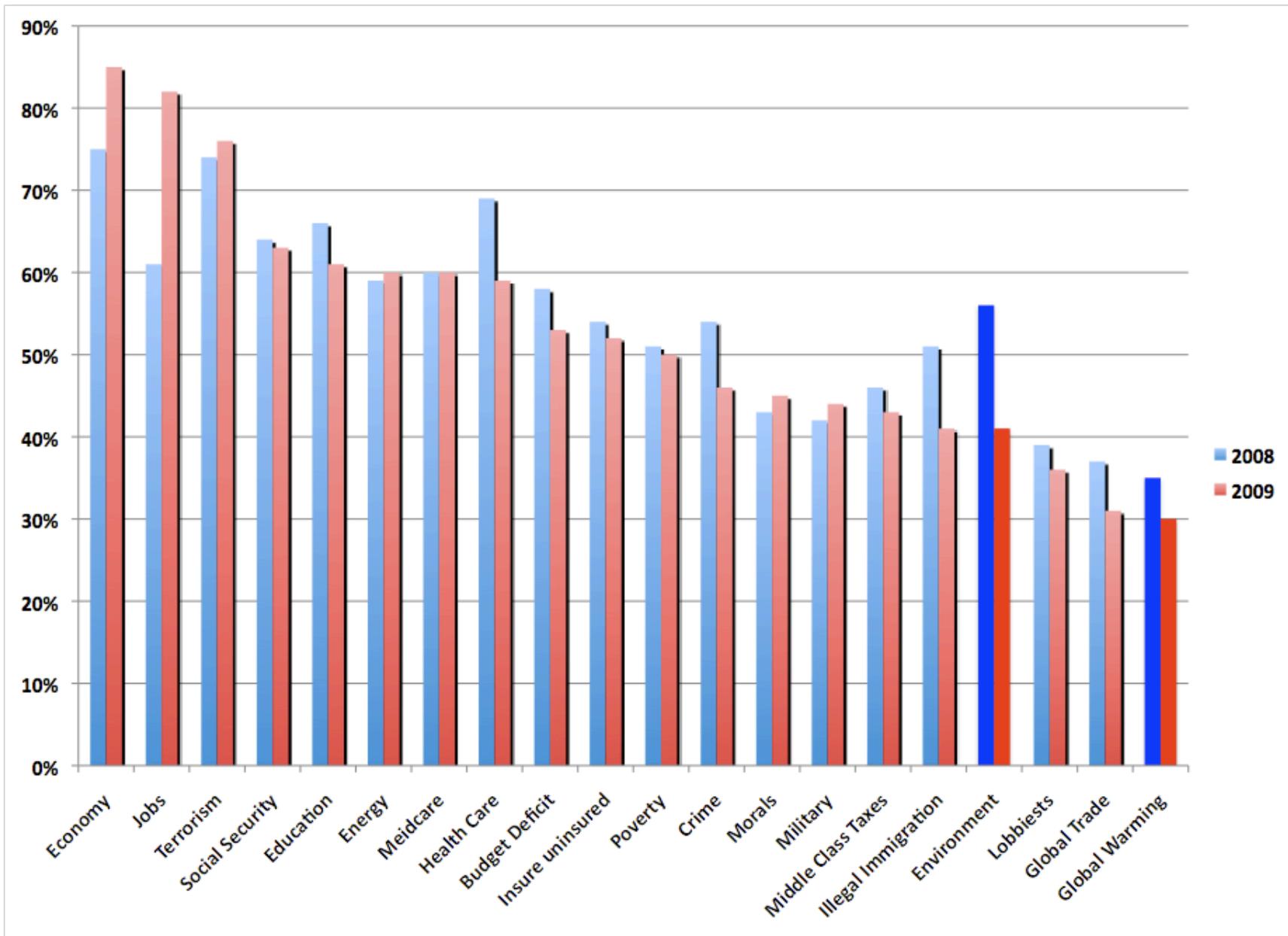
ecoAmerica is a non-profit agency that uses psychographic research, strategic partnerships and engagement marketing to shift the awareness, attitudes and behaviors of environmentally agnostic Americans.



Economy vs. Environment

THE ECONOMY IS MORE IMPORTANT

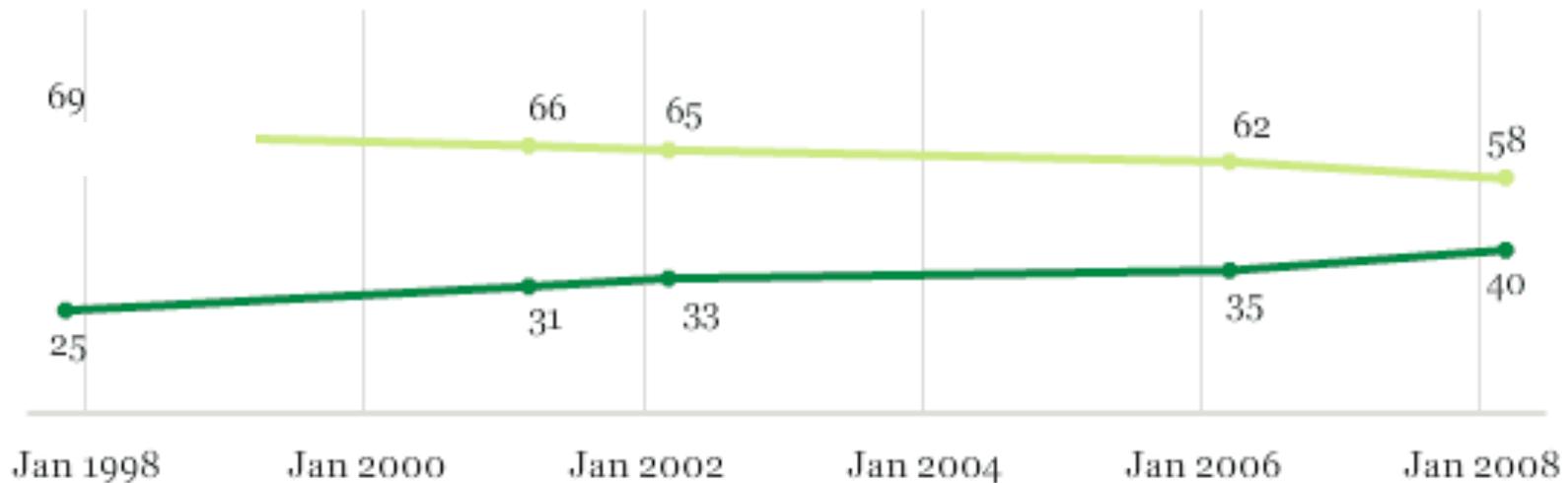




Will Global Warming Affect Me?

Do you think that global warming will pose a serious threat to you or your way of life in your lifetime?

■ % Yes ■ % No

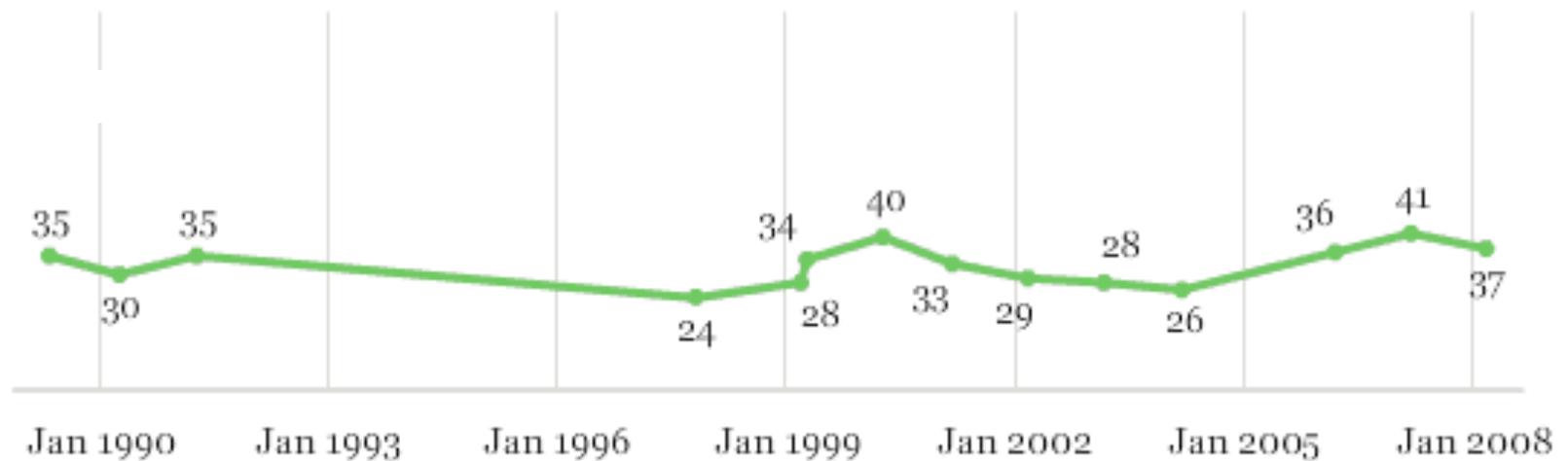


How worried are you?

How much do you personally worry about ...

The "greenhouse effect" or global warming

■ % Great deal



Climate vs other environmental issues



Losing Ground



PPIC

PUBLIC POLICY
INSTITUTE OF CALIFORNIA

Press Release, July 29, 2009

Most residents (66%) support the 2006 California law (AB 32) that requires greenhouse gas emissions to be reduced to 1990 levels by 2020. Support has declined 7 points from July 2008 (73%) and 12 points from 2007 (78%).

While most see global warming as a threat to the economy and quality of life in the state, the percentage of residents who categorize the threat as very serious has declined over the past two years (54% 2007, 52% 2008, 47% today.)

<http://www.ppic.org/main/pressrelease.asp?p=965>

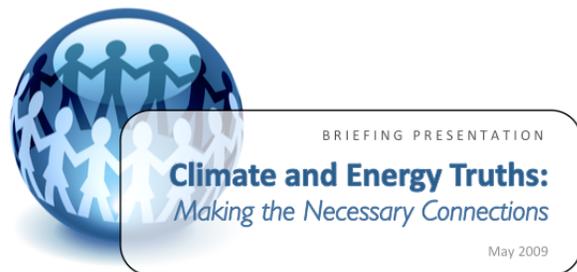
ecoAmerica Research



- SRIC-BI VALS-based consumer segmentation study
- 1,506 respondents; nationally representative sample
- Environmental issues, behaviors, concerns
- VALS battery (context) and competing priorities
- Partners: Sierra Club, Earthjustice



- SRIC-BI VALS-based consumer segmentation study
- 1,708 respondents; nationally representative sample
- Climate attitudes; Enviro attitudes & behaviors
- VALS battery (context) and competing priorities
- Partners: Pew, NRDC, ACP, TNC



- Westen + Lake Research communications study
- Meta-study of pro and anti-carbon communications
- Focus Groups; 1,000 dial tests; 1,000 phone surveys
- Refined framing, messages and wording
- Partners: NRDC

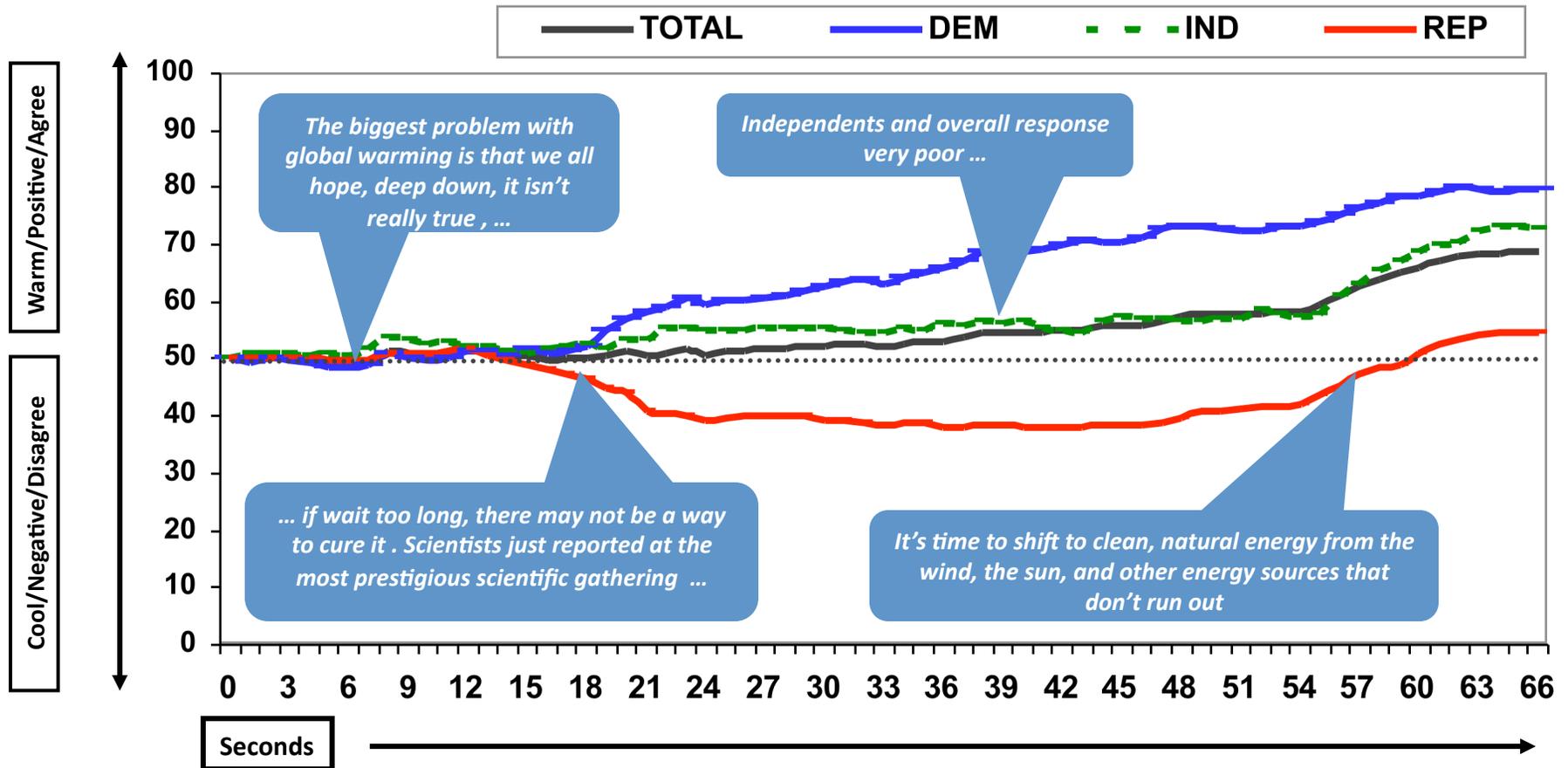
Politics & Climate

	Rep	Dem	Ind	R vs. D
1. I believe what Al Gore has to say about global warming and climate change.	22	71	51	49
2. I plan to vote for the presidential candidate who is strongest on stopping global warming.	21	61	37	40
3. I believe much of what environmentalists have to say.	38	75	62	37
4. I am convinced that global warming is happening.	54	90	73	36
5. It angers me that society's leaders are not doing something about global warming.	48	84	70	36
6. I trust the people who tell us that we have to do something about global warming.	39	75	58	36
7. If we don't do something now about global warming our farmlands could turn to desert.	41	76	56	35
8. Too much fuss is made about global warming.	53	18	37	35
9. The government needs to create a department dedicated to solving global warming, as they did with the department of homeland defense to combat terrorism.	44	78	59	34
10. Five years from now the nation's weather will probably be more severe than it is now.	44	77	64	33
11. If we do nothing to stop global warming, we are failing our children.	49	81	68	32
12. Protecting the environment should be given priority even at the risk of curbing economic growth.	29	61	47	32
13. When celebrities talk about saving the earth, I listen.	19	51	34	32
14. I am worried about global warming.	49	80	71	31
15. Global warming is something people can control.	46	77	61	31
16. I have noticed that over the years the climate is changing in my local area.	54	84	74	30

Polarization

	Rep	Dem	Ind	R vs. D
Q1S pers Q1J bett				0
Q1K				0
Q1L ther				5
Q1C				0
Q1C				1
Q1F				4
Q1L				7
Q1C				7
Q1C way				12
Q6K				10
Q1F				0
Q1V				0
way to bring jobs back to the US.	81	85	84	4
Q6W-Americans should always try to buy American products.	81	85	84	4
Q1C-Given today's gas prices, I am curious about electric or hybrid cars.	79	88	85	9

Republicans Don't Like Scientists



Gender & Climate

	WOMEN LEAD ON	Male	Female
Q1W-G	<p>1. Women are more concerned about climate and want to do something about it:</p> <ul style="list-style-type: none"> global warming is harmful (74%/67%) notice the climate is changing (75%/69%) create a department (66% vs. 59%) green collar jobs will boost economy (65%/58%) 		74%
Q1Z-Tr			66%
Q1JJ-G			65%
Q1NN-			71%
Q1A-Fi			66%
Q1G-I I			75%
Q6N-M			84%
Q1SS-II			69%
Q1AAA			70%
			Female
Q6F-Ev	<p>2. Men are less concerned and think addressing climate has negative personal and economic consequences.</p> <ul style="list-style-type: none"> trying to solve global warm is useless (23%/17%) stopping GW will cost me personally (40%/32%) environmental friendly = sacrifice (37%/25%) 		64%
Q6D-Ec			25%
Q6V-I v			35%
Q6Z-I v			34%
Q1X-Tr			17%
Q1MM			22%
Q1Y-TV			46%
Q6E-Er			15%
Q1QQQ		stopping global warming will cost me personally, even if society creates a lot of environmentally-friendly jobs.	40%
Q6F-Every time I fill the gas tank, some of the money goes to people who want to harm the U.S.		70%	64%

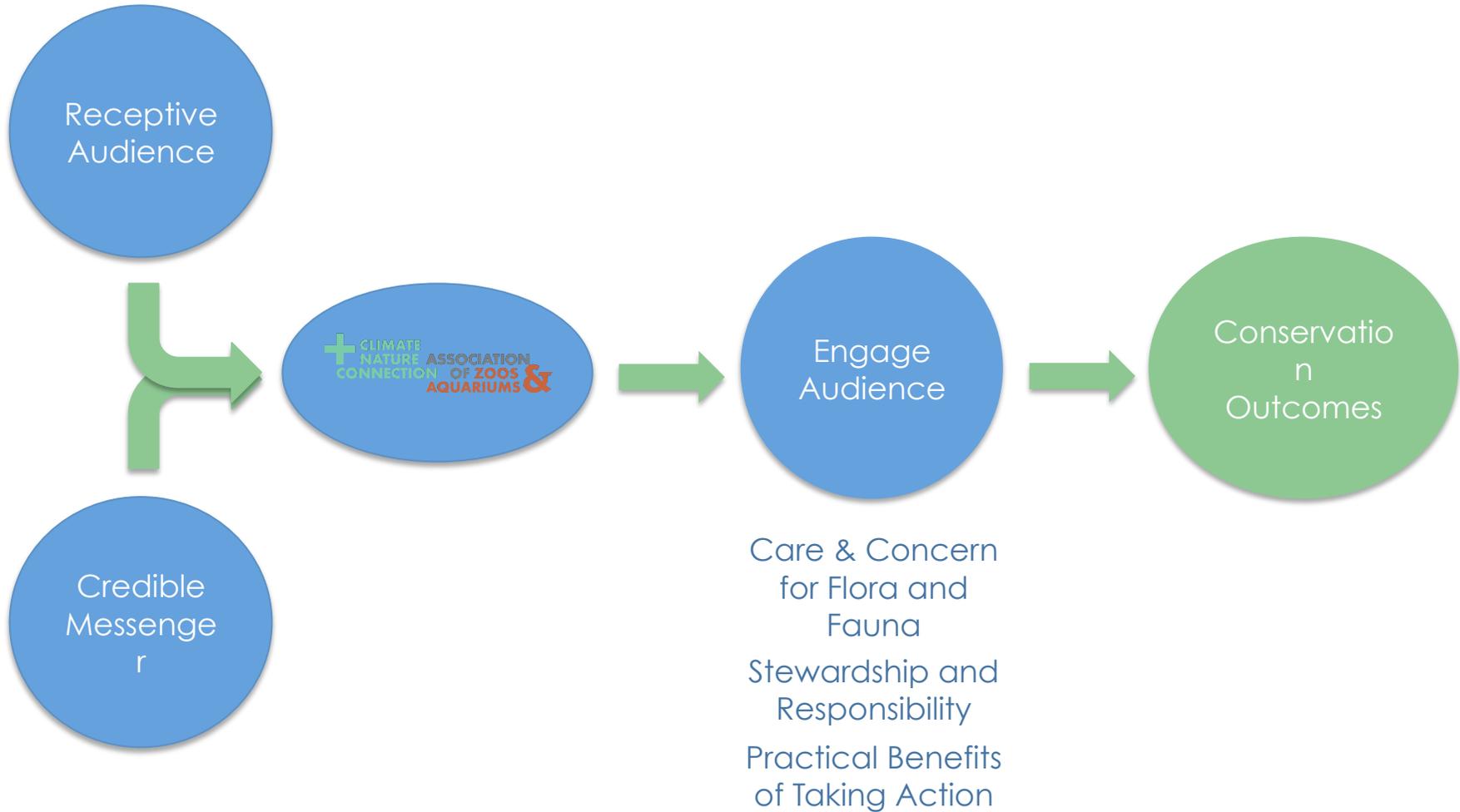
The good news...talking the talk

1. Even if it turns out people aren't causing global warming, reducing pollution is still worth it for personal health reasons.	95%
2. Even if it turns out people aren't causing global warming, reducing pollution is still worth it for a better environment.	93%
4. America should increase efforts to reduce pollution regardless of what other countries do.	92%
14. I think doing something about global warming is better than doing nothing.	86%
20. We should do something about global warming, even if what we do isn't perfect.	81%
21. Preserving nature's beauty is reason enough to stop global warming.	81%

Are we walking the Walk?

Q4-Please mark all the activities or behaviors you, personally, have done in the past 12 months.	Pct.
Recycled bottles and cans	85
Lowered my home thermostat by 2 or more degrees in the winter	67
Installed compact fluorescent light bulbs or LEDs in my home	62
Raised my home thermostat by 2 or more degrees in the summer	43
Composted food waste (such as eggs shells, vegetable skin)	19
Signed a petition in favor of stopping global warming/climate change	14
Replaced my car/truck/SUV for one that gets better fuel mileage	12
Did a home energy audit (such as a do-it-yourself audit on the web or having a professional come to your home)	8
Used a calculator (for instance, on a web-site) to compute your carbon emissions, OR bought carbon offsets	5
Used or switched to a utility company that uses renewable energy (for example wind or solar)	5

Engagement Strategy



Climate Messaging Opportunities

- Move past scientific debate with visceral messaging to engage and inspire
- We have a stewardship responsibility
- Visitors can make a difference – for animals and for ourselves. We caused the problem and we can solve it.