

LET'S TALK CLIMATE:

MESSAGES TO MOTIVATE U.S. LATINOS



HISPANIC ASSOCIATION OF
COLLEGES AND UNIVERSITIES

ecoAmerica
building climate leadership

ACKNOWLEDGMENTS



ABOUT THIS RESEARCH PROJECT

ecoAmerica's Climate Messaging Project develops and disseminates market-tested messages on climate solutions designed to engage U.S. Latinos across political and demographic groups. The project employs qualitative and quantitative research methods to test specific words, phrases, and narratives that link climate change to U.S. Latino values and concerns.

RESEARCH PARTNERS

Lake Research Partners

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A research consultant specializing in multi-ethnic research, she provided knowledge and helped bring understanding of the driving forces of U.S. Latino culture.

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A linguist and communications expert, she helped explore and find inspirational words to talk about climate.

SPECIAL THANKS

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Latino climate leadership is accelerating, but we're going to need to engage many more Latinos to bring forth timely solutions at scale. At 17% of the U.S. population, Latinos have the political and cultural power to help move America in the right direction.

Photo taken from ecoAmerica's 2016 National Latino Climate Leadership Forum in Washington, DC.
From left to right: Dr. Linda Rudolph, Dr. Gabriel Salguero, Dr. Antonio Flores, Dr. Sergio Rimola, Dr. Ruben Guerra

GREETINGS,

Climate change is not a new issue for Latinos living in the United States, but it is an issue with growing awareness due to the efforts of many Latino leaders and organizations working to engage Latinos in developing solutions.

Latino leadership in addressing climate change is accelerating, but we're going to need to engage many more Latinos to bring forth timely solutions at scale. Forming 17% of the U.S. population, Latinos have the political and cultural power to help move America in the right direction.

Solutions benefit all Americans but are poised to be particularly essential for Latinos. **Nearly half of Latinos live in the nation's most smog-polluted and climate-change-affected cities, and are increasingly vulnerable to the detrimental health and economic effects.**

As this report confirms, **Latinos—especially Spanish-speaking Latinos—are aware of and support solutions at a considerably higher level than Americans overall.** Latinos seek solutions at local and national levels and are highly motivated to take action on climate change, seeking guidance, information, and effective ways to advocate.

The findings in this report include words, phrases, and messages that can be used by Latino leaders to successfully communicate with others on climate change. All of the findings have been rigorously tested and are proven to be effective in increasing saliency and motivation with English- and Spanish-speaking Latinos. You can use this report, along with ecoAmerica's [15 Steps Guide](#), to further personalize your message.

The Hispanic Association of Colleges and Universities (HACU) believes it is key for Latinos to take a leadership role on addressing climate change to enhance the work that we can do. HACU is proud to be a supporter of this research and we encourage you to use this report, and this moment, to accelerate your leadership on climate change, amplify your voice, and motivate Latinos on moving towards solutions.

Con gratitud,



Antonio R. Flores
President and CEO
*Hispanic Association of
Colleges and Universities*

METHODOLOGY

The research was conducted from March to June 2016 and consisted of the following three phases.



PHASE 1: LANDSCAPE AND LANGUAGE ANALYSIS

In March 2016, initial messages were developed through analysis and synthesis of ecoAmerica's 2015 messaging project, [Let's Talk Climate: Messages to Motivate Americans](#), recent research on Latino Americans' climate change awareness, attitudes, behaviors, and values, and relevant topical reports, speeches, news articles, and social media. A bilingual and bicultural specialist, Ana Rivera, provided in-depth knowledge and understanding of current Latino cultural factors for further refinement of the messages (in English and Spanish) and assisted with the design of the focus groups.



PHASE 2: FOCUS GROUPS

Two focus groups, one in Spanish and one in English, were moderated by Ana Rivera in Las Vegas, NV, on March 3, 2016, among registered Latino voters. The groups were divided by preferred language spoken and included demographic mixes of ages (25–65 years), levels of education, occupations, marital and parental status, and political affiliation. Participants were screened to have moderate views about the environment. This step involved open-ended input on climate change, as well as qualitative and directional input in the messages to aid in refinement before the dial survey testing. This step also assisted in the refinement of survey questions for use in the next phase.



PHASE 3: ONLINE DIAL SURVEYS

English and Spanish messages were refined from focus group findings and were tested online from May 5 to 17, 2016. The survey reached a total of 905 Latino adults nationwide with 622 surveys completed in English and 283 surveys completed in Spanish. The sample was drawn from an online panel, and respondents were screened to be Latino adults.

DEFINITION OF RESPONDENTS

PARTICIPANTS - LATINOS

In the beginning of the survey, respondents were asked their race or ethnicity. The survey sample included respondents who identified themselves as Hispanic/Latino residents of the United States. This report refers to the survey participants as Latino(s). The participant sample included registered and non-registered voters in order to bring the climate beliefs of non-registered Latinos into focus.

Throughout the report, we refer to the respondents as part of the "base", "persuadable," and "opposition." The following are definitions of those segments.

Table 1:

Demographic Breakdown of Latino Sample				
N=	905	135	69	701
Demographics	Total %	Base	Opp.	Pers.
Men	50	56	56	48
Women	50	44	44	52
Under 30	32	37	19	33
30-39	22	22	12	23
40-49	19	16	28	19
50-64	19	17	31	19
Over 65	7	8	11	6
Survey in English	69	63	60	71
Survey in Spanish	31	37	40	29
Born in the U.S.	67	61	57	69
Immigrant	33	39	43	31
Married	47	43	53	47
Unmarried	53	57	47	53
City	56	62	42	55
Suburb	27	23	29	27
Small Town/Rural	16	16	23	15
Democrat	54	69	30	53
Independent	21	11	19	23
Republican	14	13	41	11
Registered Voter	73	66	79	73

BASE 15% of Latinos

- Believe climate change is due to human activities.
- Believe we can stop the effects of climate change if we take effective action now.
- Lean Democrat, live in cities, are male, are under 30, and are registered to vote.

PERSUADABLE 77% of Latinos

- Believe that climate change is due to human activities or a combination of human and natural causes.
- Are not sure if we can do anything to address climate change.
- Demographics closely reflect the national population of Latinos in the United States: are Democrat, live in urban areas, and are under 30.

OPPOSITION 8% of Latinos

- Believe climate change is due to natural causes or is not happening at all.
- Believe that "nothing we can do will stop the effects of climate change."
- Lean Republican, city-dwellers, male, married, and registered to vote.

EXECUTIVE SUMMARY

Successful climate messaging that targets Latinos depends not only on choosing the right messenger, but also on understanding and connecting with distinct Latino views and values. Simply translating a message into Spanish isn't enough – Spanish words and phrases do not always translate directly into English and vice versa. To be effective, the message must be culturally relevant.

This research project qualitatively and quantitatively explored ways to relate climate change to closely-held, personal Latino values and to use culturally competent language in a way that traditional climate polling cannot uncover.

POLLING INSIGHTS

People seek out information that supports their existing values and beliefs and reject information that contradicts their beliefs.⁶ In any form of climate communication, it is important to leave behind assumptions and establish common ground with the audience to ensure your message is personally relevant and avoid losing their interest or sidetracking into a debate.

Our polling of U.S. Latinos revealed the following climate beliefs and values.

Climate Beliefs

- Climate change is happening
- Climate change impacts future generations
- Solutions are needed and can be achieved
- Solutions will not cost too many jobs
- All levels of government, from local to federal, should act
- Limits and fines on pollution are needed

Key Values

- Moral responsibility (care/harm)
- Health (harmful pollution)
- Family and children
- Optimistic aspirations
- Orientation toward the future
- Personal finance

TESTED MESSAGES

Our message ratings revealed three value-based themes that link climate to Latino priorities, to ultimately inspire hope and motivate action.

Cultural – Centered on the values of care and optimism. Positions climate action as a moral responsibility for future generations and embodies a can-do tone to strengthen support for clean energy.

Health – Connects the values of family, children, and health as personal benefits to solutions. Provides real-lived examples to relate climate impacts to human health.

Community – Brings the values family, health, optimism, and personal finance closer to home. Focusing on local impacts and solutions helps make achievement feel possible.

SPANISH SPEAKERS

The myth that Spanish-speaking Latinos are not engaged on climate change is false. Results reveal that the intensity of support for solutions and willingness to act are highest among Spanish-speaking Latinos. For example, 93% of Spanish-speaking Latinos are personally concerned about the impacts of climate change for future generations, with 44% very concerned, compared to 80% and 22%, respectively, for English-speaking Latinos.

The insights and tested messages in this guide aim to respect and incorporate Latino values to motivate support and action. These messages will become increasingly successful with continued practice and forethought.


KEY RECOMMENDATIONS

1. Talking about “we” is more personal and engaging than “you” or “I.”
2. Messengers should come from within the Latino community.
3. Be inclusive and refrain from singling out Latinos as a separate group. We are all Americans.

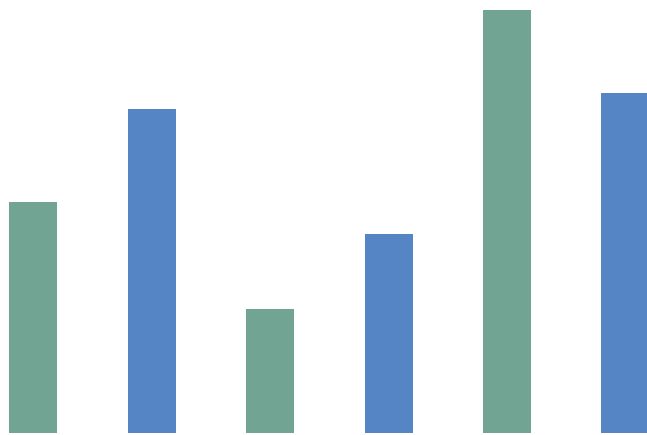
QUICK REFERENCE: WORDS AND PHRASES

Multiple rounds of testing, survey responses, and message ratings revealed the words and phrases that work best when talking about climate change impacts and solutions. The following table reflects the most successfully tested language to use when speaking with Latinos about climate change.^a

Table 2:

 Replace	 Embrace	Because
climate change global warming	our changing climate damage to the climate	The addition of familiar and descriptive language increases concern and urgency, and connotes human agency.
prevent pollution	reduce pollution	People believe it is possible to reduce rather than prevent pollution.
reduce costs	save money	Positive language is generally stronger. Reducing can sound negative. Saving money is more tangible.
as Latinos	as Americans	Latinos reject being set apart or singled out. They want to be included in the general public. Messengers should be Latino but identify as Americans first.
renewable energy	clean energy	"Clean" is familiar visual language that embodies health (which resonates particularly with Latinos).
the planet polar bears	children family future generations	Referencing future generations and families moves thinking beyond the self. Family builds inclusiveness (not everyone has children) and activates collective agency.
greenhouse gases	pollution	Pollution is a more familiar term to all and is particularly motivating to Latinos.
threats to the air	air we breathe	It is more personal and tangible to use visual phrases that connect with physical senses.
problems	solutions	"Fatalistic" language is scary. Latinos already believe there is a problem. Solutions focus the message on positive outcomes to motivate people to act.
natural fuels	wind and solar energy	Some companies market coal and oil as "natural fuels." Wind and solar energy are specific, clear, and without abstraction.
resilient communities	strong communities	"Resilient" is considered jargon that is not a readily understandable term to many. Having a "strong" community can't be debated.
fossil fuels	dirty fuels	The more descriptive language of dirty fuels connects more personally to the health-related effects and outcomes of climate change.
more jobs	good jobs	The quality of jobs is favored more than the quantity, because they are perceived as steady and higher paying with benefits.

a. A larger list of successful words and phrases for all Americans can be found on page 10 of *Let's Talk Climate: Messages to Motivate Americans*.



POLLING INSIGHTS

CLIMATE BELIEFS AND VALUES

Among mainstream environmental activists, there was a long-held belief that Latinos, especially Spanish-speaking Latinos, would not be interested in climate change or climate solutions. A number of polls, however, have actually shown that Latinos are very interested in this issue.^{7, 5, 4} Moreover, this survey found that Latinos are personally concerned and ready to take action to reduce damage to the climate. Therefore, the issue is less about persuading Latinos to support positions on climate change and is more about how to create intensity.^{b, c}

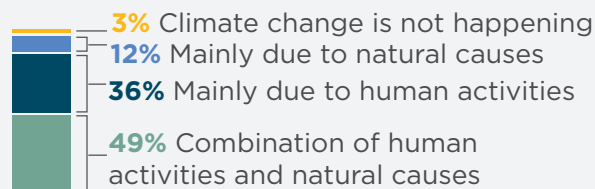
CLIMATE BELIEFS

Latinos believe that climate change is happening and human activities are contributing to it.

The vast majority of Latinos believe that climate change is mainly or partially caused by humans.

36% of Latinos say climate change is mainly due to human activities, compared to 33% of all registered voters.

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



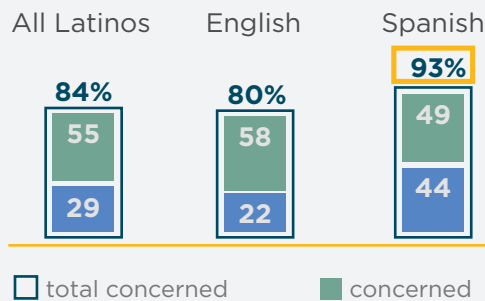
U.S. Voters:
5% not happening
11% natural
33% mainly human
49% combination

Latinos, particularly those who are Spanish-speaking, express strong concern for the impacts of climate change on future generations.

Compared to overall U.S. voters, Latinos are especially motivated by their concern for future generations.

Spanish-speaking Latinos show the highest level of concern – double the percentage of English-speaking Latinos.

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



U.S. Voters:
78% total concerned
46% very concerned

b. See the appendix, starting on page 28, for respondent results for all Latinos and by language preference.

c. For the purposes of this analysis, we compared all U.S. Latinos (registered and non-registered voters) to a national sample of total U.S. voters. Additional data, not found in the appendix, is available upon request.

Strong majorities of Latinos are willing to personally take action to get more information and to prevent damage to the climate.

Willing to personally take action to prevent damage to the climate.

All Latinos English Spanish

84%



79%



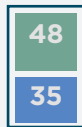
95%



U.S. Voters:
78% willing
39% very willing
39% somewhat willing

Willing to get more information about the threat that damage to the climate poses and what people can do about it.

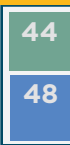
83%



79%



92%



U.S. voters were
not polled on
this question.

total willing somewhat willing very willing

Latinos are more willing to take action on climate than other U.S. registered voters.

Latinos are also very willing to get more information on climate.

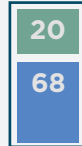
Spanish-speaking Latinos have the highest willingness to take action and get information compared to English-speaking Latinos.

Because they are motivated to act, "information" doesn't need to be the first step.

Latinos overwhelmingly favor the government limiting pollution or imposing a fine on large companies for the pollution they create.

Favor government taking steps to put limits on the pollution that causes climate change.

88%



U.S. Voters:
72% total favor
49% strongly favor

...even if it increases your taxes

85%



Favor a proposal to reduce carbon pollution by imposing a fine on large companies for the pollution they create.

89%



U.S. Voters:
80% total favor
60% strongly favor

total favor somewhat favor strongly favor

Though tax sensitivities exist, Latinos across demographics favor government limits and imposing fines for pollution more than voters overall (72% and 80%, respectively).

Latinos want all levels of government and businesses to act on climate change.

Latinos believe the federal government, state or local government, and business should be accountable for climate solutions—a great deal more than registered voters (48%, 46%, and 56%, respectively).

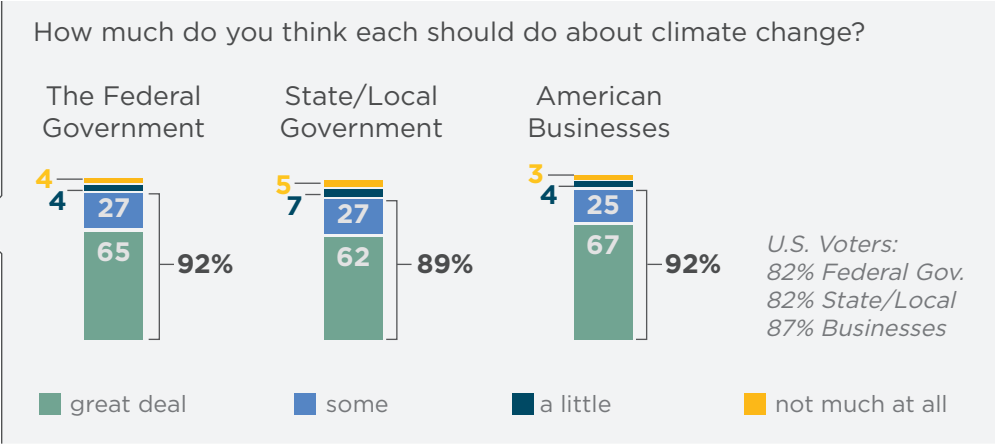


Table 3:

How much do you think each should do about climate change?	Federal Gov.		State or Local		Business	
	E	S	E	S	E	S
A great deal	59	78	57	71	61	80
Total: great deal + some	90	95	86	94	90	97
Total: a little + not much at all	10	5	14	6	10	3
How much should each be doing now about climate change?						
More	71	86	74	82	75	85
Less	13	9	9	10	9	7
Same	16	5	17	8	16	8

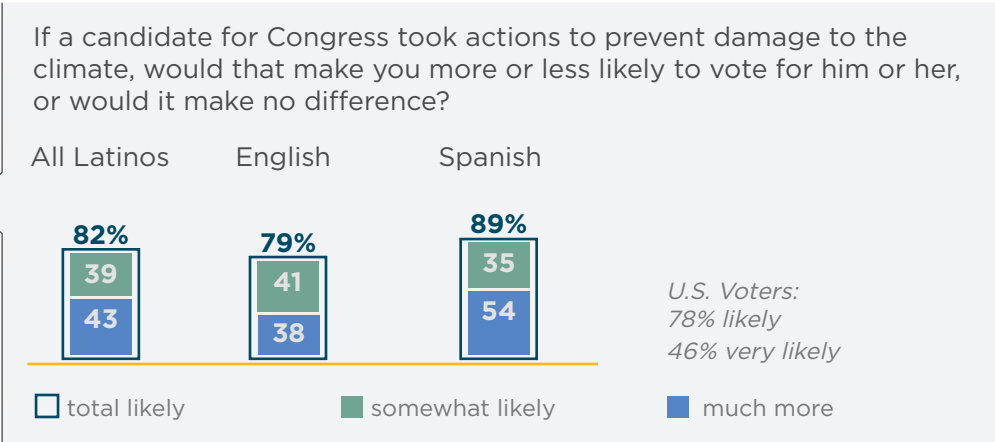
E = English and S = Spanish

This intensity is particularly striking among Spanish-speaking Latinos.

Latinos are more likely to vote for a candidate if he or she took actions to prevent damage to the climate.

Climate change is a voting issue for English- and Spanish-speaking Latinos.

An overwhelming majority of U.S. Latinos are more likely to vote and over half of Spanish-speaking Latinos are very likely to vote for a candidate for Congress if he or she addressed climate change.



CLIMATE VALUES

Moral responsibility, family, optimistic aspiration, and pollution are Latinos' top climate values.

Table 4:

Do you agree or disagree with each statement? ^d	Strongly Agree	Total Agree	Total U.S.
We have a <u>moral responsibility</u> to create a safe and healthy place to live for our families.	50	74	74
We need to <u>take action now</u> to reduce the pollution that is causing damage to the climate.	42	71	68
We <u>can reduce the pollution</u> that is causing climate change.	41	68	n/a
Dealing with climate change and pursuing clean energy <u>can save money</u> in the long term.	39	68	n/a
I'm hopeful that we <u>can reduce the pollution</u> causing climate change.	39	65	68
I'm hopeful that we <u>can reduce the pollution</u> causing damage to our climate.	36	68	56
We <u>can prevent damage</u> to the climate.	36	69	n/a

The most salient climate value, similar to voters overall but with even more intensity among Latinos, is a moral responsibility for family. 50% rated it a 10 out of 10 (compared to 43% of all registered voters in 2015).

Among Spanish-speaking Latinos, 63% rated it 10 out of 10.

Latinos respond strongly to optimistic and aspirational statements, such as “we need to take action,” and “we can reduce pollution.”

The strongest support comes from older, Democrat, and foreign-born Latinos.^e

Latinos believe dealing with climate change can save money, create jobs, and reduce costs.

Table 5:

Do you agree or disagree with each statement? ^d	Strongly Agree	Total Agree	Total U.S. Adults
Dealing with climate change and pursuing clean energy <u>can save money</u> in the long term.	39	68	58
Dealing with climate change and pursuing clean energy <u>can create jobs</u> .	37	66	56
Dealing with climate change and pursuing clean energy <u>can reduce costs</u> in the long term.	34	66	n/a

Latinos are much more optimistic about the economic benefits of climate solutions than Americans overall.

d. 0-10 scale, 0 strongly disagree, 10 strongly agree

e. Data available upon request.

Spanish-speaking Latinos are less concerned about jobs than personal cost.

Table 6:

However, the issue of potential costs associated with climate solutions is particularly sensitive for Spanish-speaking Latinos.

Spanish speakers are less concerned about jobs than about rising prices and increased taxes.

Dealing with climate change and pursuing clean energy can...% <i>Strongly Agree</i>	All	Language	
		E	S
Save money in the long term.	68	66	73
Create jobs.	66	63	73
Reduce costs in the long term.	66	62	76
I worry that dealing with climate change will cost too...			
Much, personally, in terms of rising prices and increased taxes.	42	35	58
Many jobs.	34	30	45

E = English and S = Spanish

KEY TAKEAWAYS: LATINO CLIMATE BELIEFS AND VALUES

Latinos strongly support climate action. They:

- Believe that climate change is happening and humans contribute to it.
- Express strong concern for the impacts of climate changes for future generations.
- Are willing to personally take action to get more information and prevent damage to the climate.
- Favor the government limiting pollution or imposing a fine on large companies for the pollution they create.
- Want all levels of government and businesses to act on climate change.
- Are more likely to vote for a candidate if he or she took actions to prevent damage to the climate.
- Have more intensity about all aspects of climate than U.S. voters nationally, with Spanish-speaking Latinos possessing significantly higher intensity and motivation.

Latinos connect with climate solutions when they are personally relevant. Some key ways to connect climate with Latinos include the following:

- Top climate values:
 - Moral responsibility
 - Family
 - Optimistic aspiration
 - Pollution
- Saving money is better than reducing costs.



MESSAGES

MORE CLIMATE COMMUNICATION RESOURCES

Extensive research has established that public engagement messages need to reflect the audience's identity and validate their values. The language needs to be familiar, and the actions need to be personally relevant. There is a growing body of evidence that values-based messages are often far more important in motivating people to engage with climate solutions than the underlying scientific evidence.² For each of the following three messages, we propose a central theme:

Cultural – moral responsibility and growth

Health – protect our families' health

Community – home pride and local solutions

TESTED MESSAGE RESULTS

All of the messages in this report tested well with English- and Spanish-speaking Latinos. The message results are reported in unconscious and conscious ratings, defined as follows:

1. **unconscious** is the moment-to-moment dial-test rating (up/favorable or down/unfavorable, using a dial) during the message reading
2. **conscious** is the respondent's convinced rating (on a scale from 0 to 100) rated after the message was read.

Table 7 shows the average numerical score given to each message.

The bar chart below and on the following pages show the percentage of respondents who rated the message as either convincing (50–79 out of 100) or very convincing (80+ out of 100).

MEAN CONVINCING RATING – CONSCIOUS^f

Table 7:

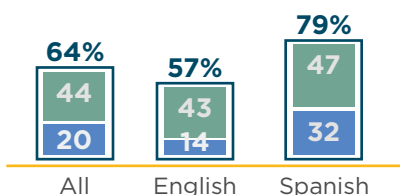
	All	E	S	English			Spanish		
				Base	Pers	Opp	Base*	Pers	Opp**
Cultural	81	78	89	84	79	58	92	88	n/a
Health	80	76	87	86	76	57	91	87	n/a
Community	79	75	88	82	77	52	91	88	n/a

*sample size (n=50) ** Spanish-language opposition was too small to analyze

CULTURAL

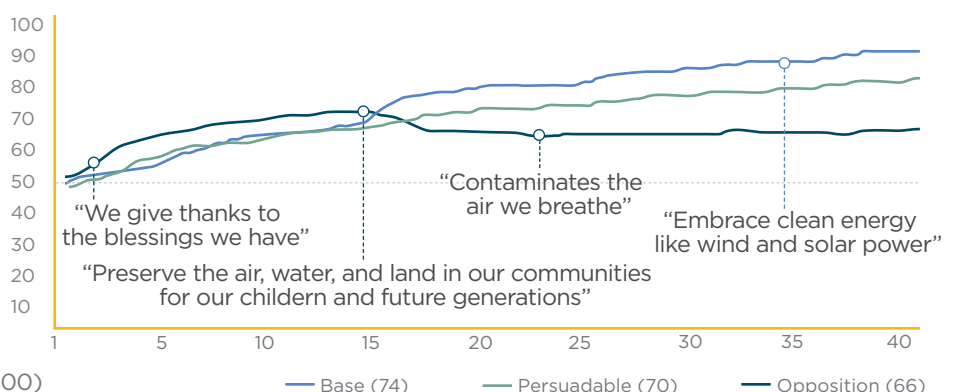
Conscious

How convincing did you find this message?



□ total convincing
 ■ convincing (rated 50–79 out of 100)
 ■ very convincing (rated 80–100 out of 100)

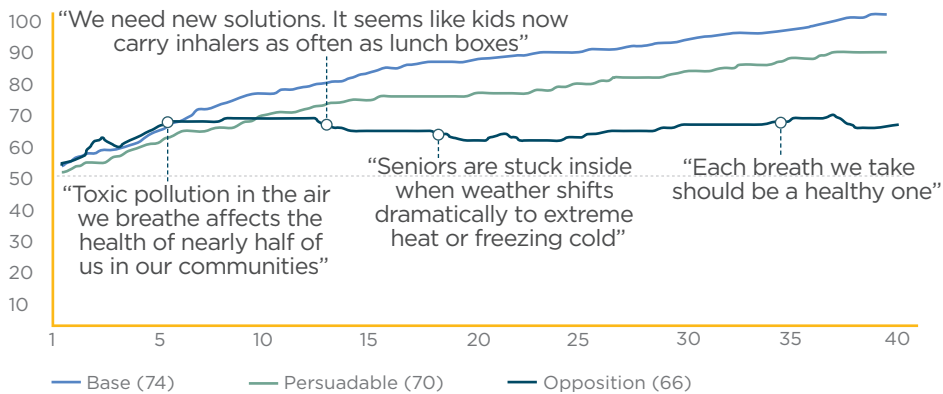
Unconscious, English-Speaking



f. Results for this project range from 79 to 81 (on a scale of 0–100). These results can be compared to a range of 63–71 from the national 2015 general climate message testing reported in *Let's Talk Climate: Messages to Motivate Americans*.

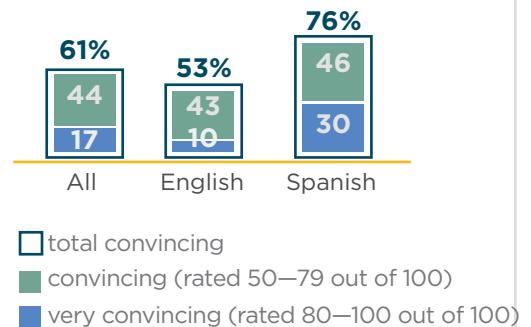
HEALTH

Unconscious, English-Speaking



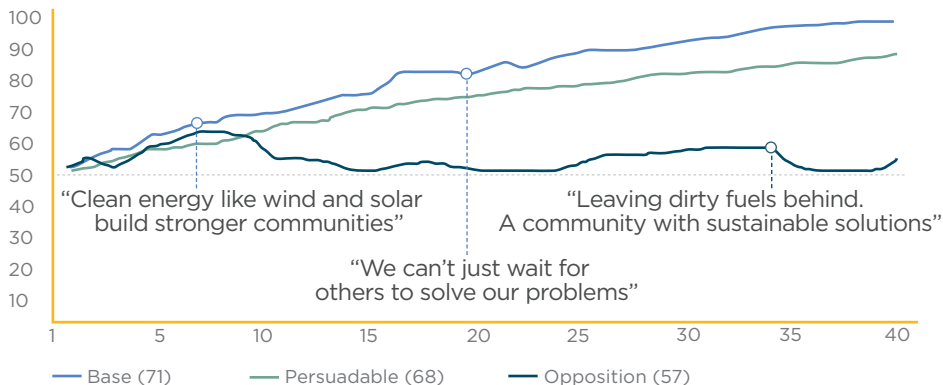
Conscious

How convincing did you find this message?



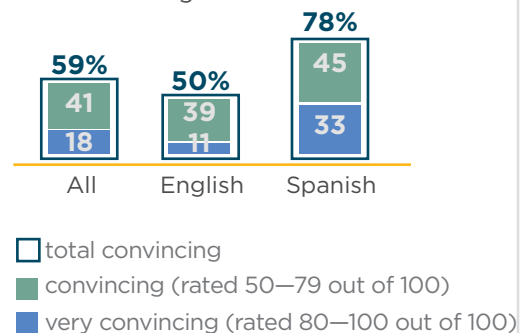
COMMUNITY

Unconscious, English-Speaking



Conscious

How convincing did you find this message?



MESSAGES CHANGE AWARENESS & ATTITUDES

Table 8: data sorted by all highest to lowest change in value from initial to final.

		Language		
Concerned		All	English	Spanish
Personally concerned about the impacts of climate change for future generations.	I	84	80	93
	F	90	87	96
Favor				
Government steps to put limits on the pollution that causes climate change.	I	88	83	100
	F	92	88	98
Government steps to put limits on the pollution that causes climate change, even if it increases taxes.	I	85	80	96
	F	88	84	96
A proposal to reduce carbon pollution by imposing a fine on large companies for the pollution they create.	I	89	85	96
	F	92	90	96

I = Initial, before the messages were read F = Final, after the messages were read

There is already high climate change concern and motivation for solutions.

These messages resonate and lift intensity overall which can help in activating Latinos, especially Spanish speakers.

CULTURAL

This message brings forth optimism, and the values of family, care, and culture. It positions climate action as a moral responsibility for future generations, embodies a can-do tone to strengthen support for clean energy, and conveys personal and cultural benefits of solutions.

What Works

- Starts with family and connects back to resonant family values throughout the message.
- Uses clear and visual language—air, water, and land.
- Builds motivation for action, because Latinos react strongly to pollution, community, and nearby natural beauty.
- Provides a path to solutions, grounded with specific examples related to clean energy.

MESSAGE IN ENGLISH

Family is everything. We give thanks for the blessings we have and work hard to provide for our family and ensure that our children and grandchildren have a better life than we do. As part of this, we have a moral responsibility to preserve the air, water, and land in our communities for our children and future generations. We need to make our voices heard to see the changes we need. We need to take steps to reduce the pollution that contaminates the air we breathe, damages our climate, hurts our communities, and threatens the natural beauty around us. We need to move beyond the failed ways of the past and embrace clean energy like wind and solar power that can help us preserve our heritage for our children and grandchildren.

Table 9:

REPLACE	EMBRACE	BECAUSE
prevent pollution	reduce pollution	People believe it is possible to reduce rather than prevent pollution.
renewable energy	clean energy	“Clean” is familiar visual language that embodies health (which particularly resonates with Latinos).
the planet polar bears	children family future generations	Referencing future generations and families moves thinking beyond the self. Family builds inclusiveness (not everyone has children) and activates collective agency.

MESSAGE IN SPANISH

La familia lo es todo. Damos gracias por las bendiciones que recibimos, y trabajamos duro para mantener a nuestra familia y garantizar que nuestros hijos y nietos tengan una mejor vida que la que nosotros tenemos. Como parte de esto, tenemos la responsabilidad moral de cuidar el aire, agua y tierra en nuestras comunidades para nuestros hijos y futuras generaciones. Necesitamos que se escuchen nuestras voces para poder ver los cambios que requerimos. Necesitamos adoptar medidas para reducir la contaminación que afecta el aire que respiramos, que daña nuestro clima, afecta nuestras comunidades y amenaza la belleza natural que nos rodea. Debemos dejar atrás las maneras equivocadas en que hacíamos las cosas en el pasado, y recibir con los brazos abiertos las energías limpias, como la energía eólica y solar, que nos pueden ayudar a preservar nuestro legado para nuestros hijos y nietos.

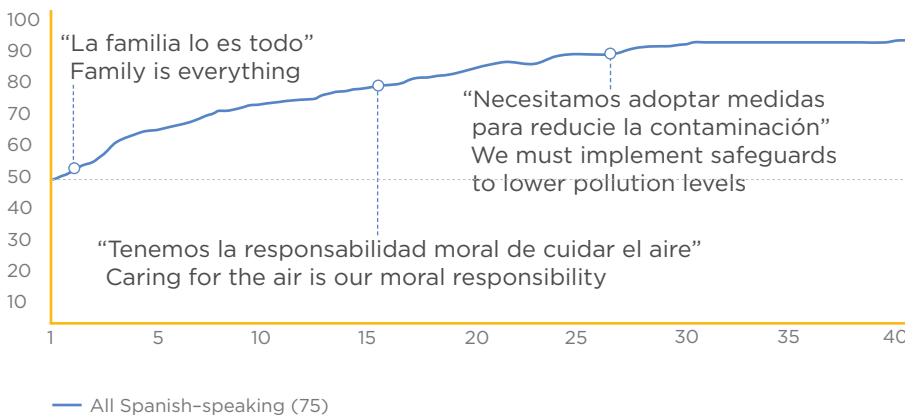
What Works

Emotionally connects with the personal acknowledgment of family values.

Highlights the moral responsibility to care for the air and water, because if polluted, they affect our health.

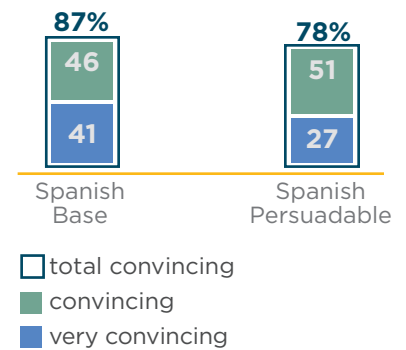
Motivates engagement with strong Latino support for solutions that address pollution.

Unconscious, Spanish-Speaking



Conscious

How convincing did you find this message?



HEALTH

The following message emphasizes the personal benefits of climate solutions for family, children, and health. Health, especially children's health, is a core value in the Latino community. The message uses visual and real-lived examples to relate climate impacts to human health. The message moves from climate impacts to solutions in a way that promotes optimism and empowerment.

What Works

- A non-partisan, trusted messenger provides credibility.
- Uses actionable language, because Latinos want action here and now.
- Written in real-lived experience.
- Links family health to pollution, to climate change, and then links solutions toward improving all three.
- People believe we have a personal right to clean air and water; therefore, connecting solutions to the personal benefits of health strengthens the resonance of the message.

MESSAGE IN ENGLISH

Our families' health matters. When the American Lung Association tells us toxic pollution in the air we breathe affects the health of nearly half of us in our communities, and even more so in Latino communities, we need new solutions. It seems like kids now carry inhalers as often as lunch boxes. Seniors are stuck inside when the weather shifts dramatically to extreme heat or freezing cold. Thankfully, we have a plan for a healthier future. We can move away from the dirty fuels that make us sick and shift toward safe, clean energy, like wind and solar. We can reduce pollution in our communities. Each breath we take should be a healthy one. Let's address this problem now, because caring for the climate means caring for ourselves.

Table 10:

REPLACE	EMBRACE	BECAUSE
greenhouse gases	pollution	Pollution is a more familiar term to all, and is particularly motivating to Latinos.
threats to the air	air we breathe	It is more personal and tangible to use visual phrases that connect with physical senses.
problems	solutions	Fatalistic language is scary. Latinos already believe there is a problem. Solutions focus the message on positive outcomes to motivate people to act.

MESSAGE IN SPANISH

La salud de nuestras familias es importante. Cuando la Asociación Americana del Pulmón nos dice que la contaminación tóxica en el aire que respiramos está afectando la salud de casi la mitad de todos nosotros en nuestras comunidades, y más aún en las comunidades latinas, necesitamos nuevas soluciones. Parece que ahora es igual de común que los niños traigan inhaladores con la misma frecuencia que traen loncheras. Los adultos mayores tienen que encerrarse cuando el clima cambia drásticamente a calor extremo o frío congelante. Afortunadamente, tenemos un plan para un futuro más saludable. Podemos alejarnos de los combustibles sucios que nos enferman y cambiar a energías seguras y limpias, como la energía eólica y solar. Podemos reducir la contaminación en nuestras comunidades. Cada bocanada de aire que respiramos debería ser saludable. Attendamos este problema ahora, porque cuidar el clima significa cuidarnos a nosotros mismos.

What Works

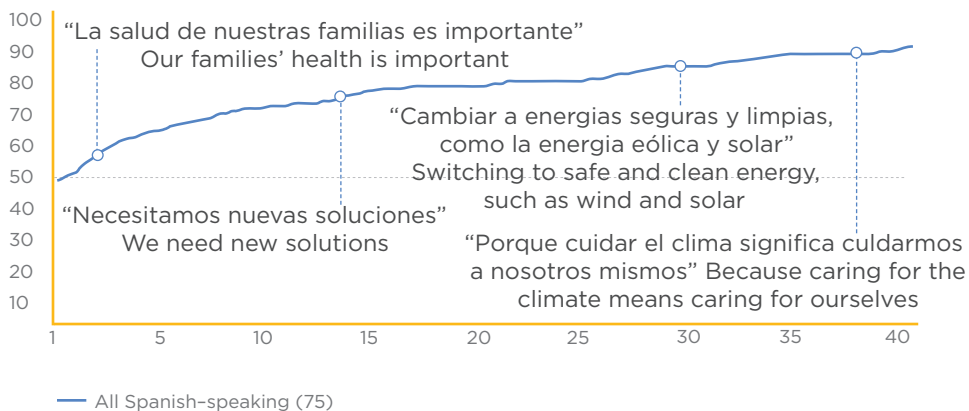
Firmly grounds the message in the strong value of family.

A bold powerful statement focuses on what needs to be done rather than the failed ways of the past or negative impacts.

A sequence that 1) connects with personal values, 2) builds a strong case for solutions, 3) inspires and empowers, and 4) proposes an ask that clearly has benefits for personal health.

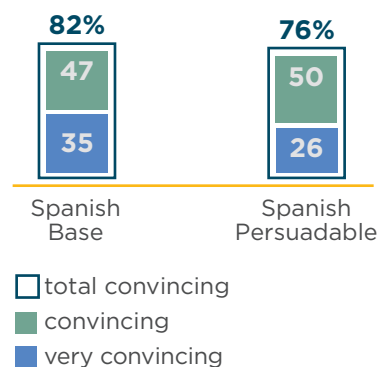
Centered on solutions, the health theme is maintained throughout the message.

Unconscious, Spanish-Speaking



Conscious

How convincing did you find this message?



COMMUNITY

The following message brings the values of family, health, aspiration, and personal finance close to home. Focusing on local impacts and solutions helps make achievement feel more possible for Americans, and especially for Latinos.

What Works

- Equates clean energy with smart investment and immediately notes the personally relevant benefits.
- “We” implies unity that channels the power of groups. Climate change is a big issue that one person cannot solve alone.
- Latinos are inspired by solving problems themselves, from within their community. A choice is offered of tangible solutions for how they can do this.
- Rooted in clear and positive (such as sustainable) language rather than problematic and negative language.

MESSAGE IN ENGLISH

We all want to live in the best communities for our families. Our local communities are learning that smart investments in clean energy like wind and solar build stronger communities, because it provides a healthier environment, makes energy more affordable, and creates jobs that provide a good living. We see our changing climate, and we can’t just wait for others to solve our problems. Right now, in our own communities, we can reduce pollution, improve our health, start new businesses, and create good jobs by producing and using clean energy. We can protect our cities by leaving dirty fuels behind. A community with sustainable solutions is the place we want to call home for our families and the next generation.

Table 11:

REPLACE	EMBRACE	BECAUSE
natural fuels	wind and solar	Some companies market coal and oil as “natural fuels.” Wind and solar energy are specific, and clear, without abstraction.
resilient communities	strong communities	“Resilient” is considered jargon that is not a readily understandable term to many. Having a “strong” community can’t be debated.
fossil fuels	dirty fuels	The more descriptive language of dirty fuels connects more personally to the health-related effects and outcomes of climate change.
more jobs	good jobs	The quality of jobs is favored more than the quantity, because they are perceived as steady and higher paying with benefits.

MESSAGE IN SPANISH

Todos queremos vivir en las mejores comunidades por nuestras familias. Y nuestras comunidades locales están aprendiendo que las inversiones inteligentes en energías limpias, como la energía eólica y solar, crean comunidades más fuertes porque propician un ambiente más sano, hacen que la energía esté más al alcance de su bolsillo y generan empleos que favorecen tener una buena vida. Vemos el cambio climático y no podemos simplemente esperar a que otros resuelvan nuestros problemas. Ahora mismo, en nuestras propias comunidades, podemos reducir la contaminación, mejorar nuestra salud y generar buenos empleos si producimos y usamos energías limpias. Podemos proteger nuestras ciudades dejando de consumir combustibles sucios. Una comunidad con soluciones sustentables es el lugar que queremos que sea el hogar de nuestras familias y la siguiente generación.

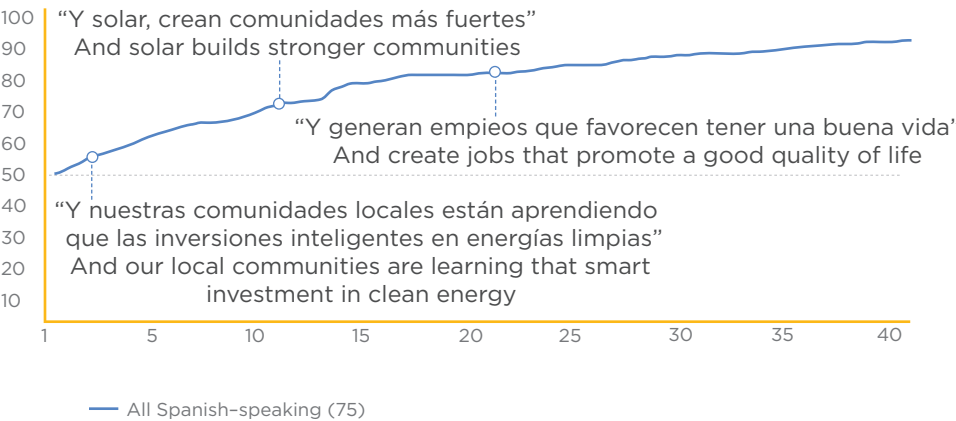
What Works

Solutions are positioned as proactive instead of reactive. Smart investments provide opportunities for growth.

Solar is a tangible solution that Latinos are aware of and highly support.

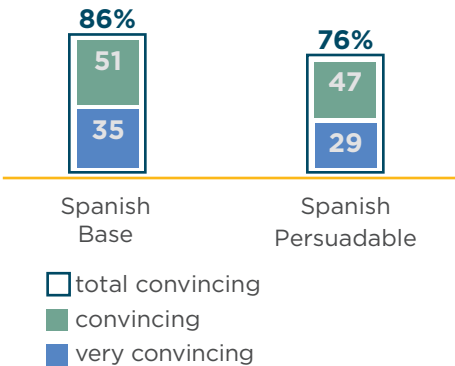
The quality of jobs associated with clean energy is more beneficial than the quantity.

Unconscious, Spanish-Speaking



Conscious

How convincing did you find this message?



LOOKING FORWARD

“It’s important to do something; if we don’t take a stand, nobody will.”

– focus group participants,
Las Vegas, NV

Climate change advocates have the pressing opportunity to enhance efforts to strengthen support for climate change action. There is an urgent need to better include and engage Latinos in climate solutions. Climate communications can better reflect Latino views and embed Latino values. This research project developed an evidence-based set of message narratives that resonate strongly with Latino audiences regarding climate impacts and solutions. The messages will be most successful if they are delivered by messengers from within the Latino community.

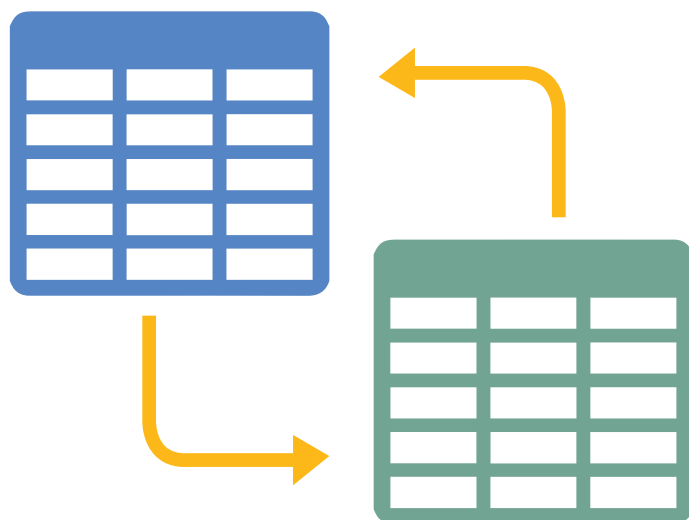
The results of this project outline major, key climate value areas and messaging for Latinos; however, every message on climate needs to be personalized to the messenger and the audience. To assist communicators in successfully personalizing messages, download ecoAmerica’s [15 Steps Guide](#).

Overall, the imperative is not just to communicate with Latinos on climate but also to engage them in solutions. There is consensus belief and support for climate solutions among Latinos in the United States, and they want to participate in community action.

Advocates, planners, policymakers, and fellow leaders—it’s time to accelerate Latino climate leadership and ensure their voices are heard, and that solutions to climate lead to a just, sustainable, and healthy society for all.

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APPENDIX

APPENDIX

ONLINE RESULTS: POLLING SURVEY AND MESSAGE DIAL TESTING

May 17, 2016 | 800 Latinos over the age of 18, nationwide

For this survey, we want to get your opinions on various issues. You will answer a few questions, and then you will listen to some statements and tell us how you feel about what you are hearing.

The most interesting thing about this session is how you are going to participate when you are listening to the statements. As you listen to the statements, you will use your mouse to move a slider on the screen, indicating whether you like or dislike what you are hearing at that moment (much like the “dial testing” you may have seen during political speeches or debates on television). We would like your continuous feedback on each part of each statement, so please keep the slider moving as you have your moment-by-moment reactions. This survey is not supported on tablets or cell phones, so please use a computer to take this survey.

	TOTAL	ENGLISH	SPANISH
N=	905	622	283
	TOTAL %	ENGLISH	SPANISH

LANGUAGE SPOKEN AT HOME

English	38	56	0
Spanish	31	5	87
English/Spanish Combination	31	39	13
Other	0	0	0

LANGUAGE PREFERENCE TO CONTINUE IN

English	69	100	0
Spanish	31	0	100

RACE/ETHNICITY

Caucasian	TERMINATE		
African American	TERMINATE		
Hispanic/Latino	100	100	100
Asian/Pacific Islander	TERMINATE		
Native American/American Indian	TERMINATE		
Other	TERMINATE		
Prefer not to answer	TERMINATE		

REGION OF RESIDENCE

New England	2	2	3
Middle Atlantic	10	10	11
East North Central	7	8	6
West North Central	2	3	1
South Atlantic	16	12	23
East South Central	2	2	2
West South Central	18	18	18
Mountain	10	13	5
Pacific	32	32	30

	TOTAL	ENGLISH	SPANISH
PLACE OF BIRTH			
United States (go to generation)	67	87	23
Another country (go to next)	33	13	77
Don't know	0	0	0

YEAR MOVED TO THE UNITED STATES

N=	299	82	217
2010–2016	14	8	17
2000–2009	38	19	45
1990–1999	22	33	18
1980–1989	14	15	13
1970–1979	8	14	6
Before 1970	4	11	1

GENERATION

1st	33	25	51
2nd	32	34	27
3rd	23	27	17
4th	5	7	2
5th	7	8	5

GENDER

Male	50	51	48
Female	50	49	52
Neither	0	0	0

REGISTERED TO VOTE AT CURRENT ADDRESS

Yes	73	80	55
No	27	20	45

LAST YEAR OF SCHOOLING COMPLETED

1–11th grade	9	4	19
High school graduate	30	30	28
Non-college post high school	7	3	16
Some college	31	38	16
College graduate	19	19	17
Post-graduate school	5	5	5

AGE

17 years old or younger	TERMINATE		
18–24	16	21	7
25–29	16	19	10
30–34	12	12	12
35–39	10	8	14
40–44	7	6	10
45–49	12	11	13

	TOTAL	ENGLISH	SPANISH
50–54	7	7	8
55–59	7	7	9
60–64	5	4	7
65–69	5	4	6
70–74	2	1	3
Over 74	0	0	1

GENERAL CLIMATE QUESTIONS

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

It is mainly due to human activities.	36	34	38
It is mainly due to natural causes.	12	11	15
It is due to a combination of human activities and natural causes.	49	51	43
Climate change is not happening.	3	3	3

2. How personally concerned you are about the impacts of climate change for future generations? (0–10 scale)

Mean	8.0	7.7	8.6
6–10: Concerned	84	80	93
5 (Don't know): Neutral	9	12	4
0–4: Not concerned	7	8	3

CLIMATE SOLUTION RESPONSIBILITY

3. [SSA] Do you favor or oppose the government taking steps to put limits on the pollution that causes climate change?

Favor	88	83	100
Oppose	12	17	0

4. [SSB] Do you favor or oppose the government taking steps to put limits on the pollution that causes climate change, even if it increases your taxes?

85	80	95	
15	20	4	

5. Do you favor or oppose a proposal to reduce carbon pollution by imposing a fine on large companies for the pollution they create?

Favor	89	85	96
Oppose	11	15	4

6. How much do you think the federal government should do about climate change?

A great deal/some	92	90	95
A little/not much	8	10	5

7. Should the federal government be doing more, less, or about the same amount as they are doing now about climate change?

More than they are doing now	75	71	86
Less than they are doing now	12	13	9
About the same as they are doing now	13	16	5

	TOTAL	ENGLISH	SPANISH
8. How much do you think YOUR state or local government should do about climate change?			
A great deal/some	88	86	94
A little/not much	12	14	6
9. Should your state and local government be doing more, less, or about the same amount as they are doing now about climate change?			
More than they are doing now	76	74	82
Less than they are doing now	10	9	10
About the same as they are doing now	14	17	8
10. How much do you think American businesses should do about climate change?			
A great deal/some	92	90	97
A little/not much	8	10	3
11. Should businesses be doing more, less, or about the same amount as they are doing now about climate change?			
More than they are doing now	78	75	85
Less than they are doing now	9	9	7
About the same as they are doing now	14	16	8
CLIMATE ACTION			
12. How willing are you to personally take action to prevent damage to the climate? (0-10 scale)			
Mean	8.0	7.6	8.9
6-10: Willing	84	79	95
5 (Don't know): Neutral	10	12	5
0-4: Not willing	6	9	1
13. How willing are you to get more information yourself about the threat that damage to the climate poses and what people can do about it? (0-10 scale)			
Mean	8.1	7.7	8.8
6-10: Willing	83	79	92
5 (Don't know): Neutral	11	13	6
0-4: Not willing	6	8	2
14. How willing are you to contact your elected officials about taking action to prevent damage to the climate? (0-10 scale)			
Mean	7.0	6.6	8.0
6-10: Willing	70	65	80
5 (Don't know): Neutral	15	16	13
0-4: Not willing	15	9	6
15. If a candidate for Congress took actions to prevent damage to the climate, would that make you more likely or less likely to vote for him or her, or would it make no difference?			
More likely	82	79	89
Less likely	7	9	4

	TOTAL	ENGLISH	SPANISH
CLIMATE VALUES			
16. Now you are going to see a series of statements. Please indicate if you agree or disagree with each one on a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree. You can use any number between 0 and 10. [Rotate]			
<i>Sorted by means</i>			
A16e. We have a moral responsibility to create a safe and healthy place to live for our families.	8.7	8.5	9.2
A16c. We can reduce the pollution that is causing climate change.	8.4	8.1	8.9
A16q. Dealing with climate change and pursuing clean energy can save money in the long term.	8.3	8.1	8.8
B16f. We need to take action now to reduce the pollution that is causing damage to the climate.	8.3	8.1	8.7
16p. Dealing with climate change and pursuing clean energy can create jobs.	8.2	8.0	8.7
A16g. I'm hopeful that we can reduce the pollution causing climate change.	8.1	7.9	8.7
B16d. We can prevent damage to the climate.	8.1	7.9	8.6
A16l. If we had the right policies in place, we could reduce the pollution that is damaging our climate.	8.1	7.9	8.6
B16h. I'm hopeful that we can reduce the pollution causing damage to our climate.	8.1	7.8	8.6
B16r. Dealing with climate change and pursuing clean energy can reduce costs in the long term.	8.0	7.8	8.5
16k. Oil companies and special interests have been preventing climate solutions for decades to protect their profits.	7.8	7.5	8.4
B16m. If we had the right policies in place, we could prevent the pollution that is damaging our climate.	7.8	7.6	8.3
B16u. I want more information on climate change, such as how it impacts me personally, what solutions exist, and what I can do about it.	7.7	7.4	8.2
A16t. I need more information on climate change, such as how it impacts me personally, what solutions exist, and what I can do about it.	7.6	7.4	8.3
16s. We could address climate change, but there are other priorities like the economy and our schools that we should deal with first.	6.5	6.6	6.4
B16o. I worry that dealing with climate change will cost too much, personally, in terms of rising prices and increased taxes.	6.4	5.9	7.5
A16n. I worry that dealing with climate change will cost too many jobs.	5.5	5.1	6.4
B16b. Nothing we can do will stop the effects of climate change.	4.6	4.4	4.9
A16a. Nothing we can do will stop the effects of our changing climate.	4.2	4.2	4.4
B16j. Global warming is a hoax by environmentalists who want more government regulation.	4.2	4.0	4.5
A16i. Climate change is a hoax by environmentalists who want more government regulation.	3.9	3.8	4.2

	TOTAL	ENGLISH	SPANISH
a. [SSA] Nothing we can do will stop the effects of our changing climate.			
Mean	4.2	4.2	4.4
6-10: Agree	37	34	42
0-4: Disagree	52	53	47
Don't know	12	12	11
b. [SSB] Nothing we can do will stop the effects of climate change.			
Mean	4.6	4.4	4.9
6-10: Agree	39	37	45
0-4: Disagree	44	46	40
Don't know	16	17	15
c. [SSA] We can reduce the pollution that is causing climate change.			
Mean	8.4	8.1	8.9
6-10: Agree	83	81	87
0-4: Disagree	4	5	1
Don't know	13	14	11
d. [SSB] We can prevent damage to the climate.			
Mean	8.1	7.9	8.6
6-10: Agree	84	82	88
0-4: Disagree	5	6	4
Don't know	11	12	8
e. [SSA] We have a moral responsibility to create a safe and healthy place to live for our families.			
Mean	8.7	8.5	9.2
6-10: Agree	87	87	88
0-4: Disagree	4	5	3
Don't know	8	8	9
f. [SSB] We need to take action now to reduce the pollution that is causing damage to the climate.			
Mean	8.3	8.1	8.7
6-10: Agree	86	83	90
0-4: Disagree	6	7	4
Don't know	9	10	6
g. [SSA] I'm hopeful that we can reduce the pollution causing climate change.			
Mean	8.1	7.9	8.7
6-10: Agree	81	79	86
0-4: Disagree	6	7	4
Don't know	13	14	10
h. [SSB] I'm hopeful that we can reduce the pollution causing damage to our climate.			
Mean	8.1	7.8	8.6
6-10: Agree	82	79	89
0-4: Disagree	6	8	4
Don't know	11	13	7

	TOTAL	ENGLISH	SPANISH
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i. [SSA] Climate change is a hoax by environmentalists who want more government regulation.

Mean	3.9	3.8	4.2
6-10: Agree	35	33	38
0-4: Disagree	54	55	51
Don't know	11	12	10

j. [SSB] Global warming is a hoax by environmentalists who want more government regulation.

Mean	4.2	4.0	3.5
6-10: Agree	39	37	42
0-4: Disagree	50	51	49
Don't know	11	12	9

k. Oil companies and special interests have been preventing climate solutions for decades to protect their profits.

Mean	7.8	7.5	8.4
6-10: Agree	73	70	82
0-4: Disagree	9	11	5
Don't know	18	19	14

l. [SSA] If we had the right policies in place, we could reduce the pollution that is damaging our climate.

Mean	8.1	7.9	8.6
6-10: Agree	81	79	84
0-4: Disagree	7	9	3
Don't know	12	12	12

m. [SSB] If we had the right policies in place, we could prevent the pollution that is damaging our climate.

Mean	7.8	7.6	8.3
6-10: Agree	80	78	86
0-4: Disagree	8	8	6
Don't know	12	14	8

n. [SSA] I worry that dealing with climate change will cost too many jobs.

Mean	5.5	5.1	6.4
6-10: Agree	47	41	60
0-4: Disagree	34	38	25
Don't know	20	21	16

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

Mean	6.4	5.9	7.5
6-10: Agree	62	56	76
0-4: Disagree	20	24	12
Don't know	17	20	12

p. Dealing with climate change and pursuing clean energy can create jobs.

Mean	8.2	8.0	8.7
6-10: Agree	83	82	84
0-4: Disagree	6	7	4
Don't know	11	11	13

	TOTAL	ENGLISH	SPANISH
q. [SSA] Dealing with climate change and pursuing clean energy can save money in the long term.			
Mean	8.3	8.1	8.8
6-10: Agree	81	80	85
0-4: Disagree	6	8	2
Don't know	13	13	14

r. [SSB] Dealing with climate change and pursuing clean energy can reduce costs in the long term.			
Mean	8.0	7.8	8.5
6-10: Agree	81	79	86
0-4: Disagree	6	7	4
Don't know	13	14	10

s. We could address climate change, but there are other priorities like the economy and our schools that we should deal with first.			
Mean	6.5	6.6	6.4
6-10: Agree	61	62	59
0-4: Disagree	19	17	22
Don't know	20	21	20

t. [SSA] I need more information on climate change, such as how it impacts me personally, what solutions exist, and what I can do about it.			
Mean	7.6	7.4	8.3
6-10: Agree	77	74	82
0-4: Disagree	11	12	7
Don't know	13	14	11

u. [SSB] I want more information on climate change, such as how it impacts me personally, what solutions exist, and what I can do about it.			
Mean	7.7	7.4	8.2
6-10: Agree	77	75	81
0-4: Disagree	9	11	7
Don't know	14	15	12

MESSAGE TESTING

Now you are going to hear some statements about some of the issues asked about earlier, and you will provide your reactions.

DIAL INSTRUCTIONS FOR EACH MESSAGE: As you listen to the audio, use the slider to show how you feel about what you're hearing, where 0 is very cool, negative feelings and you strongly disagree with what you are hearing and 100 is very warm, positive feelings and you strongly agree with what you are hearing. 50 is neutral/Your slider starts at 50. Again, we want you to constantly use your slider to show how cool or warm you're feeling toward the statement you're hearing.

Randomized list – sorted by mean dial

17c. Cultural	73	70	77
17b. Health	71	69	75
17a. Community	70	67	76
17d. Opportunity and growth	69	67	73

	TOTAL	ENGLISH	SPANISH
<i>Randomized list – sorted by mean convincing, 0–100</i>			
17c. Cultural	81	78	89
17d. Opportunity and growth	80	76	88
17b. Health	80	76	87
17a. Community	79	75	88

COMMUNITY

- a. We all want to live in the best communities for our families. Our local communities are learning that smart investments in clean energy like wind and solar build stronger communities, because it provides a healthier environment, makes energy more affordable, and creates jobs that provide a good living. We see our changing climate, and we can't just wait for others to solve our problems. Right now, in our own communities, we can reduce pollution, improve our health, start new businesses, and create good jobs by producing and using clean energy. We can protect our cities by leaving dirty fuels behind. A community with sustainable solutions is the place we want to call home for our families and the next generation.

Mean dial	70	67	75
Mean convinced	79	75	88
Convincing	85	81	93
Not convincing	9	12	3
Neutral	6	7	4

HEALTH

- b. Our families' health matters. When the American Lung Association tells us toxic pollution in the air we breathe affects the health of nearly half of us in our communities, and even more so in Latino communities, we need new solutions. It seems like kids now carry inhalers as often as lunch boxes. Seniors are stuck inside when weather shifts dramatically to extreme heat or freezing cold. Thankfully, we have a plan for a healthier future. We can move away from the dirty fuels that make us sick and shift toward safe, clean energy, like wind and solar. We can reduce pollution in our communities. Each breath we take should be a healthy one. Let's address this problem now, because caring for the climate means caring for ourselves.

Mean dial	71	69	75
Mean convinced	80	76	87
Convincing	85	81	93
Not convincing	9	11	3
Neutral	7	7	5

CULTURAL

- c. Family is everything. We give thanks for the blessings we have, and work hard to provide for our family and ensure that our children and grandchildren have a better life than we do. As part of this, we have a moral responsibility to preserve the air, water, and land in our communities for our children and future generations. We need to make our voices heard to see the changes we need. We need to take steps to reduce the pollution that contaminates the air we breathe, damages our climate, hurts our communities, and threatens the natural beauty around us. We need to move beyond the failed ways of the past, and embrace clean energy like wind and solar power that can help us preserve our heritage for our children and grandchildren.

Mean dial	73	70	77
Mean convinced	81	78	89
Convincing	88	85	94
Not convincing	7	9	3
Neutral	5	6	3

TOTAL

ENGLISH

SPANISH

OPPORTUNITY AND GROWTH

d. For decades, many people have come to this country in search of better opportunities. We have worked hard to provide for our children and our families while embracing our heritage and values. But there is more we need to do. Pollution from dirty fuels damages our climate and threatens the air we breathe, the water our children drink, and the health of future generations. We need to make our voices heard to achieve real change for our families and our community. We need our elected leaders to move beyond the dirty fuels of the past and embrace clean, sustainable energy like wind and solar that can create jobs, help prevent damage to the climate, and improve our health and community.

Mean dial	69	67	73
Mean convinced	80	76	88
Convincing	86	83	93
Not convincing	9	11	3
Neutral	5	6	4

RE-ASK CLIMATE QUESTIONS

Now you are going to see a few questions again. Sometimes people change their minds during surveys like this.

18. How personally concerned you are about the impacts of climate change for future generations? (0-10 scale)

Mean convinced	8.4	8.1	8.9
Convincing	90	87	96
Not convincing	5	6	2
Neutral	5	7	2

19. [SSA] Do you favor or oppose the government taking steps to put limits on the pollution that causes climate change?

Favor	92	88	98
Oppose	8	12	2

20. [SSB] Do you favor or oppose the government taking steps to put limits on the pollution that causes climate change, even if it increases your taxes?

Favor	88	84	96
Oppose	12	16	4

21. Do you favor or oppose a proposal to reduce carbon pollution by imposing a fine on large companies for the pollution they create?

Favor	89	85	96
Oppose	11	15	4

22. How willing are you to personally take action to prevent damage to the climate? (0-10 scale)

Mean	8.1	7.7	8.9
6-10: Willing	85	81	94
0-4: Not willing	5	8	1
Don't know	9	11	5

23. How willing are you to get more information yourself about the threat that damage to the climate poses and what people can do about it? (0-10 scale)

Mean	8.1	7.8	8.9
6-10: Willing	85	82	93
0-4: Not willing	6	7	2
Don't know	9	11	5

	TOTAL	ENGLISH	SPANISH
24. How willing are you to contact your elected officials about taking action to prevent damage to the climate? (0-10 scale)			
Mean	7.4	7.0	8.4
6-10: Willing	76	70	89
0-4: Not willing	12	16	3
Don't know	12	14	8

STATISTICAL QUESTIONS

25. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

If you are a Republican or Democrat, do you consider yourself a strong or a not-so-strong Republican or Democrat?

If you are Independent, would you say you lean more toward the Republicans or more toward the Democrats?

Strong Democrat	24	26	22
Not-so-strong Democrat	19	17	22
Independent - lean Democrat	11	11	11
Democrat	54	54	54
Independent	21	23	17
Republican	14	16	9
Independent - lean Republican	4	5	1
Not-so-strong Republican	4	5	3
Strong Republican	6	6	5
Other	2	2	3
Don't know	7	4	12
Refused	3	1	5

26. Are you married, unmarried with a partner, single, separated, divorced, or widowed?

Married	47	42	58
Unmarried with partner	9	8	13
Single	34	41	19
Separated	1	1	1
Divorced	7	7	6
Widowed	2	2	2

27. How would you describe the area in which you live: a city with more than a million people, a smaller city, a suburb NEAR a city, a small town, or a rural area?

City with more than a million people	31	26	42
Smaller city	25	23	27
Suburb near a city	27	33	14
Small town	10	11	6
Rural area	6	7	5
Don't know/refused	2	0	5

28. How often do you attend church or another place of worship?

More than once a week	9	8	11
Once a week	24	22	28
Once or twice a month	12	12	11
Several times a year	12	10	16
Only on holidays	6	7	4
Almost never	32	37	22
Prefer not to answer	5	4	7



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