

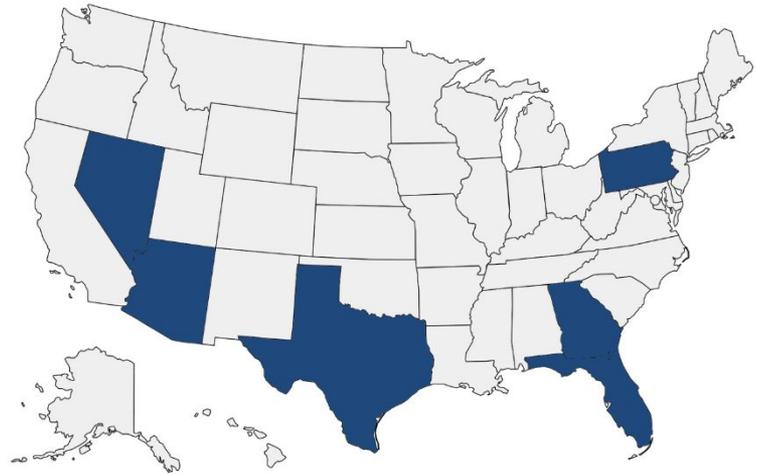
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Third Way Multi-State Climate Change Research

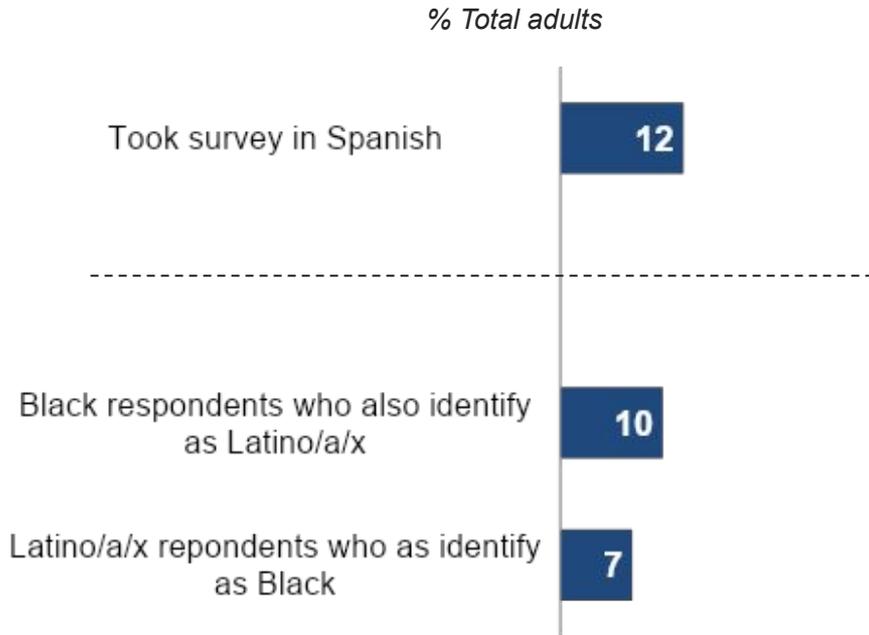
January 2022

- Conducted September 30 – October 13, 2021
- Via landlines, cell phones, and text-to-web
- Six-states
 - TX = 440 adults
 - FL = 369 adults
 - AZ, GA, NV, PA = 250 adults each
- 1,809 Black and Latino/a/x adults
 - 762 Black adults
 - 1,123 Latino/a/x adults
- Overall margin of error : +/-2.3 percentage points

Black and Latino/a/x Adults

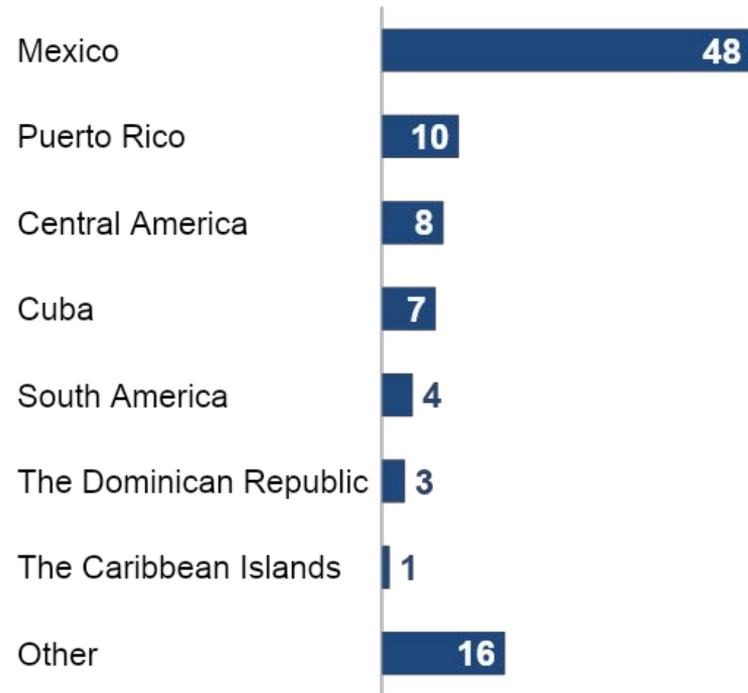


Demographic Overview



Heritage: Latino/a/x Adults

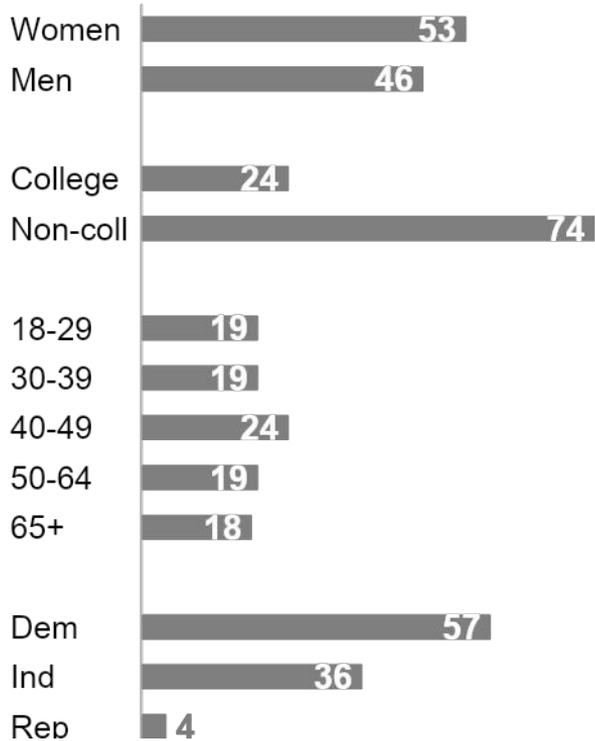
% Total Latino/a/x adults



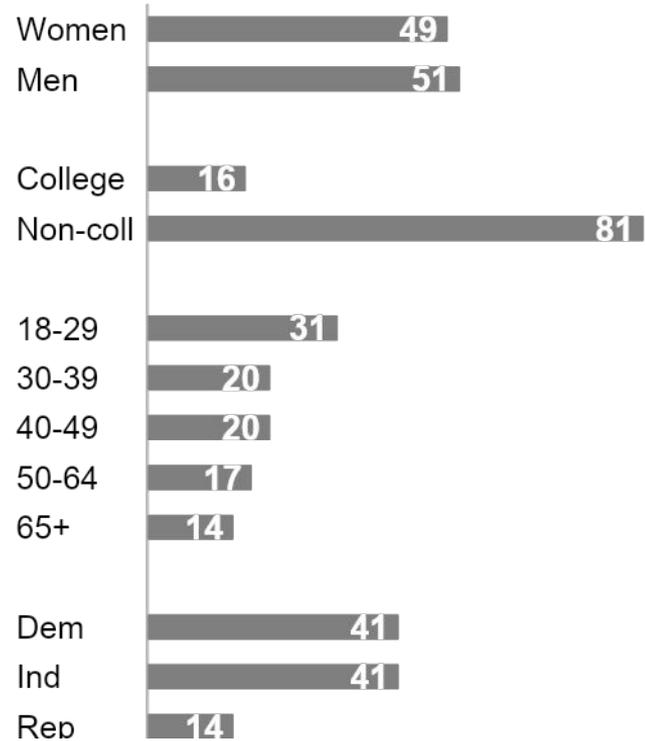
Demographics (Cont.)

Figure 4

Black Adults



Latino Adults



- Black & Brown Americans' views on the environmental movement are positive
- While climate doesn't compare to other current crises, most feel it's urgent and that they're personally feeling the impact.
 - Messages around urgency are the most motivating
- Most feel climate change affects all communities equally.
 - And messages about racial justice and climate are lower-tier
- Messages against taking action are not compelling.
- Democratic elected officials are trusted on climate.



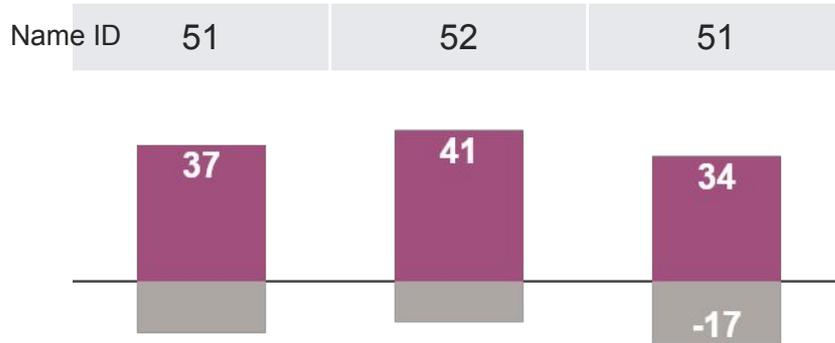
Views On Climate Change

Green New Deal Not Well Known, While “Social Justice” Seen Favorably

Figure 7

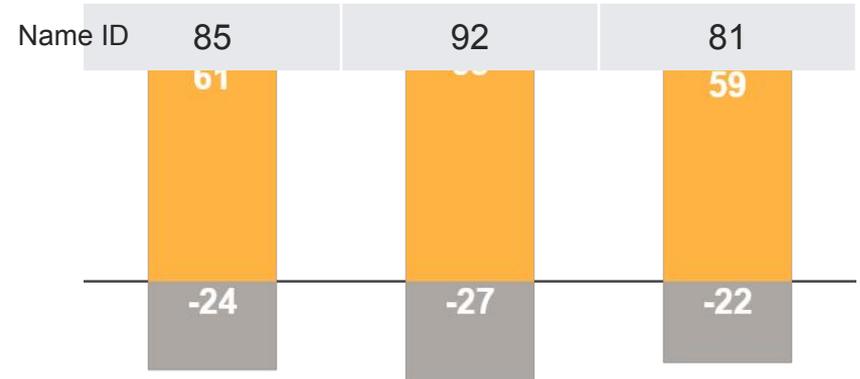
Green New Deal Favorability

- Favorable
- Unfavorable



“Social Justice” Favorability

- Favorable
- Unfavorable



“Environmental Justice” Concept And Movement Are Popular

Figure 8

Environmental Justice Favorability (Split)

- Favorable
- Unfavorable



Environmental Movement Favorability (Split)

- Favorable
- Unfavorable



Climate Change Lower-Tier Priority Compared To Pandemic Response

Figure 9

Top Priorities

Which of the following do you think should be the top priority for the Biden Administration?

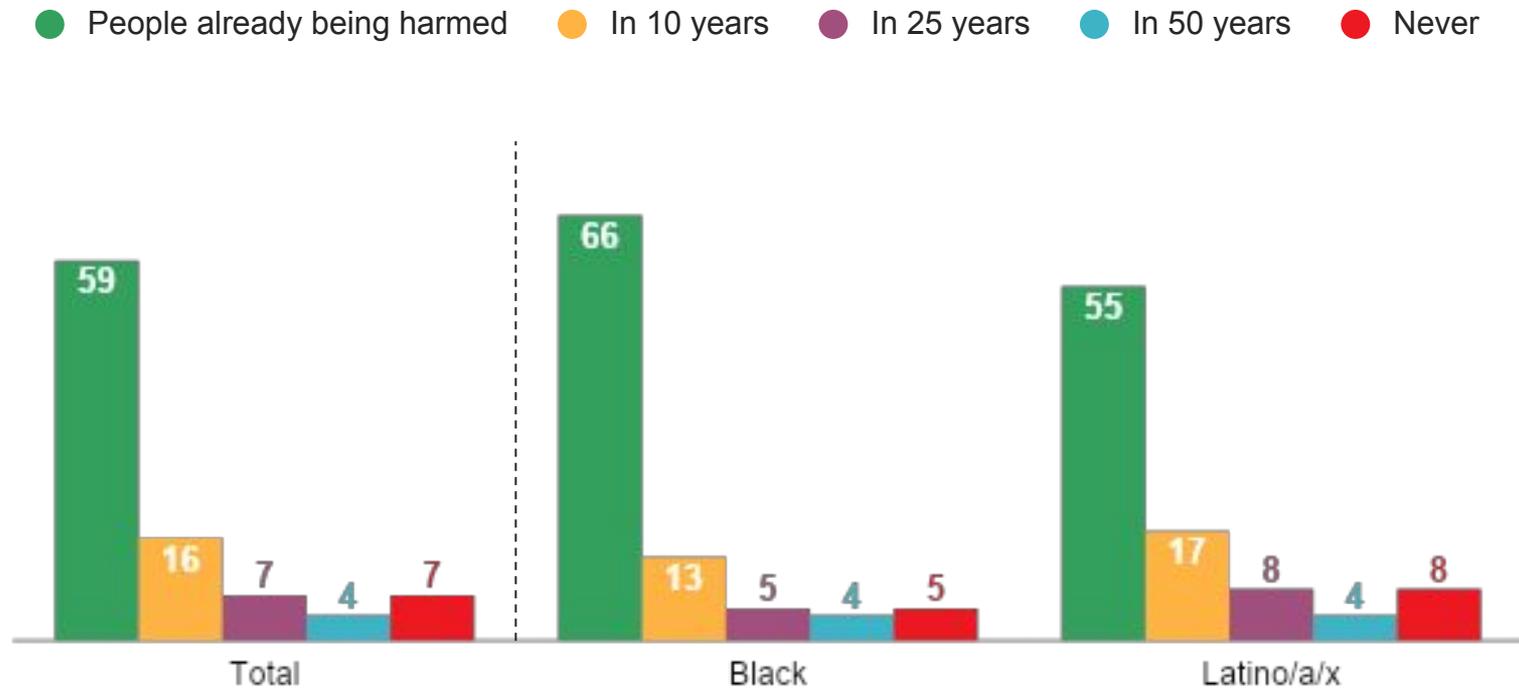
		Black	Latino/a/x
Improving our economy and creating jobs	23	17	27
Handling the coronavirus	16	18	15
Addressing systemic racism and discrimination	12	17	9
Lowering health care costs	10	8	12
Protecting the right to vote	10	15	6
Improving public schools	10	9	11
Tackling climate change	6	5	7
Investing in infrastructure and transportation	5	4	6

Majorities Believe Climate Change Is Already Harming People In The United States

Figure 10

When Harm Will Occur

When do you think climate change will start to harm people in the United States?



About Two-Thirds Have Personally Felt Effects Of Climate Change

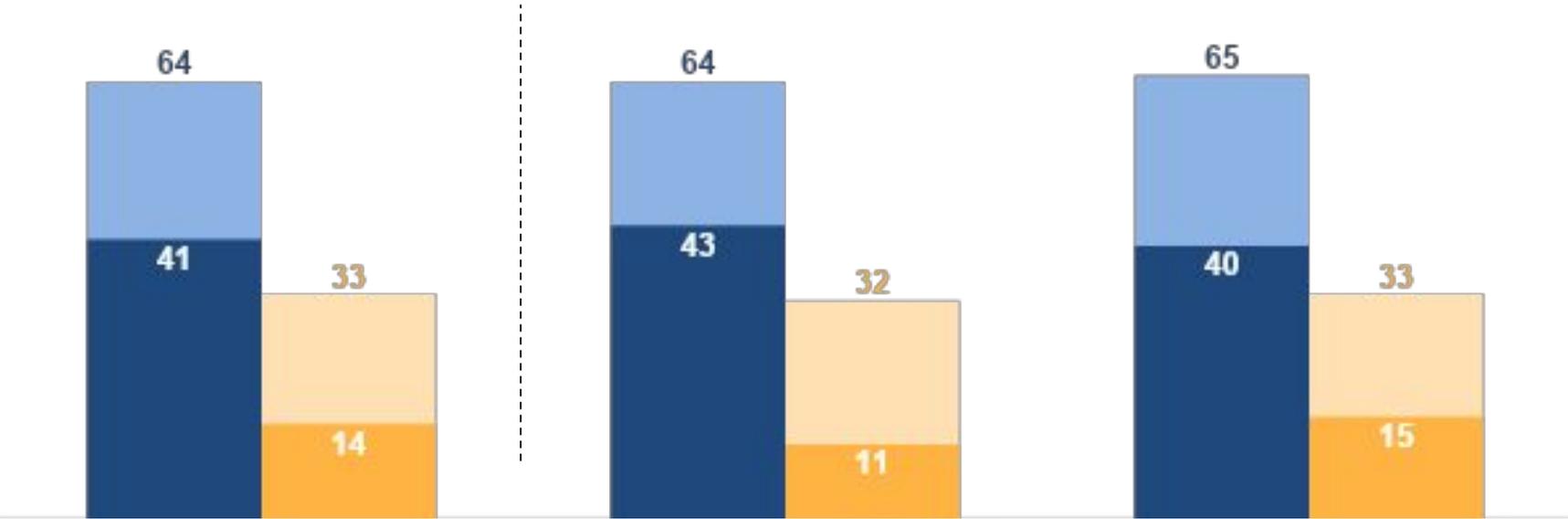
Figure 11

Effects Of Climate Change

Do you agree or disagree with the following statement? "I have personally experienced the effects of climate change."

Darker shade = Stronger intensity

● Agree ● Disagree



Broad Agreement Climate Change Impacts All Communities Equally

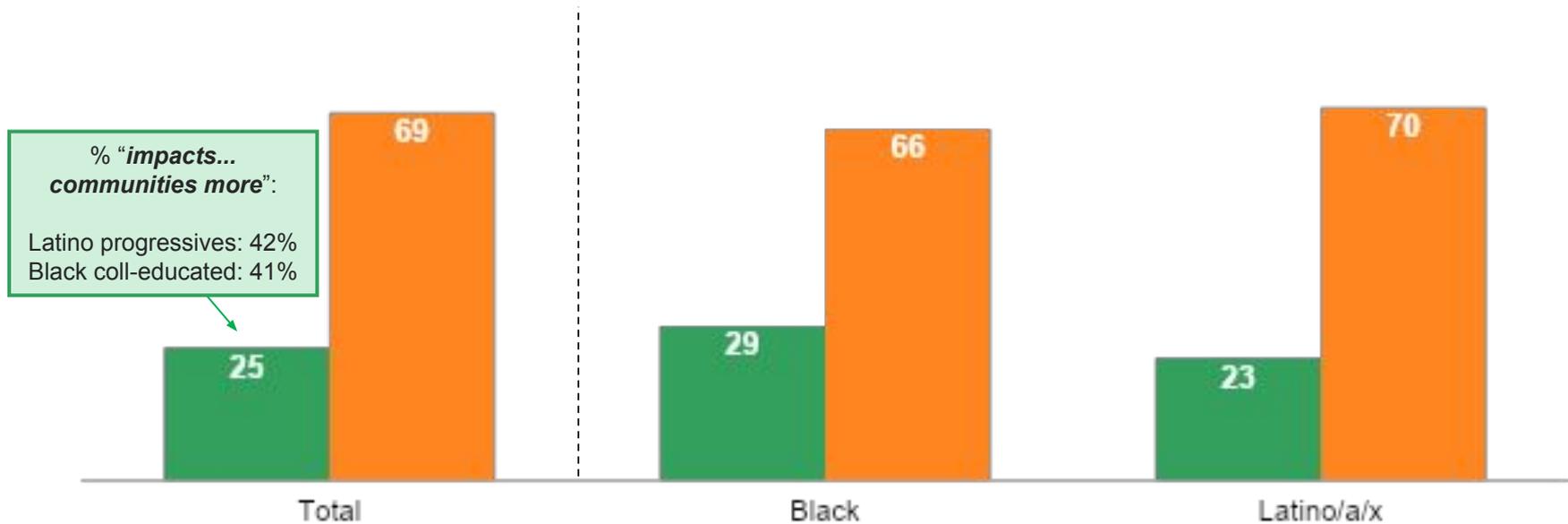
Figure 12

Impact Of Climate Change

Which of the following statements comes closest to your own view, even if neither is exactly right?

● Climate change **impacts Black and Brown communities more than other communities**

● Climate change **impacts all communities equally**





Messaging To Take Action

Top-Tier Reasons To Take Action On Climate Change

Figure 14

**Split sampled message*

Future Generations	We don't own the planet, we borrow it. We need to take better care of our environment and address climate change, so we can leave it clean and healthy for our children, grandchildren, and generations to come.
Same Planet/Protect*	We all live on the <u>same planet</u>, so we all need to work to protect it. Only by coming together and taking action can we make sure climate change doesn't impact us all.
Same Air/Protect*	We all breathe <u>the same air</u>, so we all need to work to protect it. Only by coming together and taking action can we make sure climate change doesn't impact us all.
Good-Paying Jobs*	If we address climate change the right way, with the right policies, we can create millions of good-paying jobs in infrastructure, manufacturing, and transportation that will help underserved communities.
Good-Paying Jobs/Union*	If we address climate change the right way, with the right policies, we can create millions of good-paying, <u>union jobs</u> in infrastructure, manufacturing, and transportation that will help underserved communities.
Warming	The world is experiencing the warmest decade in history, with the temperatures in Antarctica getting close to 70 degrees. Scientists agree we only have about 12 years to act on climate change before the effects will be permanent.
Transportation	Investments in clean infrastructure will lead to safer roads, less traffic, and more pollution-free public transit. And building new mass transit like trains and buses can help people get to work more easily and affordably.

**Split sampled message*

<p>Innovation</p>	<p>If we take action, the federal government could invest in research and development of cleaner, renewable energy sources, and help bring down the costs of solar and wind power and electric vehicles.</p>
<p>Prepared</p>	<p>The pandemic has shown us the importance of using science to prepare for the future. If the Trump Administration had reacted more quickly and effectively, we wouldn't have lost as many lives to COVID-19 as we have. The science is clear that climate change is happening, so now is the time to take action and prepare before it's too late.</p>
<p>(Latino/a/x) Climate/Live and Work</p>	<p>Climate change affects American Latinos because of where we live and work. States like Florida, Texas, and California have experienced drought, fires, heat waves, and flooding. And Latinos are even more likely to work in jobs that feel the effects of climate change, like agriculture, manufacturing, and construction.</p>
<p>Economy/Jobs</p>	<p>We don't need to choose between improving the economy and tackling climate change. Right now, there are over 3 million Americans working in clean energy -- more than 3 times the number working in fossil fuels. Investing more in new technology can reduce energy bills and create new, good-paying manufacturing jobs.</p>
<p>Immigration</p>	<p>Climate change and extreme weather can lead to poverty and political instability around the world. This encourages more people to leave their homes in Latin America to come to the United States for jobs, food, and shelter, and then end up facing economic challenges and discrimination.</p>
<p>Climate/Social Justice</p>	<p>Climate change makes it harder for people of color to succeed. It causes health problems because of worse air and water quality, causes more powerful storms that destroy people's homes, and hurts our economy and national security. Anything that hurts Black and Brown communities more is a social justice issue.</p>

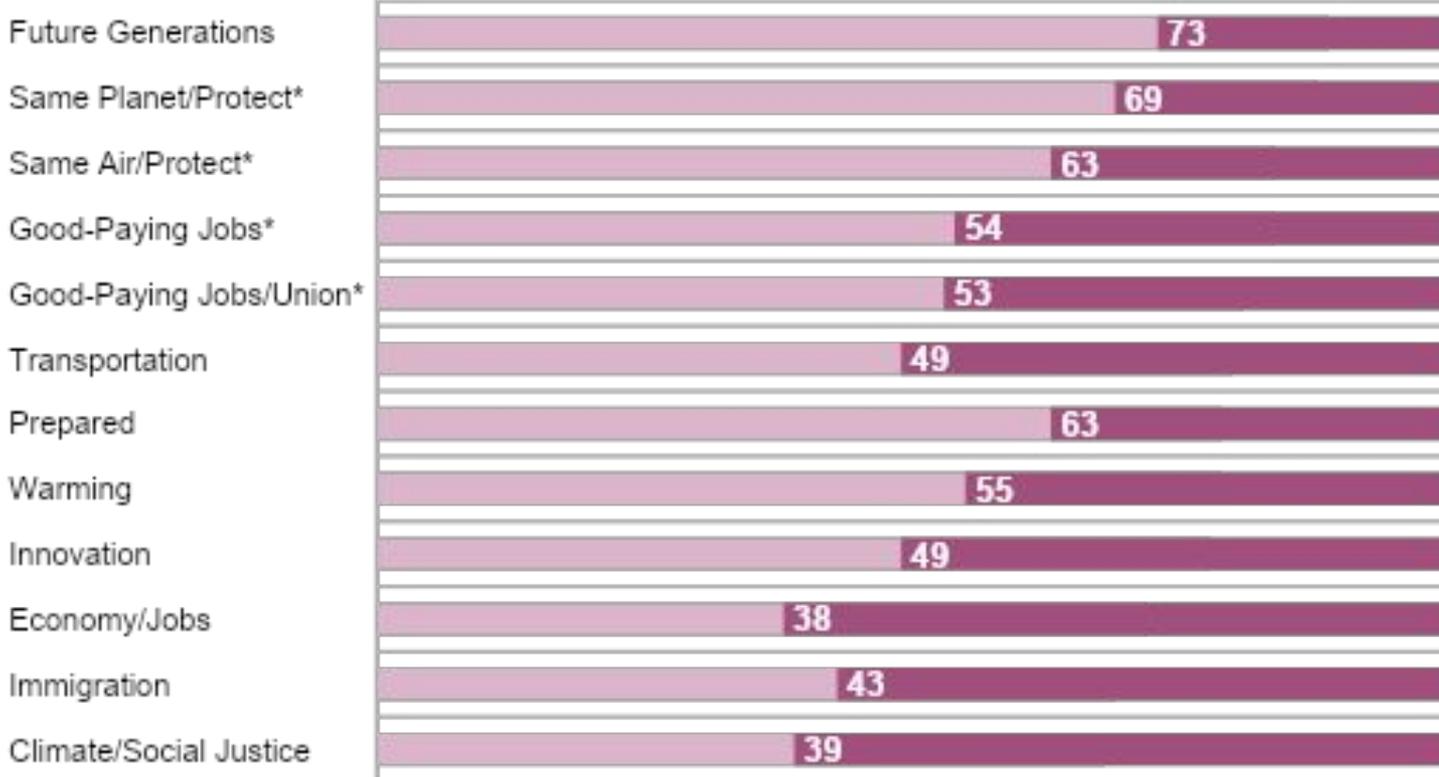
Protecting Future Generations, Responsibility To Others, And Jobs Top Messages With Black Adults, Though All Perform Well

Figure 16

Reasons To Take Action – Black Adults

● Very convincing ● Total convincing

**Split sampled message*



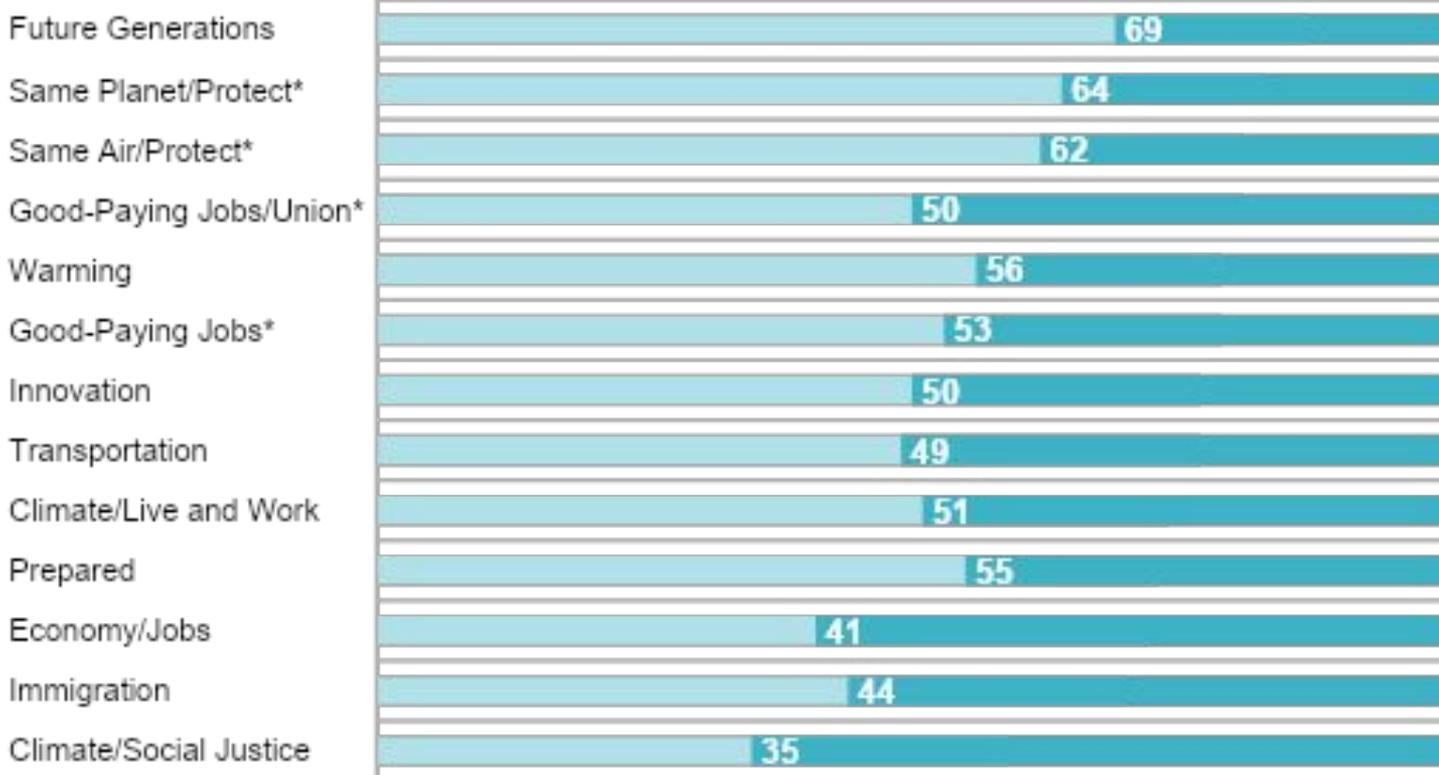
Similarly, Future Generations, Sense Of Responsibility, And Jobs Are Most Convincing Among Latino/a/x Adults

Figure 17

Reasons To Take Action – Latino/a/x Adults

● Very convincing ● Total convincing

**Split sampled message*



Reasons To Take Action On Climate Change By Black Demographic Groups

Figure 18

Reasons To Take Action – Black Adults

**Split sampled message*

<i>% Total convincing</i>	Black women	Black men	Black College	Black Non-coll	Black Strong Dem	Black Weak Dem	Black Non-Dem
Future Generations	88	90	91	89	93	92	78
Same Planet/Protect*	88	88	87	89	92	93	73
Same Air/Protect*	85	82	85	83	85	89	75
Good-Paying Jobs*	84	83	84	83	93	84	68
Good-Paying Jobs/Union*	81	80	84	79	83	81	73
Warming	78	79	82	77	84	84	61
Transportation	81	79	82	80	85	84	70
Innovation	77	79	82	77	84	84	62
Prepared	81	78	81	78	90	83	56
(Latino/a/x) Climate/Live and Work	83	80	79	82	95	89	68
Economy/Jobs	69	76	74	71	74	71	70
Immigration	68	69	69	68	71	77	55
Climate/Social Justice	72	65	71	67	79	67	53

Reasons To Take Action On Climate Change By Latino/a/x Demographic Groups

Figure 19

**Split sampled message*

Reasons To Take Action – Latino/a/x Adults

<i>% Total convincing</i>	Latinas	Latinos	Latino/a/x College	Latino/a/x Non-coll	Latino/a/x Strong Dem	Latino/a/x Weak Dem	Latino/a/x Non-Dem
Future Generations	91	84	81	89	95	94	79
Same Planet/Protect*	85	80	76	84	89	93	71
Same Air/Protect*	83	80	74	83	89	84	75
Good-Paying Jobs*	80	78	78	79	90	86	65
Good-Paying Jobs/Union*	80	81	76	82	91	89	68
Warming	82	76	70	81	90	89	65
Transportation	80	74	75	78	89	83	66
Innovation	77	76	72	78	90	85	62
Prepared	78	67	64	74	91	87	51
(Latino/a/x) Climate/Live and Work	80	68	66	76	84	87	57
Economy/Jobs	69	74	70	72	81	77	63
Immigration	75	65	61	72	81	79	56
Climate/Social Justice	63	55	55	60	77	69	40

Reasons Not To Take Action On Climate Change

Figure 20

<p>(Black and Latino/a/x) Other Issues/Discrim/Immigration**</p>	<p>Climate change is important, but I tend to focus on the issues impacting me at the moment, like health care, the cost of living, education, racial discrimination, and immigration.</p>
<p>(Non-Latino/a/x Black) Other Issues/Discrimination</p>	<p>Climate change is important, but I tend to focus on the issues impacting me at the moment, like health care, the cost of living, education, and racial discrimination.</p>
<p>(Non-Black Latino/a/x) Other Issues/Immigration</p>	<p>Climate change is important, but I tend to focus on the issues impacting me at the moment, like health care, the cost of living, education, and immigration.</p>
<p>Cost</p>	<p>Between solar panels, electric cars, and higher utility bills, it's expensive to take action on climate change. It's already hard enough to make ends meet. Until taking action is more affordable, I need to put my money toward the basics.</p>
<p>Not Included</p>	<p>The environmental movement doesn't spend much time reaching out to the Black and Brown communities or to people like me. I don't really feel my points of view are welcome or included.</p>
<p>One person/ Ineffective</p>	<p>There's not much I can do as one person to take action on climate change. The whole world is filled with pollution, factories, and cars. Any action I would take would be just a drop in the bucket.</p>
<p>COVID/Not the Time</p>	<p>Right now we're in the middle of a global pandemic that is ending lives, costing people jobs, and disproportionately affecting Black and Brown communities. This is not the time to take action on something like climate change that is a long way off.</p>
<p>Clean Energy/Won't Benefit</p>	<p>Clean energy might create economic and technological benefits, but just for wealthy and white communities, and not for communities like mine.</p>
<p>Clean Energy/Not Diverse</p>	<p>Even if more clean energy creates jobs, I do not know any person who looks like me with a clean energy job. I don't think clean energy will create jobs for me or others who look like me.</p>

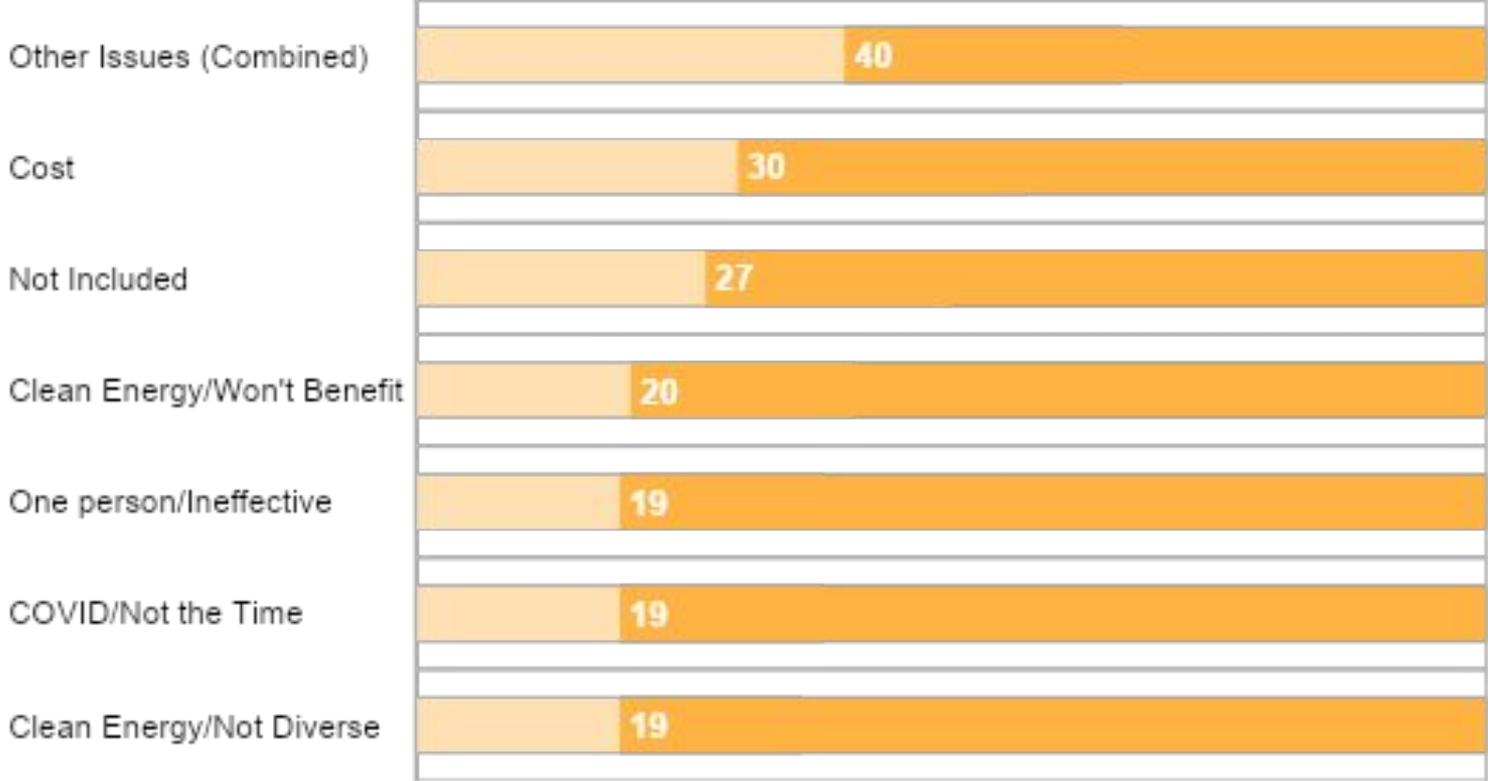
** Respondents who are both Latino/a/x and Black

Other Issue Priorities And Cost Most Convincing Reasons Not To Take Action On Climate Change For Black Adults

Figure 21

Reasons Not To Take Action – Black Adults

● Very convincing ● Total convincing

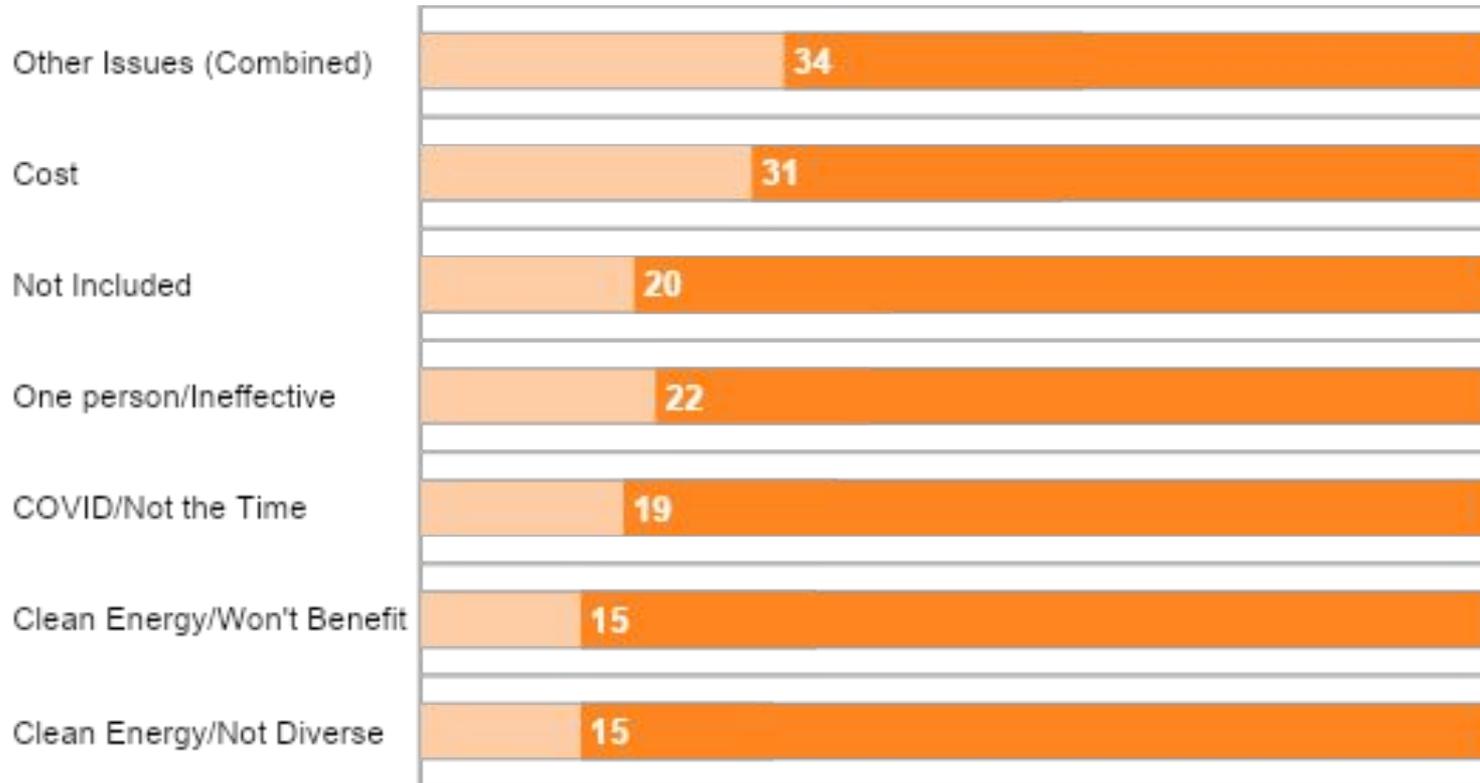


Addressing Other Important Issues, Cost Most Convincing Factors For Latino/a/x Adults

Figure 22

Reasons Not To Take Action – Latino/a/x Adults

● Very convincing ● Total convincing



Reasons Not To Take Action On Climate Change By Black Demographic Groups

Figure 23

Reasons Not To Take Action – Black Adults

<i>% Total convincing</i>	Black women	Black men	Black College	Black Non-coll	Black Strong Dem	Black Weak Dem	Black Non-Dem
Other Issues (Combined)	67	65	62	68	69	66	62
Cost	60	53	51	59	58	56	57
Not Included	54	46	44	53	56	50	43
One person/Ineffective	39	37	27	41	41	35	36
COVID/Not the Time	40	37	31	41	39	35	43
Clean Energy/Won't Benefit	43	39	37	42	43	42	38
Clean Energy/Not Diverse	39	34	28	39	40	33	36

Reasons Not To Take Action On Climate Change By Latino/a/x Demographic Groups

Figure 24

Reasons Not To Take Action – Latino/a/x Adults

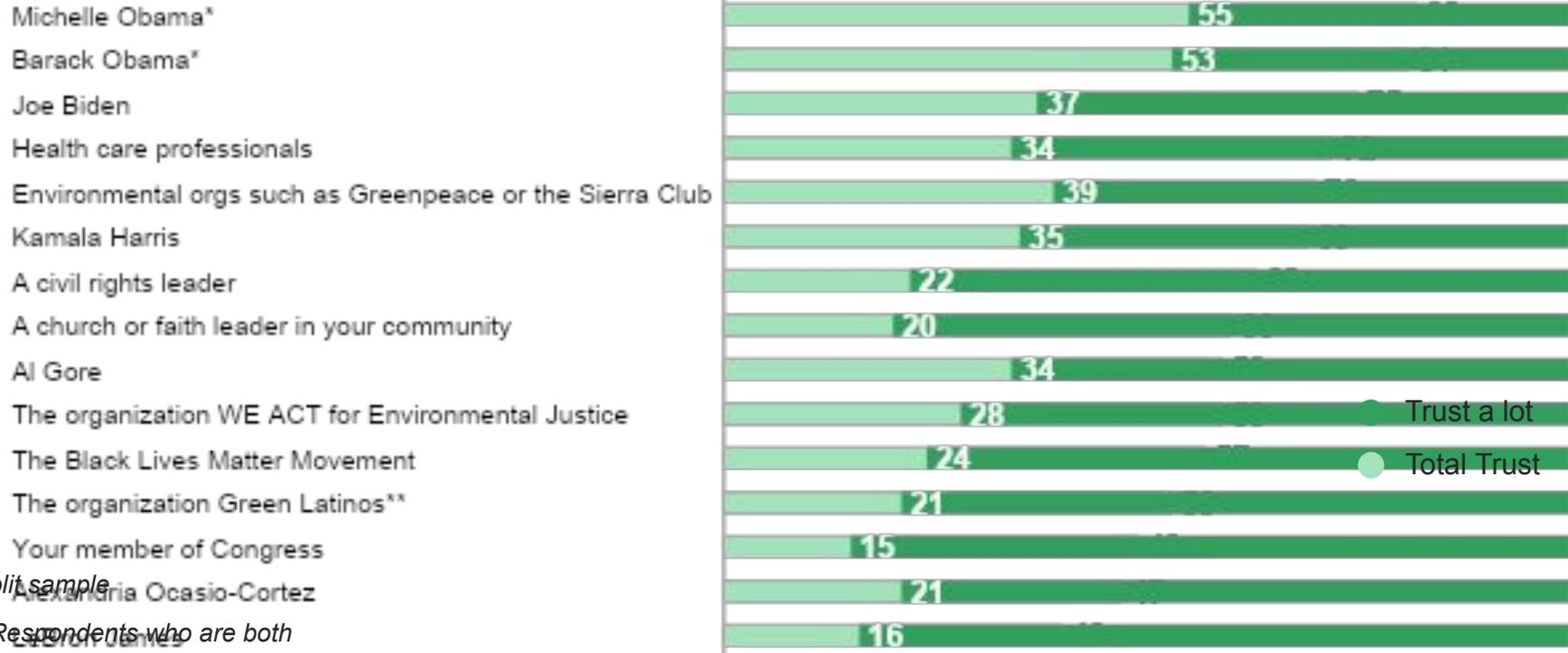
<i>% Total convincing</i>	Latinas	Latinos	Latino/a/x College	Latino/a/x Non-coll	Latino/a/x Strong Dem	Latino/a/x Weak Dem	Latino/a/x Non-Dem
Other Issues (Combined)	65	60	56	64	63	59	66
Cost	62	59	53	62	53	61	64
Not Included	48	41	40	45	57	48	35
One person/Ineffective	41	43	35	43	47	42	39
COVID/Not the Time	40	38	32	40	39	36	40
Clean Energy/Won't Benefit	41	33	27	39	36	44	31
Clean Energy/Not Diverse	35	31	28	33	39	31	29

The Obamas Most Trusted Messengers On Climate Change Among Black Adults

Figure 25

Trust On Climate Change – Black Adults

I am going to read you the names of some people and groups who might speak about climate change. After I read each one, please tell me how much you would trust this person or group about climate change.



*Split sample

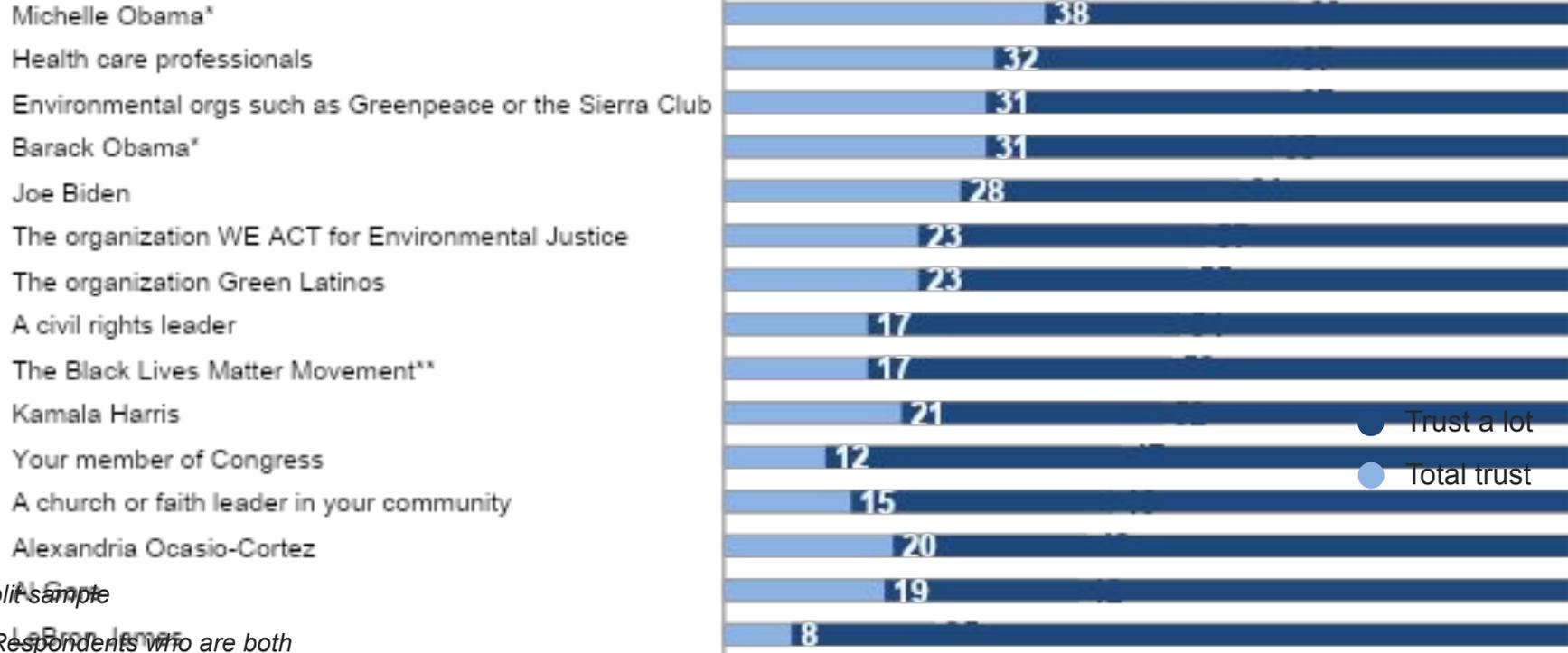
** Respondents who are both Black and Latino/a/x

The Obamas, Health Care Professionals, And Environmental Orgs Most Trusted Messengers Among Latino/a/x Adults

Figure 26

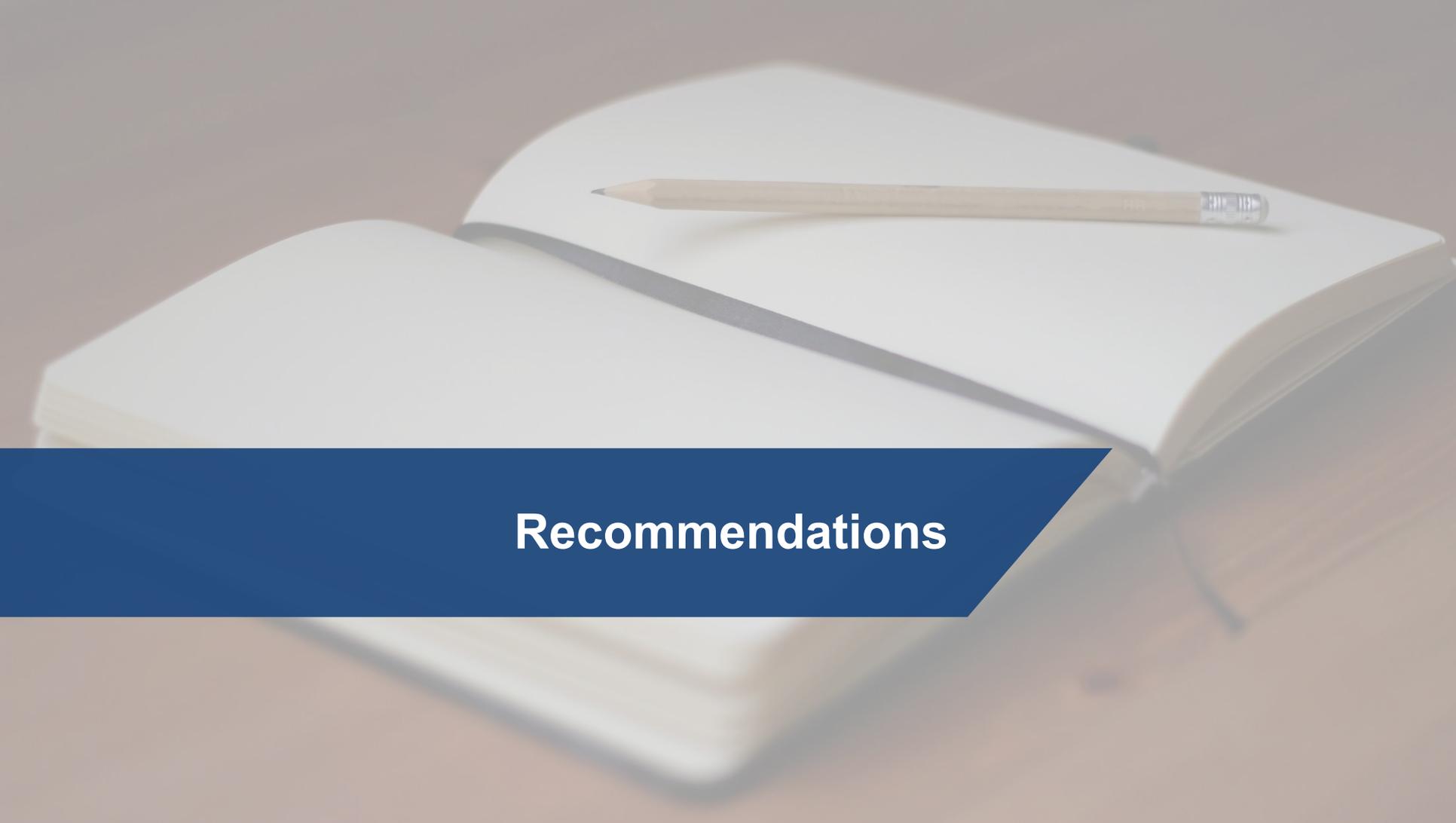
Trust On Climate Change – Latino/a/x Adults

I am going to read you the names of some people and groups who might speak about climate change. After I read each one, please tell me how much you would trust this person or group about climate change.



*Split sample

** Respondents who are both Latino/a/x and Black

An open notebook with a pencil resting on it. The notebook is open to two blank white pages. A wooden pencil with a silver eraser is lying horizontally across the top page. The notebook is placed on a light-colored wooden surface. A dark blue banner is overlaid at the bottom of the image, containing the word 'Recommendations' in white text.

Recommendations

- ✓ **Focus on urgency.** Urgency is a top motivator on climate, along with maintaining the earth for future generations.
 - Importantly, connecting climate to racial justice and equity is a bigger lift compared to current views.

- ✓ **Connect climate to other issues.** The biggest obstacle for the movement is a wide range of other urgent crises around COVID, the economy, health care, and discrimination.
 - And connecting climate to jobs can be a top motivator.

- ✓ **Bring in allies.** Alienation from the movement is a smaller, but not negligible, obstacle.
 - In fact climate or “environmental” activists—whether as a group or specified—can be compelling, rather than alienating.

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RESEARCH + STRATEGY