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# RE : GREEN

Bringing the Ecological Roadmap to Life

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# OUR STRATEGY:

## Leverage The Ecological Roadmap

A values-based segmentation study, the Ecological Roadmap shows how different segments of the public relate to environmental issues - and why...

### Research methodology: American Values Survey & Focus Groups

One of the largest in-home surveys conducted in 2004 and 2007:  
~2,000 Americans 15 and older, voters and non-voters,  
citizens and non-citizens

Psychographic research tracks ecological concern and a range of  
more than 100 social values in 800+ questions

Includes personality, social psychology, media use, and demographics

Issues include: women, environment, foreign policy, health, kids, race,  
sexuality, religion, taxes, government

Validated findings with a dozen focus groups in NY, CA, WA and OR

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# BARRIERS TO ENVIRONMENTAL ENGAGEMENT

## Environmental Sainthood.

Real or not, the perception that environmentalists are willing to sacrifice all self-interest to save the earth sets an unattainable standard.

## Environmental Elitism.

Having the time and money to be green seems out of reach for many. There are, however, Americans at all income levels and of all races who believe that living in a clean environment, having access to the outdoors, and eating healthy food shouldn't be a luxury.

## Environmental Fatalism.

Having a sense that something can be done about the environment and that individuals can help effect that change makes all the difference in engagement on environmental issues.

## Environmental Cognition.

Environmental professionals communicate at an expert level, often failing to make the connections between the environment and the issues people care most about -- their jobs, their health, and their families.

## Environmental Overload.

The public, for the most part, finds environmental issues overwhelming. Without a compelling vision of what can be done, the range and magnitude of ecological problems cause people to tune out.



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# RECOMMENDATIONS

## 1) Redefine what it means to care about the environment.

- Use non-expert language and focus on values.
- Bring a range of perspectives and constituencies into environmental campaigns.
- Don't make people feel guilty about their impact on the environment.

## 2) Illustrate the interconnectedness of environmental issues.

- Illustrate how environmental issues connect with each other and to daily life.
- Demonstrate tangible improvements to people's lives as a result of environmental protection measures.
- Collaborate with clients and partners that represent the full issue impact of an environmental concern.

## 3) Leverage personal actions and turn them into collective action.

- Illustrate the connections and impacts between daily lifestyle choices and larger systemic issues.
- Provide feedback mechanisms for engagement.
- Tap into existing environmental attitudes, emotions, and beliefs.

## 4) Fill people's need for social connectedness and a sense of purpose

- Create environmental narratives based on values that connect to everyday challenges.
- Overcome social isolation and growing fatalism by addressing issues such as poverty and job creation.
- Give people a large role in creating change.







# THE RESEARCH IDENTIFIED TEN SEGMENTS

## PRIORITY 1

- 9%** **Greenest Americans**  
Everything is connected, and our daily actions have an impact on the environment
- 24%** **Caretakers**  
Healthy families need a healthy environment
- 3%** **Idealists**  
Green lifestyles are part of a new way of being

## PRIORITY 2

- 20%** **Traditionalists**  
Religion and morality dictate actions in a world where humans are superior to nature
- 7%** **Driven Independents**  
Protecting the earth is fine as long as it doesn't get in the way of success
- 5%** **Fatalists**  
Getting material and status needs met on a daily basis trumps worries about the planet

## PRIORITY 3

- 17%** **Murky Middles**  
Indifferent to most everything, including the environment
- 7%** **Materialists**  
Little can be done to protect the environment, so why not get a piece
- 6%** **Cruel Worlders**  
Resentment and isolation leave no room for environmental concerns
- 3%** **UnGreens**  
Environmental degradation and pollution are inevitable in maintaining America's prosperity

AUTHORITY

Ecological Fatalism  
Excessive Taxation  
Confidence in Big Business

Religiosity  
Responsibility  
Traditional Families

● UnGreens 3%

● Traditionalists 20%



● Fatalists 5%



● Driven Independents 7%

SURVIVAL

FULFILLMENT

● Cruel Worlders 6%

● Murky Middles 17%

● Caretakers 24%



● Materialists 7%

● Greenest Americans 9%

● Idealists 3%

Acceptance of Violence  
Joy of Consumption  
Civic Apathy

Ecological Concern  
Flexible Families  
Community Involvement

INDIVIDUALITY





RE : GREENEST  
AMERICANS

**RE:INTRODUCE** Meet the Greenest Americans, the segment whose ecological concern influences their worldview more than any other social value.

**RE:THINK** But this doesn't mean their level of political activity and donations of time and money to environmental organizations match the levels these values may suggest.

**RE:IDENTIFY** For more than half of this group, environmental values are primarily acted on through daily lifestyle and purchasing decisions. The Greenest Americans have the money to support their green lifestyles, but more importantly, they do it because it's the right thing to do.

**RE:EVALUATE** While the Greenest Americans are dedicated to green choices, many don't see themselves as environmentalists. They believe that government must take a leadership role in large-scale issues like climate change.

Even the Greenest Americans are not that Green. Although these Americans care the most about the environment, only a third (35%) give time to the environment, and less than half (47%) give money to environmental groups.



# SNAPSHOT



**9%** of adult population

**14%** of registered voters

**93%** are very likely to vote in 2008

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**1/3** have household incomes of 100k+



**25%** are over 65

**76%** are over 45



# SNAPSHOT

88% have a college or post-graduate degree

89% are white

65% self-identify as strong Democrats

52% self-identify as liberals

70% agree that the quality of the environment is one of the most important problems

35% have donated time to the environment

47% have donated money to the environment

Surprising?

Nearly the entire segment (93%) is very likely to vote in 2008. However, the environment rarely plays a major role in who they vote for.



# GREENEST AMERICANS BELIEVE THAT CHANGE IS POSSIBLE, BUT AREN'T SURE HOW TO MAKE THE BIGGEST IMPACT.

"There's nothing you can do about oil corporations, it's like they're just bigger than the world, and they're bigger than all the countries and all the governments, so there's no point in even trying."

Dee, NY

"I would never consider myself an environmentalist because I can't do it all the way."

Grandmother, CA

"I'm not a political radical. I think living in trees is dumb."

Woman, Retired Attorney, CA

"Individual actions... I don't think they're terribly effective compared to a regulation that tells CAFÉ mileage for an automaker."

Michael, NY



# VALUES

**Taking care of the environment and nature:**  
Ecological Concern, Animal Equality, Faith in Science

**Taking care of others/  
Obligation to others:**  
Liberal Communitarianism, Social Responsibility, Altruism

**Conscientious Consumption:**  
Ethical Consumerism, Brand Apathy, Deconsumption



**Connection to the community:**  
Civic Engagement, Community Involvement

**Strong interest in diversity and other cultures:**  
Culture Sampling, Global Consciousness, Multiculturalism, Racial Fusion

**Importance of being healthy for a full, balanced life:**  
Holistic Health, Effort Toward Health, Vitality

**Government needs to be part of the solution:**  
Active Government, Government as Economic Equalizer, Largesse Oblige, Tax the Rich

**Greenest Americans' Least Important Values:**

Confidence in Big Business, Crude Materialism, American Entitlement, Civic Apathy, Ecological Fatalism



# WORLDVIEW



I believe people can and should make a difference in the world through what they do and how they choose to live. This is part of how I find meaning in my life.



When I buy things, it isn't really about increasing my status. I consider my purchases carefully and the impact (positive or negative) that what I buy has on the world.



I feel that we are all in this together—everyone on the planet is connected somehow and we all have an obligation to help one another out.



I don't think of myself as an environmentalist or a radical green. Making eco-friendly choices is simply part of my daily life. For me, it's just the right thing to do.



I agree with lobbying. I think it's the most important thing to do. Government has all the power. I don't think what an individual consumer can do amounts to much.

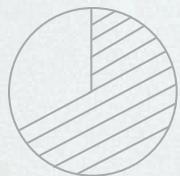


# ENGAGEMENT

The most political of the segments, Greenest Americans read and think systematically. While they do go online daily, they tend not to comment on websites, view online videos, participate in social networking, or blog.

They use the internet to check on global and community news, favoring Yahoo News, The New York Times and local newspaper sites.

When they watch television, the Greenest Americans still want it to be educational and meaningful. They are most likely to tune into CNN, Discovery Channel and The History Channel.



68% pay attention to news regarding politics and government



69% go online daily



# TRENDS

## Investing in green

Greenest Americans are leading the way in green consumer choices such as solar panels, energy star appliances and hybrid vehicles.



**Seafood  
WATCH**



Central US  
Seafood Guide  
2008

[www.seafoodwatch.org](http://www.seafoodwatch.org)

## Wary of greenwashing

Greenest Americans are skeptical consumers who do their research on the products they purchase and the organizations to which they donate.

**Consumer  
Reports**



# LIFESTYLE

## Travel U.S. and abroad

Embrace eco-tourism, multiculturalism, national parks and natural settings. Not into extreme activities like snowmobiling.



## Home and garden

Use organic fertilizers, environmentally safe cleaners and if possible, they pay attention to native plants, composting and xeriscaping. When the Greenest Americans remodel, green is a priority and they try to recycle as much as possible.



## Health and wellness

They buy organic and local whenever possible and when they can afford it. You'll see the Greenest Americans at farmers' markets and they think about where their food comes from (especially meat and seafood). They are interested in alternative medicine and exercise such as acupuncture, massage, yoga and holistic medicines.



## Transportation

Drive hybrid vehicles and make an effort to take public transportation, bike or carpool when convenient. Support government initiatives to increase public transportation, even if they don't use it themselves.





# RE:APPROACH



## Better...

- Tie daily environmental acts like recycling and buying organic to political change.
- Talk about the big picture. Communicate the passion and values behind the work.
- Connect environmental messages to top priorities, such as health and the economy.
- Change what it means to care about the environment.
- Convey what we're working toward, not just against.



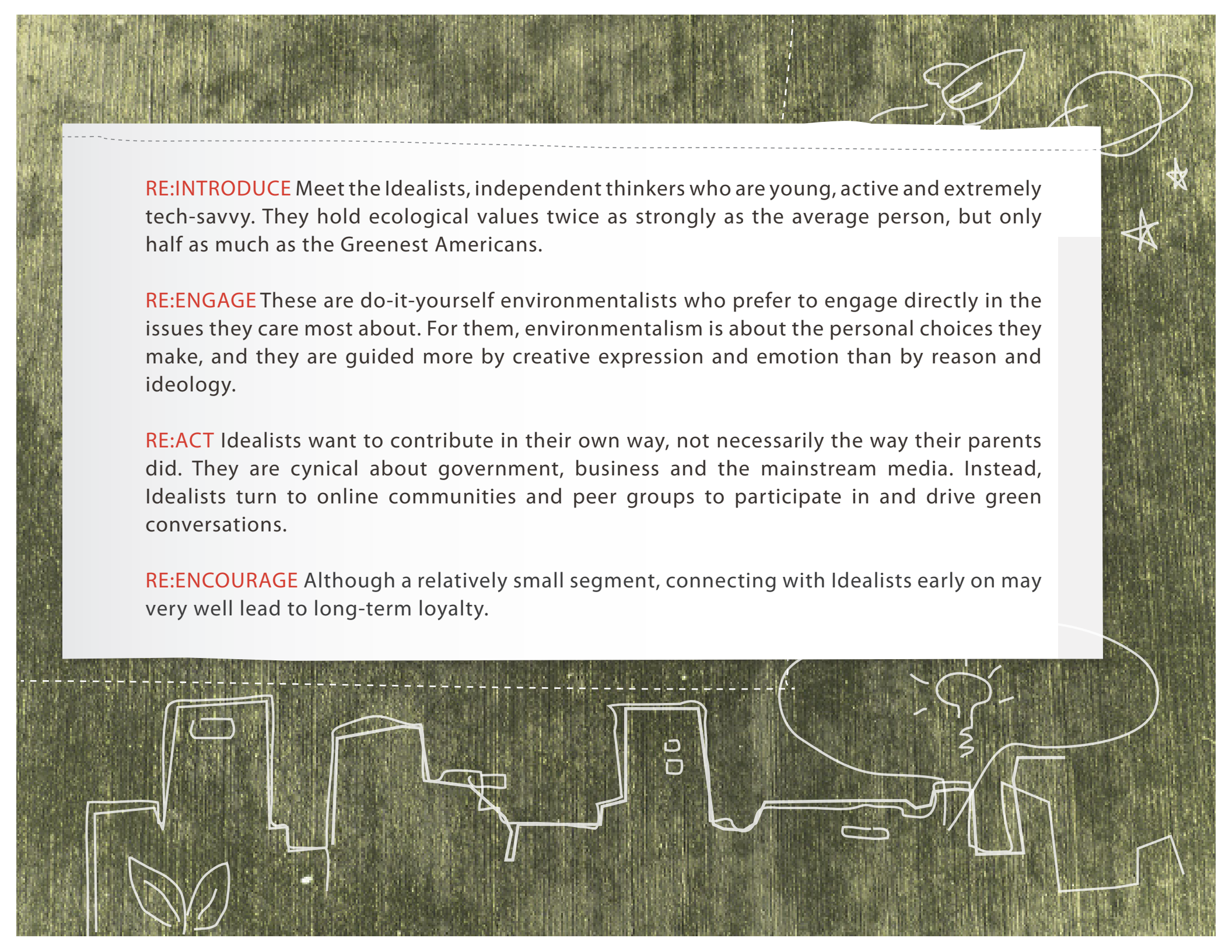
## Better not...

- Don't assume the Greenest Americans are experts even though they're the most educated and engaged politically.
- Don't set the bar too high. You don't have to live in a tree to be an environmentalist.
- Don't assume that the environment is the best frame for all issues.
- Don't sound shrill.



RE:IDEALISTS





**RE:INTRODUCE** Meet the Idealists, independent thinkers who are young, active and extremely tech-savvy. They hold ecological values twice as strongly as the average person, but only half as much as the Greenest Americans.

**RE:ENGAGE** These are do-it-yourself environmentalists who prefer to engage directly in the issues they care most about. For them, environmentalism is about the personal choices they make, and they are guided more by creative expression and emotion than by reason and ideology.

**RE:ACT** Idealists want to contribute in their own way, not necessarily the way their parents did. They are cynical about government, business and the mainstream media. Instead, Idealists turn to online communities and peer groups to participate in and drive green conversations.

**RE:ENCOURAGE** Although a relatively small segment, connecting with Idealists early on may very well lead to long-term loyalty.

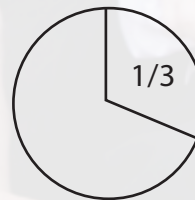


# SNAPSHOT

3% of adult population

2% of registered voters

79% are under 45 years of age



still students

45% are single

70% have more than a high school education





Moderate-to-high incomes

**34%**

make \$100K+  
(second only to  
Greenest Americans)

Independent thinkers who do not strongly identify with one religion or political party

**51%**

self-described independents

**78%**

self-described moderates

**62%** agree that the environment is one of our biggest problems


Only

**53%** likely to vote

**2<sup>nd</sup>** only to Greenest Americans in concern over global warming

Taking care of the environment is **17<sup>th</sup>** on the list of top values

**SNAPSHOT**



**IDEALISTS ARE DO-IT-YOURSELFERS WHO  
CREATE THEIR OWN PERSONAL GREEN  
REALITIES, BUT STILL BELIEVE THAT  
GOVERNMENT LEADERSHIP IS NECESSARY**

**“I think just doing what you can do personally is good. And I consider that being an activist. Not pushing other people, but on your own doing what you feel is right, doing what you feel.”**

– Oregon Man, 26

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**“I do things that I think will help the environment, like buying green products when I can, I vote pro-environment, but I’m not out there sitting in a tree.”**

– California Dad of 2

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**“I certainly live my life, when I’m backpacking or camping or I’m at the coast or wherever, I feel like an environmentalist in terms of the way I treat the environment. You know, packing in, packing out, all that stuff.”**

– Oregon Woman, 25

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**“I think something huge has to happen, and individuals aren’t going to be able to change things. Governments have to change things.”**

– New York Woman, 28



# VALUES

## Taking care of the environment and nature:

Ecological Concern, Animal Equality, Faith in Science



## Strong interest in diversity and other cultures:

Culture Sampling, Global Consciousness, Multiculturalism, Racial Fusion.



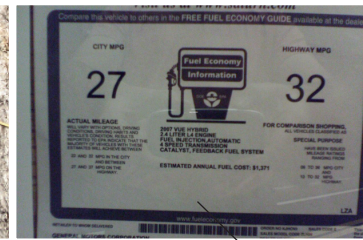
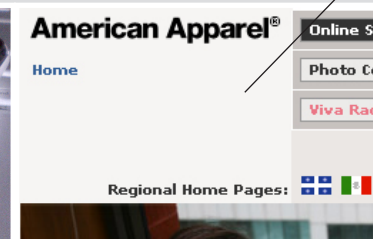
## Open to new solutions and ideas:

Rejection of Tradition, Intellectual and Open, Enthusiasm for New



## Purposeful consumption:

Ethical Consumerism, Importance of Brand, Joy of Consumption



## Strong desire for creative self-expression:

Personal Creativity, Unfettered Individualism

## Importance of being healthy for a full, balanced life:

Effort Toward Health, Vitality, Holistic Health

## Government needs to be part of the solution:

Largesse Oblige, Tax the Rich, Active Government

Some Least Important Values Include:  
Ecological Fatalism, American Entitlement, Traditional Family, Emotional Control, Ostentatious Consumption



*So what's a group you might trust?*

Idealist Woman: I don't trust anybody.



Although I don't really trust the government, I think America is a great country. You should be the change you want to be in the world. The government should also step in and help people who have had a tough time in life so everyone has an equal chance at happiness and success in this country.



Traditions are made to be broken and we should always be open to new approaches and ideas that can make things better. I want to make a difference in the world by contributing my own way, not in the same ways as my parents. I don't trust corporations or the corporate structure because they're too traditional and confining.



I am drawn to exploring cultural and religious experiences that are different than my own, and I would love to travel more. Embracing diverse influences and spiritual practices truly enriches my life.



I love to be creative and express myself with my own personal style in my clothes, home décor, hairstyle and make-up. The things that I buy, use and wear tell a unique story to the world about who I am.



Living green is about personal choices for me and what inspires me most. I want a high quality of life that is environmentally-friendly and sustainable, and I get excited by green technology and alternate energy solutions. The environment may not be the most important issue to me, but I certainly think about it relative to my health, lifestyle and food safety.

**WORLDVIEW**



# ENGAGEMENT

## They go online

78% of Idealists go online daily. They are participating in and driving conversations, not just consuming information.

Idealists like to feel part of a trustworthy group of **peers** when taking action.

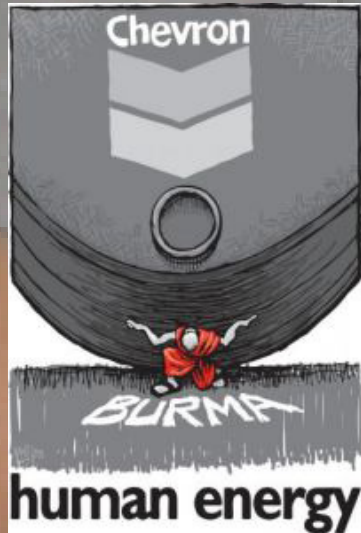
## They're not paying attention to the news

Only 29% of Idealists say they pay a great deal of attention to news and politics.

facebook®



# TRENDS



## Media explosion & new technology

Idealists embrace new media and seek out the latest technologies.

## Wary of greenwashing

Smart, savvy, and cynical, Idealists will find out if green claims are true and take steps to “out” the company or organization if the facts don’t line up.



## Eco-Chic & Responsible Retail

Idealists tend to align themselves with brands that reflect their values. Green is now the key component of hip products.





## Health/beauty and wellness

- 79% say participation in outdoor recreation (surfing, running, mountain biking) is important.
- Exercising to look good is important, but so is longevity and health.
- Personal style is carefully crafted to make a statement



## Travel and transportation

- Ride bicycles and walk whenever possible (for exercise + environment)
- Use public transportation or telecommute from home.
- Seek out new experiences and expanded cultural knowledge.



LIFESTYLE



# RE:APPROACH



## Better...

- Show how protecting the environment is connected to social issues.
- Highlight the role of technological innovations.
- Tap into their DIY mentality and provide ways to directly engage in creating change.
- Provide opportunities for Idealists to communicate and donate on their own terms through user-generated content and PayPal accounts.
- Live where Idealists live - have a presence on Facebook, My Space, YouTube and blogs.



## Better not...


- Don't expect it to be easy to connect with savvy Idealists. You'll need to use non-traditional marketing techniques to reach them.
- Don't expect Idealists to join their parents' environmental organizations. Consider creating off-shoot microsites for specific campaigns with different, fresh identities.
- Don't shy away from controversial topics. Idealists will respond to the ability to communicate openly and authentically with peers.





RE : CARETAKERS





**RE:INTRODUCE** Meet the Caretakers, family-focused individuals who experience many demands on their money and their time.

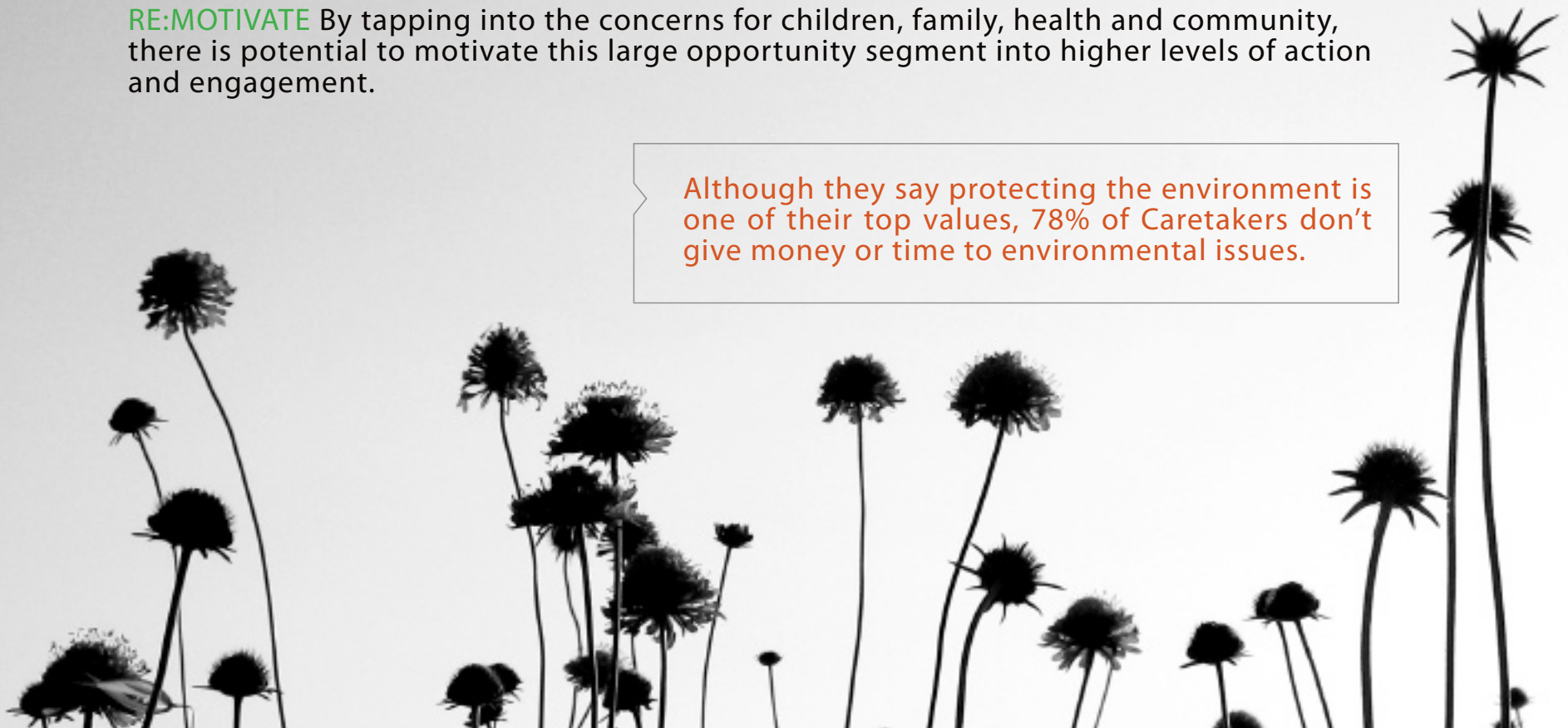
**RE:UNDERSTAND** To them, environmentalism is not about calculating their carbon footprint, but rather about ensuring that there are healthy and safe places for their families to be together.

**RE:CONSIDER** Caretakers want to be more green in their daily lives but concerns over higher costs and convenience make it difficult. Despite being worried about the environment, they worry even more about other issues such as the rising cost of energy.

**RE:MOTIVATE** By tapping into the concerns for children, family, health and community, there is potential to motivate this large opportunity segment into higher levels of action and engagement.



Although they say protecting the environment is one of their top values, 78% of Caretakers don't give money or time to environmental issues.





# SNAPSHOT

Large, high-opportunity segment

**24%** of adult population

**21%** of registered voters

**60%**  
are women

Caretakers are a relatively diverse segment

**1/4**  
are African- American

**47%**  
are between 25-44  
years of age

Predominantly middle  
and lower income

**40%** \$50-99K

**39%** <\$49K

Only  
**22%**  
have devoted time  
or money to the  
environment

**52%**  
Believe cost of gas  
and energy is a more  
important problem  
than quality of the  
environment

**46%**  
are Democrats  
**70%**  
vote regularly



# CARETAKERS WANT TO SPEND TIME WITH THEIR FAMILIES SOMEWHERE SAFE AND FUN OUTSIDE

“Well, God kind of put us here to be stewards of the Earth ... and that’s what we’re responsible for. I want kids to be able to go to... places where they can get out of the city and actually be in touch with nature.”

- Middle-aged Woman

“If they give you a blue bin for things you put out in front of your yard, you put it in there. You’re being a good neighbor, getting rid of this recyclable stuff, and I feel good about myself.”

- Grandfather, Retired Military

“Almost all my free time - 75% of my free time - is around what’s happening with the family this weekend.”

- Father

“Well, I think sometimes when people say ‘environmentalist’ they talk about all fanatics. But I think what it boils down to is you want to take care of where you live.”

- Grandmother, Volunteer



# VALUES

**Taking care of the environment and nature:**  
Ecological Concern, Animal Equality, Faith in Science



**Close connections and interactions with others:**  
Social Connectedness



**Open to new solutions and ideas:**  
Intellectual and Open, Rejection of Tradition, Entrepreneurialism, Flexible Families



**Interest in creative expression:**  
Personal Creativity



**Belief in American way of Life without feeling superior:**  
American Dream, American Liberty



**More concern for overall impact of purchases than brand or status:**  
Ethical Consumerism, Brand Apathy



**Government needs to be part of the solution:**  
Largesse Oblige, Tax the Rich, Government as Economic Equalizer

## Caretakers' Least Important Values Include:

Confidence in Big Business, Sexism, Group-based Social Dominance, Traditional Families, American Entitlement



I believe we always have to think about new ways of doing things to make things better. We can't confine people to outdated, limiting stereotypes and boundaries, especially when it comes to family roles and social issues. We need to be open-minded because no one is inherently better than anyone else. Still, I am a realist and I understand this way of thinking unfortunately isn't shared by everyone.

We all have to do what we can to help protect the environment. It is so important for the health and wellbeing of our children to give them places to play and grow up experiencing nature. I do believe that finding a way to make it easier for everyone to live green will benefit all of us with better health, new jobs, more affordable energy and happier communities overall.



I recognize that what I do and what I buy have an impact on the world. We have to think about the things we do today and how our actions will affect our children in the future. It is tough (and sometimes just too expensive) to live this way though--to make all the right decisions and buy all the right products on a day-to-day basis. I wish it was easier to live green.



I am an optimistic person, especially when it comes to the future and the goals I have for my family. I try to get involved in my community and with my grandkids to do my part but I don't consider myself to be an activist.

# WORLD- VIEW



# ENGAGEMENT



## They volunteer - locally

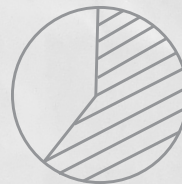
Caretakers value community -so when they have time - they volunteer with local groups, such as Boy and Girl Scouts, literacy programs, food banks or church-sponsored groups.

## They go online - daily

More than half of all Caretakers go online daily. They check local news sites, Yahoo!News and MSNBC.com. They are not spending time blogging or on social networking sites.

## They vote - usually

Some 70% of Caretakers vote regularly, and 38% say they are Independents and will switch parties.



63%  
go online daily



31%  
pay a great deal of  
attention to news  
about politics and  
government

### Caretakers' Top 3 Cable Channels:

Discovery Channel  
History Channel  
Fox News



**CARETAKERS BELIEVE IN THE VALUE OF LIVING GREEN, BUT  
FIND IT CHALLENGING TO AFFORD.**



- Recycling is their daily environmental action
- Favor suburban neighborhoods with family-friendly green spaces and parks
- Want to drive hybrids and wish they were more affordable

# TRENDS

“There’s so much that we could do as individuals. But there’s so little time. Everybody’s in a rush and it’s unfortunate that it’s not more convenient.

- Mom, California

“I am an SUV-driving environmentalist. ”

- Dad, Sunnyvale





## Health and wellness

- Value vitality and holistic health
- Interested in keeping active and balanced



## Travel

- Go on family-oriented vacations
- Enjoy overnight camping trips



## Food

- Concerned with healthy families more than sustainability
- Want to protect children and farmworkers from pesticides



# LIFESTYLE



# RE : APPROACH



## Better...

- Focus on ensuring the safety, health and well-being of children.
- Tap into the power of trusted peer-to-peer interactions through “tell a friend” options for donations, petitions and materials.
- Make enacting one’s ecological values as easy as possible and with measurable results.
- Make it local. Show impacts on day-to-day places and concerns like neighborhood parks and drinking water.
- Show positive impacts of environmental action.



## Better not...

- Don’t appear to instigate conflict for conflict’s sake. Focus on stories of collaboration.
- Don’t suggest actions that make environmentalism seem out of reach. Make sure the “ask” resonates with people’s daily lives.
- Don’t assume that people understand specialized terminology. Use language that’s clear and accessible.
- Don’t create human v. nature narratives. Feature profiles highlighting personal stories and show how issues impact communities.



# RE:TRADITIONALISTS



# SNAPSHOT

20% of adults,  
slightly older

24% of registered  
voters

2/3

are conservative  
Protestants – the  
highest percentage  
of any segment

3/4

are married

87%

are parents

81%

are white

55%

live in a rural area  
or small town

1/2

are Republicans

79%

are very likely  
to vote





## Top 5 Traditionalists' Values

1. Religiosity
2. Traditional Family
3. Humans Superior to Animals
4. Emotional Control
5. Patriarchy

## Bottom 5 Traditionalists' Values

1. Rejection of Authority
2. Pursuit of Intensity
3. Sexual Permissiveness
4. Flexible Families
5. Religion a la Carte

VALUES

# ENGAGEMENT

A group of children in a church choir performing a song, with their hands raised in prayer or praise. The children are wearing various costumes, including white dresses with red accents and dark dresses. They are standing in a line, and their hands are raised above their heads. The background is dark, and the lighting is focused on the children.

- As a religious segment, Traditionalists may respond to messages that describe the responsibility one has to obey God's mandate to steward nature.
- A message of social responsibility will appeal to Traditionalists who believe that everyone has a role to play in doing the right thing.
- Ministers, church leaders and other authority figures make good messengers for Traditionalists.

76% believe that moral values are of utmost importance.



# RE:DRIVEN INDEPENDENTS





7% of adult population

7% of registered voters

Almost  
2/3  
are under age 45

More male than  
any other segment  
65%

31%  
have college degrees

21%  
live in new  
suburbia

Politically independent  
3/4  
say they are moderates

61%  
said they were likely  
to vote in 2008

SNAPSHOT





## Top 5 Driven Independents' Values

1. Modern Racism
2. Social Mobility
3. Just Desserts
4. Status via Home
5. Saving on Principle

## Bottom 5 Driven Independents' Values

1. Rejection of Authority
2. Flexible Families
3. Ecological Fatalism
4. Acknowledgement of Racism
5. Religiosity

# VALUES

# ENGAGEMENT



- This segment is all about status so associate environmental issues with the quality lifestyle they feel they deserve.
- Driven Independents are enthusiastic about new technology and could be interested in green tech innovations.
- Connecting new economic opportunities with environmental protection can be a way to reach the Driven Independents.

- 67% go online daily.
- Only 31% say the environment is one of the most important issues.





# RE:MURKY MIDDLES



17% of adult population

16% of registered voters

71%

White

14%

African-American

12%

Hispanic

Age ranges are fairly evenly distributed

38%

are in the 25 to 44 age range

Household income is fairly evenly distributed across income levels

26%

live in an older suburban area

22%

live in a small town

40%

are Independent

77%

self-identify as moderates

SNAPSHOT



# VALUES



## Top 5 Murky Middles' Values

1. Acceptance of Violence
2. Parochialism
3. Civic Apathy
4. Meaningless Life and Future
5. Animal Equality

## Bottom 5 Murky Middles' Values

1. Humans Superior to Animals
2. Traditional Family
3. Effort toward Health
4. Religiosity
5. Modern Racism

# ENGAGEMENT

A close-up photograph of a woman with blonde hair, smiling warmly. She is wearing a pink jacket over a maroon top. She is holding a small black puppy with white markings on its paws. The background is slightly blurred, showing some papers or documents.

- Since Murky Middles are open to change and influenced by youth trends, they may be open to environmental issues as “green” becomes more mainstream.
- While somewhat indifferent to environmental concerns, they do feel a connection with animals (especially their pets).
- Murky Middles are most likely to pay attention to environmental messages if they are relevant to what is happening in their local area.

Only 28% pay a great deal of attention to politics.





RE:FATALISTS



# SNAPSHOT



5% of adult population  
3% of registered voters

Young segment  
30% under the age of 25

39% earn less than \$30,000 per year

38% are Catholic

Nearly 1/3 are children of immigrants

Only 45% likely to vote

1/2 identify as Democrats

More than 1/3 live in central cities

Primarily non-white

32% African-American

21% Latino

8% Asian-American



# VALUES

A young woman with dark hair is looking towards a young man who is looking down. They are in an outdoor setting with a building in the background.

## Top 5 Fatalists' Values

1. Ecological Fatalism
2. Modern Racism
3. Tried and True
4. Group-based Social Dominance
5. Confidence in Big Business

## Bottom 5 Fatalists' Values

1. Personal Control
2. Rejection of Authority
3. Comfort with Ambiguity
4. Liberal Communitarianism
5. No Group Inherently Superior



# ENGAGEMENT

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- Fatalists want to eat organic food and go camping, but it often feels like a luxury. Communicate how these activities can be financially within reach even with a limited budget.
  - Fatalists are hoping the government can help improve their lives and as a result, could be interested in issues like green jobs.
  - As avid TV watchers, Fatalists will be responsive to messages that are quick and catchy (and perhaps featuring celebrity spokespeople).
- 

46% consider outdoor recreation to be very important







RE: MATERIALISTS



7% of adult population

5% of registered voters

36%

are between 15 and 24

Diverse segment:

1/4

are Hispanic/Latino

34%

have a parent born outside the U.S.

Almost

1/4

are students

1/3

earn less than \$30K per year

29%

live in the central city

25%

have no religion

43%

are Independents

78%

self-identify as moderates

# SNAPSHOT





## Top 5 Materialists' Values

1. Penchant for Risk
2. Modern Racism
3. Acceptance of Violence
4. Ecological Fatalism
5. Ostentatious Consumption

## Bottom 5 Materialists' Values

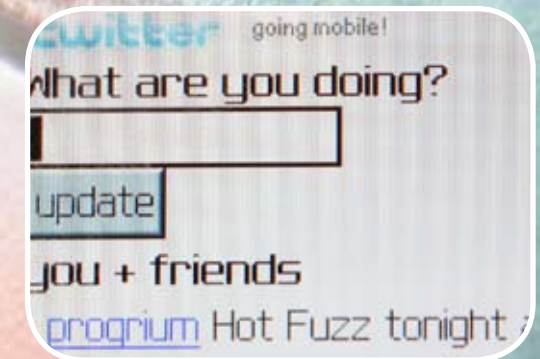
1. Ecological Concern
2. Civic Engagement
3. Social Responsibility
4. Liberal Communitarianism
5. Religiosity



# VALUES



# ENGAGEMENT



- The environment is not a priority with Materialists. They do, however, care about animals, which offers the potential to connect around wildlife issues.
- Materialists are willing to look beyond the status quo and imagine a different (and perhaps green) future.
- Materialists spend more time thinking about new products and social status than the environment. This segment may become consumers of green products if they are marketed as hip or chic.

- Least likely to pay attention to politics (22%).
- Most unlikely to vote (27%).





RE:CRUEL WORLDERS



# SNAPSHOT

**6%** of adult population

**6%** of registered voters

Predominantly white

**85%**

Second oldest segment after Greenest Americans:

**23%**  
are age 65+

**30%**  
are retired

**1/3**  
have only high school diplomas

**38%**  
highest percentage of workers in the semi and unskilled labor force

**49%**  
earn less than \$49K per year

**54%**  
live in small towns and rural areas

Almost  
**3/4**  
are self-identified moderates

Only  
**4%**  
are liberals



## Top 5 Cruel Worlders' Values

1. Modern Racism
2. Xenophobia
3. Parochialism
4. Social Isolation
5. Meaningless Life and Future

## Bottom 5 Cruel Worlders' Values

1. Penchant for Risk
2. Religiosity
3. Meaningful Moments
4. Pursuit of Intensity
5. Cultural Sampling

VALUES





# ENGAGEMENT

- Traditional environmental messages will not work with this socially isolated group who are unlikely to participate in any outdoor recreation or donate time to the environment.
- For Cruel Worlders, meeting basic needs is a challenge. Illustrate how solving environmental challenges delivers tangible benefits, such as lowered energy bills.
- Tap into their black and white view of the world by framing environmental challenges in terms of innate good and evil.

- Least likely to go online (28% never go online).
- Least likely to donate time to the environment (10%).







RE : UNGREENS



# SNAPSHOT

**3%** of adult population  
**3%** of registered voters

Almost **2/3**  
of this segment  
are male

**86%**  
are white

**1/2** live in rural areas  
or small towns

**48%** Live in the South

seen as the most  
important issues:

**86%**  
moral values

**77%**  
terrorism

**15%**  
quality of environment

**48%** are between  
25 and 44 years old

**34%** are between  
45 and 64 years old

**20%**  
earn \$150,000 or  
more per year

**62%**  
are conservative  
Protestants

are strong Republicans

**86%** none self-identify as liberals.

identify as political  
conservatives

**96%**





# VALUES



## Top UnGreens values

1. Ecological Fatalism
2. Innate Good and Evil
3. American Entitlement
4. Excessive taxation
5. Cultural Assimilation

## Bottom UnGreens values

1. Comfort with Ambiguity
2. Rejection of Authority
3. Animal Equality
4. Ecological Concern
5. Flexible Families



# WORLDVIEW

**My status and what people think of me is very important.**

I love America and am very proud of my country, and I believe in America's ingenuity and ability to innovate to solve our problems. Despite the threats of declining moral values, terrorism, immigrants and crime, I am still doing really well personally and have meaning in my life so I am optimistic.



I like to spend time outdoors, especially to hunt. But don't try to tell me about protecting nature for nature's sake; I think it's good for human uses. Environmentalists are just extremists who don't understand that in order to keep progressing the environment will inevitably be damaged in the process.



I trust companies and corporations to act on social and economic problems, more than I trust government action. I am loyal and have confidence in big brand names and companies like Wal-Mart.



**People have total control of their own fates. If someone has problems or isn't doing well in life, it us up to the individual (not the community or the government) and solutions from the private sector to handle the situation.**



- 65% watch FOX News; 47% visit FOX news website
- 0% read the Washington Post
- 44% own an SUV or pick-up truck
- 56% pay close attention to news about politics and government
- 83% very likely to vote



# ENGAGEMENT





# MOTIVATION

Potential personal connections to motivate environmental concern and action

**45%** say hunting is very important

**40%** agree that outdoor recreation is very important

Ungreens are motivated by a sense of duty, tradition, and pride in America.

They are very interested in maintaining a healthy lifestyle.

