



Environmental Issue Research Personas

Innovation Hub
Spring 2024

Innovation Hub

Connected data. Collaborative insights. Innovative solutions.

The Innovation Hub is here to empower data learning and strategy among environmental organizations – and also kindle collaboration, because everything is connected, and we can do more and better together.

Peter Fontana, Director

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partnershipproject.org/Innovation-Hub



← Scan with Smartphone
for all the ways to connect

Guidance & funding support from:



NRDC & NRDC Action Fund



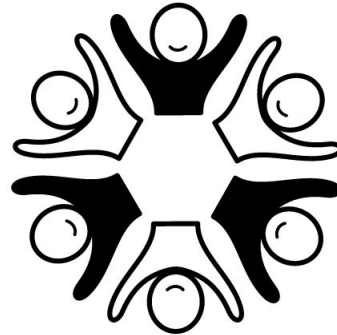


Sample size (n=10,715) & details:



National Sample

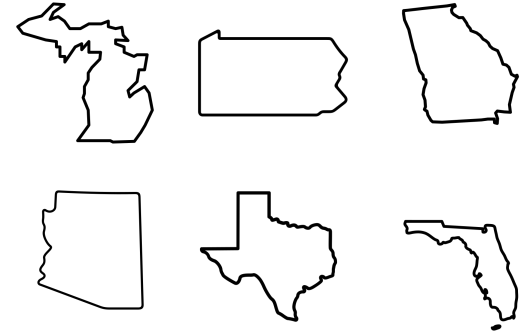
Weighted to demographics



Demographics

Weighted oversample for:

African Americans
Hispanic Populations



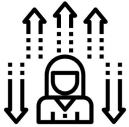
State Priorities

Weighted oversample for states
prioritized in recent elections:

Michigan, Pennsylvania, Georgia,
Arizona, Texas, Florida

"Climate Change" is typically the only environmental issue in priorities research

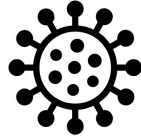
Abortion Choice



Campaign Finance



COVID



Drug Addiction



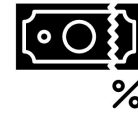
Economic Inequality



Economy, Jobs, Inflation



Lowering Taxes



Making Taxes Fairer



Making College More Affordable



Reducing Gun Violence



Healthcare



Immigration



Police Reform



LGBTQ Rights



Protecting Voting Rights



Election Security



Foreign Policy



National Security



SS, Medicare



Addressing Crime



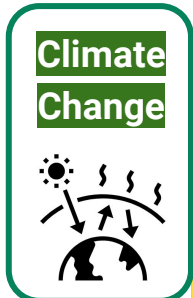
Racial Inequality



Size of Govt, Debt



Veterans & Troops



But many organizations have environmental missions or campaigns beyond climate



Wildlife



The Wilderness Society



Public Lands



Drinking Water



Clean Energy



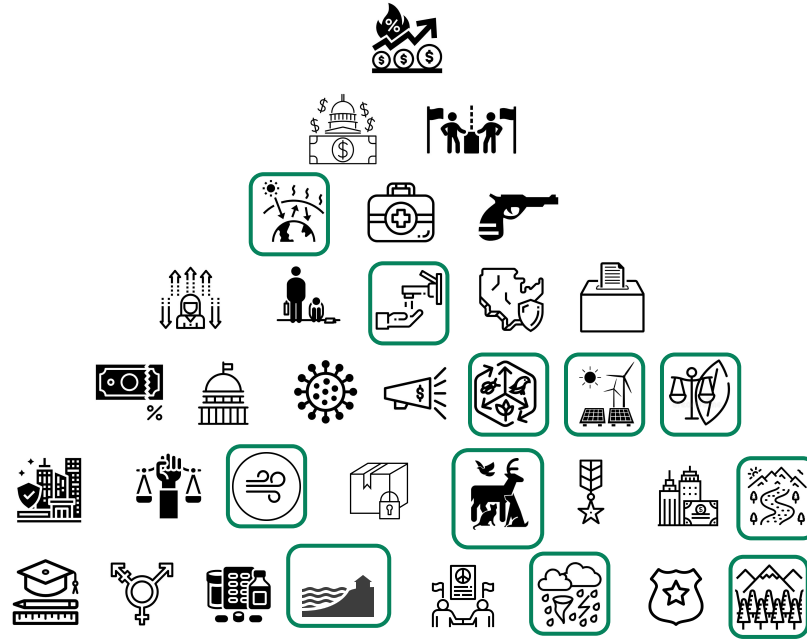
Environmental Justice



Climate Change



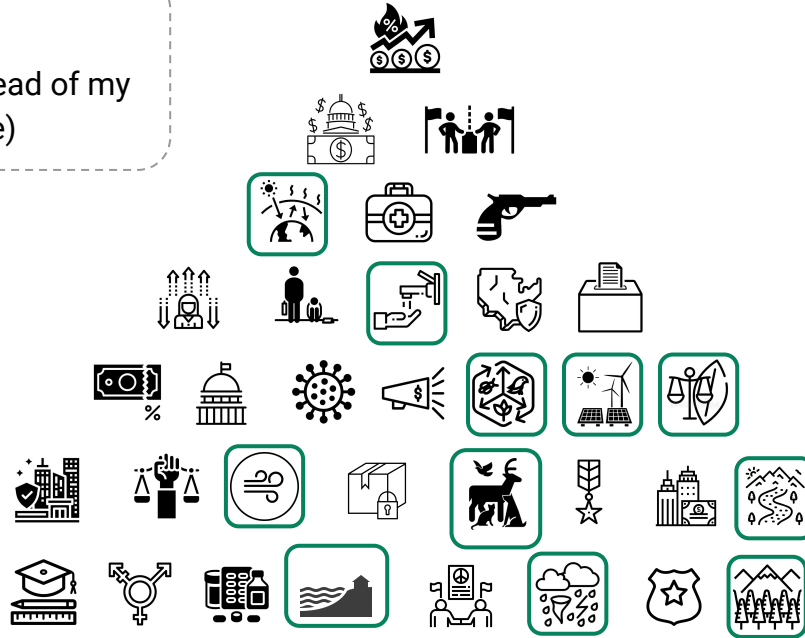
Issue Priority Survey



Issue Priority Survey

Where does my issue rank?

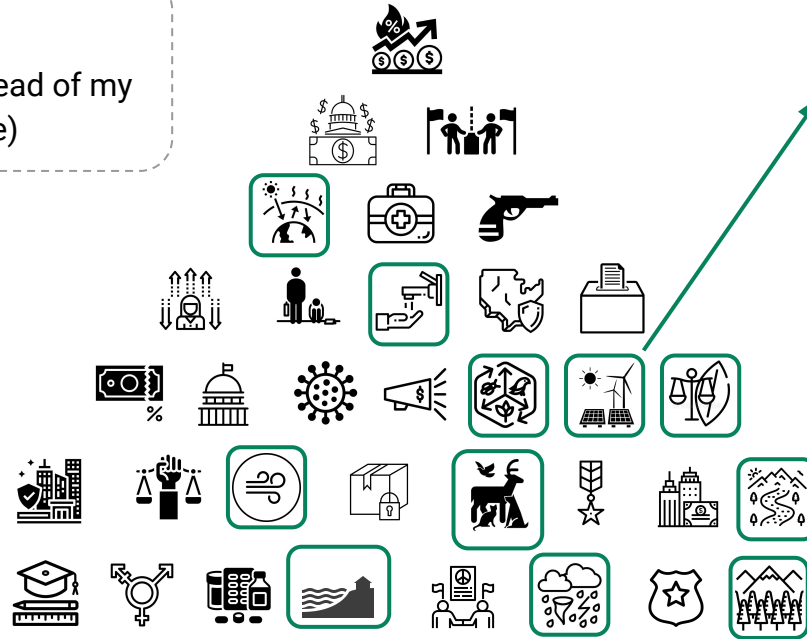
What do audiences prioritize ahead of my issue? (e.g. economy, healthcare)



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Prioritizes 'Clean Energy'



Who prioritizes my environmental issue?

(e.g. what is the audience profile of a 'Clean Energy' prioritizer?)

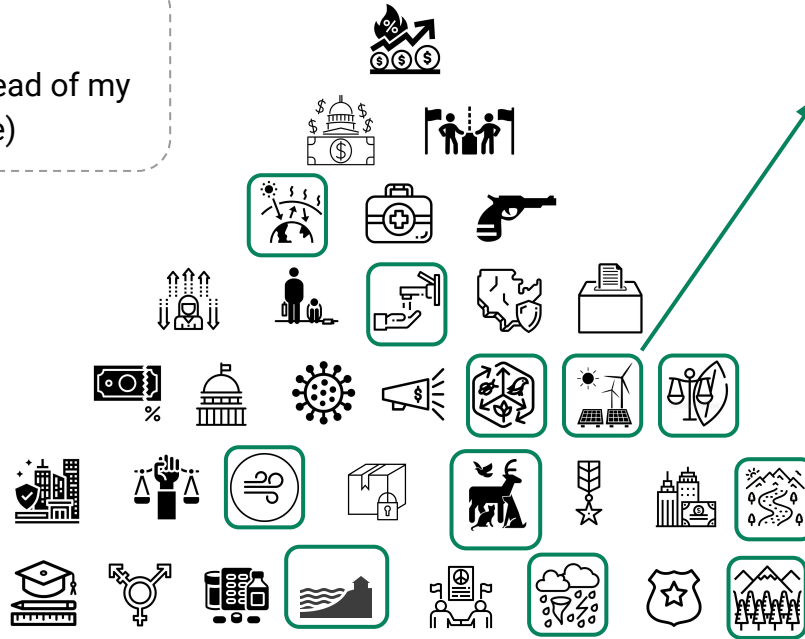
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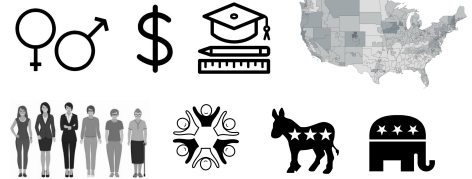
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(e.g. among 'clean energy' supporters, what are their other priorities?)



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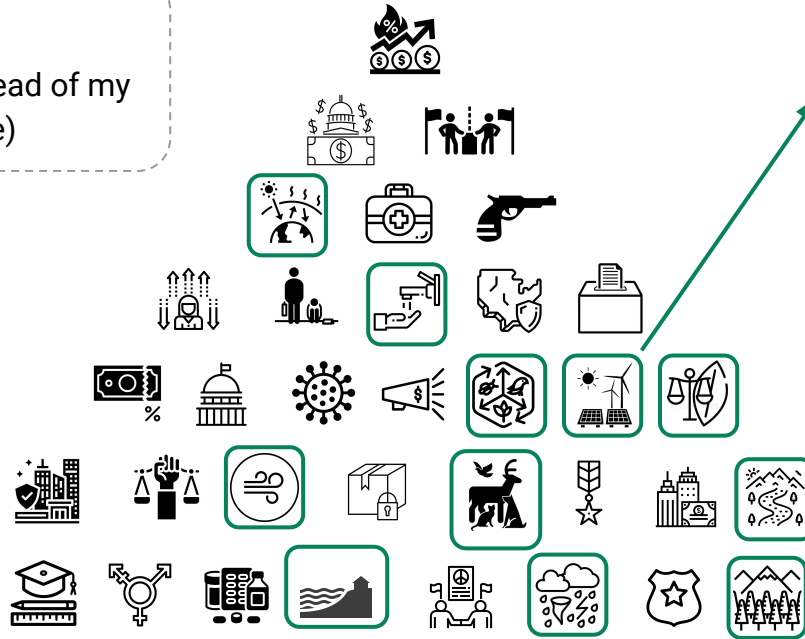
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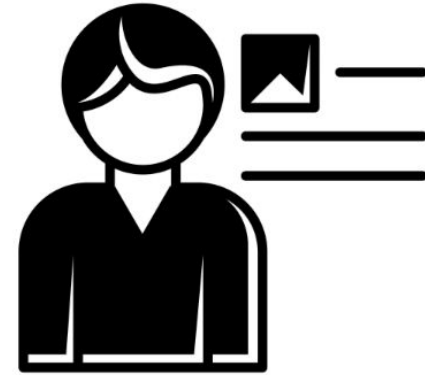
What aspect of my issue resonates most with different audiences?

(e.g. for 'drinking water' is lead, PFAs, or access effective?)

Survey research was conducted on environmental priorities



Persona profiles were generated



Two types:

1. Environmental Issue Personas
Who prioritizes Clean Energy?
2. Audience Snapshots
How do Rural audiences view environmental issues?

Two types of persona reports; see all [here](#)

Environmental Issue Personas (e.g. Who prioritizes Clean Energy?)

Clean Energy
Environmental Issue Targeting Research
Conducted by YouGov Fall 2022

4,500 US adults were asked to rank their top 34 issues, such as Drinking Water and Healthcare. Clean Energy was listed as "Transitioning to clean energy technology"

Clean Energy Ranks
17th out of 34 issue priorities among US adults

44% of US adults prioritize Clean Energy in their top half of issues

13% of US adults say Clean Energy is a top 5 issue; we call this group **Clean Energy Prioritizers**

Persona: Clean Energy Prioritizers
13% of US Adults

- Mostly Millennial (38%) and age 65+ (20%)
- Evenly split, women and men
- 61% White, but higher share of Mexican Americans & Asian Americans, lower share of African Americans
- Live slightly more in the Western US
- 89% liberal, 31% moderate, and just 9% conservative

Messaging Clean Energy

Best overall: "Transitioning" to wind & solar energy
Better for conservatives: "Transitioning" via carbon capture & creating US-based jobs
Only for liberals: Shift FF incentives to renewables
Consider tying messages to top US priorities:

- #1 Economy, Jobs, Inflation
- #4 Climate Change
- #5 Healthcare
- #10 National Security

93% worry about climate change (vs. 65% of the gen. pop.)
78% say they are an env. activist (vs. 50% of the gen. pop.), but only 20% are members of an env. organization

Most people who prioritize Clean Energy also prioritize:

- Climate Change
- Env Justice

For the full report, click here

Audience Snapshots (e.g. What do Rural audiences prioritize?)

Rural Audience
Environmental Issue Targeting Research
Conducted by YouGov Fall 2022

761 US adults in rural areas were asked to rank their top 34 issues, such as Drinking Water and Healthcare.

Issue Priorities
Top 9 ranking out of 34

- 1 Economy, Jobs, Inflation
- 2 Medicare
- 3 Immigration
- 4 Healthcare
- 5 National Security
- 6 Drinking Water
- 7 Climate Change
- 8 State of Govt, Debt
- 9 Protecting Voting Rights

Environmental
Ranking out of 34 Best Messaging

- 1 Drinking Water protect from contamination, price
- 11 Climate Change protect future generations, support national policy
- 14 Food Systems less single use plastics, improve recycling, less pesticides
- 20 Clean Energy carbon capture & "transitioning" to clean energy
- 23 Env. Justice hold polluters responsible, HOPE protect communities
- 24 Air Quality reduce pollution and protect health
- 25 Wildlife protect marine life, bees, endangered species, biodiversity
- 26 Waterways protect wildlife/drinking water from pollution, alert systems
- 31 Oceans reduce pollution, sustainable fishing, protect coral reefs
- 32 Public Lands protect rivers, streams, parks from mining/dumping pollution
- 33 Extn. Weather protect rural areas and wildlife

Persona: Rural Audience
Compared to all US adults

- Older with half are ages 55+, 20% ages 65+, a third grandparents
- Less diverse with 74% White, half the number of persons of color
- Live slightly more in the Midwest and South US
- 45% conservative, 31% moderate, 23% liberal
- Less college educated and lower HH income
- Half worried about climate change; they most worry about food prices, water, drought, heat, air quality, storms, wildfires and climate sensitive crops (e.g. coffee, chocolate, avocados, wine)

Persona: Rural Environmentalists
41% of rural audience considers themselves an environmentalist

- More female, liberal, college educated
- Only 14% are members of an environmental org
- Highest priorities: climate ch., drinking water, food systems, clean energy, and protecting climate sensitive seafood as well as natural areas and parks for future generations

For the full report, click here

These insights guide strategy...

...across teams

Membership



Advocacy



Fundraising



Persuasion



...across channels

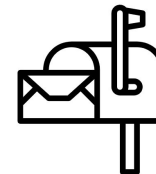
Digital Platforms
(e.g. Facebook)



Email



Offline Platforms (e.g.
TV, Direct Mail)



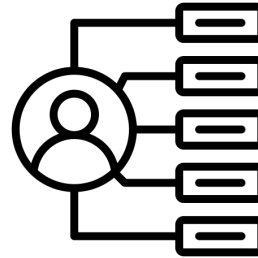
SMS



These insights guide...



**Creative
Development**



**Audience Targeting
& Segmentation**














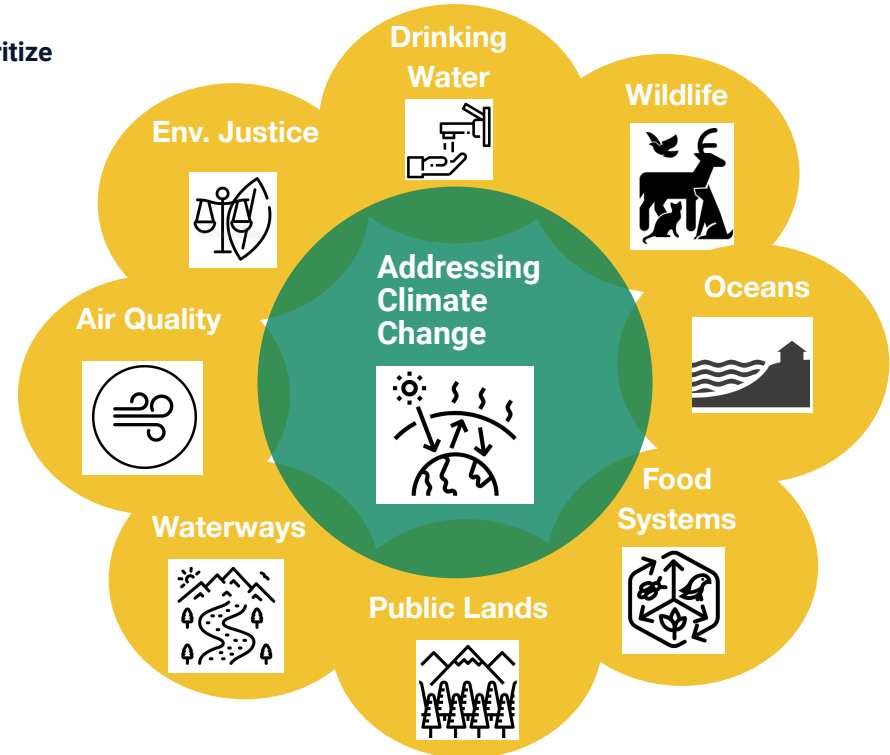
**Development of
Targeting Models**

Next Steps: Targeting Scores

Environmental Issue Research

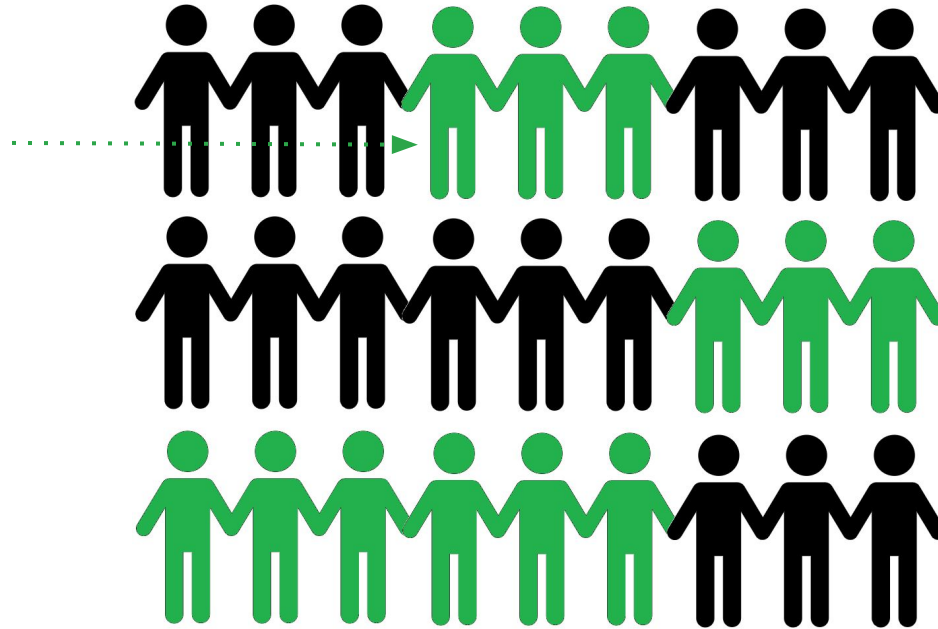
Environmental Issues Survey: opportunity sizing

Issue	US Adults with issue in Top 10	% that prioritize Climate Ch.	US Adults that <u>do not</u> prioritize Climate Change
 Climate Change	88MM	-	-
Any Other Issue	224 MM	38%	139 MM
 Clean Air	86 MM	27%	63 MM
 Clean Energy	68 MM	69%	21 MM
 Drinking Water	132 MM	35%	86 MM
 Env. Justice	72 MM	66%	24 MM
 Ex Weather	39 MM	67%	13 MM
 Food Systems	79 MM	35%	51 MM
 Oceans	43 MM	55%	19 MM
 Public Lands	35 MM	45%	20 MM
 Waterways	57 MM	51%	28 MM
 Wildlife	60 MM	47%	32 MM



Expanding beyond targeting based only on 'Climate' or general 'Environment' interest

Climate or Environment
Interest Targeting

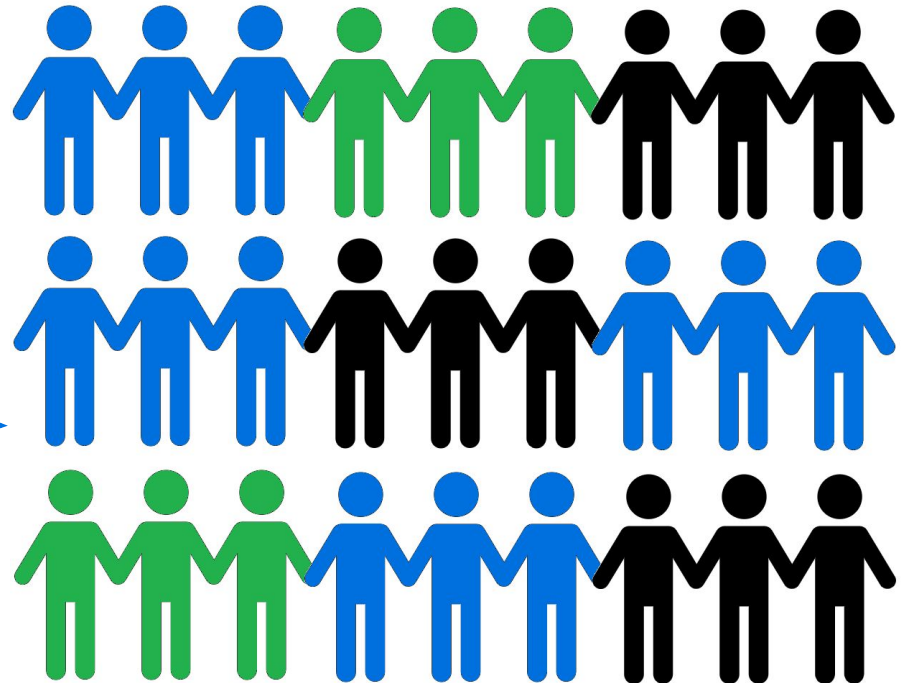
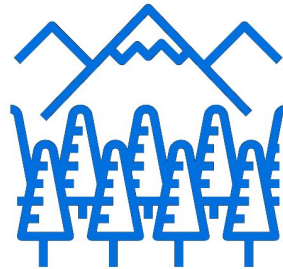


Matching the right environmental issue message and mission with the right person

Climate or Environment
Model Targeting



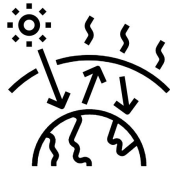
Specific Public Land
Model Targeting



Environmental issue expansion:

Legacy model:

Addressing Climate Change



Environmental Issue Models

Air Quality



Clean Energy



Drinking Water



Oceans



Public Lands & Waterways



Wildlife



What a 'model' means in this context

A score (0 to 100) assigned to every person in a database (e.g. membership list or the voter file) identifying how likely they are to prioritize an issue (e.g. Drinking Water)

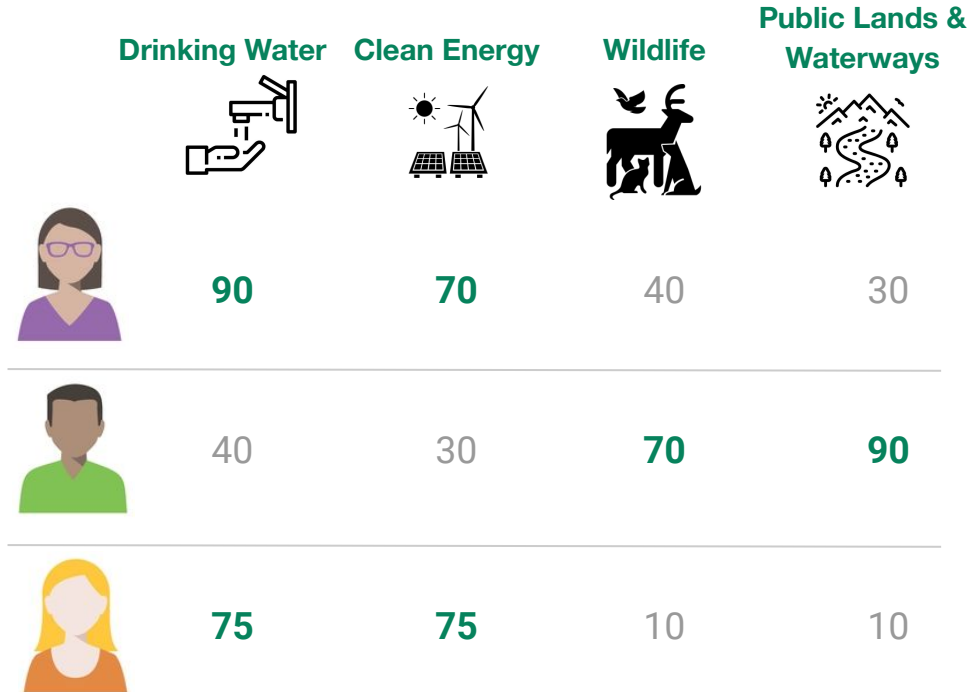
0 means the person is less likely
to prioritize Drinking Water



means the person is very likely
to prioritize Drinking Water

100

What an environmental issue 'model' score means in this context:



Reaching the right person with the right message

People who score **high** for a particular issue are best suited to receive messages about that issue because they are the most likely to respond and prioritize that issue



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thanks.

Environmental Issue Priority Survey