VALUES-BASED AUDIENCES THAT ADVANCE PROGRESS TO ADDRESS CLIMATE CHANGE

Moving beyond climate concern to unlock deeper understanding of the public across Canada, France, Germany, Italy, the UK, and the US.

SEPTEMBER 2026

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HARMONY LABS

Together with our partners, we present a new map, derived from a survey in six countries, to help represent and communicate with global audiences. This new map captures climate concern, along with a deeper, values-based terrain that determines who can be engaged, how, and at what level of readiness.

A MAP TO MOVE STRATEGY PAST CLIMATE CONCERN

THE STRATEGIC CHALLENGE IS ALIGNMENT

Most climate communications try to convince people to care more. The evidence suggests the better question is: how do you match messengers, pathways, and calls to action to what each audience already values, so they can participate on terms that make sense to them?

CLIMATE CONCERN IS NOT THE WHOLE STORY

Existing tools measure where people sit on a continuum of climate concern—alarmed, concerned, cautious, disengaged, doubtful, or dismissive. But most people don't organize their lives according to climate concern, so while this is a useful diagnostic, it's critical to also have richer information about their orientation towards life and civic participation.

POLITICS AND DEMOGRAPHICS ARE ALSO INSUFFICIENT

The research showed political preferences and demographic variables to be similarly weak explainers of how people perceive the relationship between themselves, the world, and each other. Their values told a much stronger story.

VALUES-BASED AUDIENCES OFFER A MISSING LAYER

This research identifies five distinct audiences—CARING CATALYSTS, INDEPENDENT EXPLORERS, SELF-RELIANT BUILDERS, ORDER KEEPERS, and DUTIFUL STEWARDS—clustered not by climate concern, but by deeper dimensions of values and identity. Each audience has a distinct path to the climate conversation.

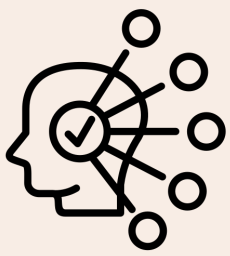
METHODS & APPROACH

Using global survey data, we identified 5 values-distinct audiences and built detailed profiles revealing what each group cares about, what role each might be able to play, and how to identify and engage them most effectively.



10,513

Survey responses collected.



300

Variables measuring values, climate attitudes, and behavioral orientations, reduced to five interpretable dimensions using a values framework derived from Shalom Schwartz's theory of basic human values.



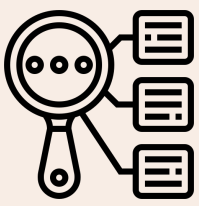
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Countries studied: Canada, Germany, France, Italy, the UK, and the US.



5

Audience segments derived from our standard values-based map plus 8 survey-established dimensions: stewardship, resilience, adventure, achievement, heritage, institutional competence, institutional trust, and institutional goodwill.



2

Classifiers for communicators and researchers to leverage these audiences in their own projects. The shortest variant fits in 6-7 standard survey or screener questions.

5 AUDIENCES, 5 PATHS

Each of the audiences mapped in this research has distinct perspectives on the role of government and institutions, unique concerns about climate change, and discrete ways they participate civically. Effective strategy starts by recognizing those differences and meeting audiences where they are.

CARING CATALYSTS

The group most familiar to those in the climate movement. Driven to transform society through collective care, not individual ambition. They organize, fundraise, and carry the principled case.

INDEPENDENT EXPLORERS

Shares CARING CATALYSTS' drive to transform, but as individualists. This group is creative, future-facing, and skeptical of institutions. They tell stories and build cultural energy.

SELF-RELIANT BUILDERS

The largest, most misunderstood group in most of our study countries. Most ready for action, both for and against climate solutions. Defined by do-it-yourself resilience, they are driven to prepare, fix, and self-protect.

ORDER KEEPERS

Protectors of the status quo who prioritize individual achievement. Stability-seekers who need action to feel grounded and effective. Once they adopt a behavior, it stops being radical.

DUTIFUL STEWARDS

Driven to defend the status quo, caring deeply for the community, this group is rooted in place, duty, and intergenerational obligation. They legitimize action and convene across difference.

HOW TO USE THIS MAP

This new audience map tells climate communicators where people can go, what roles they can play, what asks they'll accept, and what new coalitions are possible. Climate concern is not its first organizing principle.

PRECISION REPLACES BROADCAST

This audience map is all about meeting people where they are in terms of how they understand the world and their place in it. It's about fitting our communications on climate more precisely into what audiences already believe, in order to activate them as supporters, regardless of how concerned they might be about climate.

PARTICIPATION REPLACES PURITY TESTS

Climate progress need not require people to adopt a new identity. It can start with participation pathways that respect the identities people already hold. A SELF-RELIANT BUILDER who weatherproofs their home, an INDEPENDENT EXPLORER who adopts new technology out of curiosity, a DUTIFUL STEWARD who supports community resilience out of civic duty—all of these are climate-relevant actions taken without an identity of climate defender.

STEPS FOR PUTTING THIS MAP INTO PRACTICE

1. Identify which audiences you already reach: audit and assess who is in your coalition today.
2. Identify which roles are missing: the gaps in your coalition reveal the limits of your current strategy.
3. Match asks to values: lead with audience values, not yours.
4. Choose credible messengers: the right message from the wrong messenger fall flat.
5. Track participation, permission, and backlash: measure across all five audiences, not just the most vocal.

BUILDING AN AUDIENCE MAP FOR MULTIPLE DIMENSIONS

Moving beyond models that only tell us who is for or against to capture the values, identities, and actions people could contribute to address climate change.

BEYOND CONCERN: A NEW MAP FOR CLIMATE STRATEGY

The climate concern continuum is a valuable diagnostic, describing the level of care people bring to climate change. But most people don't organize their lives according to climate concern, so this way of grouping people can't tell us much about who people are, and how to reach and move them.

At the core of this map are the following questions:

WHAT DO DIFFERENT AUDIENCES ALREADY CARE ABOUT?

Values and objects of care precede climate concern. They determine what feels worth protecting, who counts as "us," and what kind of action feels legitimate. Two people at identical concern levels may be protecting completely different things.

WHAT FORMS OF PARTICIPATION ALREADY FIT EACH AUDIENCE?

Before asking anyone to change, we asked what they already do. Each audience brings pre-existing behaviors, habits, and affinities that can carry climate-relevant action without requiring a new identity or ideological conversion.

WHAT ROLE CAN EACH AUDIENCE PLAY THAT NO OTHER CAN?

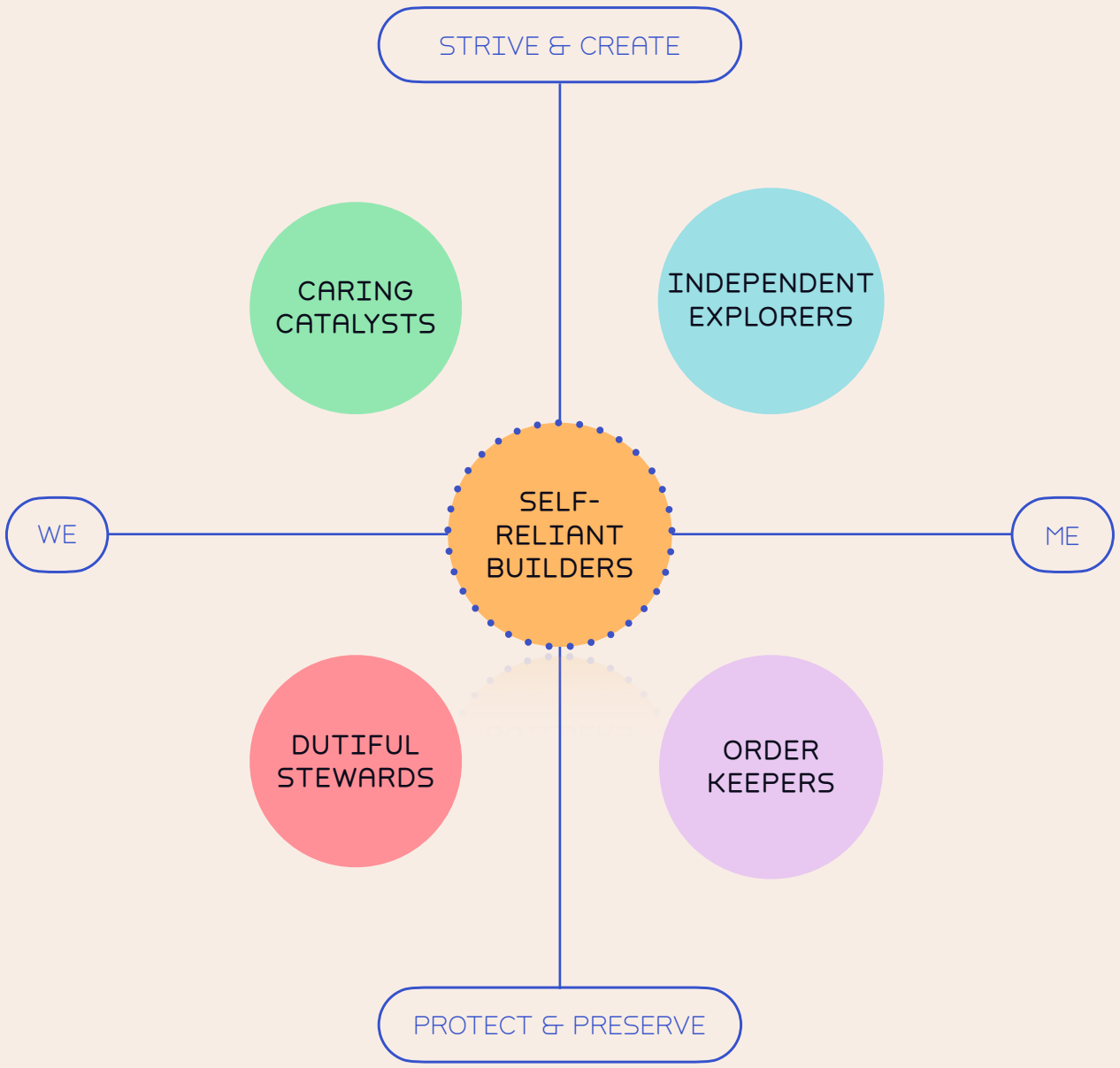
A climate coalition needs builders, organizers, narrators, legitimizers, and normalizers. These roles are not interchangeable, and no single audience can fill all of them. Matching audiences to roles is how a coalition covers the entire field.

HOW DO WE MEET AUDIENCES WHERE THEY ARE?

Two people at the same climate concern level may live in entirely different corners of the culture. The map identifies which messengers, framings, entry points, and calls to action are likely to land for each audience—and which might backfire.

THREE DIMENSIONS MAKE THESE AUDIENCES DISTINCT

Three key dimensions organize the five audiences in this report, which we orient below against Harmony Labs' standard values-based audience map.



WE VS. ME

Some people orient toward personal success and self-reliance; others toward collective well-being and shared responsibility. This values orientation shapes what kind of climate action feels legitimate.

CREATE VS. PROTECT

Some people are energized by transformation and progress; others by preservation and stability. Both instincts can serve climate progress, but require fundamentally different framings and asks.

RESILIENCE

One audience—SELF-RELIANT BUILDERS—breaks the mold. They are defined less by x/y-axis and more by an orientation toward being prepared for anything. We've placed them in the middle of the map to represent this additional value dimension: resiliency.

EACH AUDIENCE HAS A DISTINCT ROLE TO PLAY IN MAKING CHANGE HAPPEN

Effective strategy does not ask all five audiences to play the same part in a climate movement. It assigns each audience roles they can actually perform in order to build a coalition and a better climate future.

	ROLE	DETAIL
CARING CATALYSTS	Organize	They organize, write op-eds, sign petitions, contact their representatives, and mobilize resources. They are the movement's principled and mainstream message engine.
INDEPENDENT EXPLORERS	Narrate	They create art, stories, and imagery that build emotional affinity for the natural world among people who don't yet feel it. They are the movement's artists and storytellers.
SELF-RELIANT BUILDERS	Build	They plan, construct, implement, and demonstrate practical solutions. They enter spaces where elite climate language has no credibility, and they make action tangible. They are the movement's makers.
ORDER KEEPERS	Normalize	They might be the last to adopt a climate behavior, but when they do it stops feeling radical and starts feeling like common sense. They enforce norms once established. They are the movement's validators.
DUTIFUL STEWARDS	Connect	They convene across difference, frame action as moral duty, and make people feel their contributions matter. They are the movement's connective tissue.

MEET THE AUDIENCES

Understanding the five audiences means looking at how they think about climate change, the role of government and institutions, and their own civic participation.

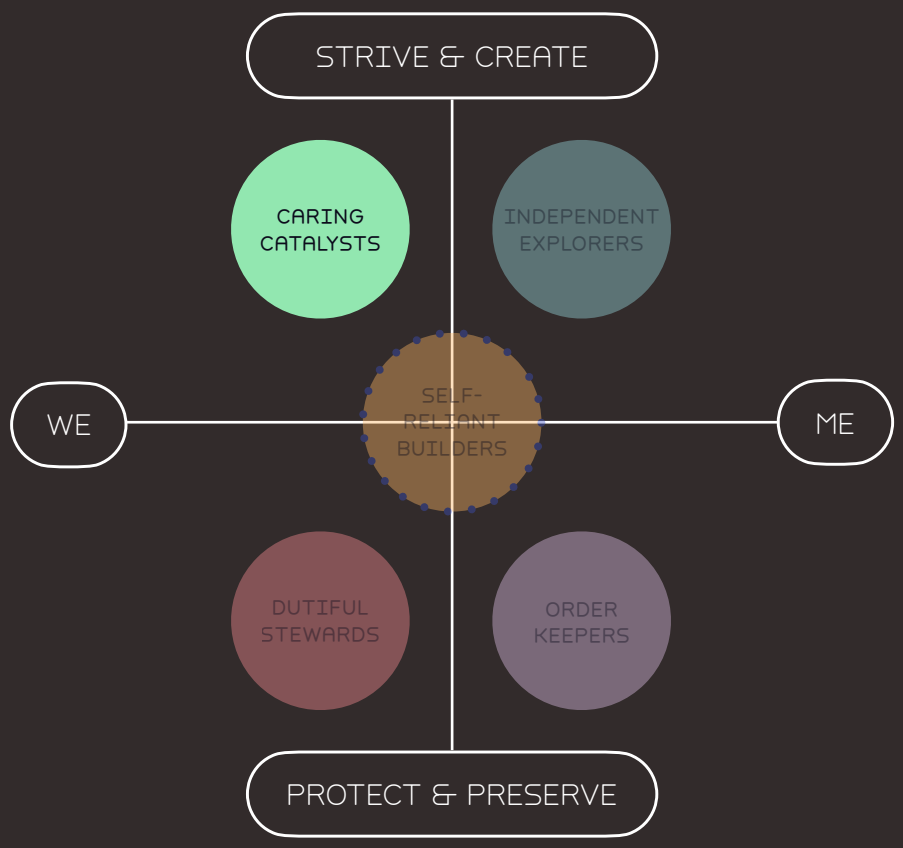
CARING CATALYSTS

The originator and engine of organized climate action

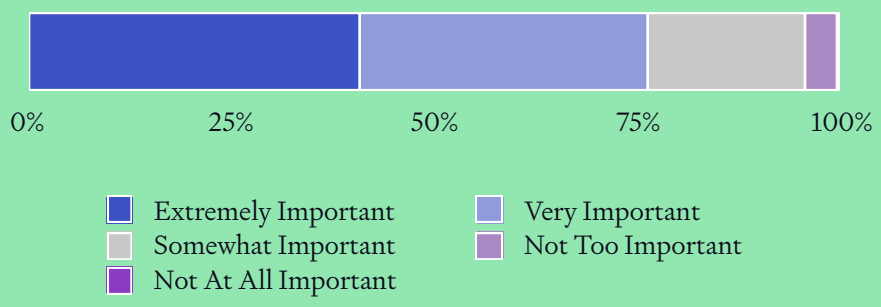
The most organized and climate-driven audience, highest on stewardship, high adventure, and lowest on being driven by achievement and heritage.

CARING CATALYSTS treat climate as a moral imperative and back it with action: advocacy, fundraising, and organizing. They are the only audience net-positive on institutional competence, giving them a trust in systems that INDEPENDENT EXPLORERS and ORDER KEEPERS fundamentally lack.

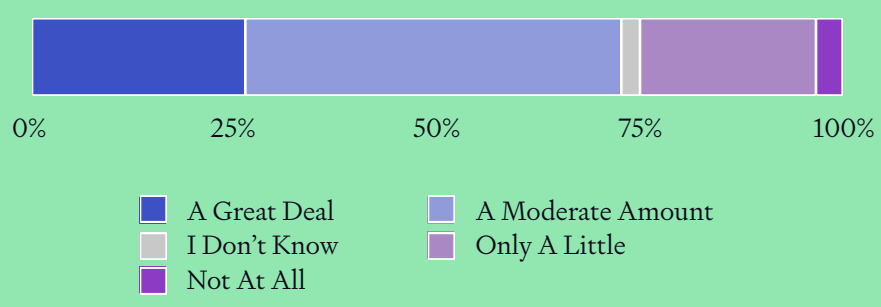
They are the coalition's conscience-keepers—most aligned with the traditional climate movement and the most willing to treat it as a public cause requiring collective response.



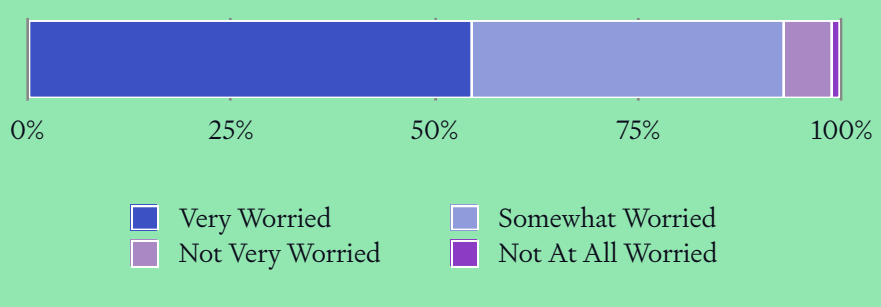
HOW IMPORTANT IS THE ISSUE OF GLOBAL WARMING TO YOU PERSONALLY?



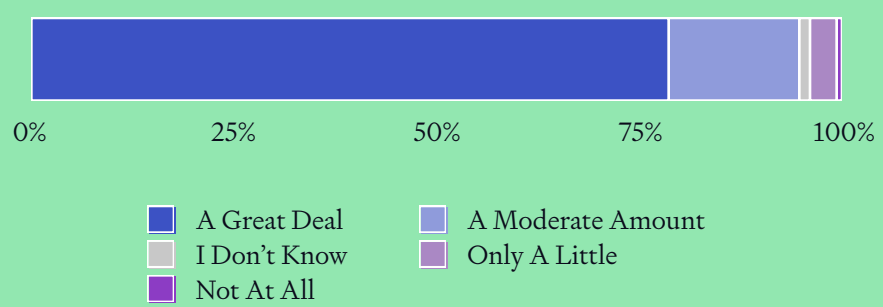
HOW MUCH DO YOU THINK GLOBAL WARMING WILL HARM YOU PERSONALLY?



HOW WORRIED ARE YOU ABOUT GLOBAL WARMING?

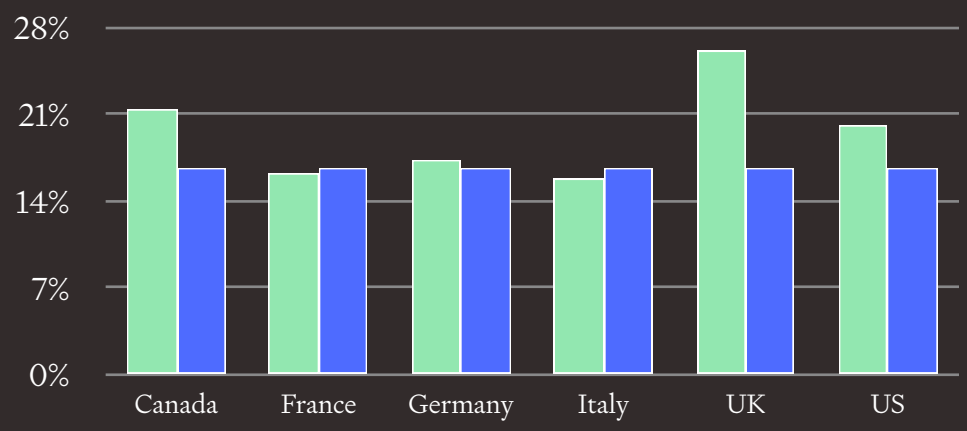


HOW MUCH DO YOU THINK GLOBAL WARMING WILL HARM FUTURE GENERATIONS OF PEOPLE?

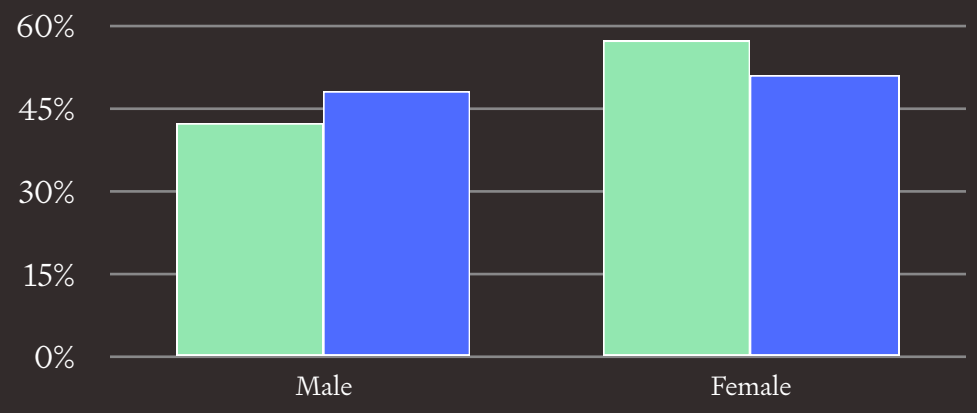


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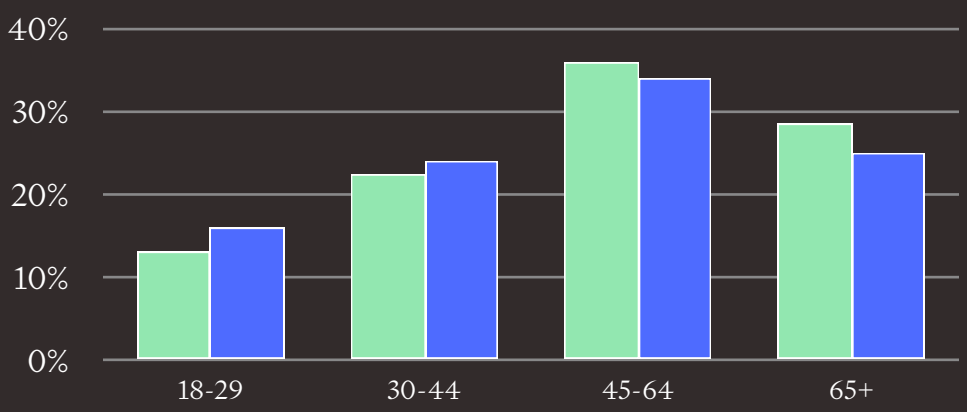
GEOGRAPHY



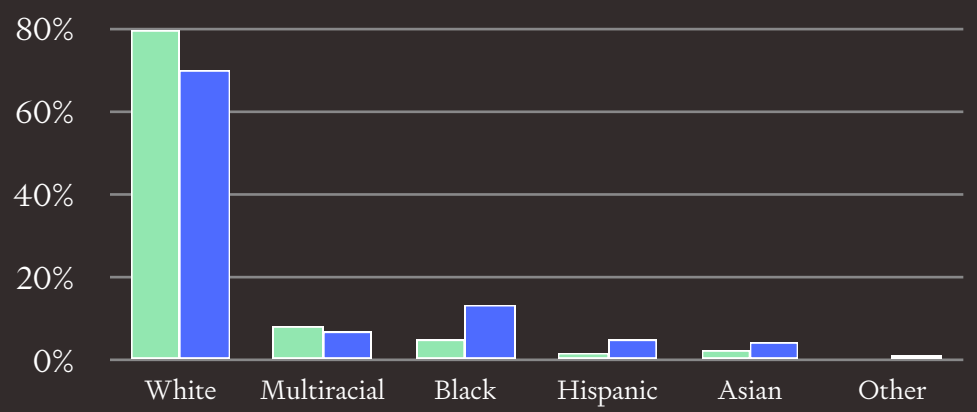
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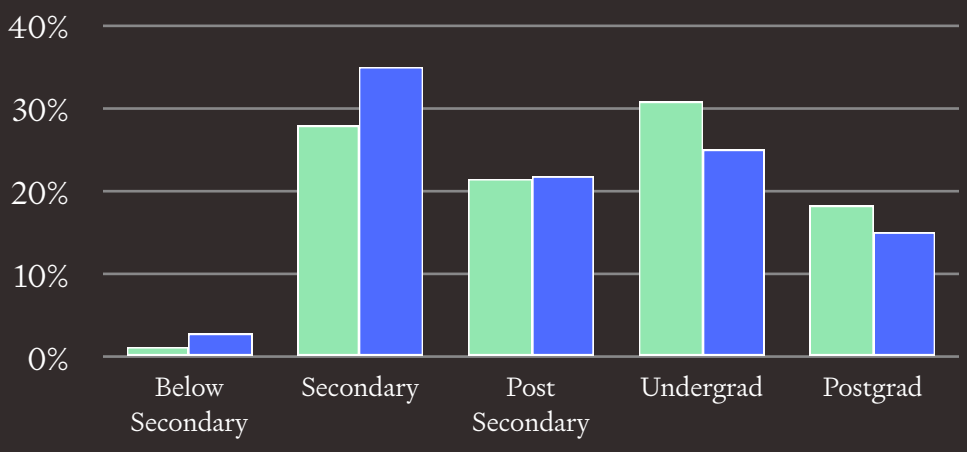
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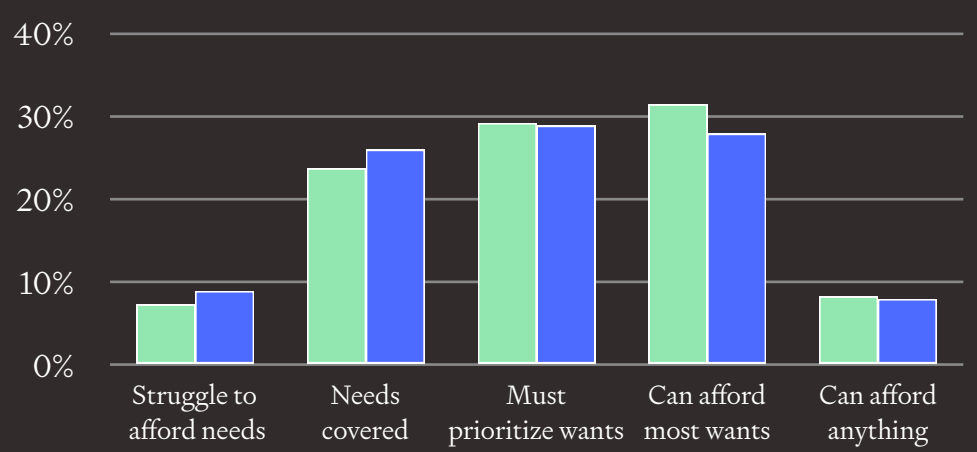
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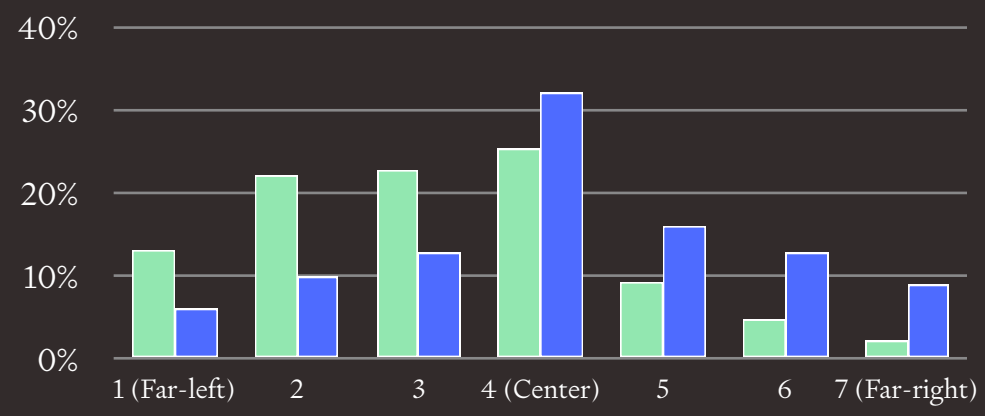
EDUCATION



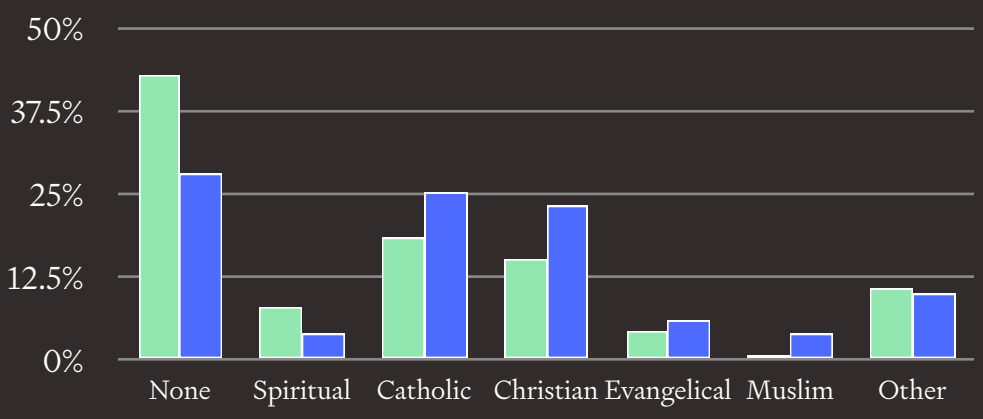
FINANCES



POLITICS



RELIGION



CARING CATALYSTS ALL AUDIENCES

WHAT MOVES THEM: PLACE & PRAGMATISM

A deeply felt connection to nature and a strong moral orientation drive their activism, which can take the form of support or opposition depending on what's being proposed.

OBJECTS OF CARE

Their moral compass is oriented outward and forward—they are fighting for things they may never personally benefit from:

- **Natural world**: 55% rank it #1 or #2 (vs. 36% of all audiences; highest among all audiences)
- **Future generations**: 33% rank it #1 or #2 (vs. 24% for all audiences)

PLACE LOVE: AMONG THE DEEPEST NATURE CONNECTIONS OF ANY AUDIENCE

Nature is not an abstraction—it is a felt, embodied experience. Appeals to lived connection, awe, and restoration will land. Appeals to utility or productivity will not.

- One of the two most nature-connected audiences, rivaled only by DUTIFUL STEWARDS.
- Most likely to feel calmer in nature (60% strongly agree) and to feel awe (55% strongly agree).
- 97% feel safe using local parks and trails; 30% are outdoors five or more days per week.

AGENCY: A STRONG BELIEF THAT PEOPLE LIKE THEM CAN CHANGE THINGS

CARING CATALYSTS lead every audience on agency. Appeals to systemic power and compounding individual action will resonate. Foregrounding helplessness will not.

- 63% reject the idea that broken systems leave people like them powerless (far more than any other audience).
- 90% believe they can make a difference; 81% feel reducing their environmental impact is within reach.
- This efficacy is why CARING CATALYSTS are most willing to organize, lobby, and donate.

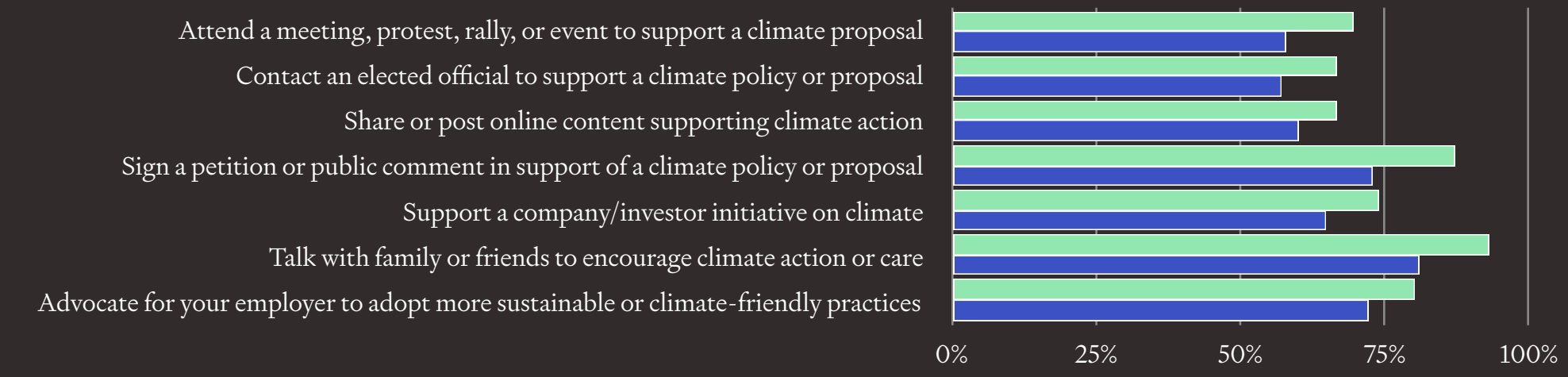
THE OPPOSITION SURPRISE: PRAGMATISM BENEATH THE IDEALISM

CARING CATALYSTS are not reflexive climate supporters. They evaluate proposals on the merits and will push back. Weak or poorly designed policies will not get a pass.

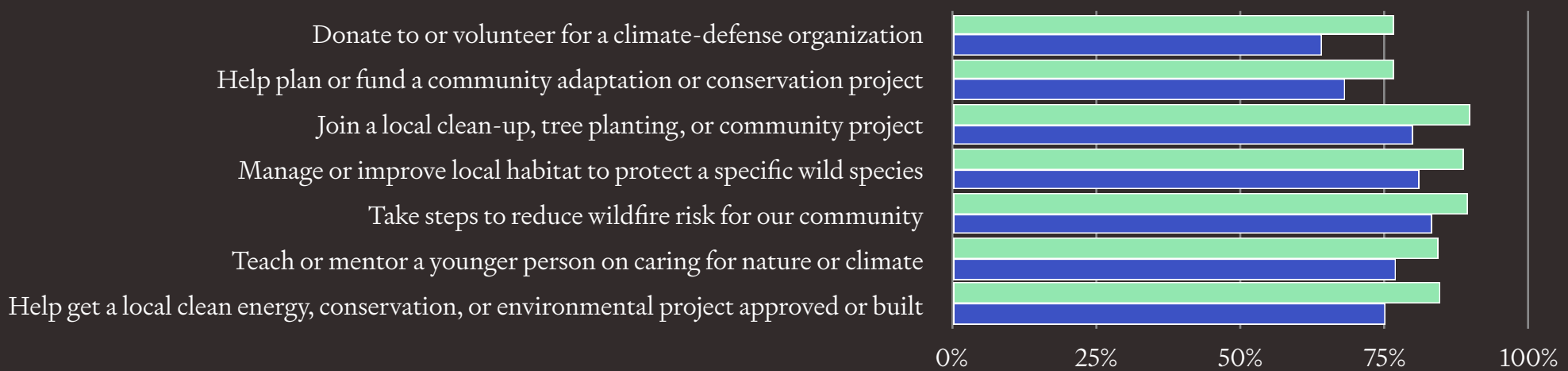
- 58% would argue against climate actions they disagreed with; 53% would sign a petition opposing a climate proposal. This is pragmatism, not opposition—the same agency that drives their advocacy also drives their scrutiny.
- CARING CATALYSTS are more sophisticated allies than they appear. They cannot be taken for granted.

PRO-CLIMATE AVAILABILITY

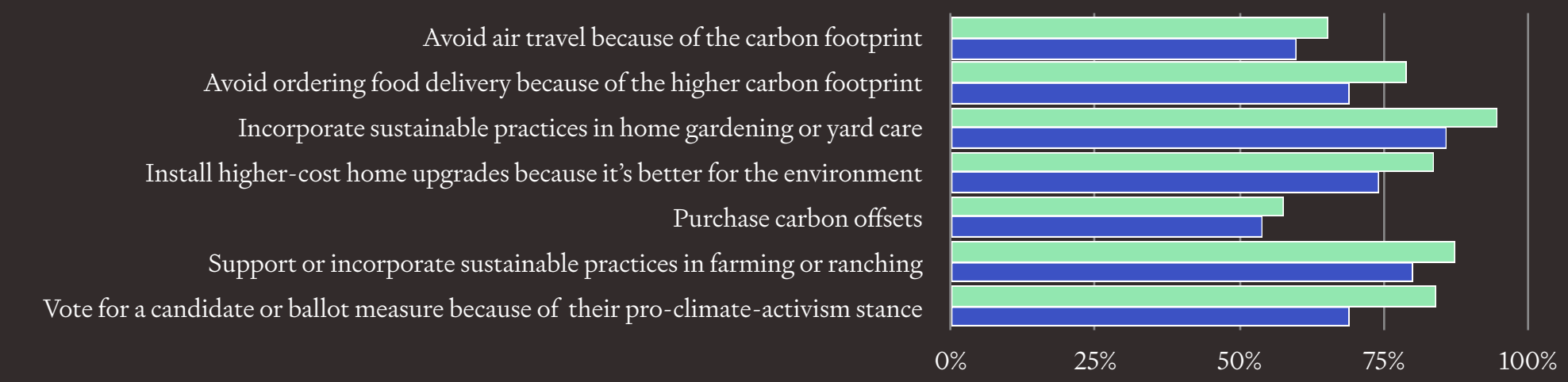
PUBLIC ADVOCACY



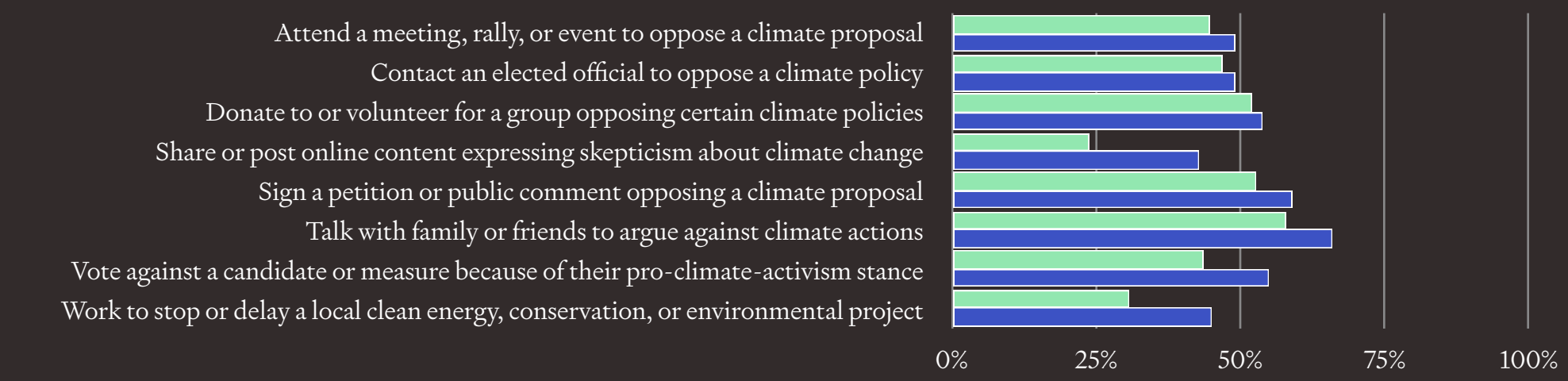
COMMUNITY ACTIONS



PRIVATE ACTIONS



OPPOSITION ACTIONS



CARING CATALYSTS ALL AUDIENCES

WHAT THEY MAKE POSSIBLE

The audience looking to work within and transform institutions.

AUDIENCE SUPERPOWER: MAKING THE CASE

CARING CATALYSTS carry the principled case for climate action and translate it into collective response—organizing campaigns, fundraising, contacting their representatives, and advancing climate justice frames—given their singular trust in institutional competence. They lead community-level and personal sustainability action across the study, though SELF-RELIANT BUILDERS often exceed them on direct advocacy like protest, contacting officials, and donations.

ACTIVATION NEEDS

1. **Principled framing isn't optional**. They need to see the cause as fundamentally just before they will join.

2. **Cynicism is demobilizing**. They need institutions to appear credible and competent.

3. **Systems can be changed.** They need to believe they can influence priorities at the system level—if the system feels locked, their energy dissipates.

4. **Being part of something bigger than themselves**. They respond to community-level mobilization and collective action frames.

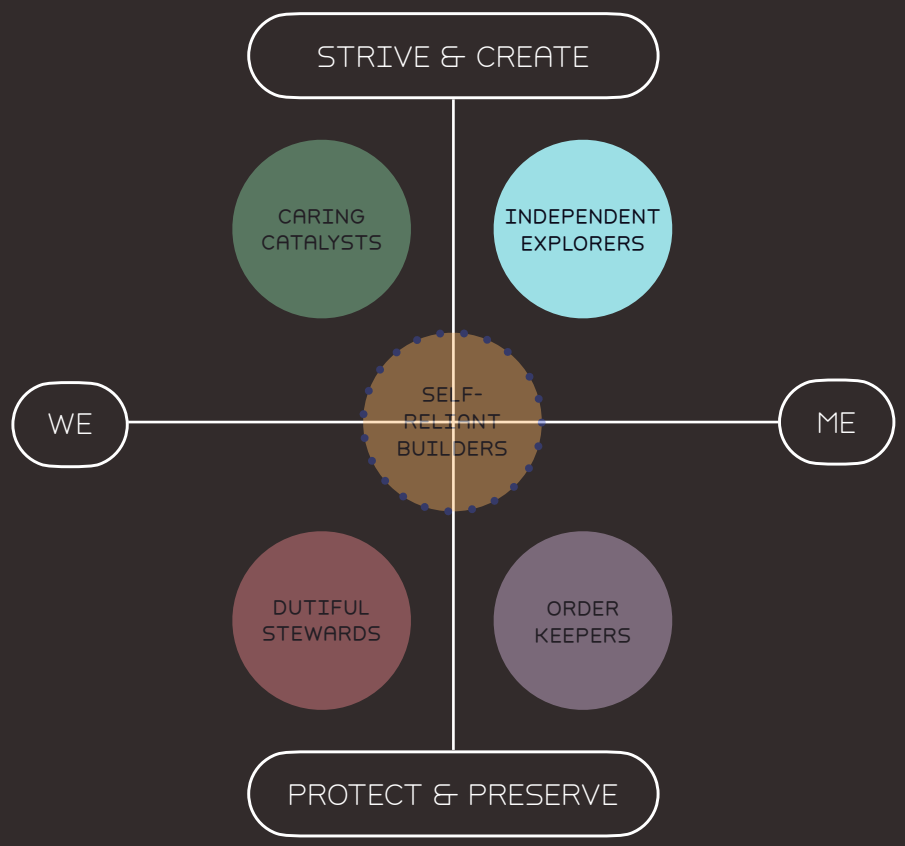
INDEPENDENT EXPLORERS

Creative energy, institutional distrust, personal stakes

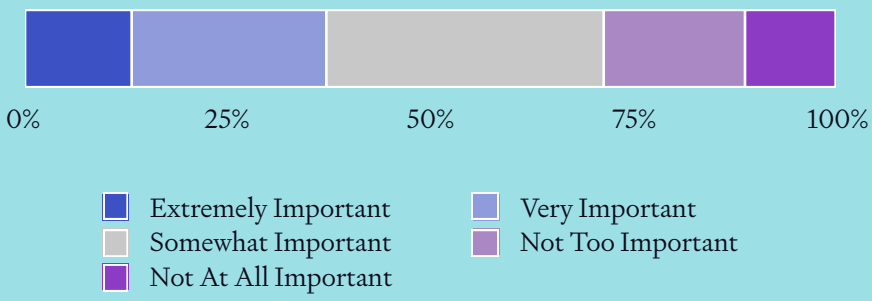
The most creatively energized and autonomy-driven audience—scoring high on achievement and adventure.

This audience prizes individual freedom and creative self-expression above collective obligation or tradition. They are the most institutionally skeptical audience in the study and score low on stewardship and resilience, making top-down or duty-based climate appeals likely to backfire.

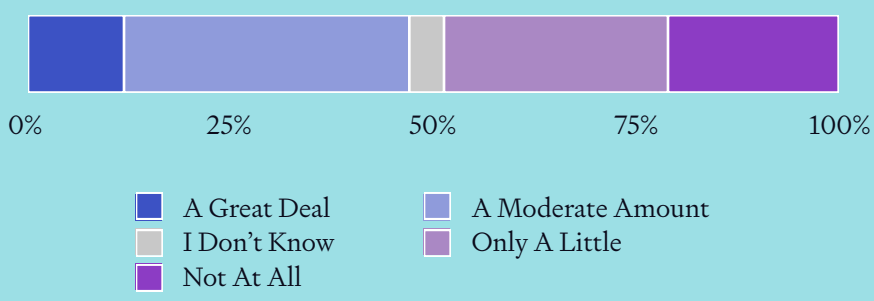
They will engage but only when climate connects to personal impact, visible results, and the thrill of doing something new.



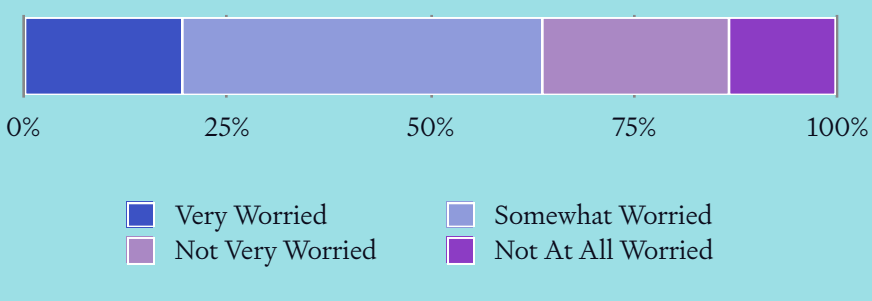
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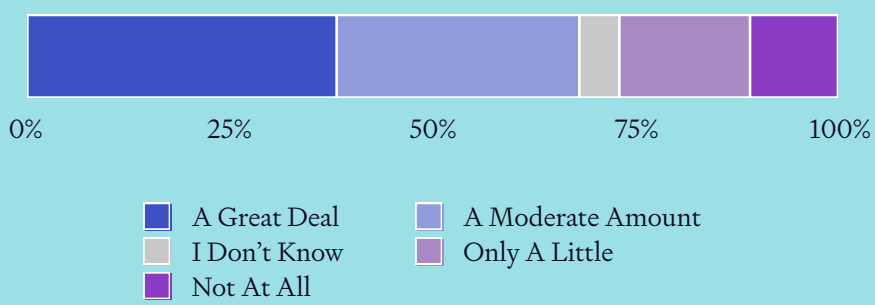
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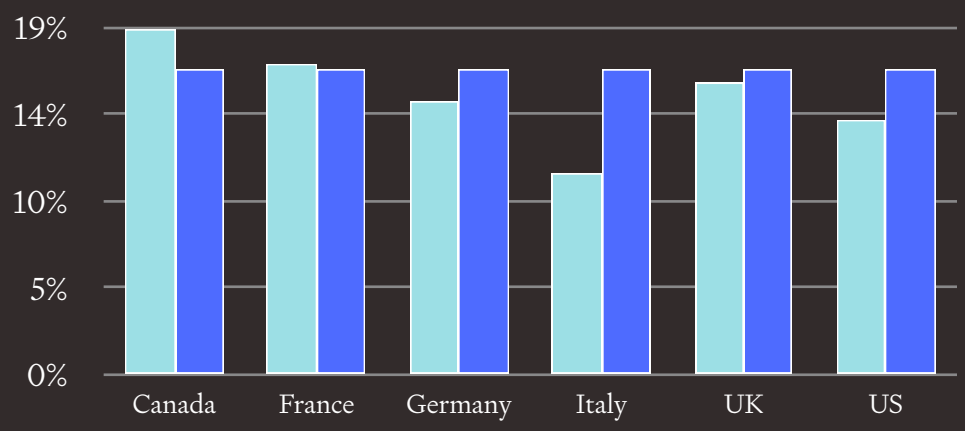


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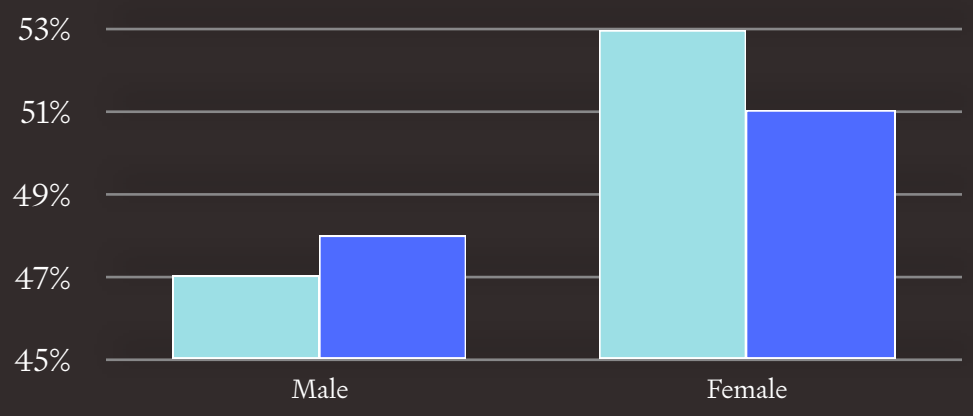


DEMOGRAPHIC PROFILE

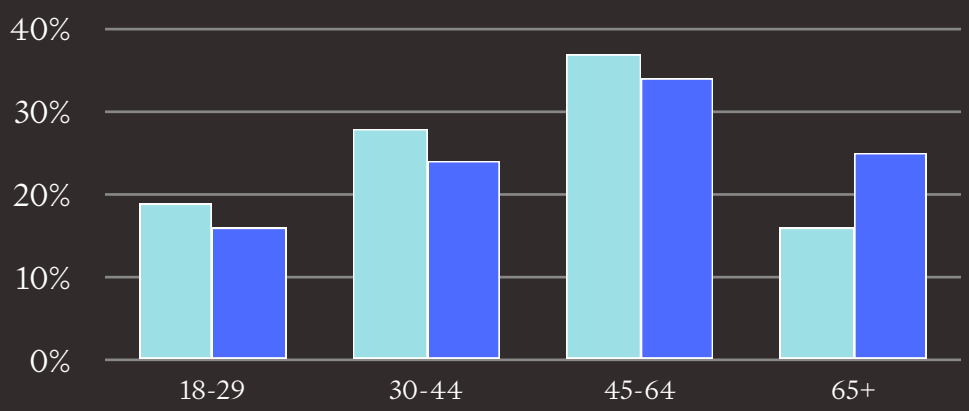
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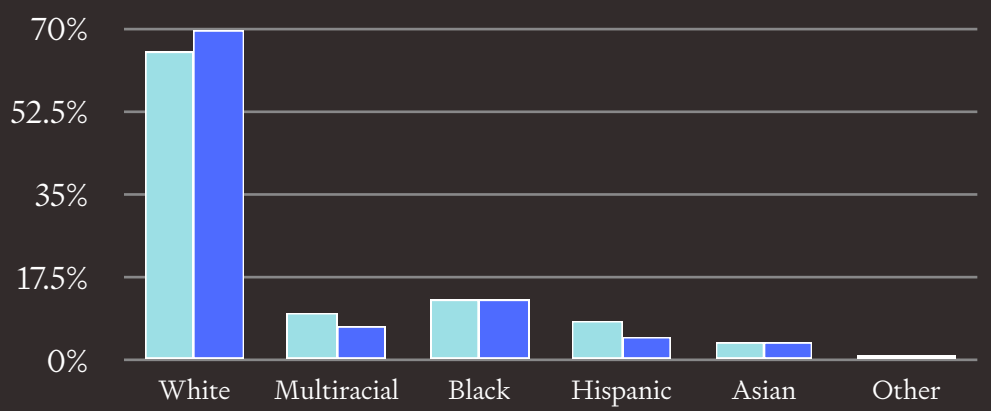
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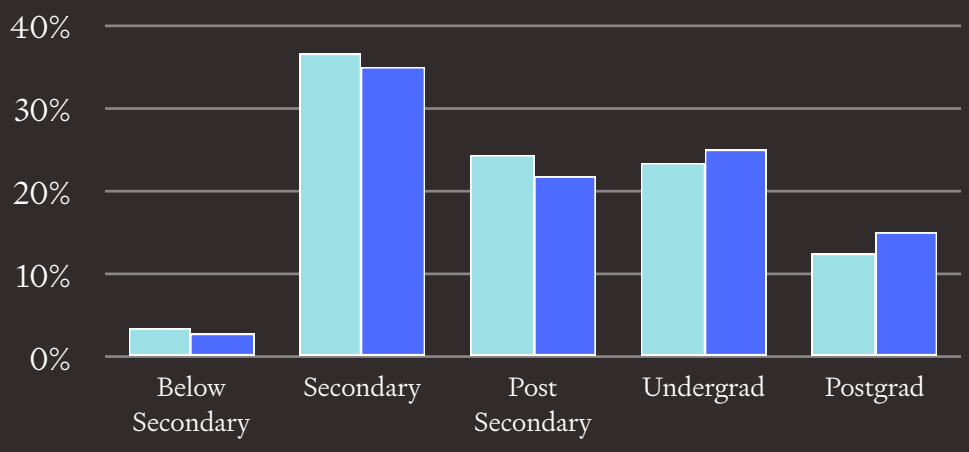
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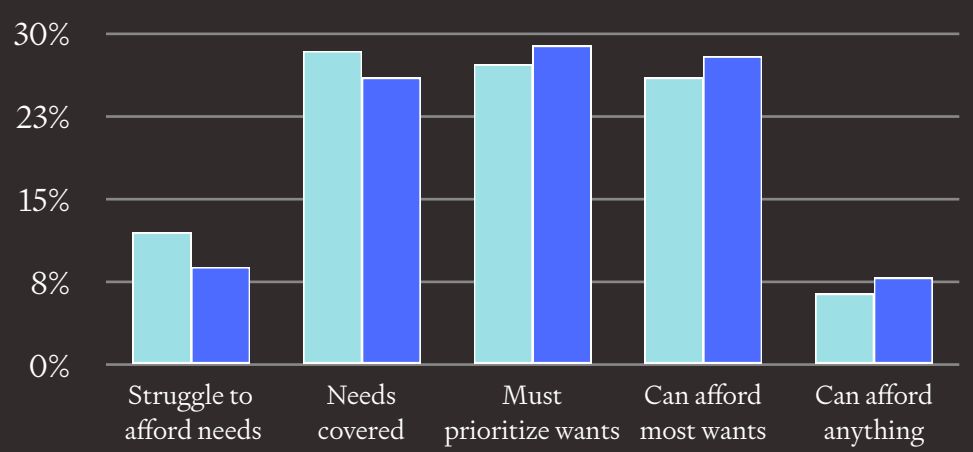
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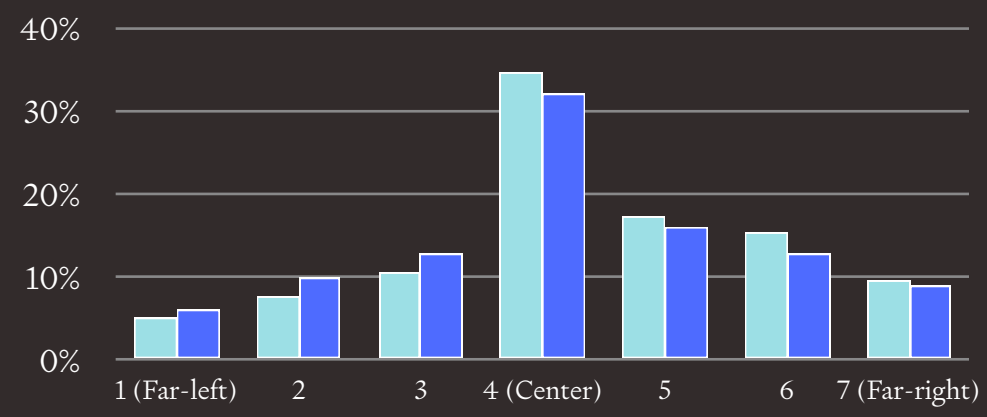
EDUCATION



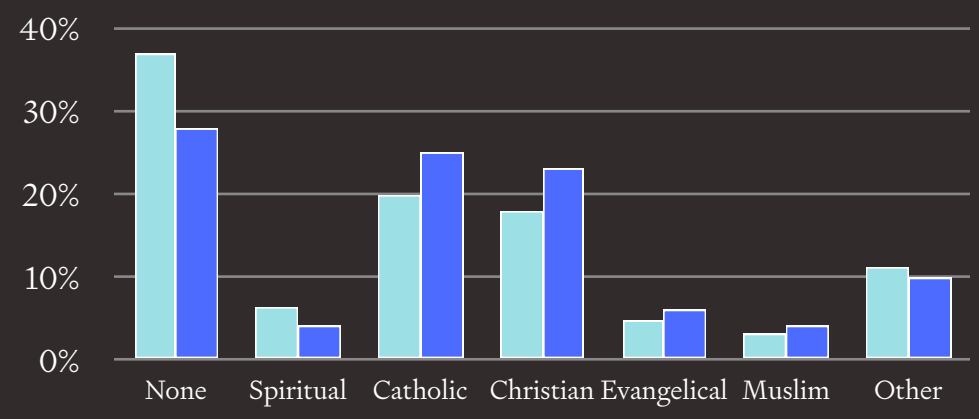
FINANCES



POLITICS



RELIGION



INDEPENDENT EXPLORERS ALL AUDIENCES

WHAT MOVES THEM: PLACE, AGENCY, AUTONOMY

Deep nature attachment and real agency, but a stubborn insistence on going it alone.

OBJECTS OF CARE

Their care orientation is intensely personal and proximate. Climate engagement must connect to what they already care about protecting.

- **Home and property**: 49% (second only to ORDER KEEPERS, who lead at 56%)
- **Natural world**: 34% (vs. 36% for all audiences)

PLACE LOVE: STRONG, QUIET, AND PERSONAL

Nature is adventure, awe, and escape. Appeals to discovery and expansive, off-the-beaten-path experiences will land. Appeals to stewardship, duty, or daily habit will not.

- Deep but episodic: 85% feel attached to their favorite natural place; 85% feel awe but only 26% are outdoors five or more days a week.
- 81% seek off-the-beaten-path locations; top places are beaches (23%), parks (16%), and forests (11%).
- 87% would miss their favorite place if they lost access.

AGENCY ON THEIR OWN TERMS

Individual agency is real; collective action is suspect. Appeals to personal impact and direct results will land but appeals to joining movements or trusting institutions will not.

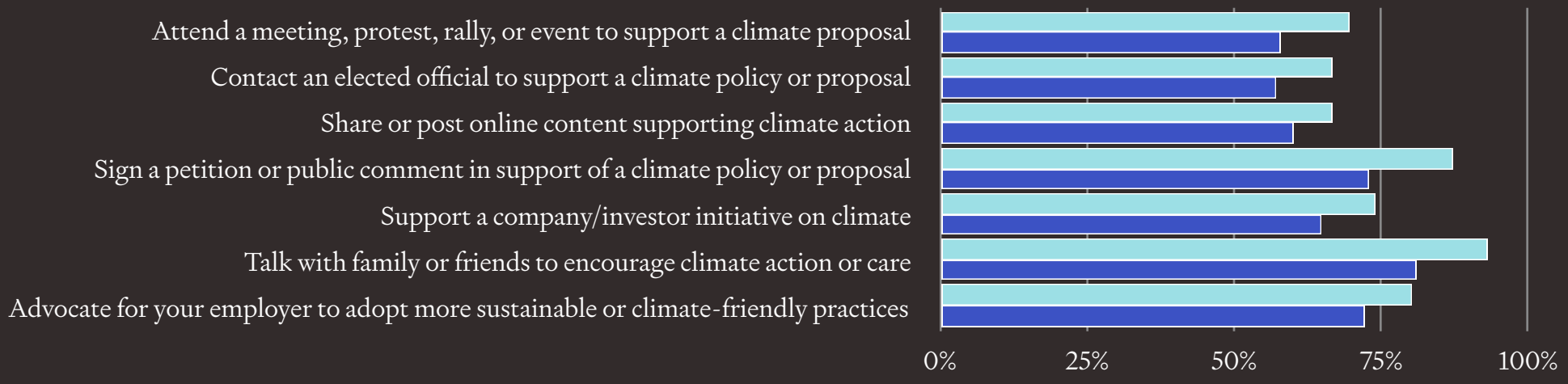
- Personal efficacy is high: 75% believe they can make a difference on things that matter.
- Only 65% trust that working with others solves problems too big for one person (vs. 77% of CARING CATALYSTS). This is not apathy, it is a principled preference for direct action. INDEPENDENT EXPLORERS trust their own hands more than any organization's.

OTHER OBSERVATIONS

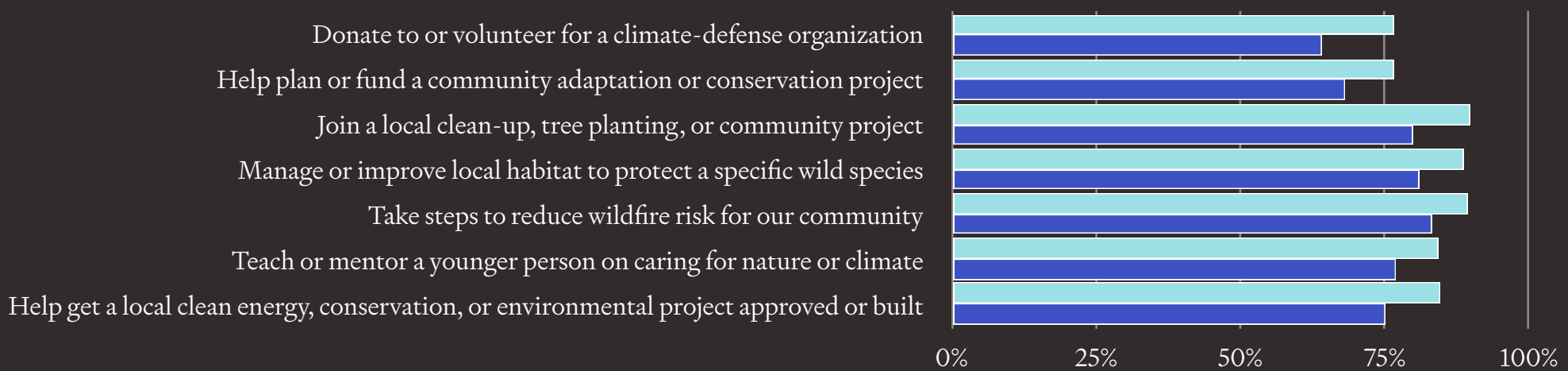
- INDEPENDENT EXPLORERS believe new technologies create as many problems as they solve.
- Their individualism makes collective action feel inauthentic; they will participate on their own terms or not at all.
- They are motivated by actions that have direct and visible impact, not by appeals to duty, justice, or long-term systemic change.

PRO-CLIMATE AVAILABILITY

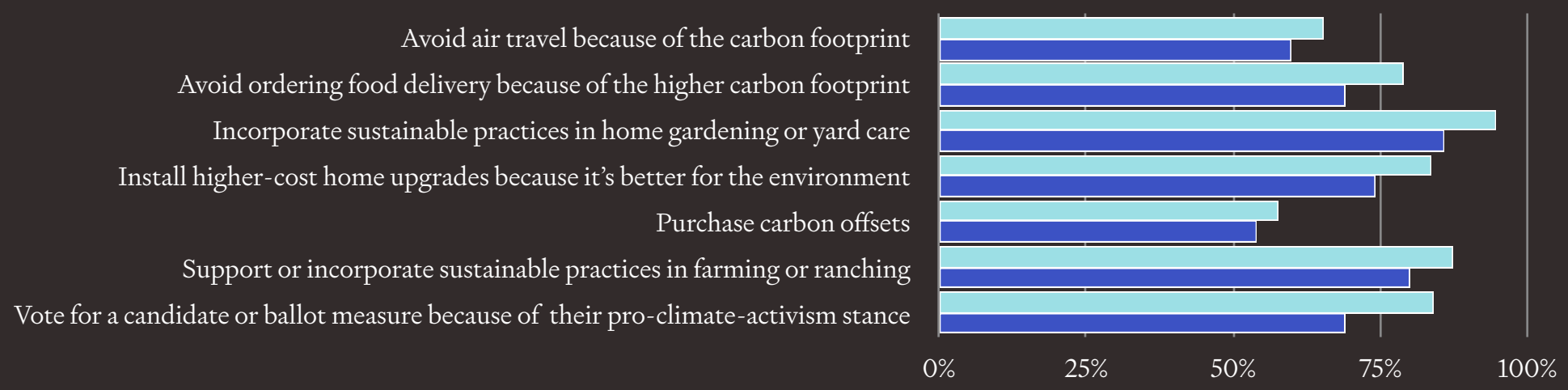
PUBLIC ADVOCACY



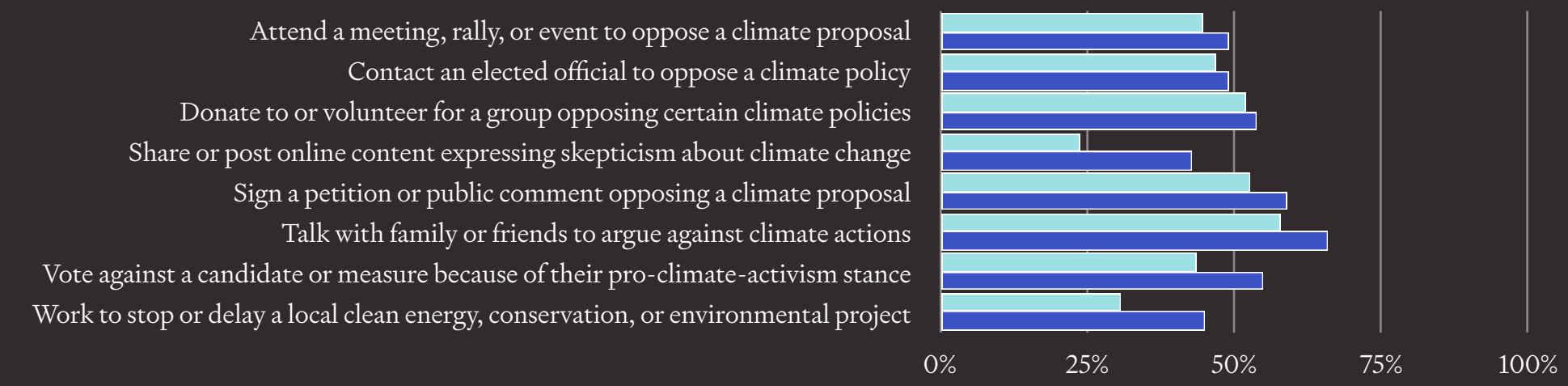
COMMUNITY ACTIONS



PRIVATE ACTIONS



OPPOSITION ACTIONS



INDEPENDENT EXPLORERS ALL AUDIENCES

WHAT THEY MAKE POSSIBLE

Cultural energy and narrative imagination: the climate movement's creative engine.

AUDIENCE SUPERPOWER: IMAGINATION AND CONTENT

INDEPENDENT EXPLORERS create what others only discuss—art, stories, imagery, and culture that make climate feel aspirational rather than obligatory—with a narrative imagination and DIY credibility for content making. They demonstrate that climate engagement can be exciting rather than burdensome. This audience uses the adventures they have and seek to tell stories and make images that make others fall in love with nature.

ACTIVATION NEEDS

1. **Direct personal impact must be visible.** They need to see how climate action connects to their immediate environment—abstract or global appeals fail.

2. **Results must be tangible and near-term.** They need to see what their action produces. Long-term, systemic, or invisible outcomes don't sustain engagement.

3. **Asks must feel autonomous, not prescribed.** They'll engage by choice, not by instruction—being talked at, especially by institutions, triggers distrust.

4. **Experiences should be creative or self-expressive.** The best engagements contain exploration or invention—routine participation bores them.

5. **Action must connect to what they already protect.** Engagement that starts from these existing attachments has a foundation; engagement that starts from abstract duty does not.

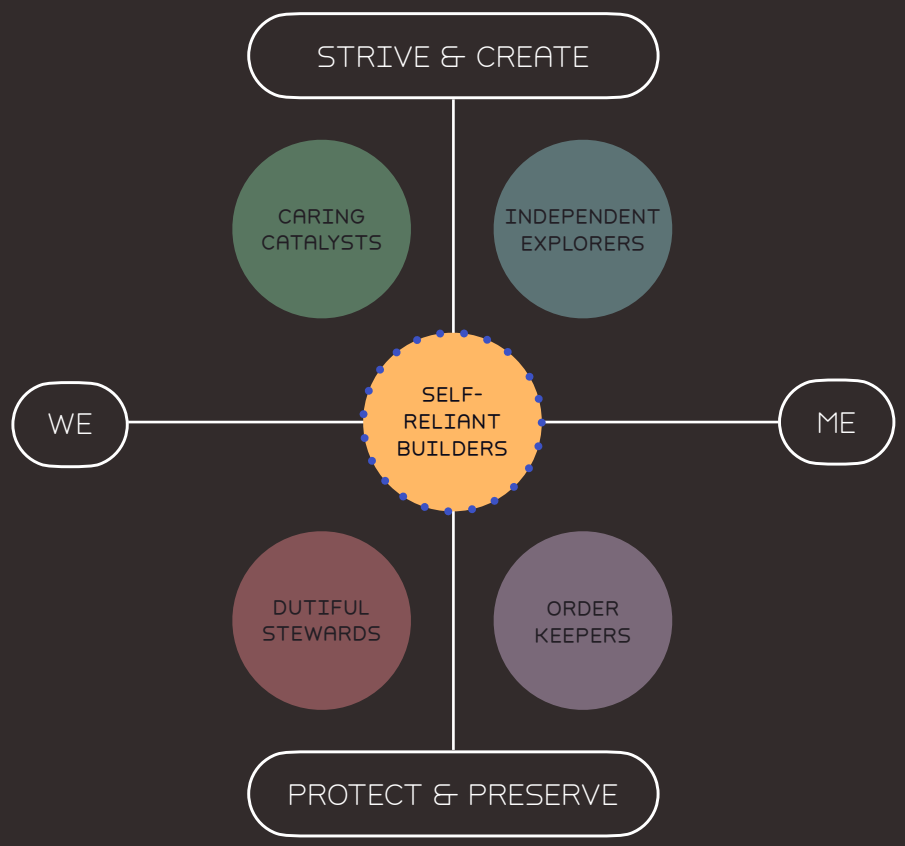
SELF-RELIANT BUILDERS

Defined by resilience: practical, self-directed, big opportunity

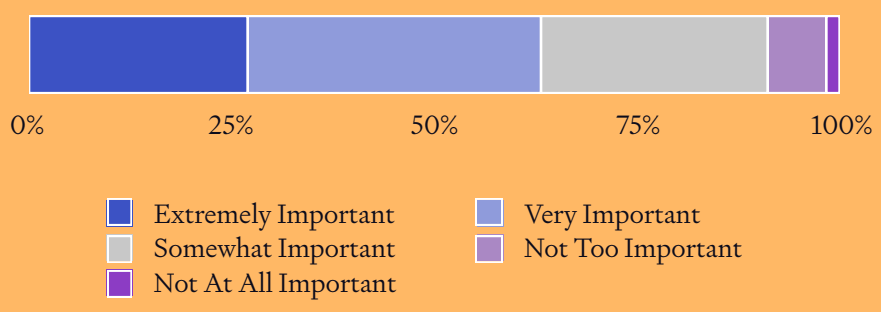
The largest audience in five of six countries studied, SELF-RELIANT BUILDERS is defined not by where they fall along me vs. we or create vs. protect, but by an exceptional resilience score that adds a third dimension to their profile.

Resilience is not simply "toughness." It captures an orientation toward response capacity: build, prepare, fix, self-protect, adapt. It explains their practical orientation, their preference for direct action over advocacy, and their resistance to institutional mediation.

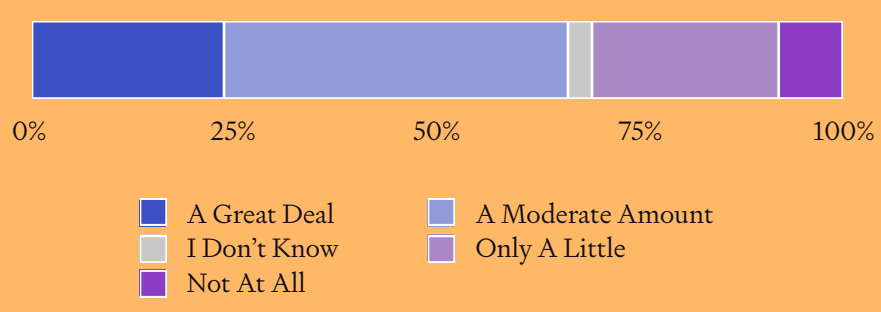
They are self-directed, suspicious of top-down instruction, and concerned about the climate.



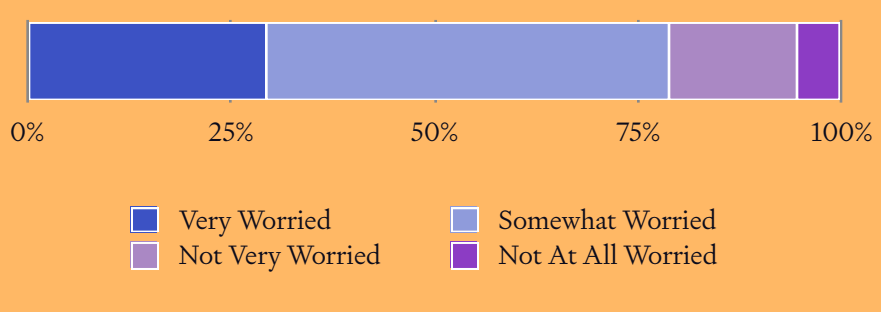
HOW IMPORTANT IS THE ISSUE OF GLOBAL WARMING TO YOU PERSONALLY?



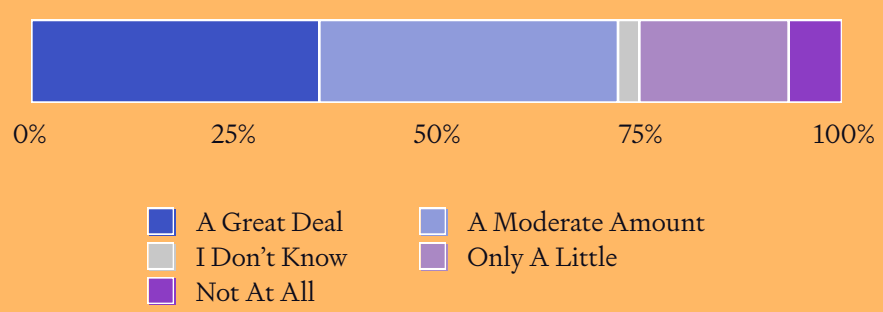
HOW MUCH DO YOU THINK GLOBAL WARMING WILL HARM YOU PERSONALLY?



HOW WORRIED ARE YOU ABOUT GLOBAL WARMING?

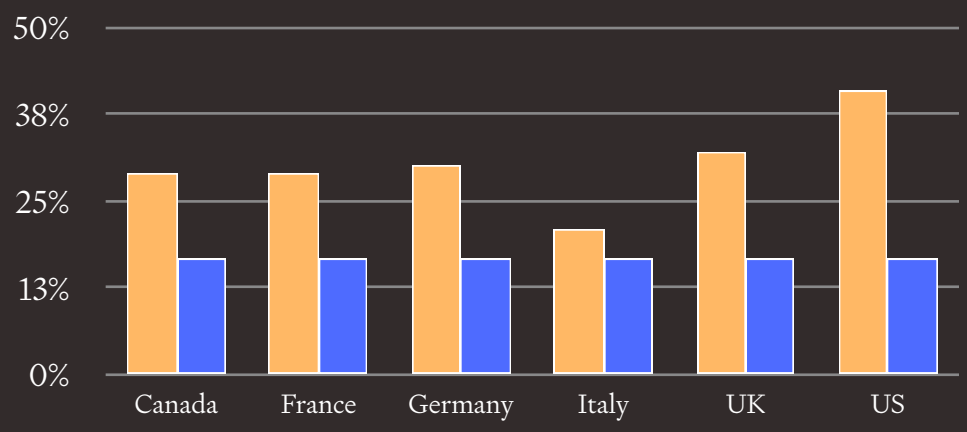


HOW MUCH DO YOU THINK GLOBAL WARMING WILL HARM FUTURE GENERATIONS OF PEOPLE?

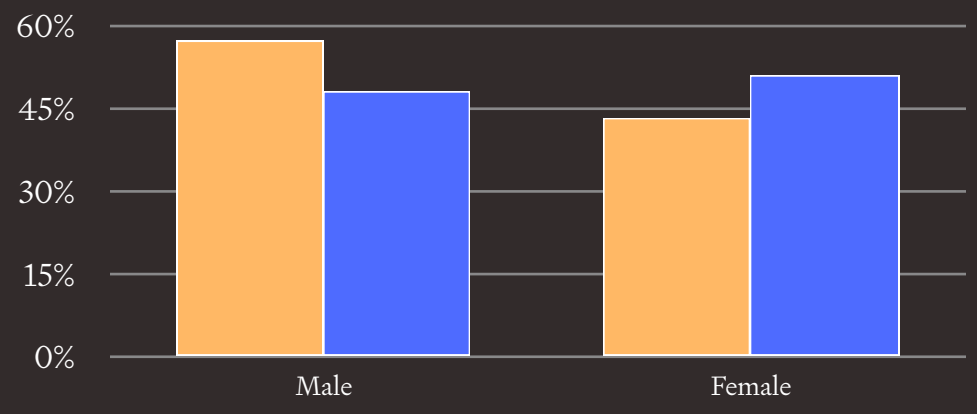


DEMOGRAPHIC PROFILE

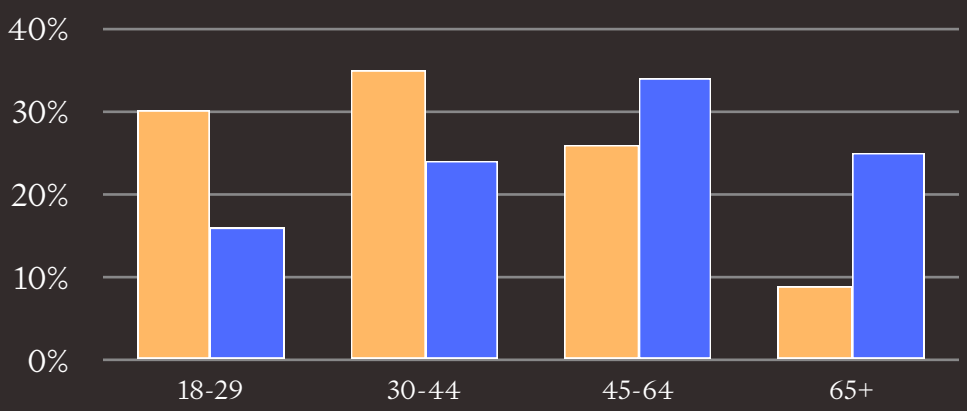
GEOGRAPHY



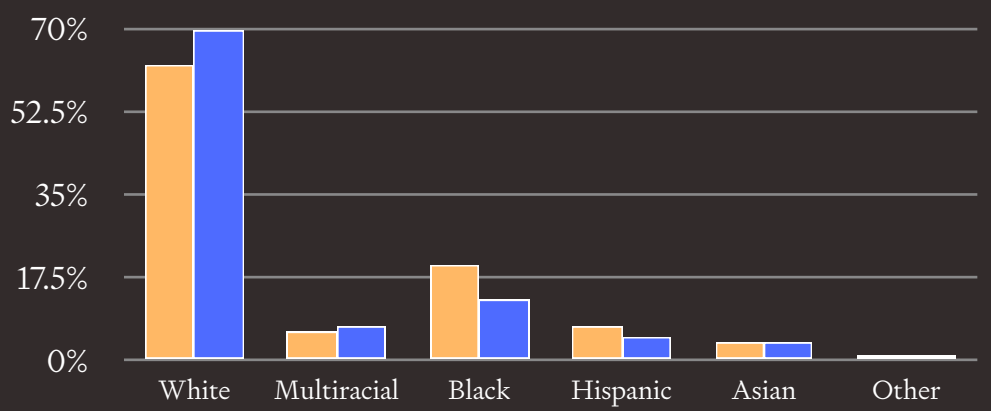
GENDER



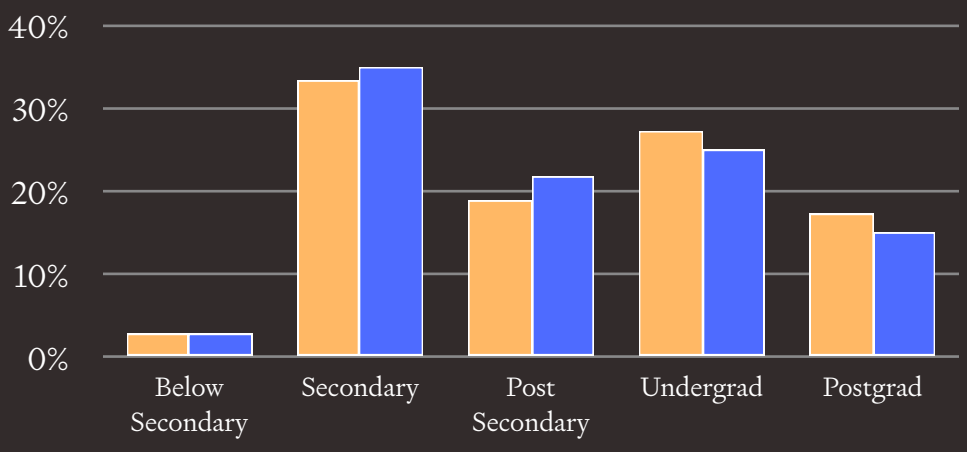
AGE



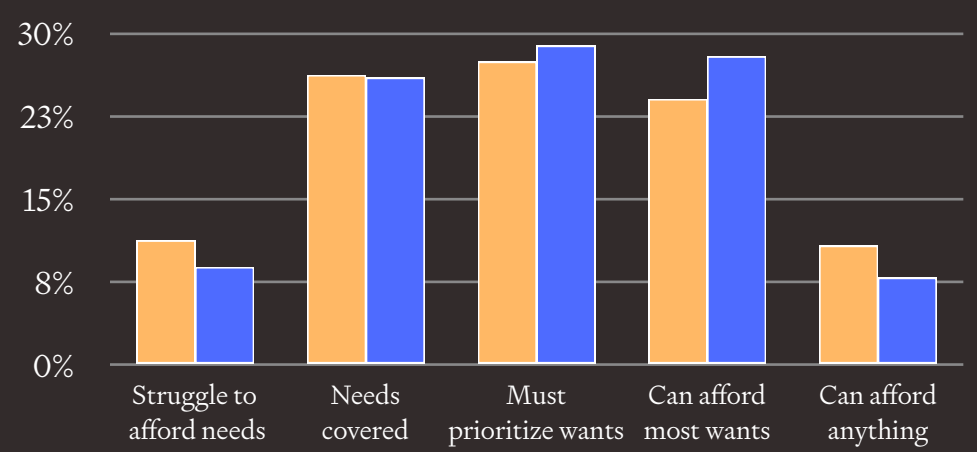
RACE (US ONLY)



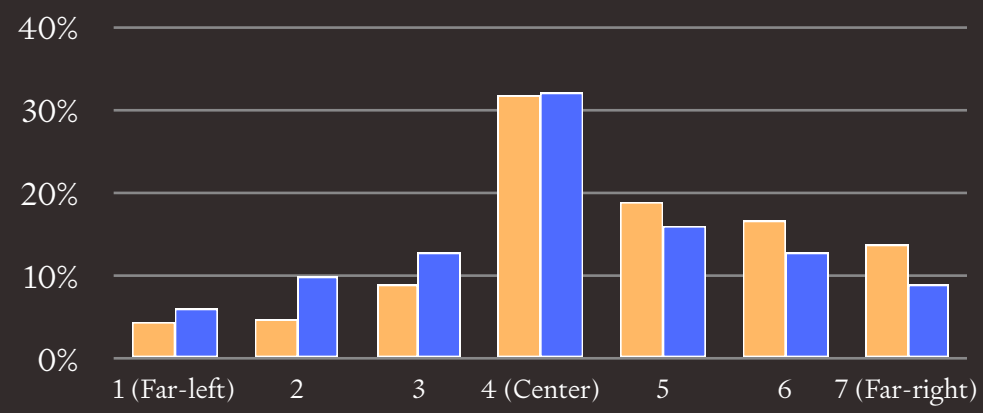
EDUCATION



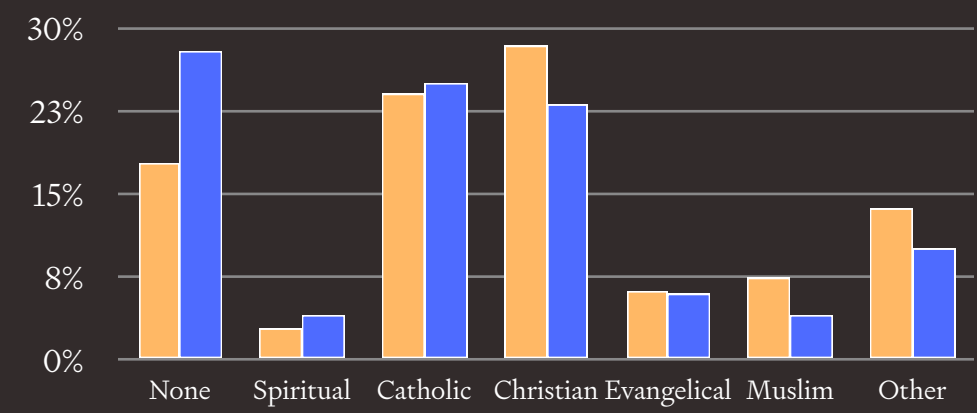
FINANCES



POLITICS



RELIGION



SELF-RELIANT BUILDERS ALL AUDIENCES

WHAT MOVES THEM: WIRED FOR PARADOX

The audience that spends the most time outdoors but won't call it sacred, and six other contradictions that explain everything.

OBJECTS OF CARE

Care is close and tangible for this audience, what they can see, touch, and build for:

- **Home and property**: 35% (vs. 38% for all audiences)
- **Country and community**: 24% and 19% respectively (vs. 23% and 13% for all audiences)
- **Natural World**: 26% (vs. 36% for all audiences)

THE PLACE-LOVE PARADOX

Nature is a resource, a setting, a workshop, not a cathedral. Appeals to beauty or sanctity will not land. Appeals to usefulness, resilience, and productivity will.

- Visit nature frequently (only 3% never go outdoors, the lowest zero-nature-day rate of any audience) but have the weakest emotional connection to it.
- Least likely to feel calmer there (79% vs. 97% of DUTIFUL STEWARDS).
- Most likely to prefer built environments (52% vs. 9% of CARING CATALYSTS). Their top natural place is a park—the only audience more likely to name a park than a beach.

THE AGENCY PARADOX

Agency is a means to an end. Appeals to collective duty or systemic change will not land but appeals to personal efficacy, practical control, and solutions that work on their terms will.

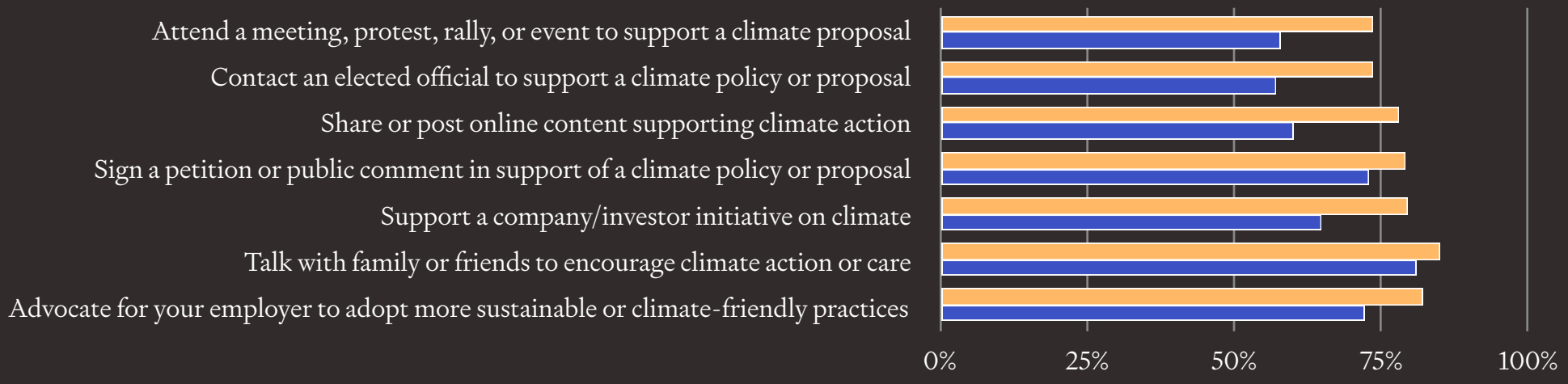
- Strong individual agency (79% believe they can make a difference; 73% see themselves as practical problem-solvers).
- Lack collective confidence (42% agree broken systems leave people like them powerless).
- Simultaneously the most excited about new technologies (71%), the strongest believers in low-tech solutions (62%), and the most drawn to off-grid independence (65%).

MORE PARADOX

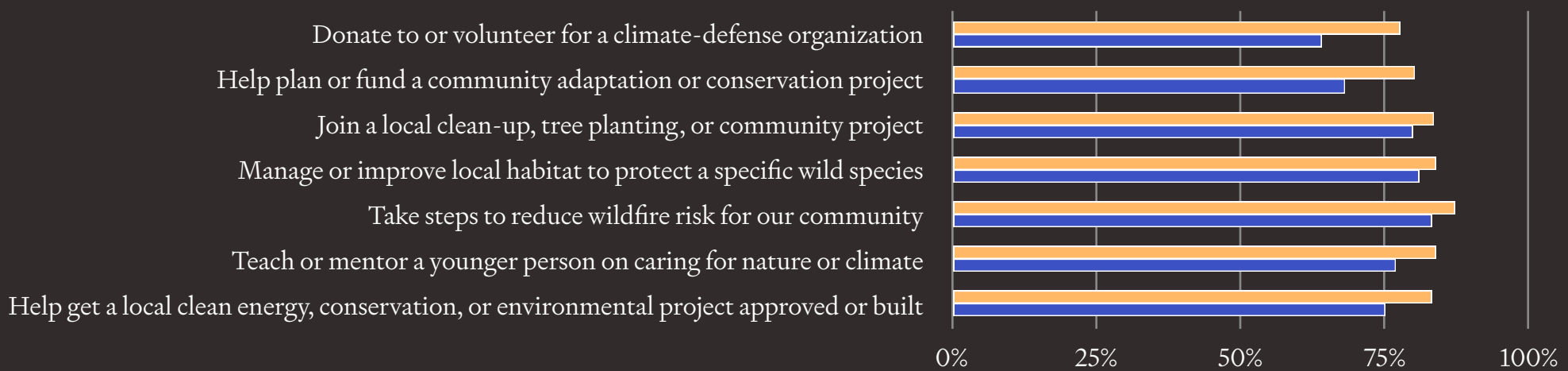
- Trusting their lived experiences, doubting in the forecast: 76% have experienced extreme heat, 67% flooding, 55% smoke, yet only 36% believe warming will harm future generations "a great deal."
- Resist categorizations: 36% see climate and environmental action as distinct, so "resilience" or "preparedness" will reach them where "climate" will not.
- Split on economics (11% say they can afford anything, 11% say they are struggling); messaging must work across both ends.

PRO-CLIMATE AVAILABILITY

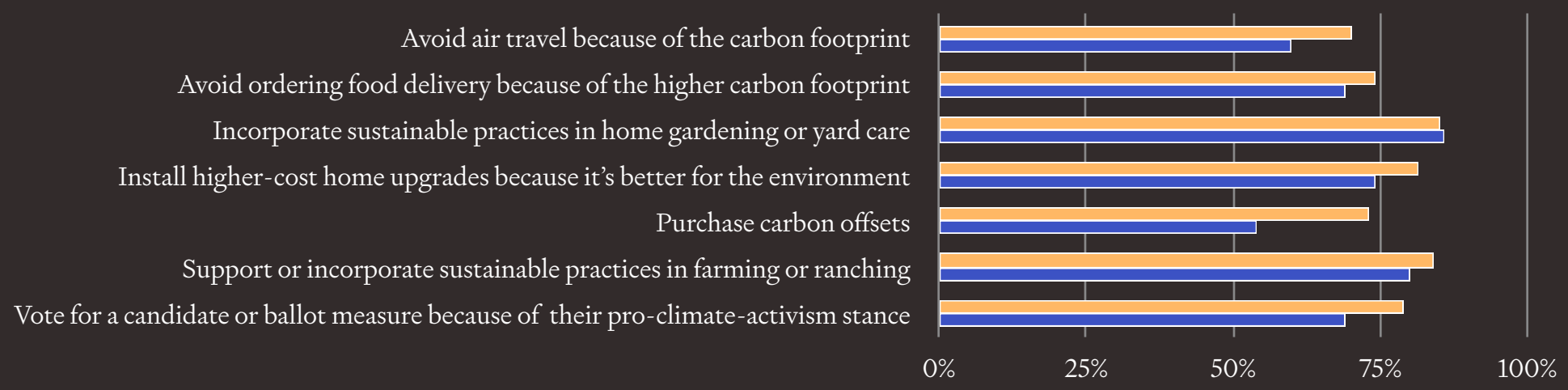
PUBLIC ADVOCACY



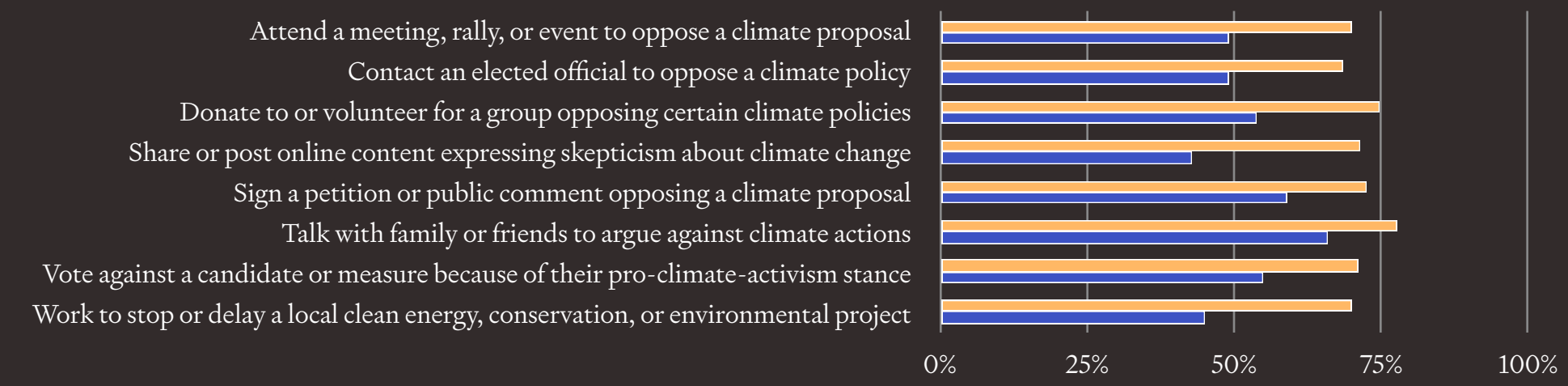
COMMUNITY ACTIONS



PRIVATE ACTIONS



OPPOSITION ACTIONS



SELF-RELIANT BUILDERS ALL AUDIENCES

WHAT THEY MAKE POSSIBLE

The audience that can build, fix, and implement—if the invitation is right.

AUDIENCE SUPERPOWER: IMPLEMENTATION

SELF-RELIANT BUILDERS implement what others propose—infrastructure, preparedness, adaptation, local resilience—and do so with a credibility that CARING CATALYSTS and INDEPENDENT EXPLORERS cannot match in spaces that might skew more skeptical. They demonstrate that climate-aligned action is about competence and protecting your own, not ideology. The numbers reflect this disposition: 83% built something from parts in the last year, 57% prepare their homes for emergencies, and 62% have evacuation plans.

ACTIVATION NEEDS

1. **Make it a project, not a campaign.** Concrete tasks with visible outcomes, not pledges or petitions. Something they can put their hands on.
2. **Invite, don't instruct.** They reject top-down direction but invest deeply in what they own. Let them think it was their idea.
3. **Benefits must feel "local."** They need to see tangible returns to people like them, not for distant populations or abstract systems.
4. **Let them do their own research.** They need to reach their own conclusions through peers and trusted community, not government or NGO channels.
5. **Lead with capability, not conscience.** Preparedness, protection, self-reliance, not sacrifice, guilt, or moral obligation.

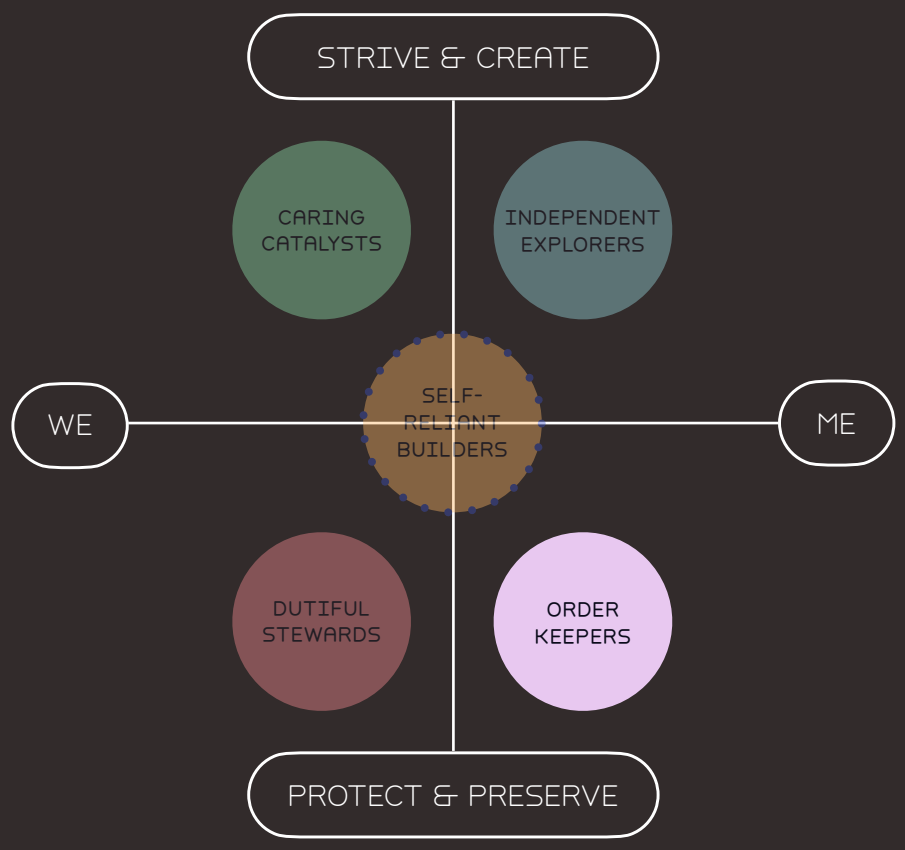
ORDER KEEPERS

Stability-seeking, norm-enforcing, mainstream gatekeepers

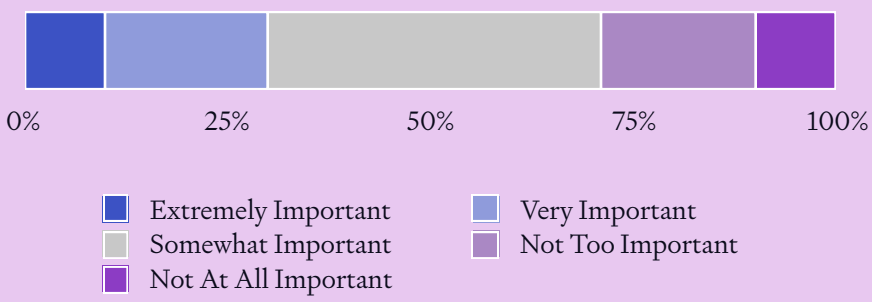
The audience that seeks stability and is the most resistant to system change, they score highest on achievement in a conservative register, lowest on adventure and resilience, and low on both stewardship and heritage.

This audience is driven by the desire for a world that stays orderly, predictable, and familiar. Self-reliant or activist frames are a poor fit. Where DUTIFUL STEWARDS express conservatism through duty, ORDER KEEPERS express it through the desire to protect what already exists.

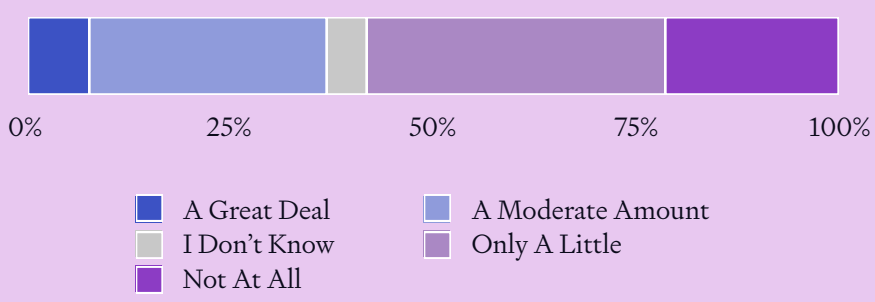
They are the mainstream's gatekeepers: when they adopt a behavior, it is no longer radical, it is normal.



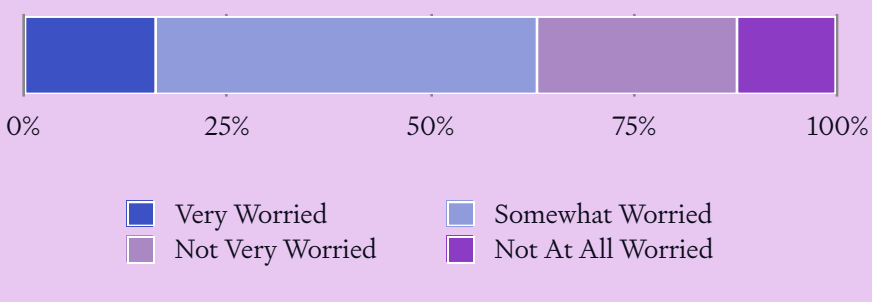
HOW IMPORTANT IS THE ISSUE OF GLOBAL WARMING TO YOU PERSONALLY?



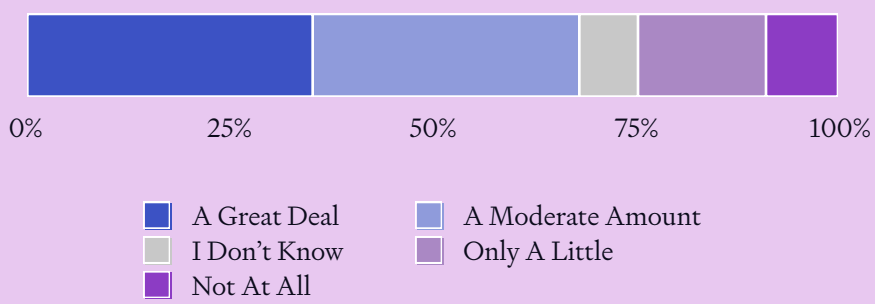
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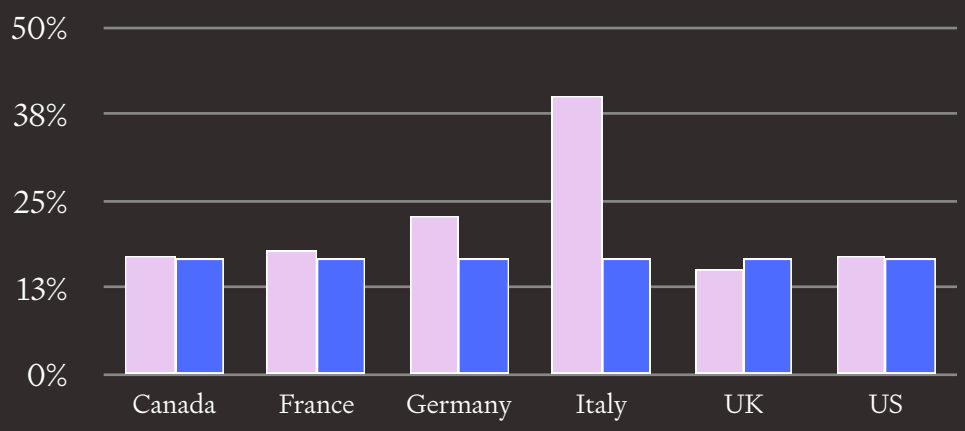


HOW MUCH DO YOU THINK GLOBAL WARMING WILL HARM FUTURE GENERATIONS OF PEOPLE?

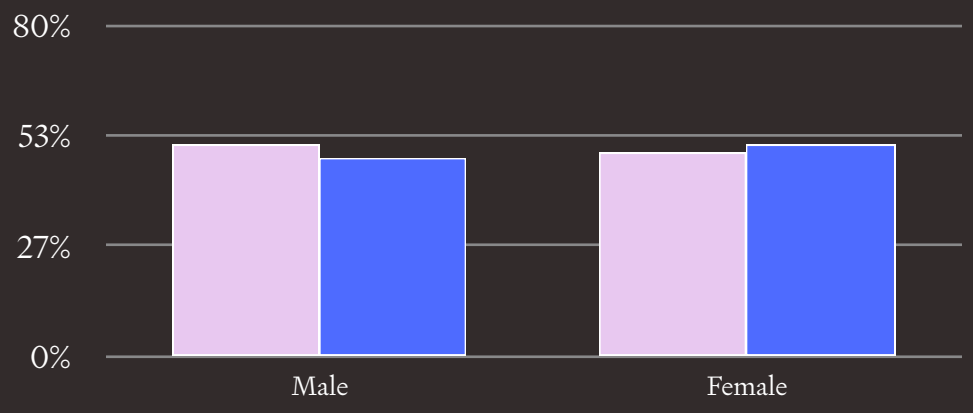


DEMOGRAPHIC PROFILE

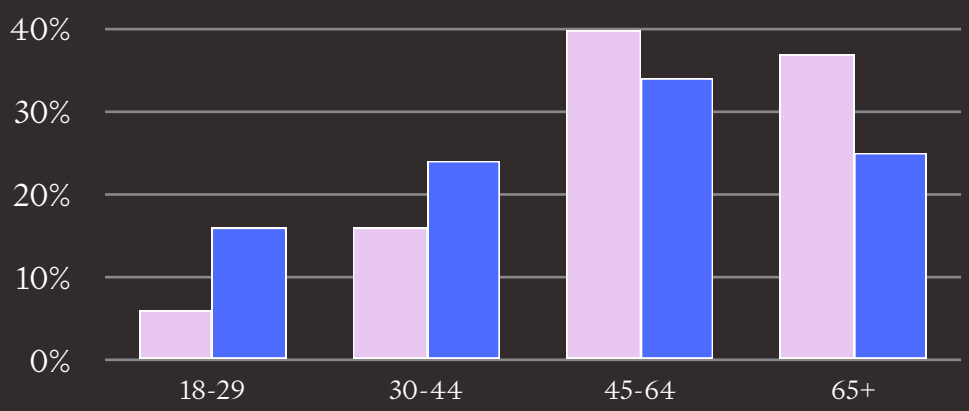
GEOGRAPHY



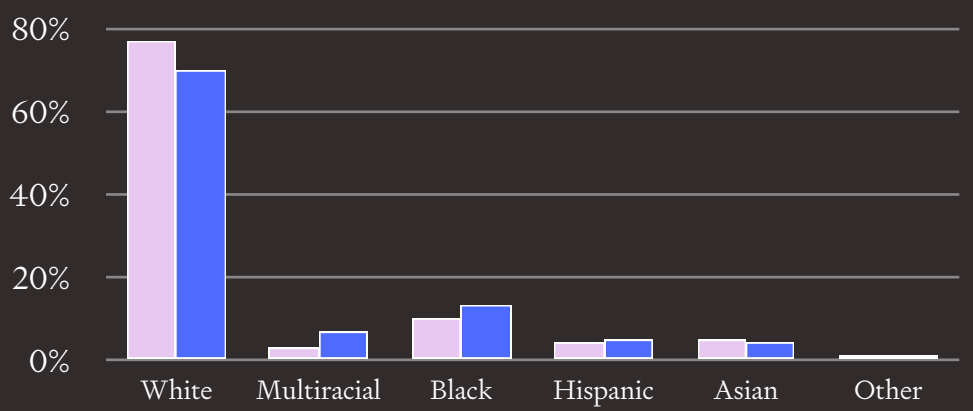
GENDER



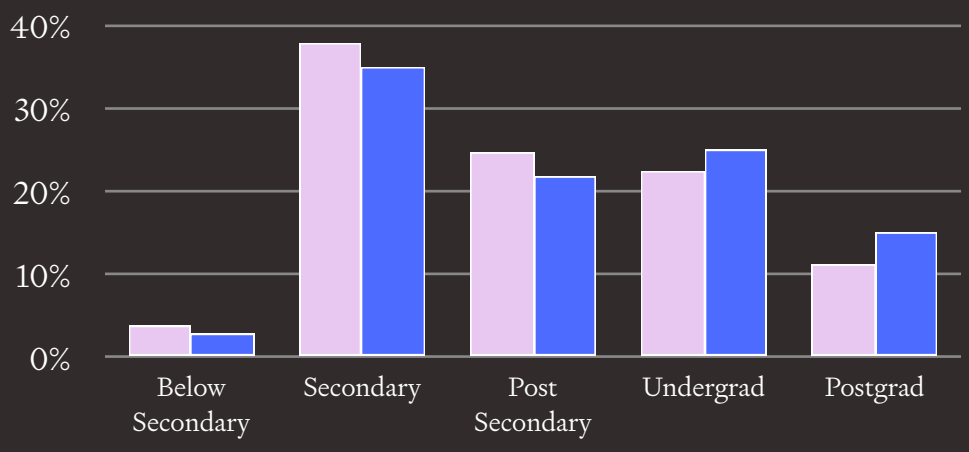
AGE



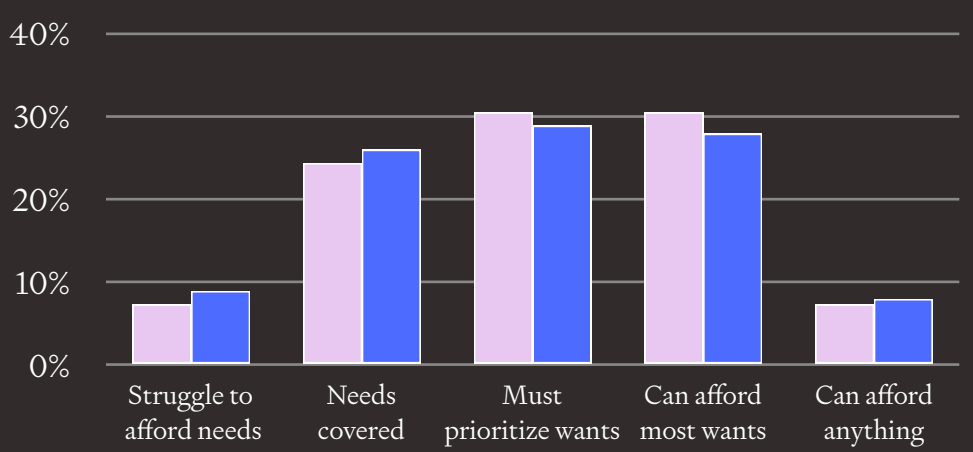
RACE (US ONLY)



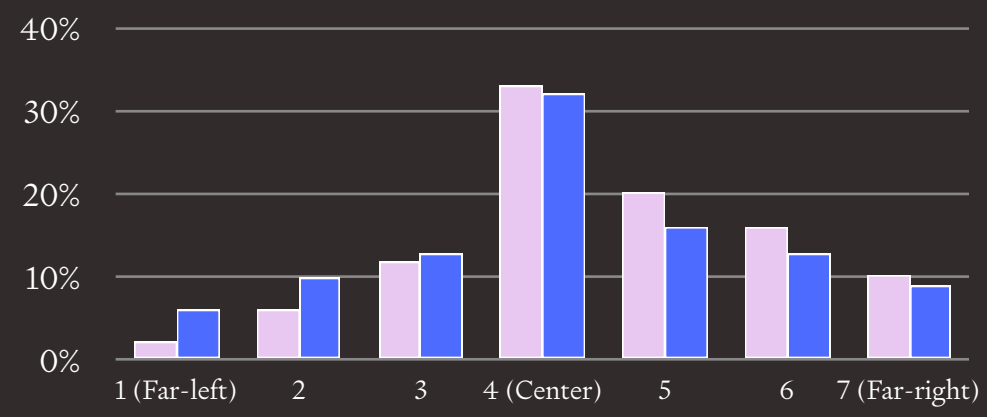
EDUCATION



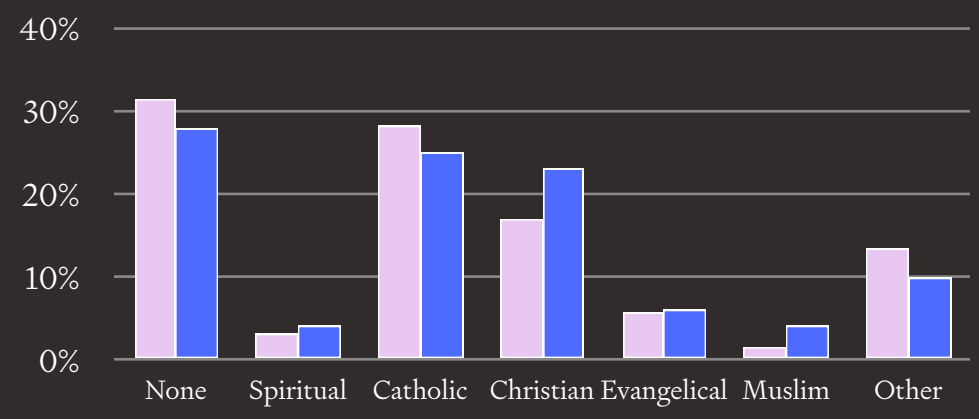
FINANCES



POLITICS



RELIGION



ORDER KEEPERS

ALL AUDIENCES

WHAT MOVES THEM: PLACE & STABILITY

Place love without exploration. Concern without agency. Stability without engagement. Their disengagement may be a design failure, not a character flaw.

OBJECTS OF CARE

This audience's care is concentrated and proximate, focused on:

- **Home and property**: 56% (vs. 38% for all audiences; highest of any audience)
- **Country and heritage**: 28% (vs. 23% for all audiences)

APATHY, NOT HOSTILITY

This audience is absent from climate action, not opposed to it. They simply may not have been given a credible role or a reason to show up that connects to what they care about. Their disengagement may be a design failure, not a character flaw.

PLACE LOVE: QUIET & UNDERSTATED

84% feel attached to where they live; 87% would miss it if they left. But they are the least comfortable outdoors (70%) and least likely to seek unfamiliar places (64%). Theirs is a settled, stay-close-to-home attachment, not adventure.

AGENCY: THE WEAKEST OF ANY AUDIENCE

The lowest efficacy of any audience. Only 69% believe they can make a difference; 54% trust collective action; 52% know what steps to take. This is disconnection, not defiance.

CLIMATE EXPOSURE: THE LOWEST OF ANY AUDIENCE

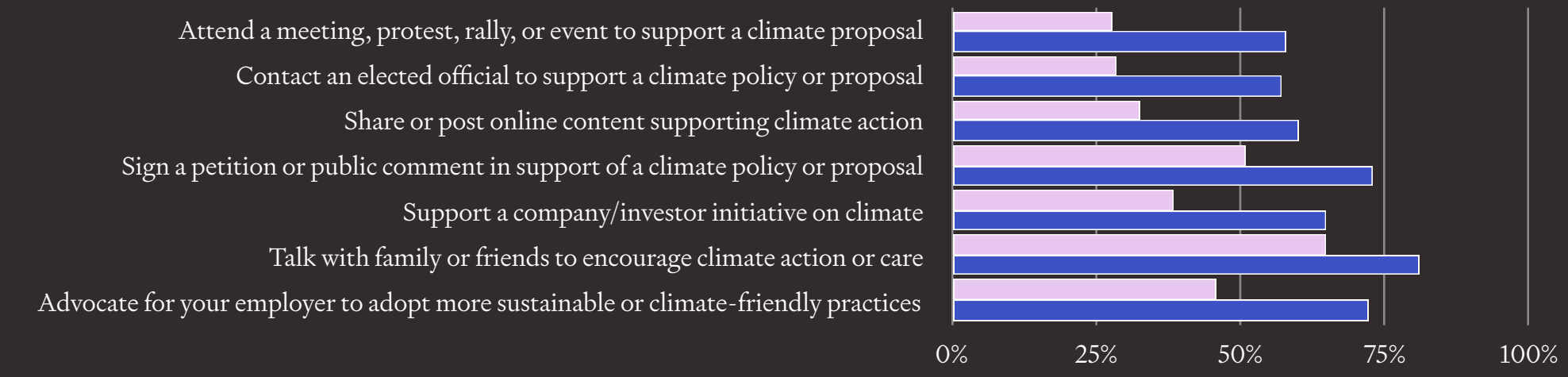
Only 65% have experienced extreme heat, 23% smoke events—the lowest of any audience. Climate feels abstract because, for many, it has been.

FINANCIAL STABILITY IS NOT THE BARRIER

38% can afford most or all of their wants. Cost is not the barrier but pathways, role, and relevance are.

PRO-CLIMATE AVAILABILITY

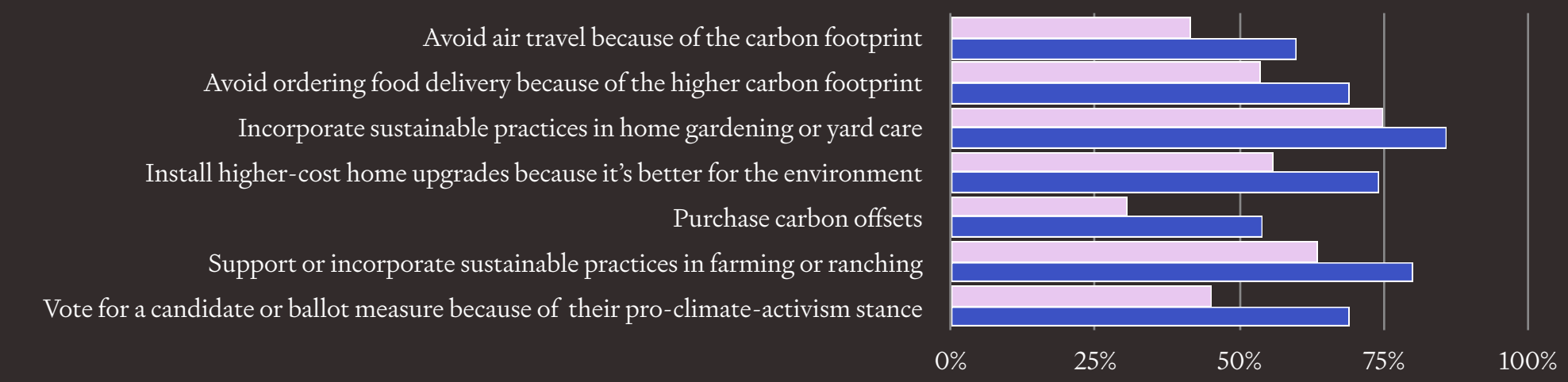
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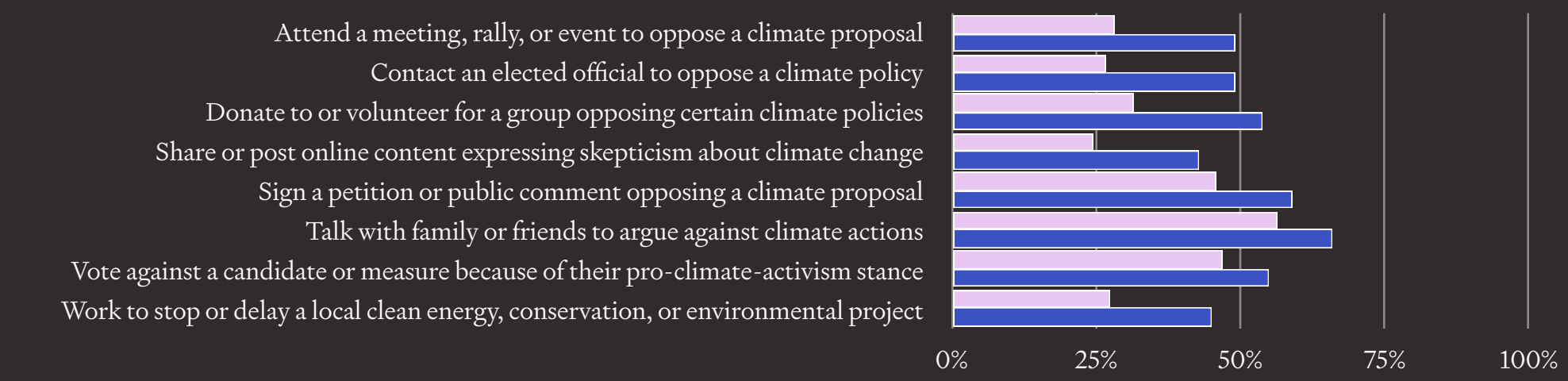
COMMUNITY ACTIONS



PRIVATE ACTIONS



OPPOSITION ACTIONS



ORDER KEEPERS ALL AUDIENCES

WHAT THEY MAKE POSSIBLE

They do not lead change, but nothing changes without them.

ORDER KEEPERS'S SUPERPOWER: NORMALIZATION

ORDER KEEPERS make climate-aligned behavior feel normal, not radical or partisan, just what people do. They do not lead; they follow in a way that makes following safe for everyone else, transforming activist behaviors into ordinary ones. Where CARING CATALYSTS organize and DUTIFUL STEWARDS legitimize, once ORDER KEEPERS adopt a climate behavior it becomes a norm and is no longer radical. They are the enforcers and validators.

ACTIVATION NEEDS

1. **Self-preservation framing.** The action must feel like self-preservation, not sacrifice or transformation. "Protect your home" works. "Save the planet" doesn't.
2. **Short-term, tangible rewards.** The payoff must be visible and immediate, not abstract and generational: ex. reduced energy costs or protecting property value.
3. **Trusted, personal messengers.** The ask must come from a family member, neighbor, or trusted community figure, not from the government or media.
4. **Social proof.** They need evidence that adoption is already underway among "people like me" before they will join.
5. **Extremely low-barrier entry.** One simple, concrete step with clear instructions and no identity cost. No sign-ups, no public commitments, no association with any movement or cause.

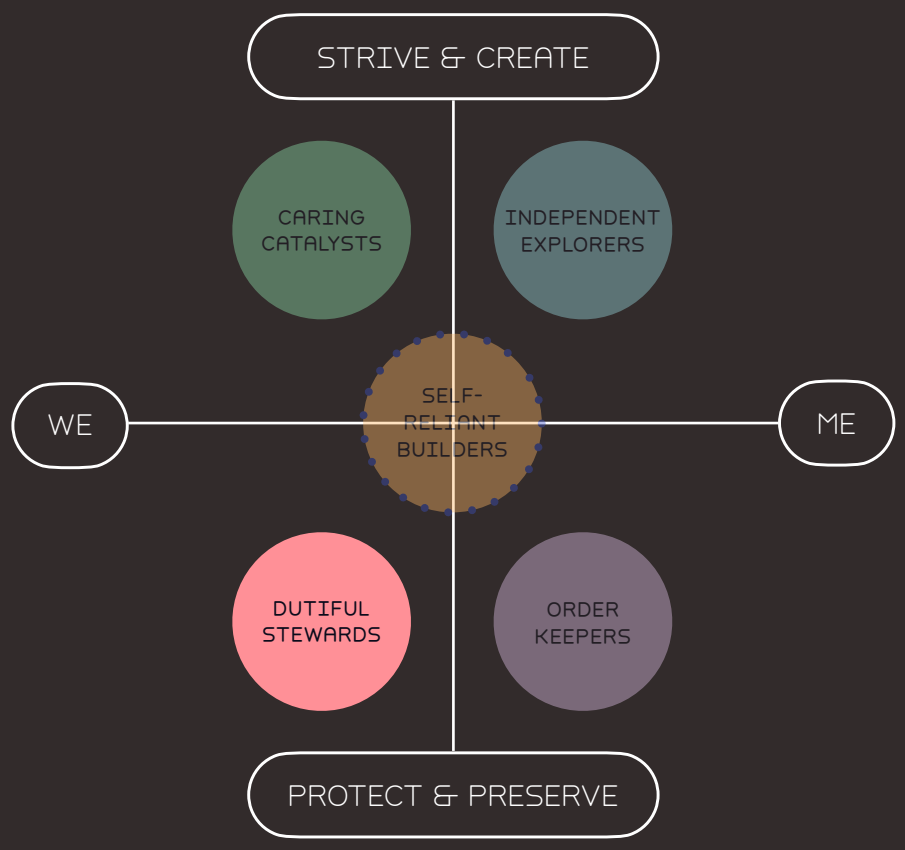
DUTIFUL STEWARDS

Community-oriented, protective, rooted in moral ground

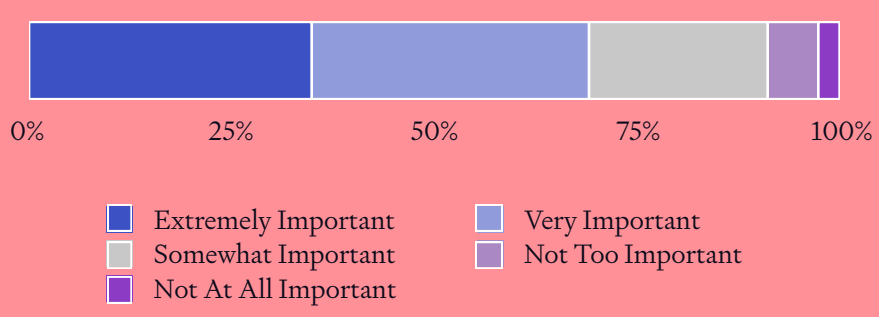
The most community-rooted and morally grounded audience, scoring high on stewardship, moderate on heritage, and among the lowest on achievement and adventure in the study.

This audience is driven by intergenerational obligation, faith, and deep connection to place, not ambition or novelty. They score low on resilience, making self-reliant or action-oriented frames a poor fit.

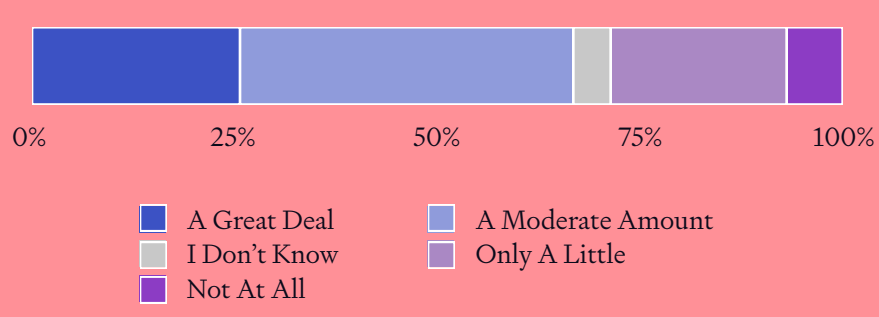
They are the coalition's legitimizers: when DUTIFUL STEWARDS engage, climate action feels like a responsibility people already recognize, not a cause they need to be recruited into.



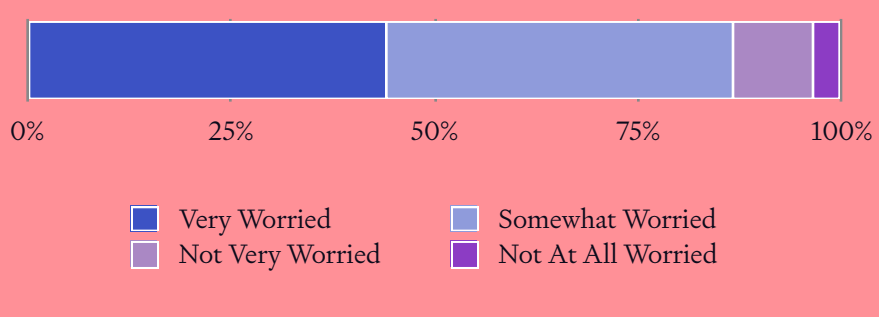
HOW IMPORTANT IS THE ISSUE OF GLOBAL WARMING TO YOU PERSONALLY?



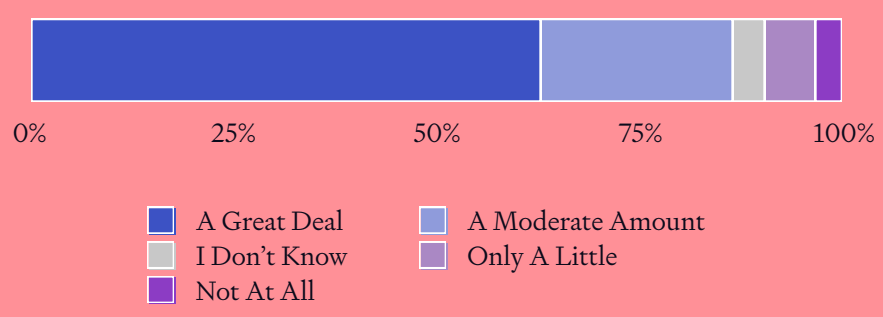
HOW MUCH DO YOU THINK GLOBAL WARMING WILL HARM YOU PERSONALLY?



HOW WORRIED ARE YOU ABOUT GLOBAL WARMING?

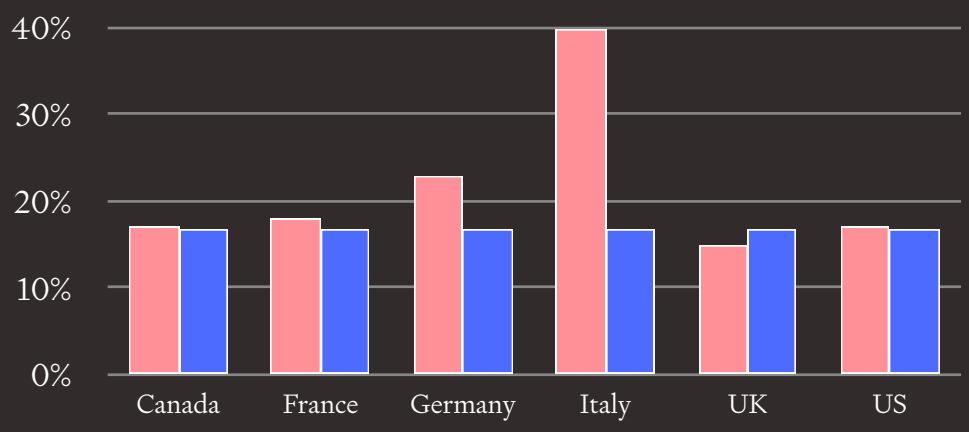


HOW MUCH DO YOU THINK GLOBAL WARMING WILL HARM FUTURE GENERATIONS OF PEOPLE?

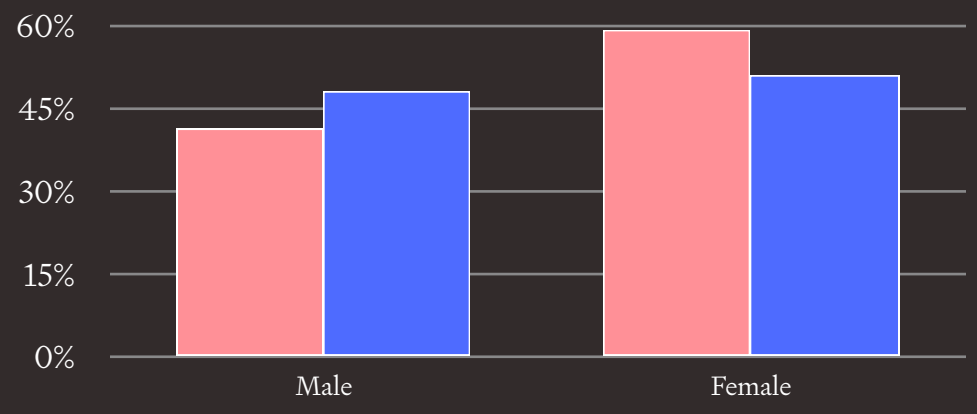


DEMOGRAPHIC PROFILE

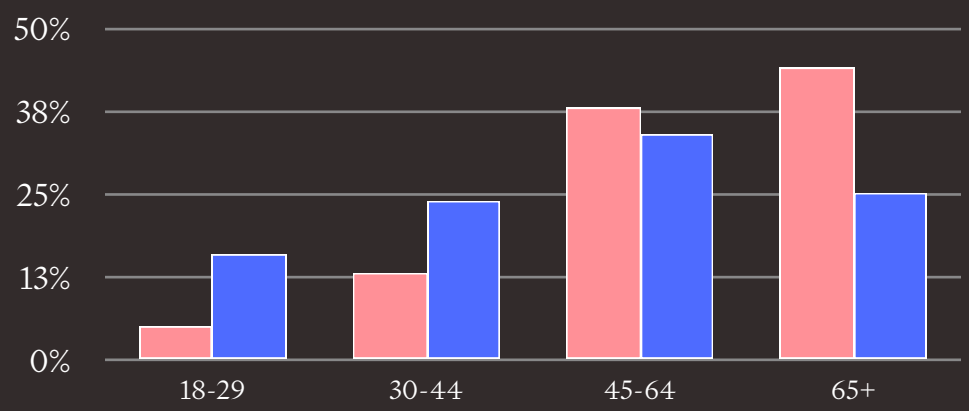
GEOGRAPHY



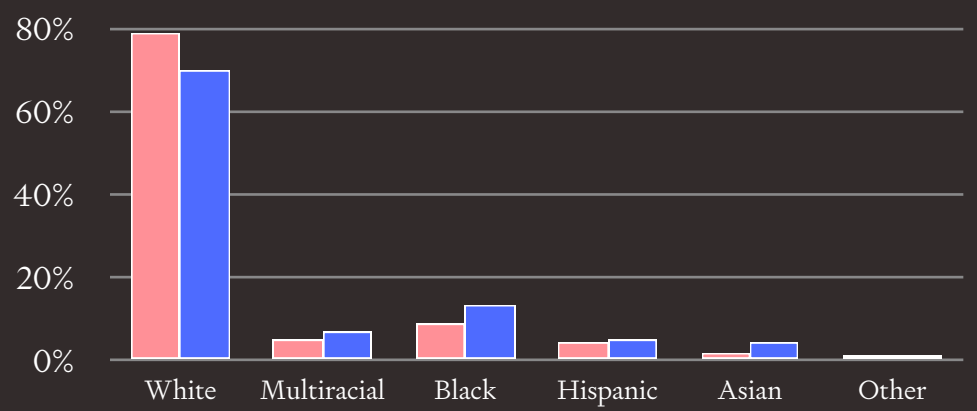
GENDER



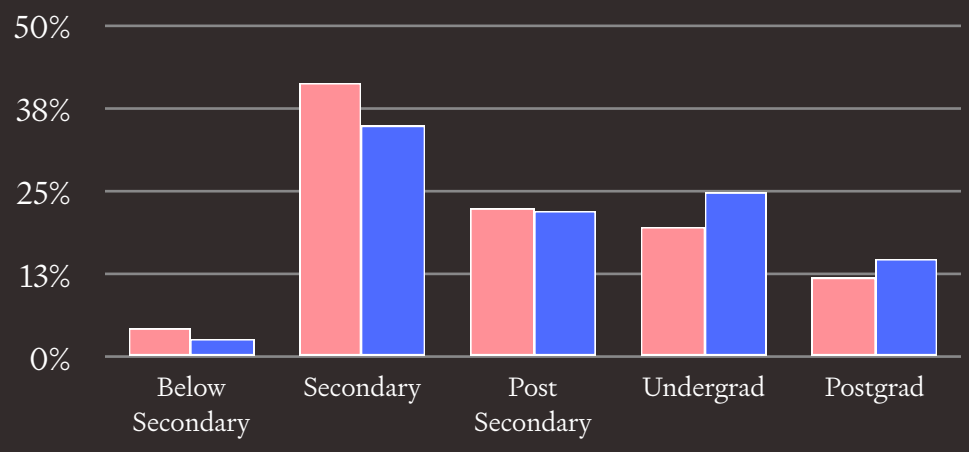
AGE



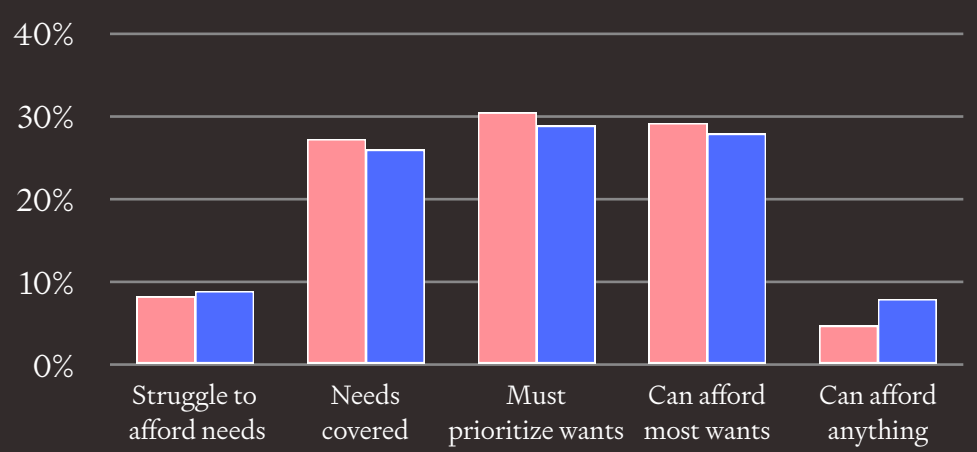
RACE (US ONLY)



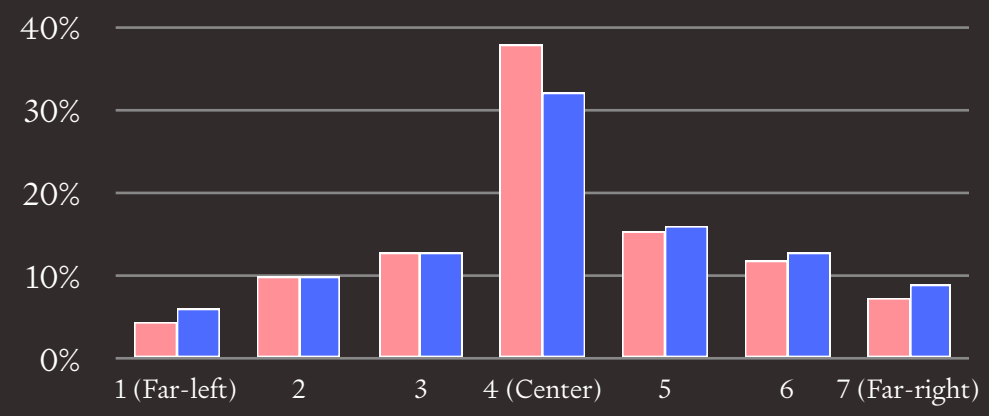
EDUCATION



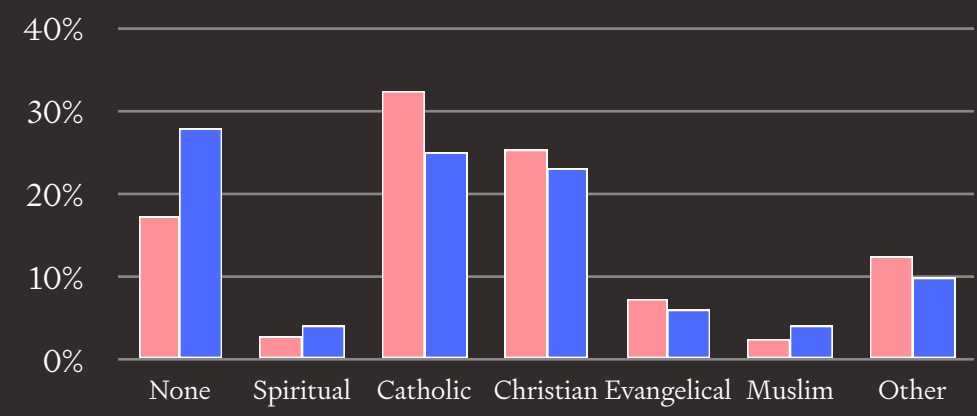
FINANCES



POLITICS



RELIGION



DUTIFUL STEWARDS

ALL AUDIENCES

WHAT MOVES THEM: PLACE, STEWARDSHIP, FAITH

Place love, moral obligation, and a sense of agency that faith reinforces rather than undermines.

OBJECTS OF CARE

Stewards' care is broad, encompassing:

- **Natural world**: 42% (vs. 36% for all audiences)
- **Home and property**: 33% (vs. 38% for all audiences)
- **Future generations**: 29% (vs. 24% for all audiences)

PLACE LOVE: THE DEEPEST OF ANY AUDIENCE

95% feel attached to their favorite natural place, the highest intensity of any audience. 97% say nature helps them feel calmer. 95% feel awe. This is not appreciation from a distance.

SENSE OF LOSS

59% feel loss about changes to places and seasons they have known. Climate change is the felt erosion of places they love, not an abstraction.

AGENCY: STRONG AND BALANCED:

84% believe they can make a difference. This audience holds individual and collective agency in balance. 76% trust individual action, and 75% trust working with others—both rooted in duty.

FAITH AND AGENCY: THE FATALISM ASSUMPTION IS WRONG

51% believe they are living in a time of prophesied changes, but faith reinforces agency rather than undermining it. This audience is not prone to fatalism.

THE PRIDE/GUILT ENGINE: A BIG MORAL DRIVER

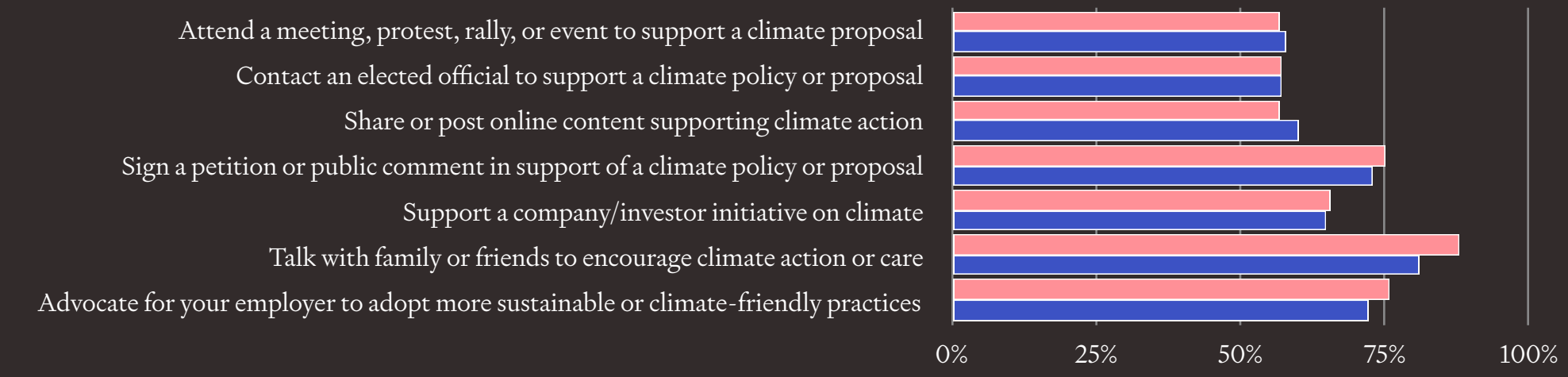
89% would feel proud to protect what they care about, the highest of any audience; 93% would feel guilty if they did not. The emotional infrastructure for action already exists.

CASUAL STEWARDSHIP: WHAT THEY ALREADY DO

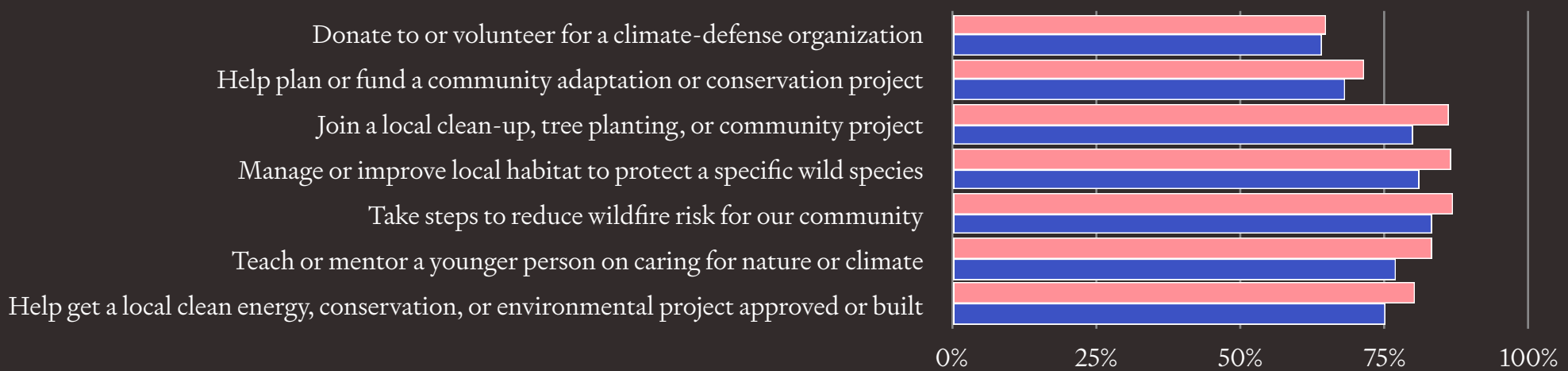
71% pick up others' litter—the only audience where this is notably high. Stewardship is a habit, not a project.

PRO-CLIMATE AVAILABILITY

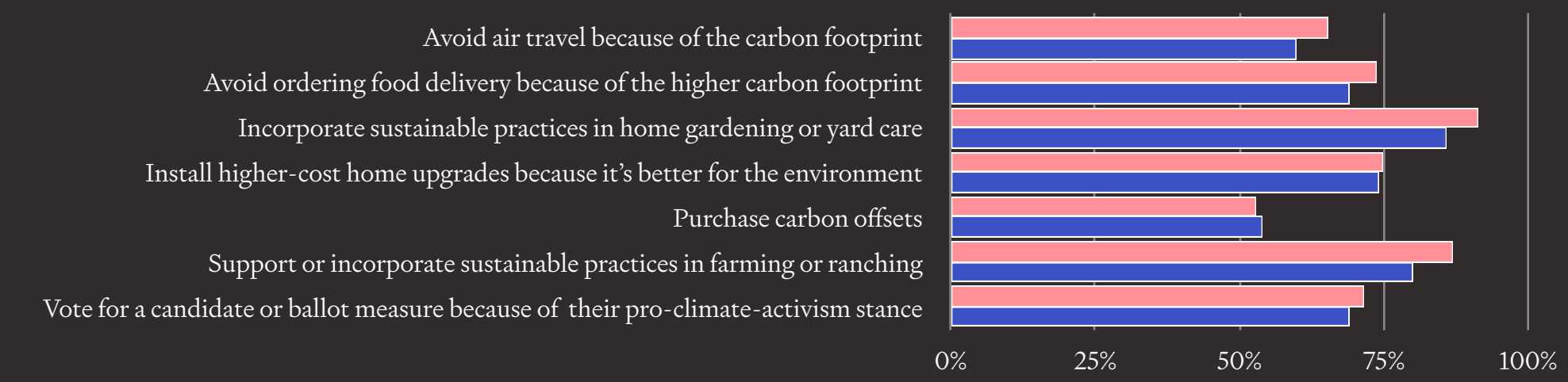
PUBLIC ADVOCACY



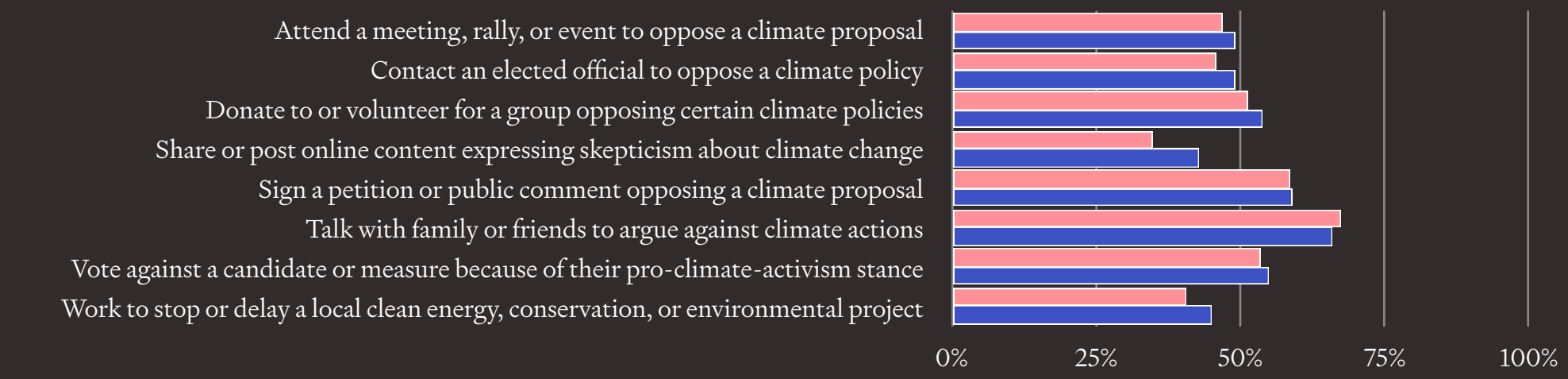
COMMUNITY ACTIONS



PRIVATE ACTIONS



OPPOSITION ACTIONS



DUTIFUL STEWARDS ALL AUDIENCES

WHAT THEY MAKE POSSIBLE

The audience that can convene across difference and make care look like second nature.

AUDIENCE SUPERPOWER: CONVENE AND LEGITIMIZE

DUTIFUL STEWARDS make climate action feel normal, grounded, and legitimate—not political activism, but intergenerational duty. They convene across difference, validate quiet and local participation, and carry credibility in religious, rural, and traditional communities that distrust mainstream climate communications. This audience anchors community norms. They give credibility and come across as grounded, not unrealistic.

ACTIVATION NEEDS

1. **Advocacy that's normalized, not radical.** They need social proof from their own communities. They will only join if they see "people like me" already doing it.
2. **Action must be framed as a duty.** They will act if it means protecting land, caring for the next generation, or fulfilling a responsibility that's always existed.
3. **Asks must feel attainable.** They respond best to "tend, care, maintain, protect," not "disrupt, innovate, transform."
4. **Messengers must be recognizable community figures.** They listen to pastors, local leaders, neighbors, not national spokespeople, scientists, or celebrities.
5. **Framing must be non-partisan.** They are the most centrist audience (38% at exact center) and any left-right coding will push them away.

STRATEGY & APPLICATION

Audiences find different pathways to social change. Effective coalition building for climate activates both moral and pragmatic pathways.

DIFFERENT AUDIENCES DO DIFFERENT JOBS

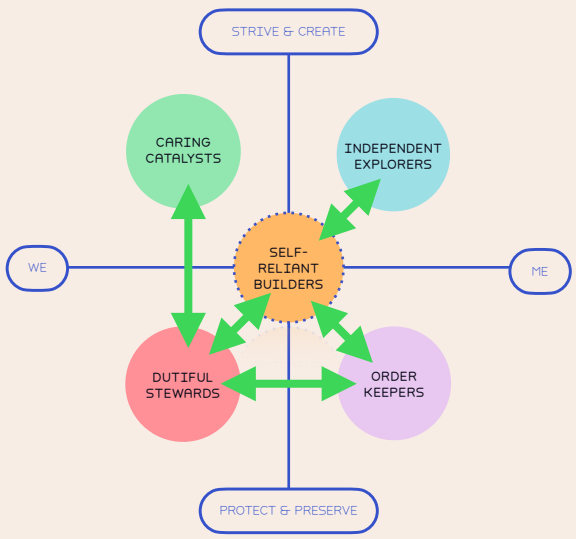
Each audience contributes something no other can. Strategy means matching the ask to the best role for each.

Climate strategy has typically treated audiences as people to persuade: move them up a concern ladder, and they will act. But the five audiences represent distinct capacities, all with something to contribute. Effective strategy activates the right audience for the right role.

	CORE ROLES	UNIQUE CONTRIBUTION	WHAT CLIMATE COULD MISS WITHOUT THEM
CARING CATALYSTS	Organize, fundraise, lobby	Institutional energy, moral urgency, sustained advocacy pressure	Movements lack organizational backbone and political force
INDEPENDENT EXPLORERS	Narrate, reframe, culturally energize	Fresh language, storytelling, narrative imagination beyond policy	Climate action sounds prescriptive and fails to inspire
SELF-RELIANT BUILDERS	Build, fix, implement, enter skeptical spaces	Hands-on credibility, practical proof, bridge to skeptical audiences	Solutions remain theoretical, no real-world action modeled
ORDER KEEPERS	Normalize, validate, enforce norms	Mainstream social permission, signal that action is conventional	Climate action stays coded as niche and idealistic
DUTIFUL STEWARDS	Convene, legitimize, frame as moral duty	Institutional trust, intergenerational authority, moral grounding	Movements fail to establish legitimacy or earn broad support

WINNING STRATEGY MEANS COALITION CHOREOGRAPHY

Some audiences may form natural allies, while others could generate friction. Strategies that ignore these dynamics may risk spending resources on campaigns that may cancel each other out.



NATURAL ALLIANCES

CARING CATALYSTS + DUTIFUL STEWARDS

Urgency meets credibility. Stewards ground Catalysts' moral case; Catalysts sharpen Stewards' caution.

SELF-RELIANT BUILDERS + DUTIFUL STEWARDS

Action meets institutional permission. Stewards validate Builders; Builders give Stewards proof that action works.

SELF-RELIANT BUILDERS + INDEPENDENT EXPLORERS

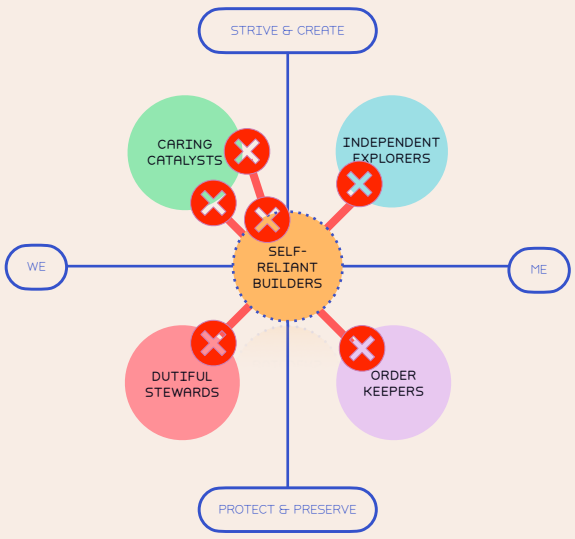
Doing meets freshness. Explorers energize Builders' pragmatism; Builders give Explorers a concrete outlet.

DUTIFUL STEWARDS + ORDER KEEPERS

Together they signal that climate action is sensible, conventional, and already underway.

SELF-RELIANT BUILDERS + ORDER KEEPERS

Local action turns into new norms. Builders implement on a local level while Keepers normalize those actions.



FRICTION GENERATORS

CARING CATALYSTS + SELF-RELIANT BUILDERS

Institutional optimism collides with "do it myself" independence. When Catalysts lead with systemic demands, Builders hear a lecture.

CARING CATALYSTS + ORDER KEEPERS

The most politically polarized pairing. Messaging designed for one actively repels the other.

INDEPENDENT EXPLORERS + DUTIFUL STEWARDS

Explorers' countercultural instincts undercut the institutional trust that Stewards confer.

FROM WINNING HEARTS & MINDS TO ACTIVATING DIFFERENT ROLES

What to stop doing, what to start doing, and why the difference determines whether climate action scales and succeeds.

The dominant model of climate engagement assumes a single funnel: raise awareness, increase concern, convert to advocacy. This research suggests why that model stalls. It's not that people lack concern. All five segments register worry about climate change. It's that the old model funnels everyone toward one mode of participation: the CARING CATALYST mode, which doesn't appeal to the other four audiences.



TREATING CLIMATE AS A LEFT-RIGHT FIGHT

The five audiences don't align on a political spectrum. Framing it as partisan writes off audiences who care but express it differently.

ASSUMING ADVOCACY IS THE ONLY PARTICIPATION.

Assuming everyone should organize or march alienates the four audiences whose contributions take different forms, e.g., normalization, legitimization, narration, and practical solutions.

SEEING SKEPTICISM AS DENIAL

Some audiences distrust institutions, not climate change. Conflating the two misreads their core motivations and pushes them toward opposition.



MEETING PEOPLE WHERE THEY ALREADY ARE.

Build pathways from existing values and identities—not conversions.

DIFFERENTIATING ASKS, MESSENGERS, PATHWAYS.

Each audience needs and wants different roles, voices, and entry points to engage.

DESIGNING FOR PARTICIPATION, NOT PERSUASION.

The bottleneck is rarely belief. Most people already care. They just need on-ramps that fit how they move through the world.

A basis for broader climate coalitions already exists: each of the five values-distinct audiences on this new map has superpowers we can activate in service of climate and livable, prosperous, secure, just futures.

THANKS FOR YOUR ATTENTION

QUESTIONS? EMAIL : HELLO@HARMONYLABS.ORG .

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