

THE BIODIVERSITY POLL CLUSTER ANALYSIS AT A GLANCE

	National Bio-connectors (8%)	Patriotic Local Bio-connectors (15%)	Young Cross country Skiers (5%)	Alone Agains (15%)	Disconnected Singles (14%)	Disconnected Religious Conservatives (14%)	Disconnected Outdoorsmen (14%)	Engaged Property Owners (16%)
Description	Highly educated, professional, upper income Highest proportion of Democrats	Most likely to have school-aged children Higher income Political moderates	Young, white, males Professional, college graduates Highest proportion of Republicans	Older women Lowest income Higher proportion of Democrats	Young, single, make less than \$35,000 a year Higher proportion of African Americans & Hispanics	Women, less educated, elderly Church goers Highest proportion of conservatives and Born Agains	Rural, blue collar, males Least educated	Married, upper income, professionals Higher proportion of Republicans
Values Widely Held	Family Future generations Nature's beauty American resource	Family Future generations Nature's beauty American resource	Family Future generations	Family Future generations Nature's beauty God	Family Future generations Nature's beauty	Family God Future generations	Family Future generations God Nature's beauty Personal use American resource	Family Future generations
Dominant Values	Future generations	Future generations American resource	Future generations	Future generations God	Future generations God	God Family	Future generations God Family	God Future generations
Profiles and Characteristics	Support environmental organizations Frequent voters	Most likely to contribute to local and state environmental organizations Frequent voters	Least likely group to value nature's connection to God Frequent voters	Divorced, widowed, or separated	Less likely to participate in politics or to vote Least likely to read a newspaper	Least active politically or recreationally	Least likely to participate in politics or go to church	Frequent voters and Church goers
Attitudes	Strong supporters of biodiversity Most likely to rate environment as top priority Value nature's right to exist	Strong supporters of biodiversity Most likely to rate cutting government spending as top priority	Most likely to agree that it is okay eliminate some species Low priority given to a number of concerns	Most concerned about water quality Most likely to believe that jobs are more important than saving habitat	Strong supporters of Endangered Species Act	Jobs more important than saving habitat Environment is a low priority Concerned about water quality	Low concern for env. issues; higher priority to improving the economy Most unaware of term biological diversity	Least support for maintaining biodiversity Environment is lowest priority Jobs more important than habitat
Where to find them	State or national parks and zoos Dependable recyclers Bird watchers, hikers, gardeners Call in to talk radio shows	Zoo and aquarium goers, bird-watchers, and gardeners Regular TV news watchers, newspaper readers, computer users	Very active - ski, hike, bicycle Computer & Internet users Read the newspaper	Watch TV news & likely to recycle	Paying attention to popular culture	Listen to talk radio shows	Hunting, fishing, camping Beaches and lakes	Own a home and like to garden Read newspapers regularly and use computers
Messages	Eco-system services Toxic/Birth defects Old forests Recreational areas	Eco-system services Toxic/Birth defects Old forests Recreational areas Places in nature	Eco-system services Toxic/Birth defects Medicine	Eco-system services Toxic/Birth defects Old forests Jobs Recreational areas	Eco-system services Toxic/Birth defects Medicines Recreational areas Old forests	Eco-system services Toxic/Birth defects Jobs Places in nature	Toxic/Birth defects Eco-system services Recreational areas	Toxic/Birth defects Eco-system services Places in nature
Message strategy	Link message to responsibility to protect the earth for future generations	Link message to responsibility to protect the earth for future generations	Link message to recreation and stewardship	Link message with economic considerations and religious values	Link message with stewardship and nature as God's work; key is motivating them to act	Link message to jobs and threats to health	Link message with losing places to hunt and fish	Link message with backyard biodiversity and protection of family