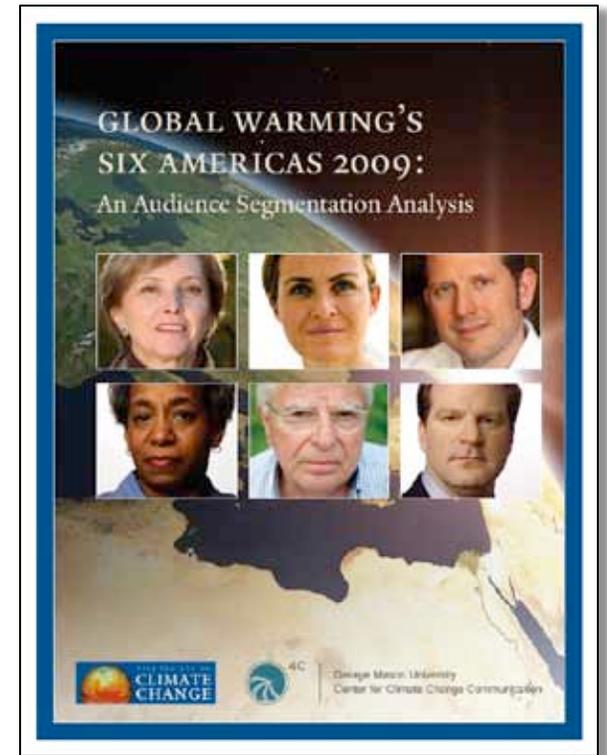
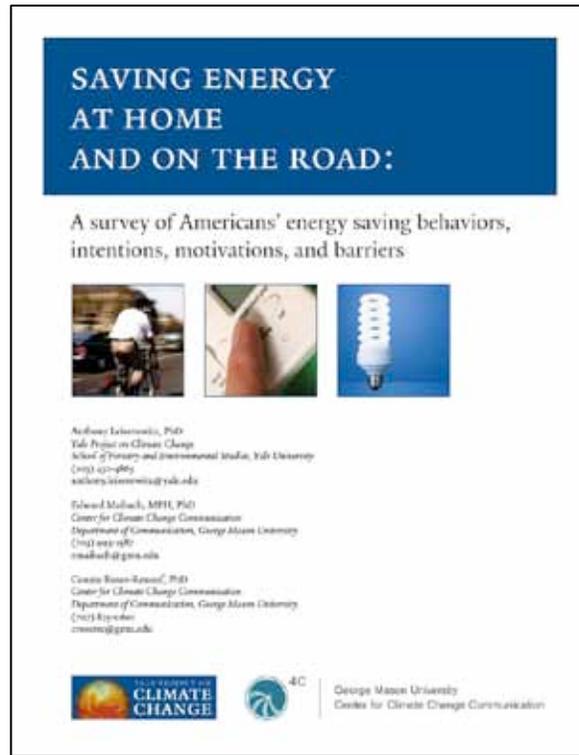
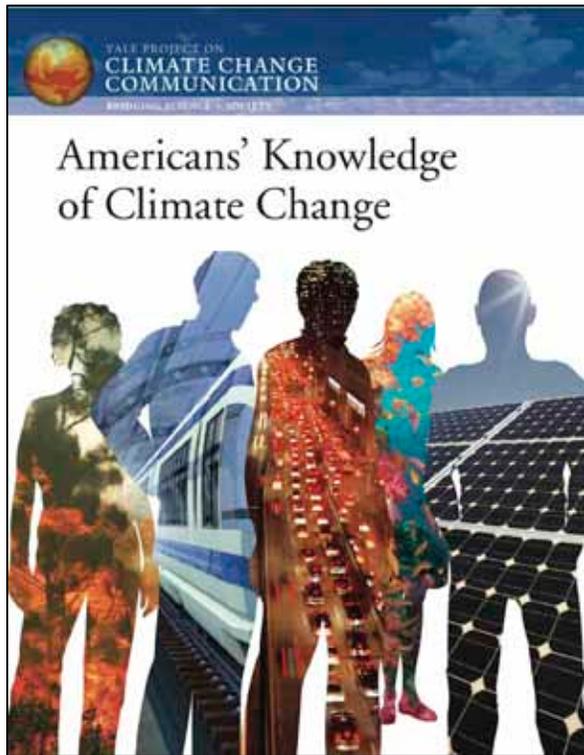




Climate Change in the Public Mind

Anthony Leiserowitz, Ph.D.
Director, Yale Project on Climate Change Communication

environment.yale.edu/climate



environment.yale.edu/climate

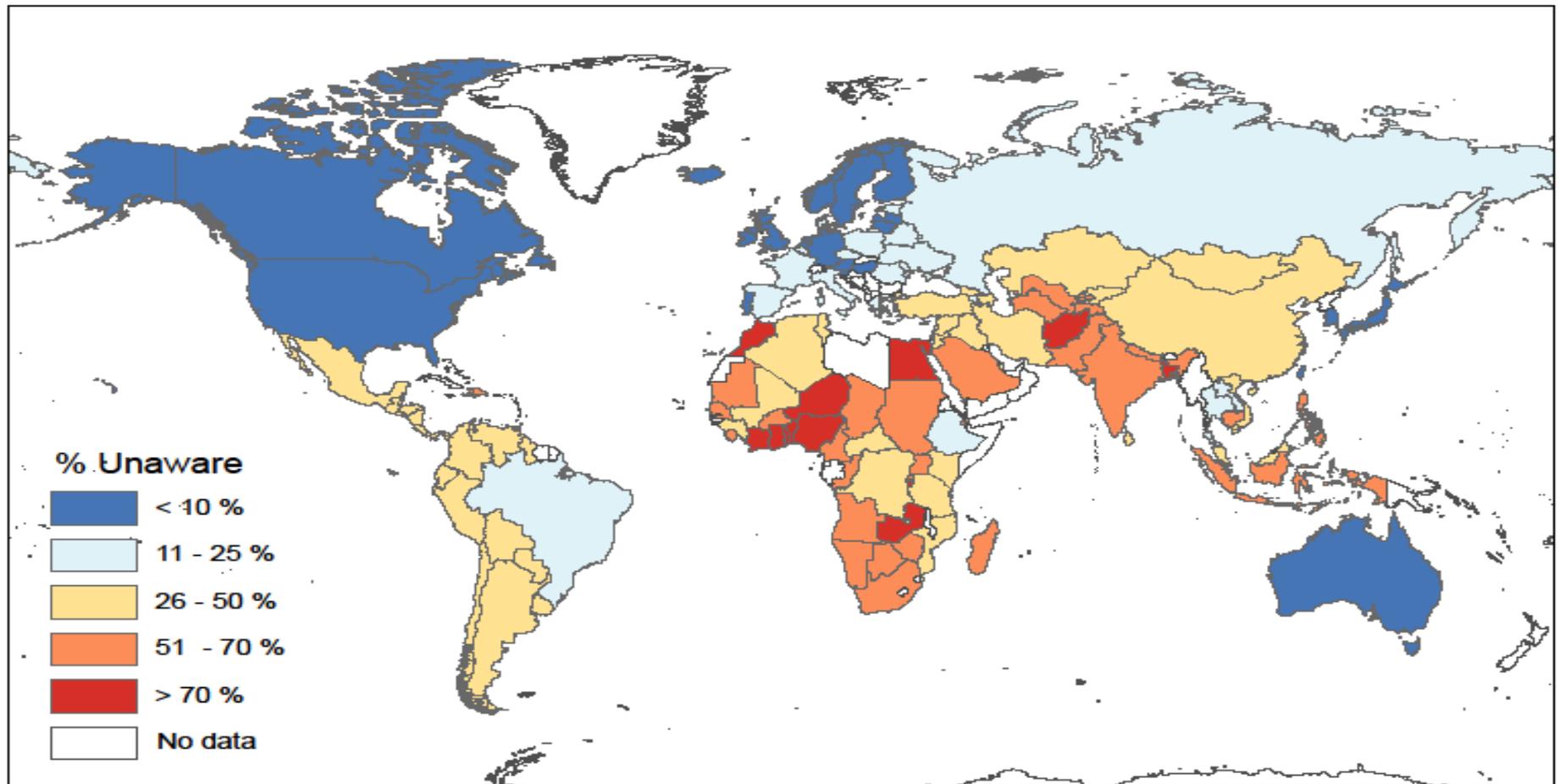
Gallup World Poll Methodology

- Annual survey since 2007
- 120 to 150 countries each year, ~95% of global population (aged 15 & over)
- Nationally representative (urban & rural)
- Typically $n = 1000$
- Questions include a wide range of topics e.g., food & shelter, well-being, politics, values, environment.

“Unaware” of Climate Change

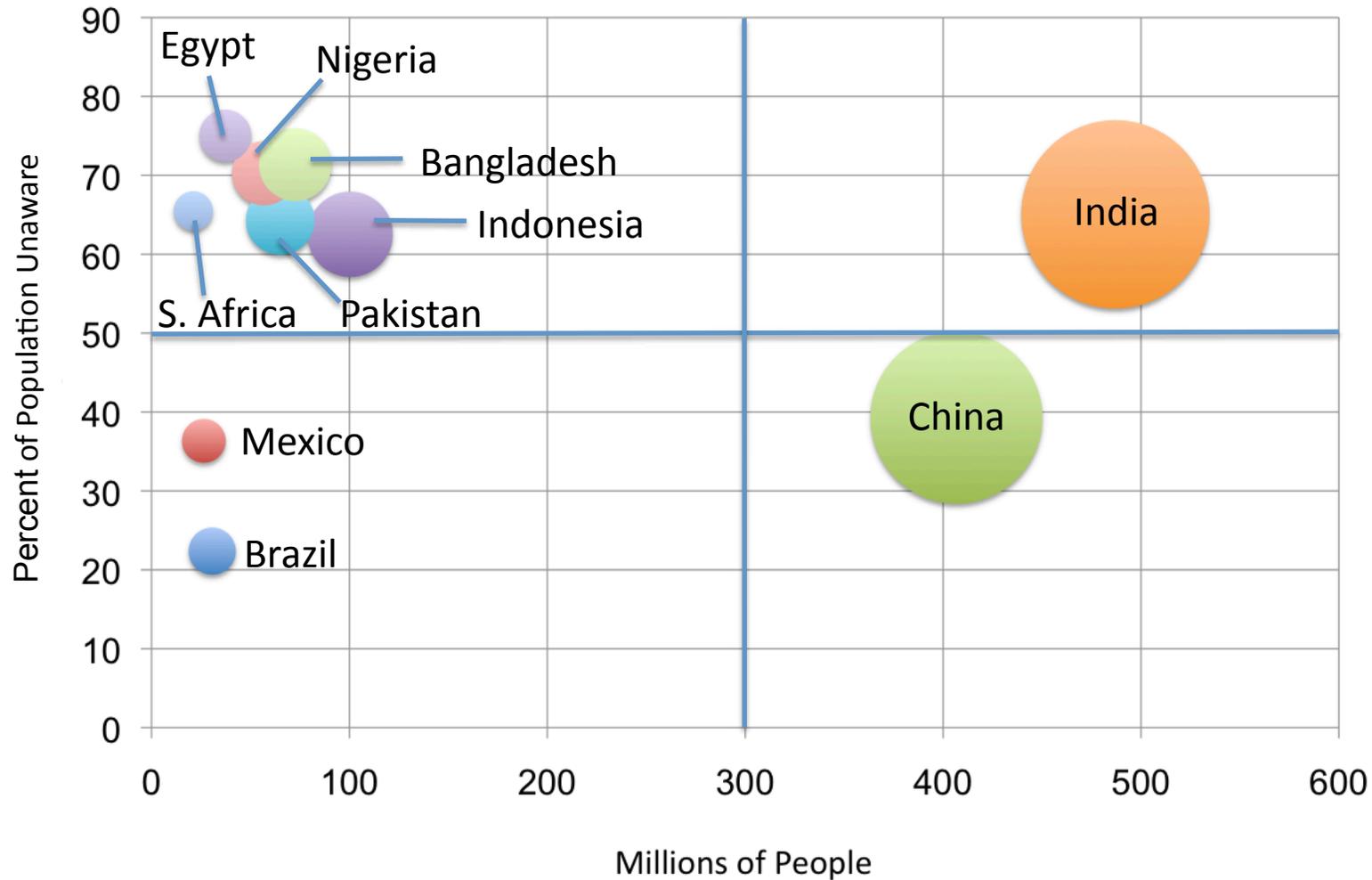
“How much do you know about global warming or climate change?”

(I've never heard of it; don't know; refused)

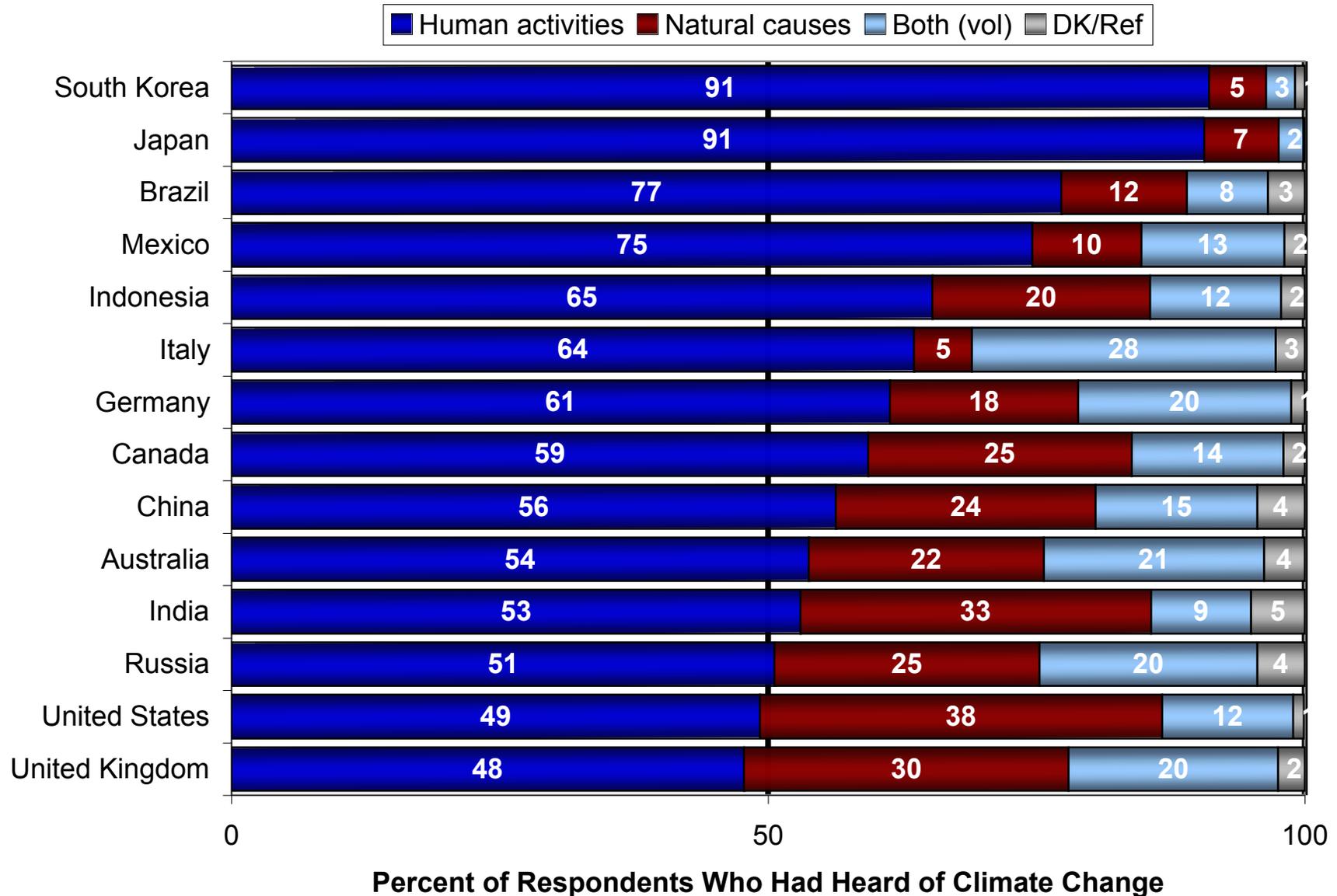


J. Marlon, University of Oregon

Percent and Size of Population Unaware of Climate Change

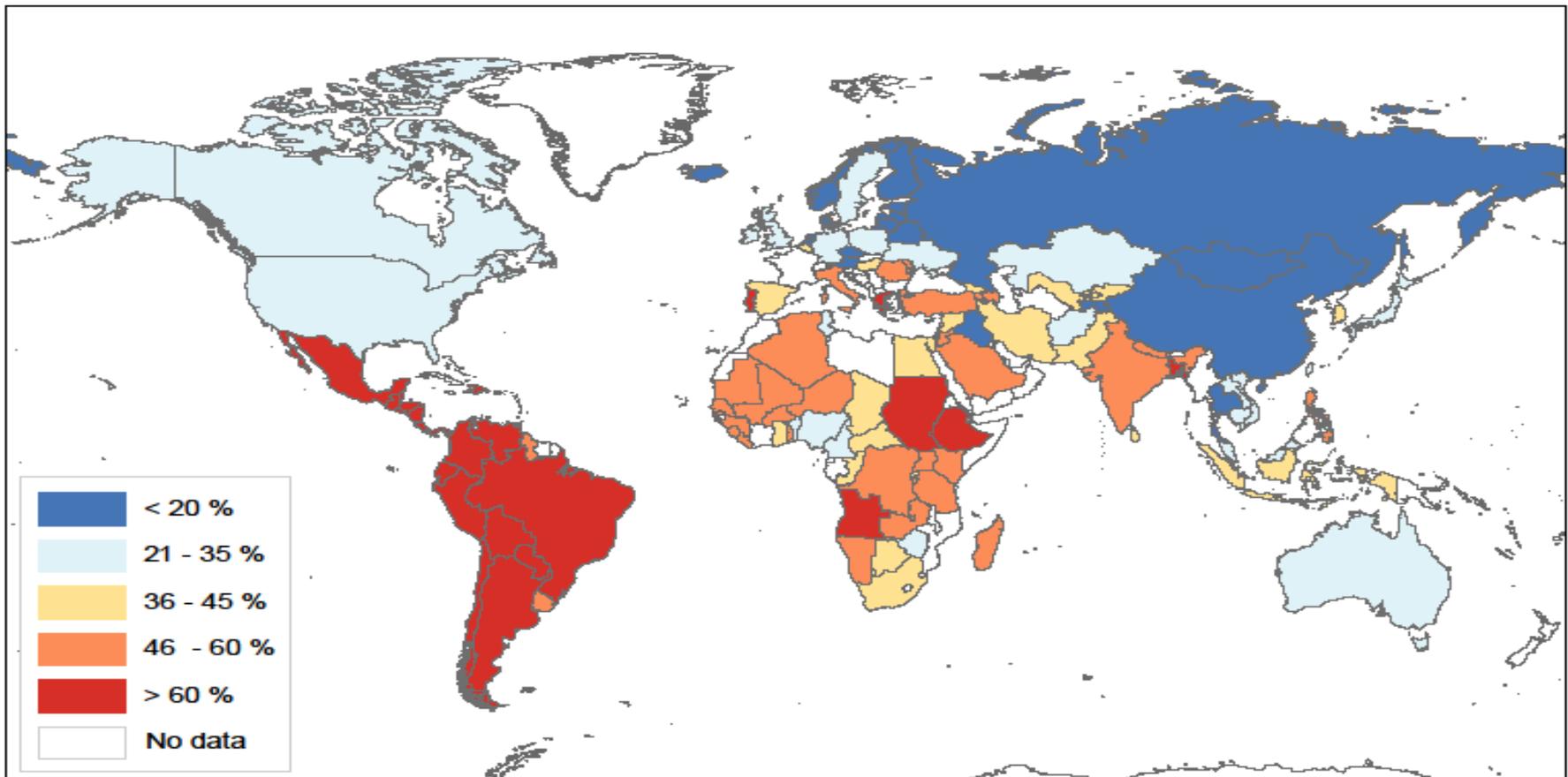


Major Emitters: Knowledge of the Cause of Climate Change



Risk Perception

“How serious of a threat is global warming to you and your family?”
(percent of the “Aware” that said “very serious”)
n = 127,207 in 128 countries (2007- 2008)

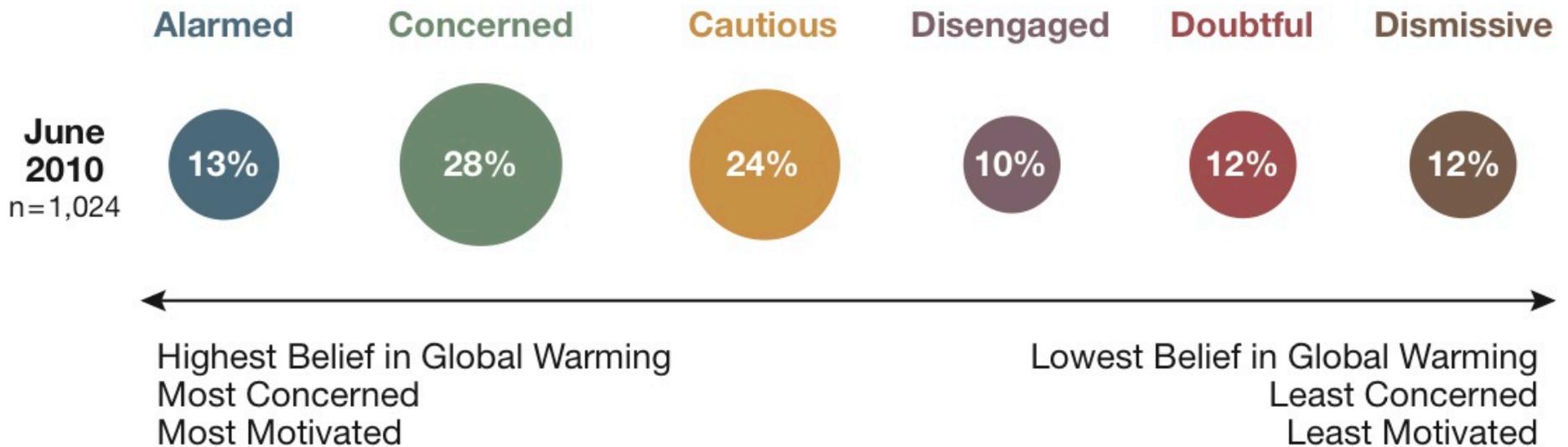


J. Marlon, University of Oregon

The Global Picture

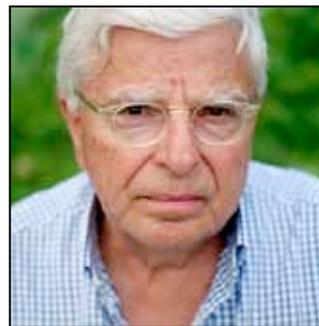
- Approximately 40% or 1.9 billion worldwide are unaware of climate change. Often the most vulnerable.
- Among the major emitting countries:
 - Majorities understand that climate change is caused by human activities.
 - However, large minorities in the US, India, U.K., Russia, Canada, China, and Australia believe climate change is due to natural causes.
 - Developing countries perceive climate change as a greater threat than developed countries (except China).
- Social change (shifts in knowledge, values, attitudes, policy, and behavior), however, occurs primarily **within** countries.

Global Warming's "Six Americas"



Proportion represented by area

Source: Yale Project on Climate Change Communication



“If you could ask an expert on global warming one question, which question would you ask?”

What can the US do to reduce global warming?

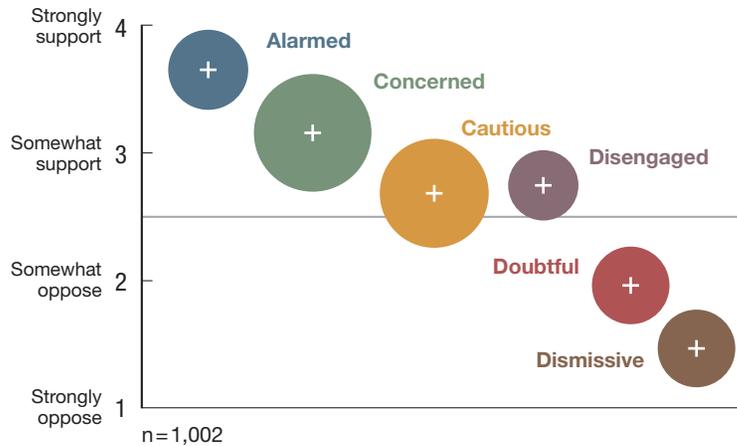
How do you know that global warming is occurring?

What harm will global warming cause?

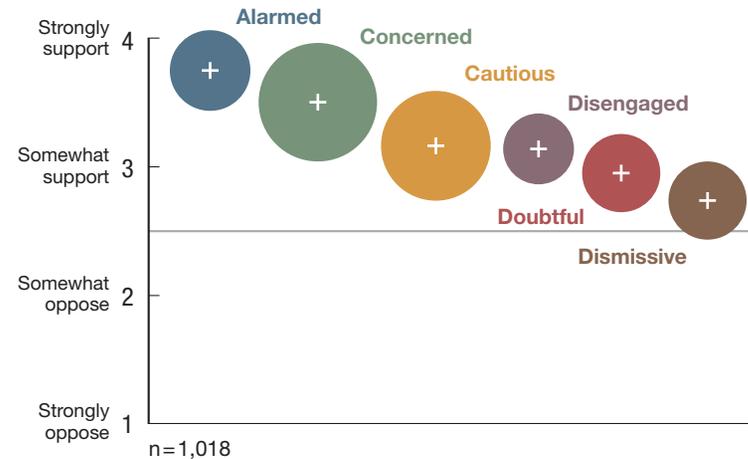


Support for Climate & Energy Policies

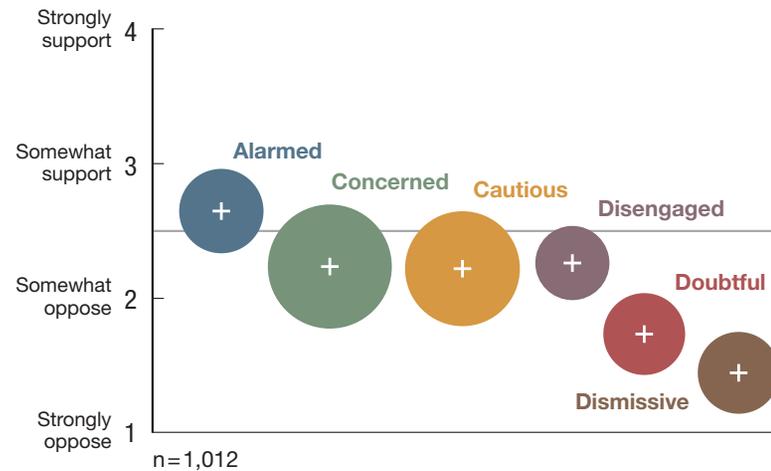
An International Treaty



Renewable Energy Research

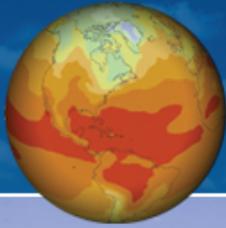


A 25 Cent Gas Tax



Summary

- The first rule of effective communication is “**Know Thy Audience**”.
- Establishing the baseline of public understanding and identifying the key audiences are critical first steps in an effective education, communication, or social change strategy.
- For example, in the U.S. there are 6 distinct “Americas” that have dramatically different knowledge, values, policy support, and potential for behavioral change – each requiring a tailored approach.
- Research to identify and profile different audiences can greatly improve the effectiveness of campaigns to raise public awareness, inform public priorities, and shift mass behavior towards more sustainable choices and lifestyles.



YALE PROJECT ON
**CLIMATE CHANGE
COMMUNICATION**

BRIDGING SCIENCE + SOCIETY

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