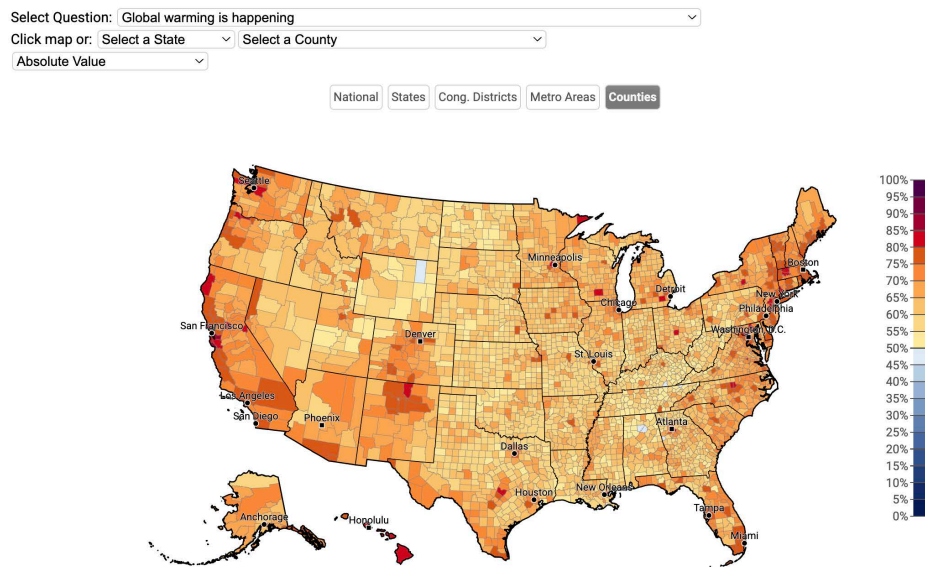


Welcome to the Yale Climate Opinion Maps. This tool is a fantastic way to examine how Americans' climate change opinions vary across the country. This question guide will help you navigate this interactive tool. You will be able to see how climate change beliefs in your own community compare to climate change beliefs across America as a whole.

## PART I: GETTING TO KNOW THE YALE CLIMATE OPINION MAPS

- 1 Go to this link: <https://climatecommunication.yale.edu/visualizations-data/ycom-us/>
- 2 Scroll down to where you see the image below. Do you see where it says, "Select Question"? Circle it! What question or statement is the map currently showing information about?

Estimated % of adults who think that global warming is happening (nat'l avg. 72%), 2024



1. Find the most recent Yale Climate Opinion Map data in YPCCC's Visualizations and Data tab.

These resources are in the creative commons. Please credit the [Yale Program on Climate Change Communication](#) and [Yale Climate Connections](#).

3

Notice that different parts of the map are shaded in different colors.

a. What do the shaded sections on the map represent? (Hint: look at the legend to the left of the map):

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b. What do the different colors tell us? (Hint: look at the legend to the right of the map):

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c. Which counties have a greater percentage of people who think that global warming is happening: counties that are shaded in orange or counties that are shaded in blue?

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4

Looking at the legend to the left of the map, we see that we can find how America as a nation responds to the statement “Global warming is happening.” Click on “National” What percentage of Americans believe that global warming is happening?

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5

Great job! Now let’s see how that *national average* compares to *your state*. Click “States.” On the map, click on or hover your mouse over your state.

a. What state do you live in? What percentage of people in your state believe that global warming is happening?

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b. Is this percentage higher or lower than the national average? \_\_\_\_\_

c. Click on or hover your mouse over a state that *borders* yours. What state is it? How does its percentage of people who believe that global warming is happening compare to the percentage in your state?

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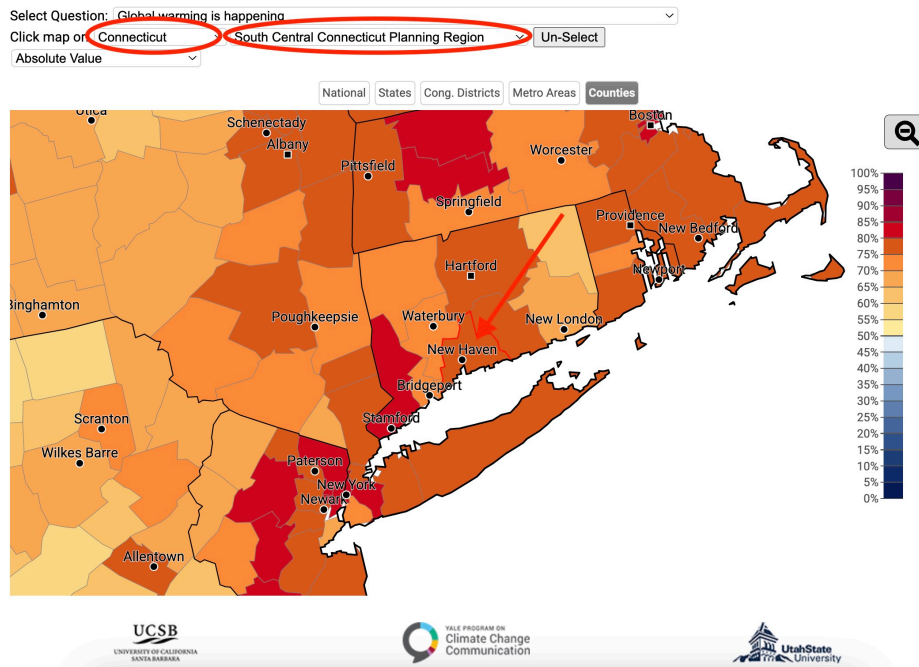


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6

Let’s zoom in even further. We will now see what percentage of *your county* believes that global warming is happening. Click on “County” in the key to the left of the map. Then, above the map, select your state and county. Your county will then be outlined in red on the map as seen in the example image below.

Estimated % of adults who think that global warming is happening (nat'l avg. 72%), 2024



a. What county do you live in? What percentage of people in your county believe that global warming is happening?

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b. Is this percentage higher or lower than the national average? \_\_\_\_\_

c. Click on or hover your mouse over a county that *borders* yours. What county is it? How does its percentage of people who believe that global warming is happening compare to the percentage in your county?

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**7** Now, you will get to do some of your own research. Do you see above the map where you can “Select Question”? Choose 3 questions and fill out the table below. The first row has been completed as an example:

Question	Answer for your county	Answer for your state	Write a statement comparing the data from your county to the data from your state
Worried about global warming.	68% of people in my county (New Haven County) are worried about global warming.	68% of people in my state (Connecticut) are worried about global warming.	The same percentage of people in my county and my state are worried about global warming.

**8** What are your reactions to your findings? What surprised you and why?

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**PART II: APPLICATION: USING YCOM IN POLICY DECISION-MAKING**

Imagine that you work for the governor of Louisiana and want to pass a new policy to help reduce climate change. But you are not sure what the people of Louisiana think about the issue. You'll have to do some research using the Yale Climate Opinion Maps.

**9** What percentage of Louisiana citizens believe global warming is happening?

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**10** What percentage of Louisiana citizens believe global warming is caused mostly by human activities?

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**11** Based on your responses to questions 9 and 10, do you think it will be challenging to get Louisiana citizens to support a policy to help reduce climate change? Why or why not?

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**12** You have been thinking a lot about what type of climate change policy to propose and you have narrowed it down to three options:

- a. Fund (pay for) research into renewable energy sources
- b. Require schools to teach about climate change
- c. Stop expansion of offshore drilling for oil and natural gas off the U.S. coast (In other words, ban drilling for oil and natural gas in the seas off the U.S. coast).

Based on the data from the Yale Climate Opinion Maps, which of these three policies do you think Louisiana citizens would support the most and why? Make sure to use specific data to support your choice. (Hint: Check out the “Select Question” function to see how Louisianians feel about each of these policies).

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**13** Now that you have decided which policy you would like to pass, how will you convince Louisiana citizens to support it? What will you say to them? How will you communicate with them (i.e. TV ads, social media, flyers, etc.)?

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**14** In the box below, draw/represent your answer to question 13. For example, if you're going to make a billboard, draw what it will look like. If you are going to use social media to get people to vote for your policy, write a tweet, design an Instagram post, or storyboard a TikTok.

**15** Reflection: Do you think that the Yale Climate Opinion Maps tool is an effective way to show how people think about climate change across America? Why or why not? Do you think there is a better way to convey this information (e.g., a video, book, article, etc.)?

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**16** Which of the three policies do you think that the people of your own state would support the most and why?

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## EXTENSION SUGGESTIONS

- Explore how your state/county responds to questions from the Americans’ Interest in Climate News 2020 map, at <https://climatecommunication.yale.edu/visualizations-data/climatenews2020/>.
- Complete the Climate Change Communication Investigation activity, where you can conduct research about climate change beliefs in your own communities.

