

Most Americans are not simply climate change “believers” or “deniers.” In fact, research from the Yale Program on Climate Change Communication shows that Americans respond to climate change in six different ways. We call these Global Warming’s Six Americas.

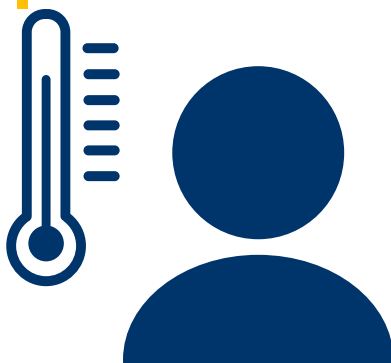
Figure 1: Visual representation of the Six Americas.

INSTRUCTIONS

Read the text on the following pages to learn more about each of the Six Americas audiences.

EXTENSION SUGGESTIONS

- Take the Six Americas Super Short Survey (SASSY) at <https://climatecommunication.yale.edu/visualizations-data/sassy/> to see which of the Six Americas you are in.



- Explore our Six Americas webpage at <https://climatecommunication.yale.edu/about/projects/global-warmings-six-americas/> where you can learn more about the Six Americas.
- Check out our [Role Play](#) and [Decoding the Data](#) activities to explore the Six Americas further.



WHO THEY ARE:

- More likely to be:
 - Liberal
 - Less religious than the national average
- Enjoy keeping up with the news
- Participate in charity and social organizations

BELIEFS ABOUT CLIMATE CHANGE:

- Global warming is happening and human-caused.
- Understand that scientists agree that climate change is happening.
- Climate change is a very serious threat to themselves, their families, and their community.
- People are already being harmed or will be in the next 10 years.
- Very likely to conserve energy and carpool or bike.
- Strongly favor policies that reduce greenhouse gas emissions.

EFFECTIVE COMMUNICATION STRATEGIES:

- Need clear suggestions about how they can be a part of the solution (i.e. what they should buy, what they should talk about with elected officials, etc.)
- Messages about the dangers of climate change for people in other nations and future generations will be well-received.



WHO THEY ARE:

- Politically more liberal and moderate
- Enjoy keeping up with the news
- Participate in charity and social organizations

BELIEFS ABOUT CLIMATE CHANGE:

- Global warming is happening and human-caused.
- Understand that scientists agree that climate change is happening.
- Less worried than the Alarmed.
- Climate change is a threat to themselves, their families, and their community, but more for future generations and other species.
- People will be harmed in 10 years or more from now.
- Likely to conserve energy and somewhat likely to carpool or bike.
- Strongly favor policies that reduce greenhouse gas emissions.

EFFECTIVE COMMUNICATION STRATEGIES:

- Need clear suggestions about how they can be a part of the solution (i.e. what they should buy, what they should talk about with elected officials)
- Emphasizing that climate change impacts are here and now, including impacts on human health.



Cautious

WHO THEY ARE:

- More likely to be:
 - Younger
 - Less educated
 - Close to average American income
- Believe that government regulation of business does more harm than good
- Get news mostly from TV; trust TV to deliver news accurately

BELIEFS ABOUT CLIMATE CHANGE:

- Less likely to think that climate change is happening or that it is caused by people.
- Only half believe that scientists agree that climate change is happening.
- Concerned about climate change, but think it is a distant threat—people will be harmed 10 or 20 years from now.
- Less likely to think that the actions of individual people or nations can make a difference.
- Only somewhat likely to conserve energy and somewhat likely to carpool or bike.
- Somewhat supportive of policies that reduce greenhouse gas emissions.

EFFECTIVE COMMUNICATION STRATEGIES:

- Messages should emphasize strong scientific agreement about climate change.
- Messages should emphasize human causes of climate change.
- Give examples of how individuals can make a difference.



Disengaged

WHO THEY ARE:

- More likely to be:
 - Religious
 - Least educated
 - Lowest income
- Low involvement in politics

BELIEFS ABOUT CLIMATE CHANGE:

- Have given the issue of climate change little to no thought; do not know a lot about climate change.
- Don't view climate change as something relevant to them.
- Unlikely to recognize benefits or drawbacks of taking action against climate change.

EFFECTIVE COMMUNICATION STRATEGIES:

- Messages should emphasize strong scientific agreement about climate change.
- Messages should emphasize local and current impacts of climate change.



Doubtful

WHO THEY ARE:

- More likely to be:
 - Moderate income
 - Conservative
- Oppose government intervention
- Distrustful of news media, gets news from a variety of sources (radio, TV, internet)
- Involved with veteran's groups, not charity groups

BELIEFS ABOUT CLIMATE CHANGE:

- Less likely to think that climate change is happening or that it is caused by people.
- If it is, it is a distant threat – will not harm people for 50-100 years.
- Not likely to conserve energy and/or take public transit.
- Oppose increasing taxes on gas and other policies where consumers have to pay.
- Somewhat oppose the U.S. being a part of an international climate change control treaty.

EFFECTIVE COMMUNICATION STRATEGIES:

- Messages should come from a trusted source.
- Messages should stress economic benefits of renewable energy, energy conservation, and reducing burning of fossil fuels.



WHO THEY ARE:

- More likely to be:
 - Educated
 - Religious
 - Conservative
- Believe that government regulation of business does more harm than good.
- Highly distrustful of news media, most likely to watch Fox News.
- Participate in church or professional associations.

BELIEFS ABOUT CLIMATE CHANGE:

- Do not believe that climate change is happening or that it is caused by humans.
- Believe that scientists disagree about whether or not climate change is happening.
- Oppose increasing taxes on gas and other policies where consumers have to pay.
- Strongly oppose the U.S. being a part of an international climate change treaty.
- Oppose policies that reduce greenhouse gas emissions.

EFFECTIVE COMMUNICATION STRATEGIES:

- Focus on benefits of a clean energy economy:
 - Moving away from dependence on foreign oil
 - Growth of new American industries
- Evangelical leaders have started to discuss climate change as a moral issue:
 - Effects on vulnerable populations
 - Effects on ecosystems
- This group is hard to reach; important to offer groups with opposing positions reasons to move forward together.