



Climate Indicators; Communication Considerations

June 17, 2013

Jonathan Parfrey □ Climate Resolve



Climate Indicators - Communication

- Communicating climate indicators
- State of public concern on climate change
- Consider the audience
 - state agency staff
 - state policymakers
 - local government agency staff
 - local policymakers
 - media
 - general public
 - academic community

Communicating climate indicators

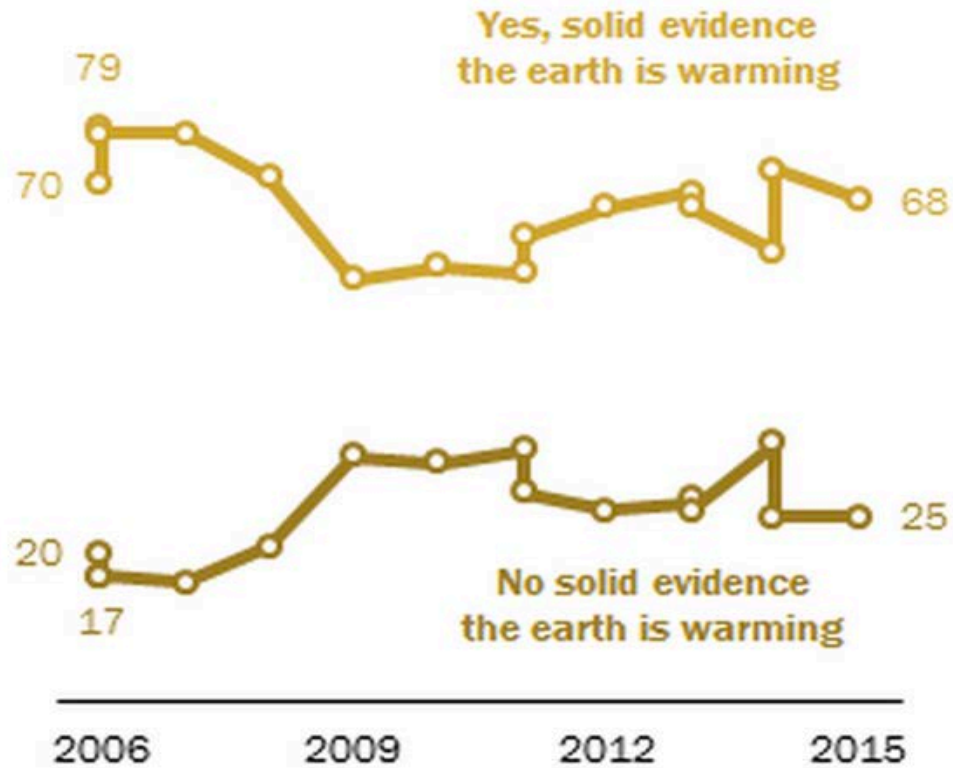
- Forming policy
- Media release
 - Maryland example
- Public hearings

State of public concern on climate change

Pew Study | May-June 2015

Little Change in Views of Whether the Earth Is Warming

% who say...

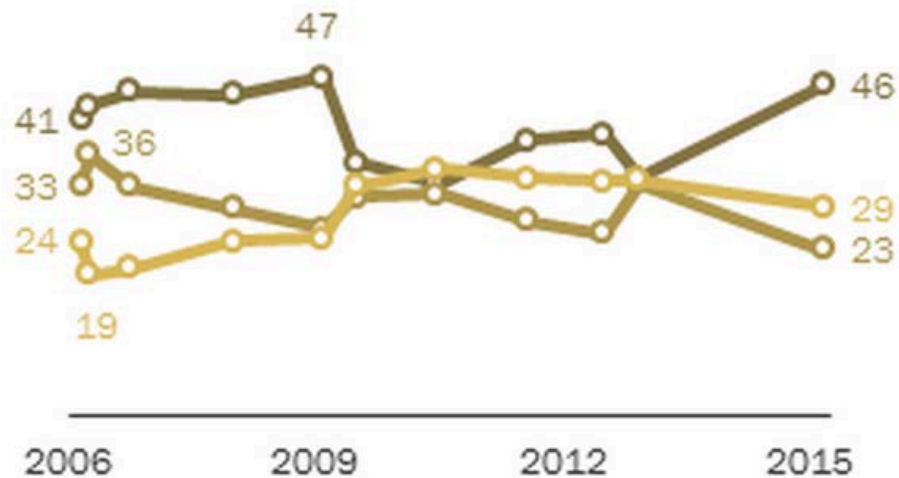


Pew Study | May-June 2015

But Share who Say Global Warming Is a Very Serious Problem Is on the Rise

How serious a problem is global warming? (%)

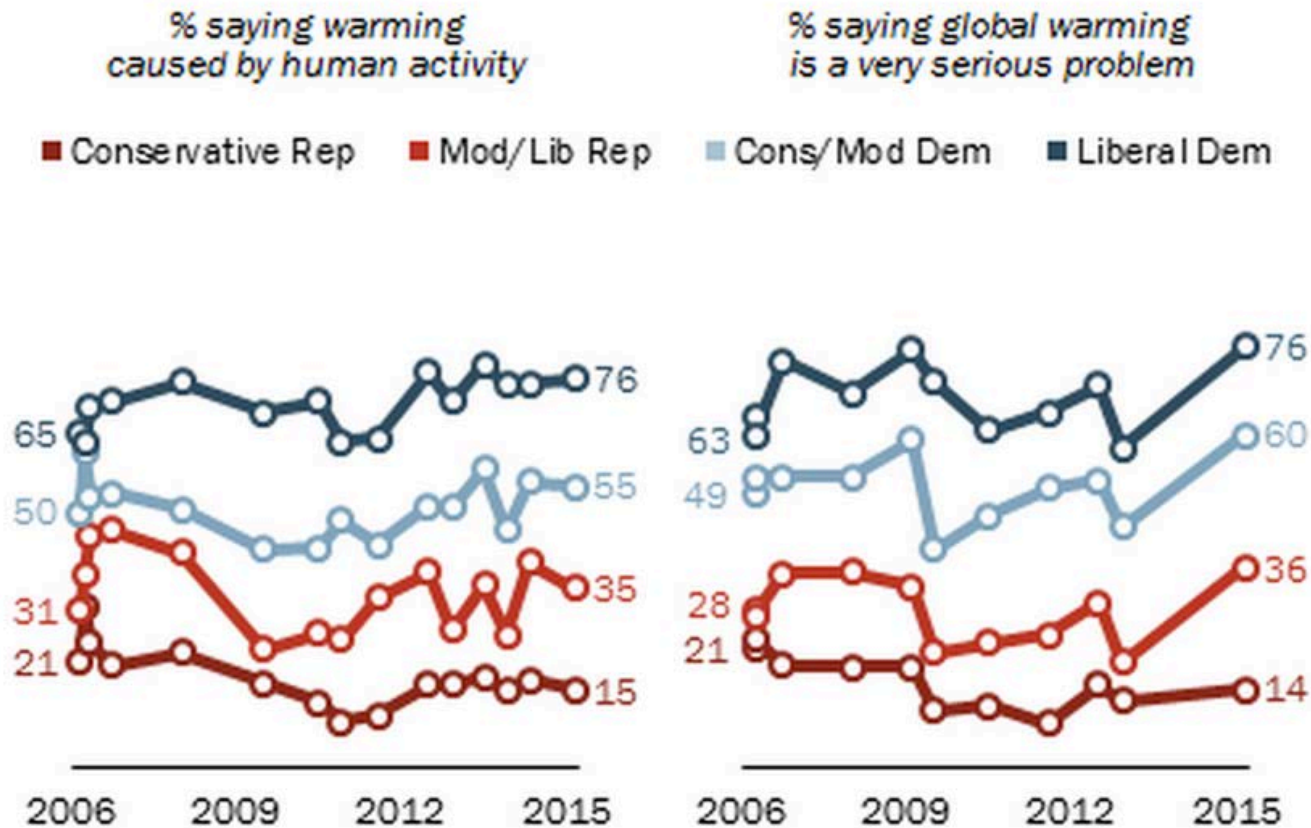
Very Somewhat Not too/Not at all



Survey conducted May 5-June 7, 2015.

Pew Study | May-June 2015

Growing Share of Most Ideological Groups Say Global Warming Is a Very Serious Problem



Survey conducted May 5-June 7, 2015.

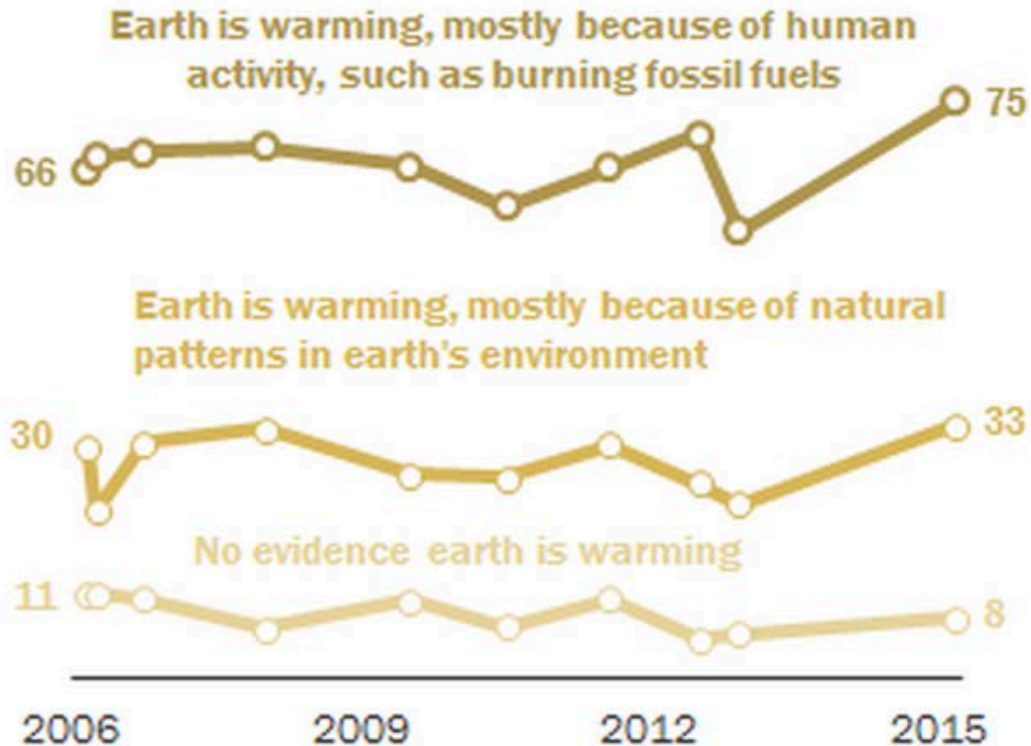
PEW RESEARCH CENTER

Pew Study | May-June 2015

Concern Up Among Those Who Say Global Warming Due to Human Activity

% saying global warming is a 'very serious' problem

Among those who say...



Pew Study | May-June 2015

% saying global warming is a ____ serious problem

	Very	Somewhat	Not too/ Not a problem	DK/Ref
	%	%	%	%
Total	46	23	29	2=100
Men	42	22	34	2=100
Women	50	23	24	2=100
White	39	24	34	2=100
Black	54	21	22	3=100
Hispanic	65	18	15	2=100
18-29	51	25	23	2=100
30-49	47	23	28	2=100
50-64	44	22	32	2=100
65 and older	41	20	35	4=100
College grad+	51	24	24	2=100
Some college	44	24	30	2=100
HS or less	45	21	31	3=100

Survey conducted May 5-June 7, 2015. Whites and blacks include only those who are not Hispanic; Hispanics are of any race.

Six Americas

The Six Americas Audience Segments

Alarmed Concerned Cautious Disengaged Doubtful Dismissive

October
2014
n=1,272



Highest Belief in Global Warming
Most Concerned
Most Motivated

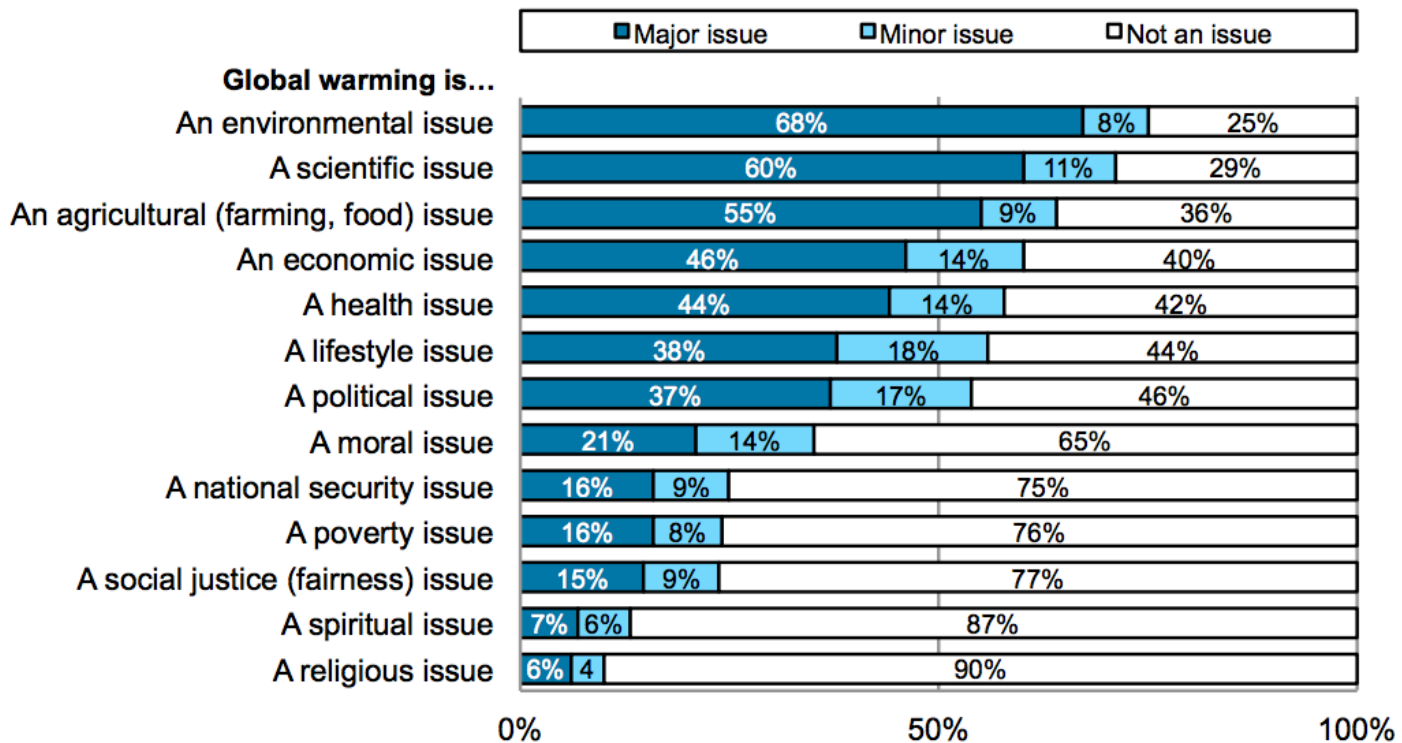
Lowest Belief in Global Warming
Least Concerned
Least Motivated

Proportion represented by area

Source: Yale / George Mason University

Yale / George Mason | March 2015

Majorities of Americans Think Global Warming Is a Major Environmental, Scientific, and/or Agricultural Issue

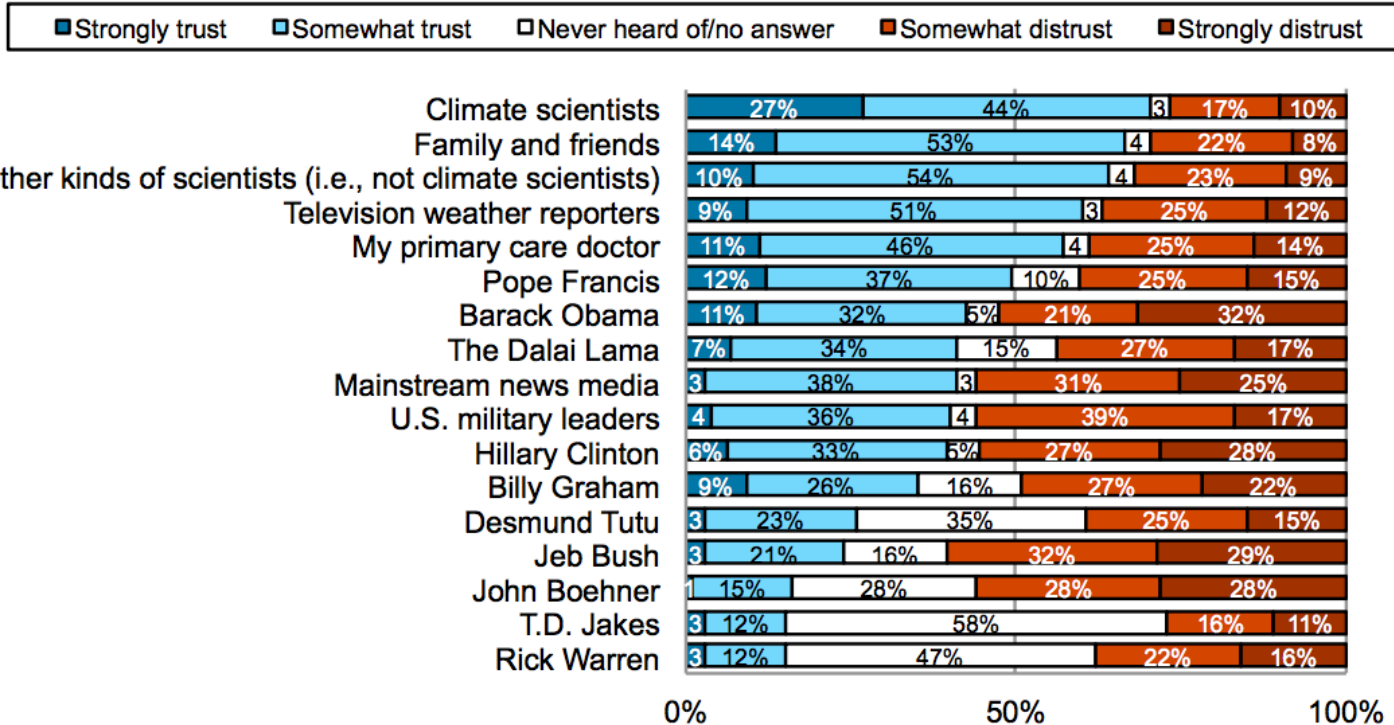


In your opinion, do you think global warming is...; Do you think global warming is a *major* or *minor*...

Base: Americans 18+ (n=1,263). March, 2015.

Yale / George Mason | March 2015

Majorities of Americans Trust Climate Scientists, Family and Friends, Other Kinds of Scientists, TV Weather Reporters, and Their Primary Care Doctor as Sources of Global Warming Information



How much do you trust or distrust the following as a source of information about global warming?

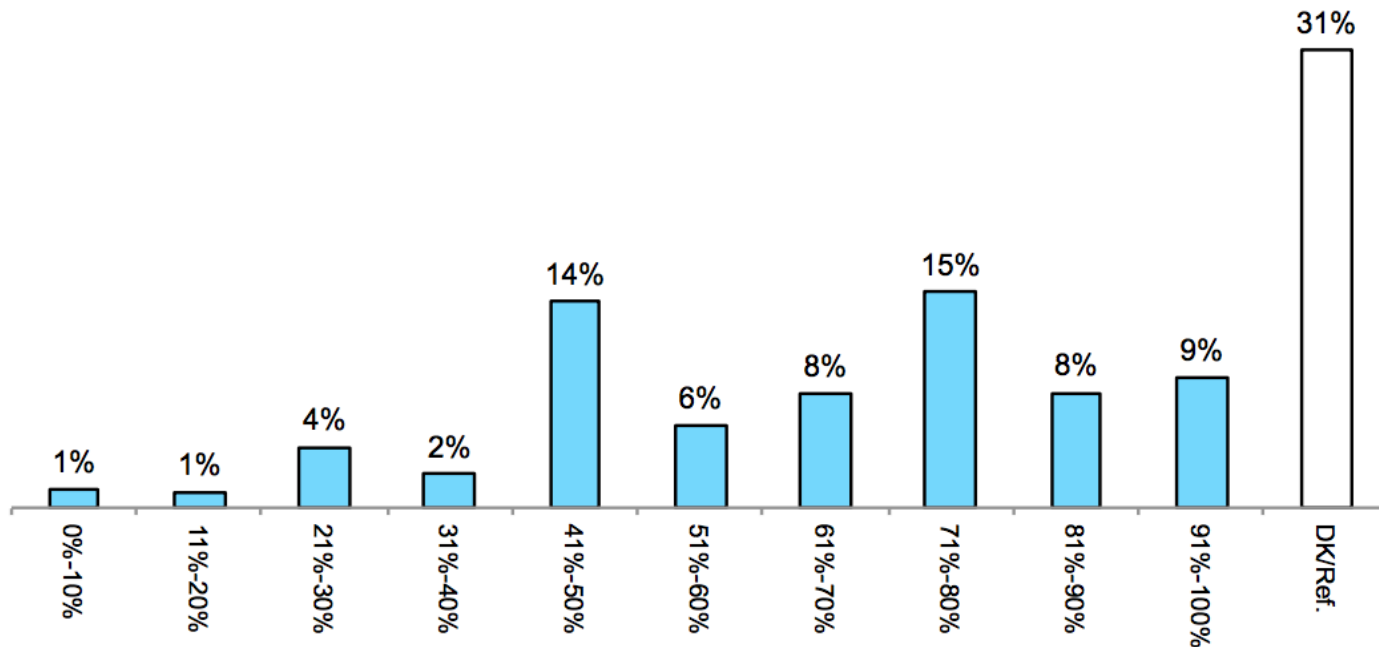
Base: Americans 18+ (n=1,263). March, 2015.



George Mason University
Center for Climate Change Communication

Yale / George Mason | March 2015

About One in Ten Americans Understands That More Than 90% of Climate Scientists Have Concluded Human-Caused Global Warming Is Happening



To the best of your knowledge, what percentage of climate scientists think that human-caused global warming is happening? Please click on the slider bar below to indicate your answer. You can slide the indicator to the position that best describes your opinion. If the slider does not work, you can enter a number in the number box.

Base: Americans 18+ (n=1,263). March, 2015.

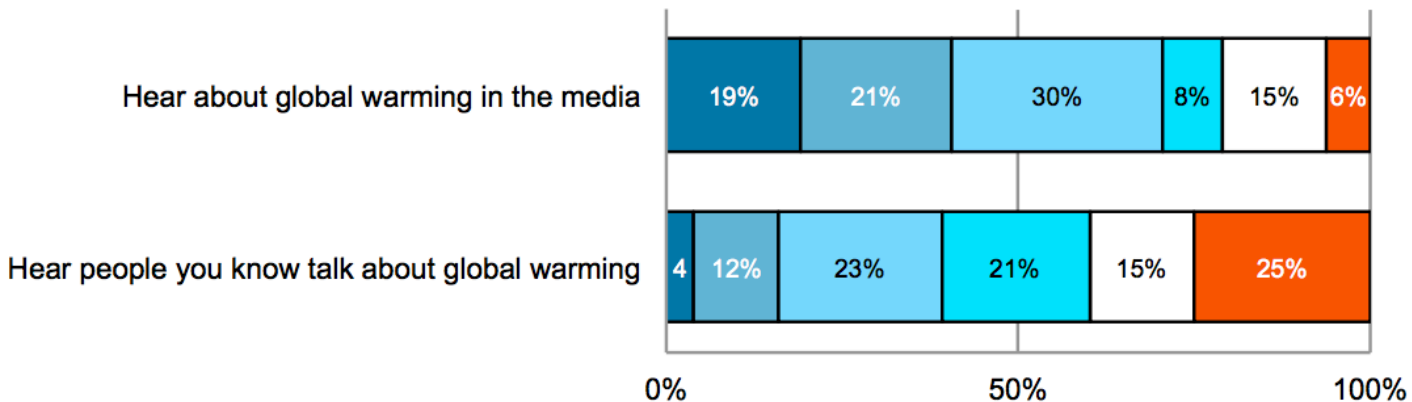


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Yale / George Mason | March 2015

Only Four in Ten Americans Hear About Global Warming in the Media At Least Once a Month; Fewer Hear About It From People They Know

■ At least once a week ■ At least once a month ■ Several times a year ■ Once a year or less ■ Not sure/No answer ■ Never



About how often do you hear about global warming in the media (TV, movies, radio, newspapers/news websites, magazines, etc.)?

About how often do you hear other people you know (your family, friends, co-workers, etc.) talk about global warming?

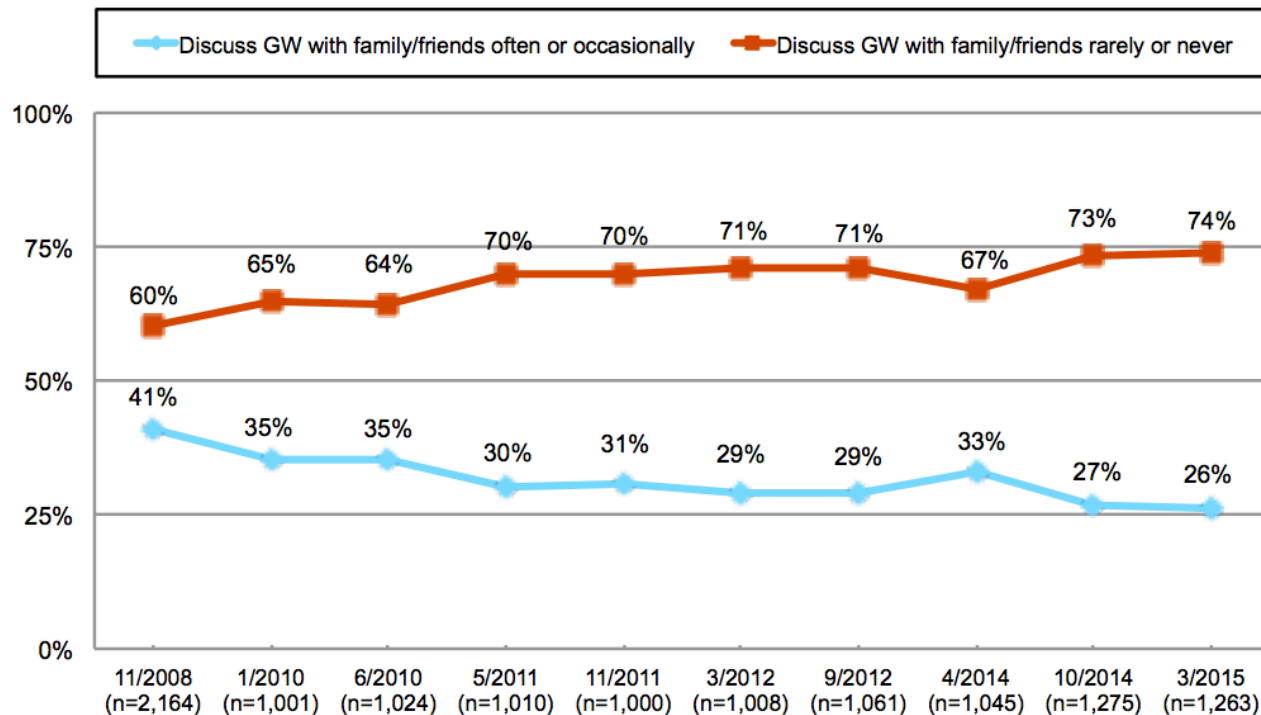
Bases: Americans 18+. March, 2015.



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Few Americans Say They “Often” or “Occasionally” Discuss Global Warming With Family and Friends; Number Has Declined Over the Years



How often do you discuss global warming with your family and friends?

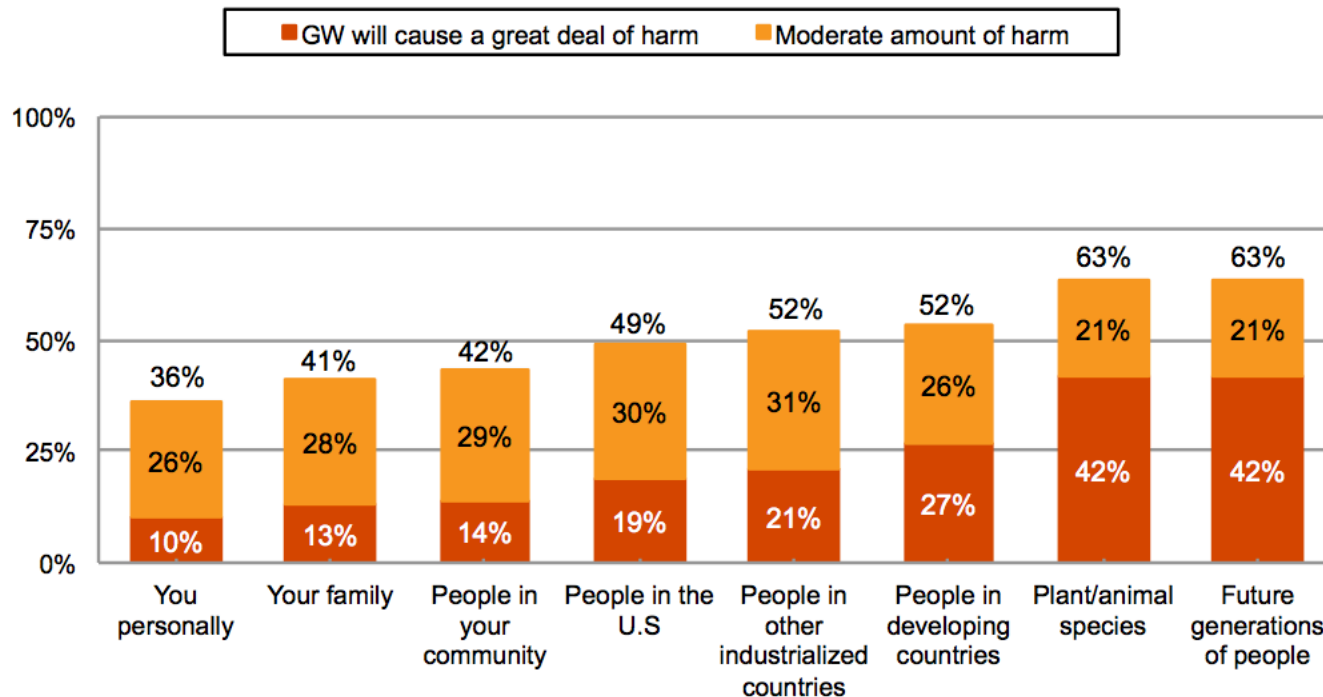
Base: Americans 18+. March, 2015.



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Most Americans Think Global Warming Is a Relatively Distant Threat



How much do you think global warming will harm...?

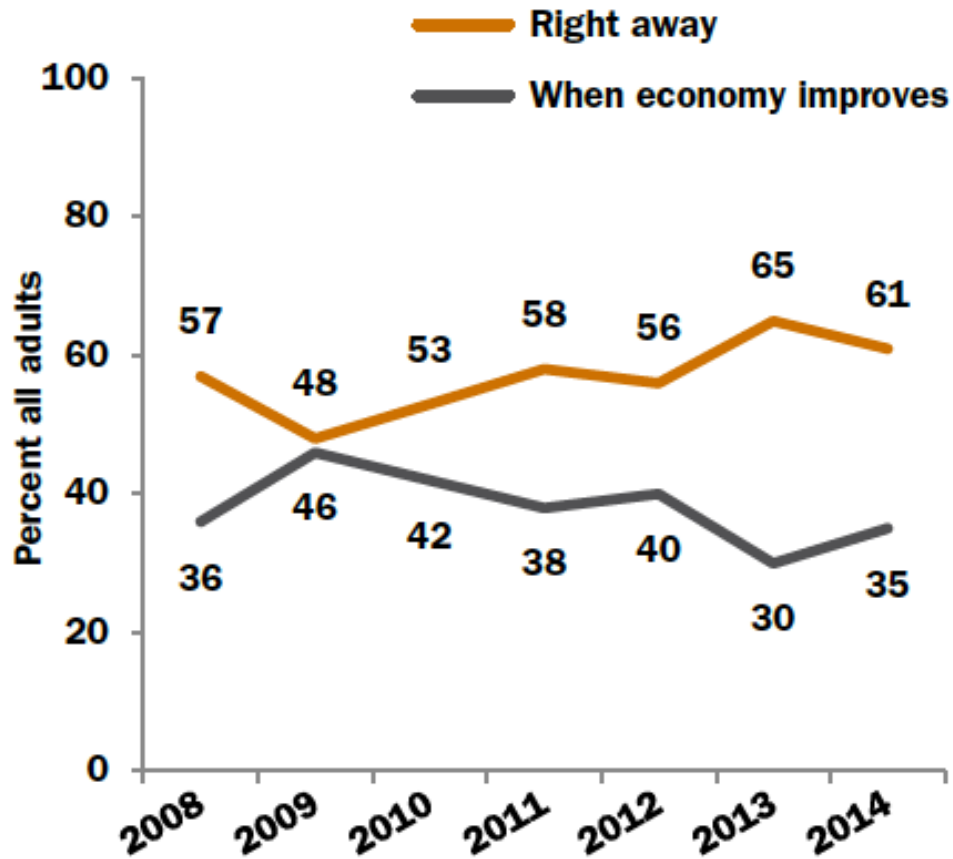
Base: Americans 18+ (n=1,263). March, 2015.



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PPIC | July 2014

When the State Should Take Action to Reduce Emissions



PPIC | July 2014

“How serious of a threat is global warming to the economy and quality of life for California’s future?”

	All adults	Race/Ethnicity				Likely voters
		Asians	Blacks	Latinos	Whites	
Very serious	49%	50%	54%	57%	43%	46%
Somewhat serious	31	39	33	34	28	25
Not too serious	9	9	8	5	11	10
Not at all serious	10	2	3	3	17	17
Don't know	1	1	3	1	2	2

Consider the audience

- state agency staff
- state policymakers
- local government agency staff
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- media
- general public
- academic community



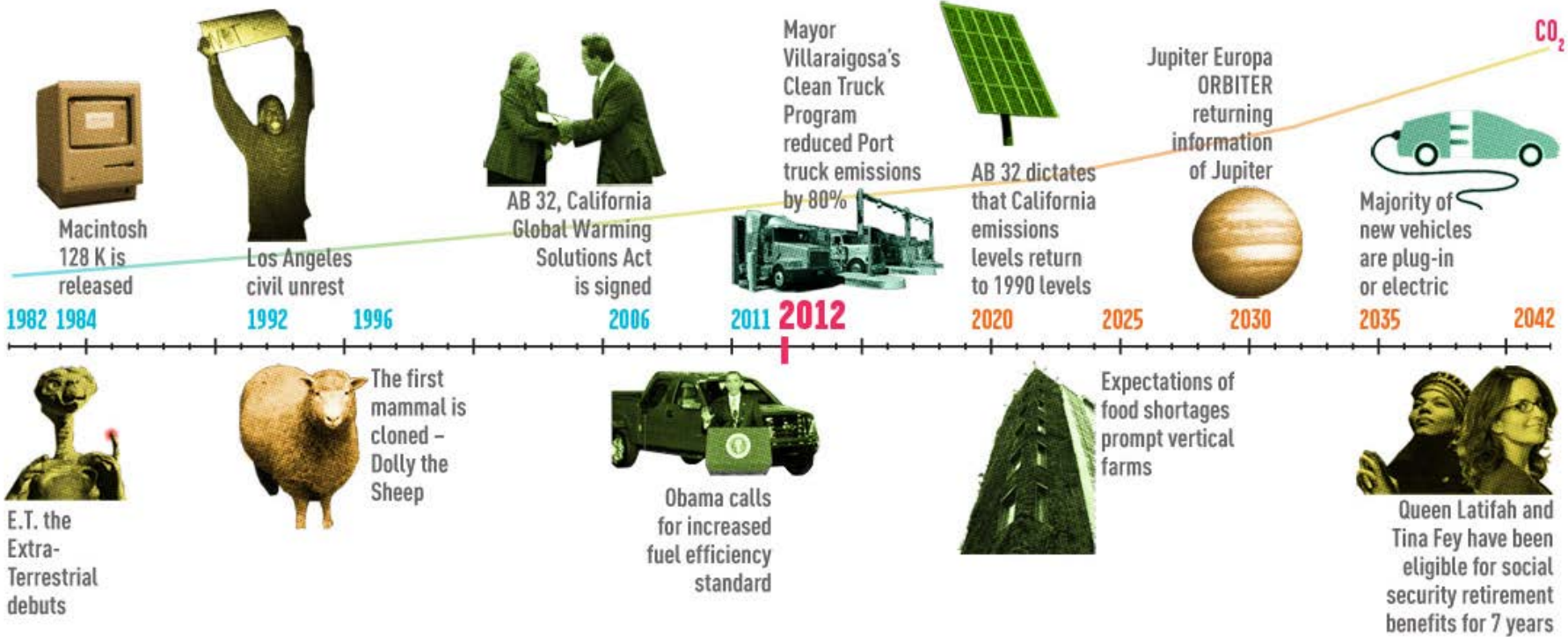
PREDICTED SNOWFALL IN 2050

WHAT DOES 30 YEARS FEEL LIKE?

Tweet Share



HOW LONG IS 30 YEARS?



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