

Climate Change in the American Mind

Recent Results & Insights

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YALE PROGRAM ON
Climate Change
Communication



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Roadmap

- Study background
- Key findings
- How YPCCC can support your work
- Key lessons



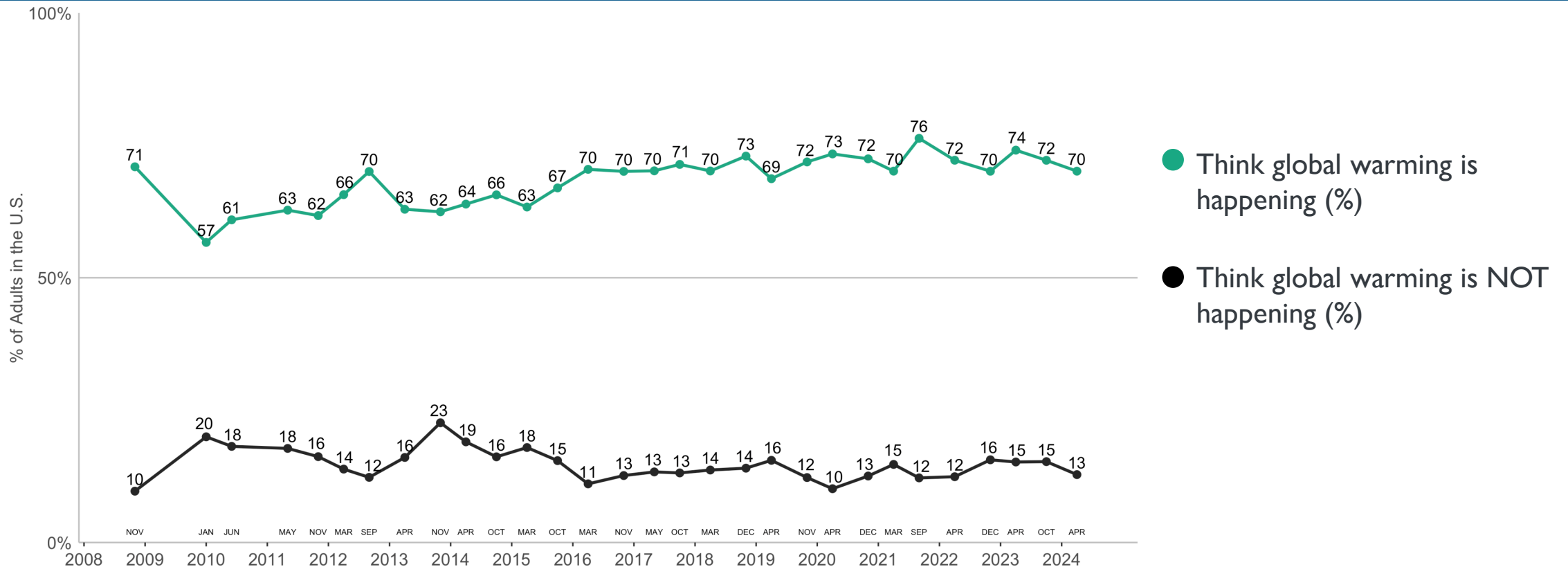
Climate Change in the American Mind (CCAM)



- National twice-yearly survey
- Partnership with George Mason University
- Running since 2008
- Tracks variations in Americans' opinions about climate change over time and by political party

Key findings

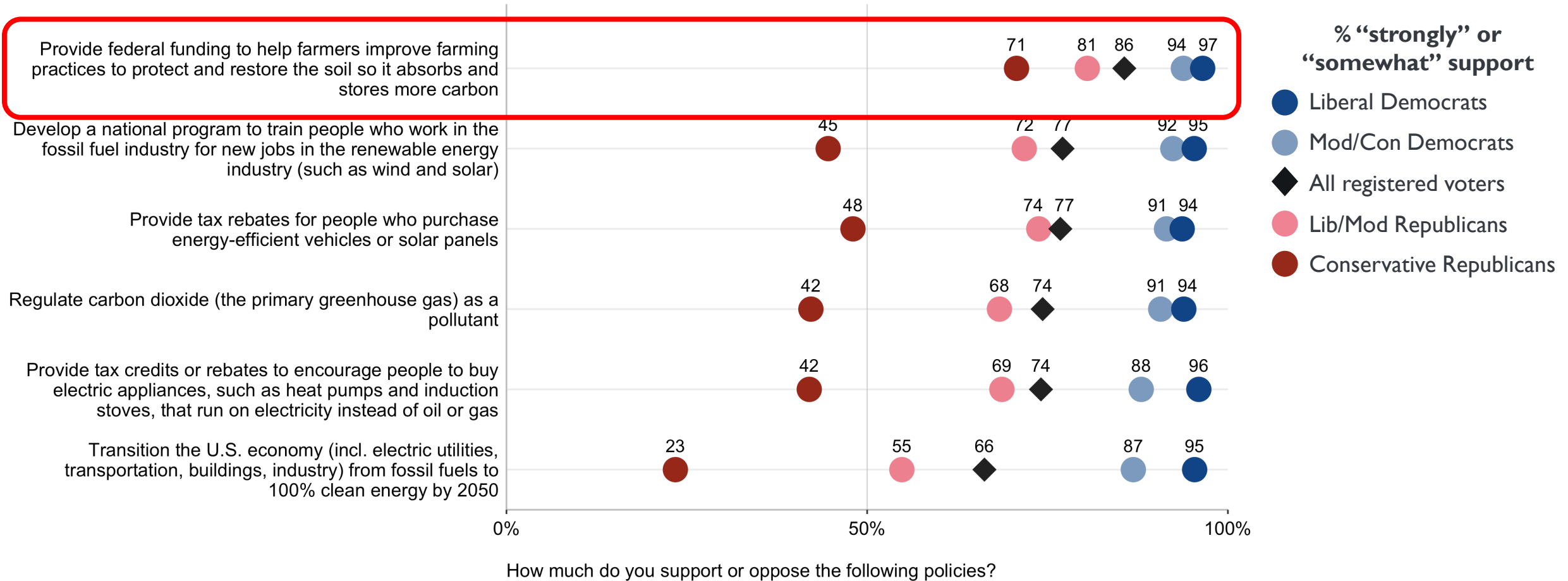
More than two-thirds of Americans think global warming is happening



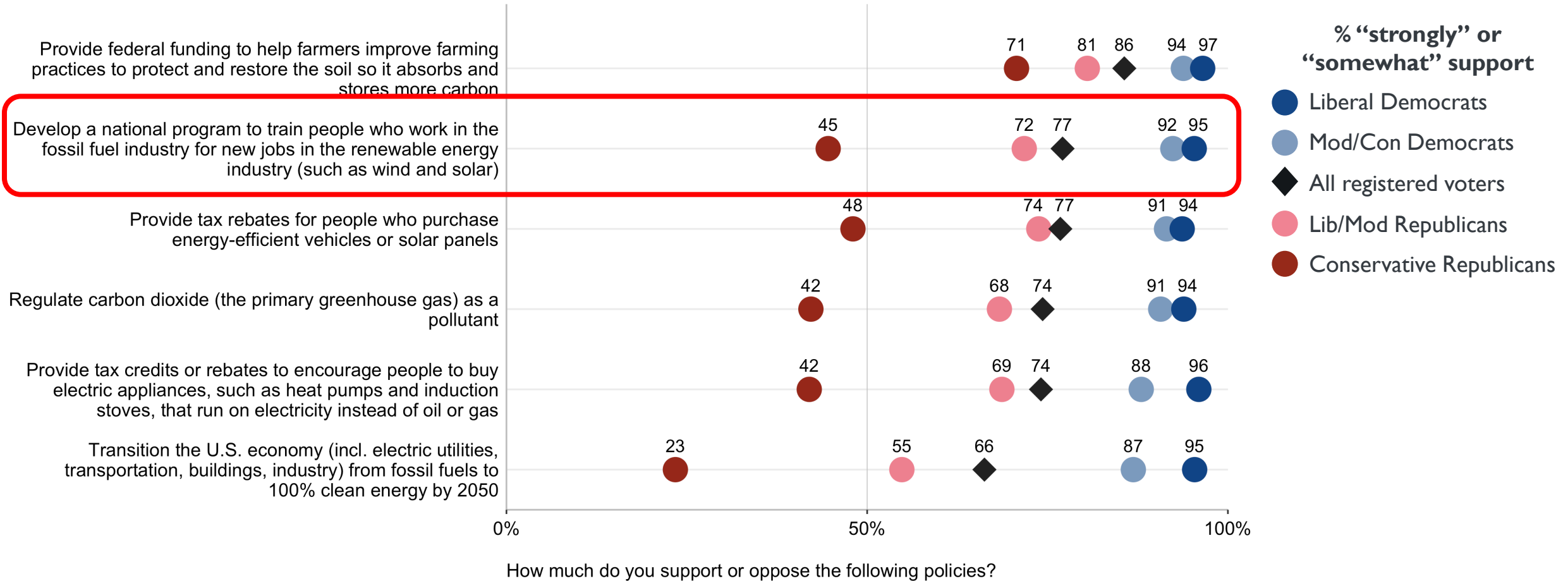
Do you think global warming is happening?

Spring 2024

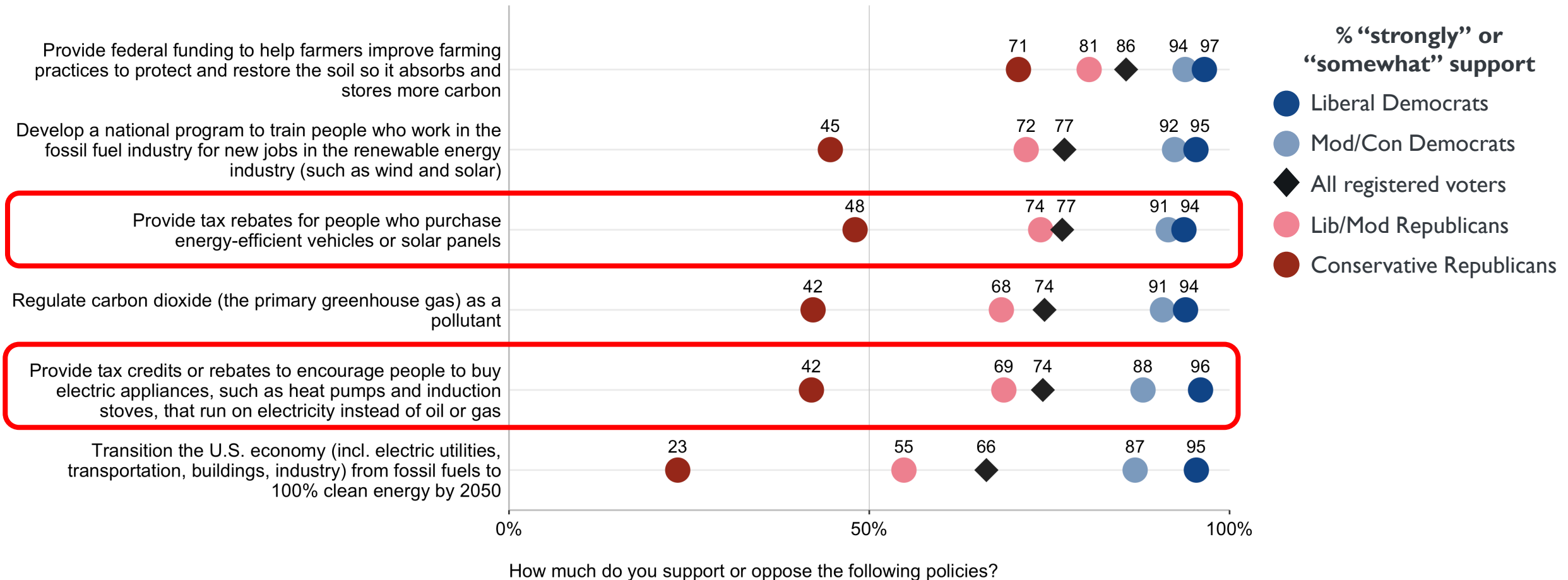
Most registered voters in the U.S. support many climate-related policies



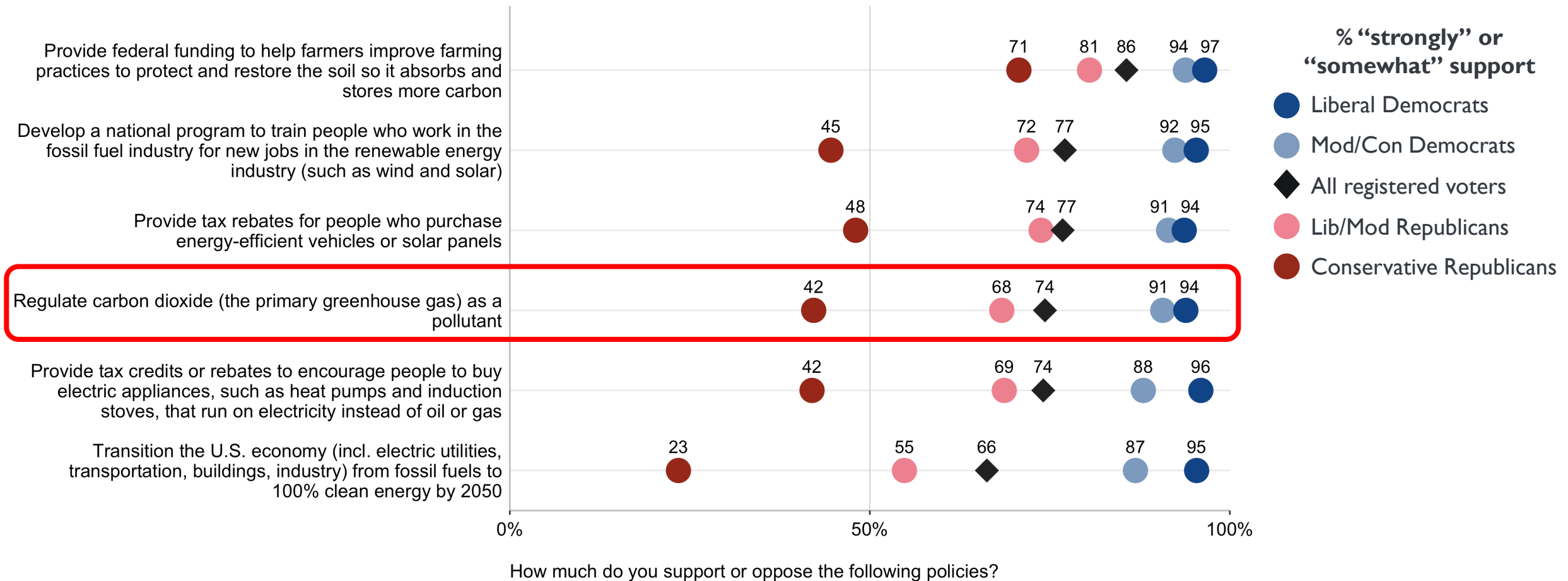
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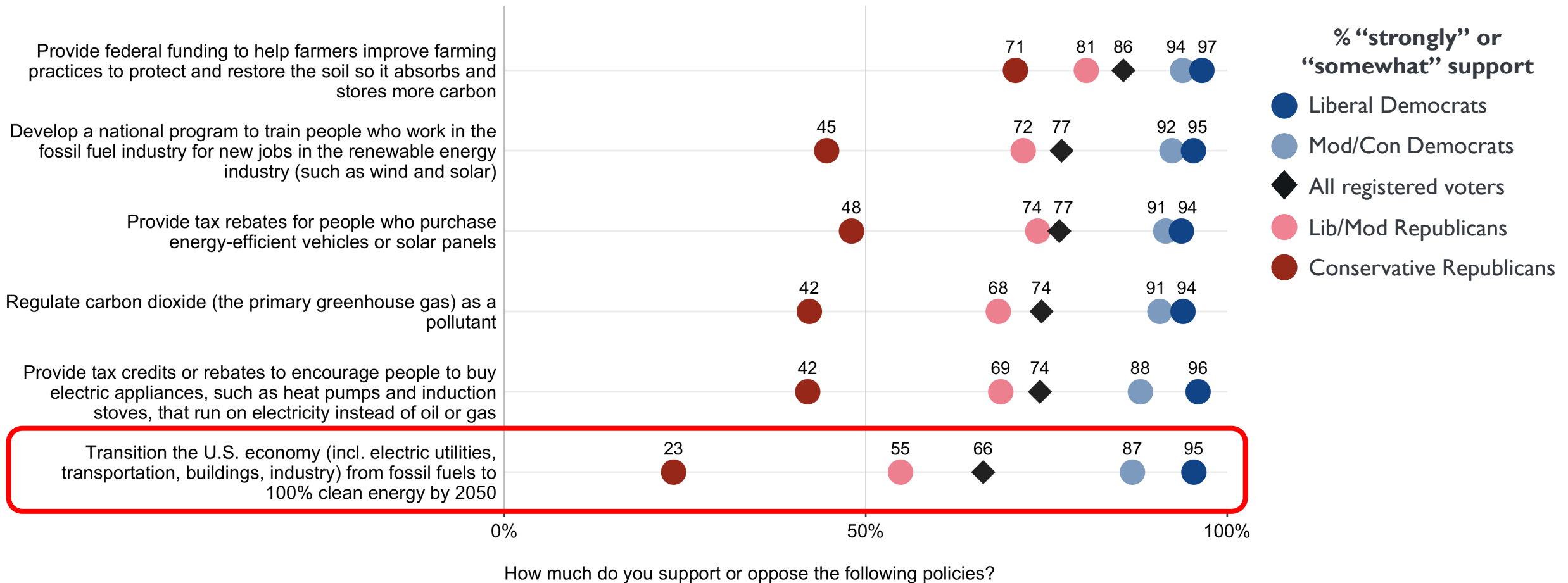
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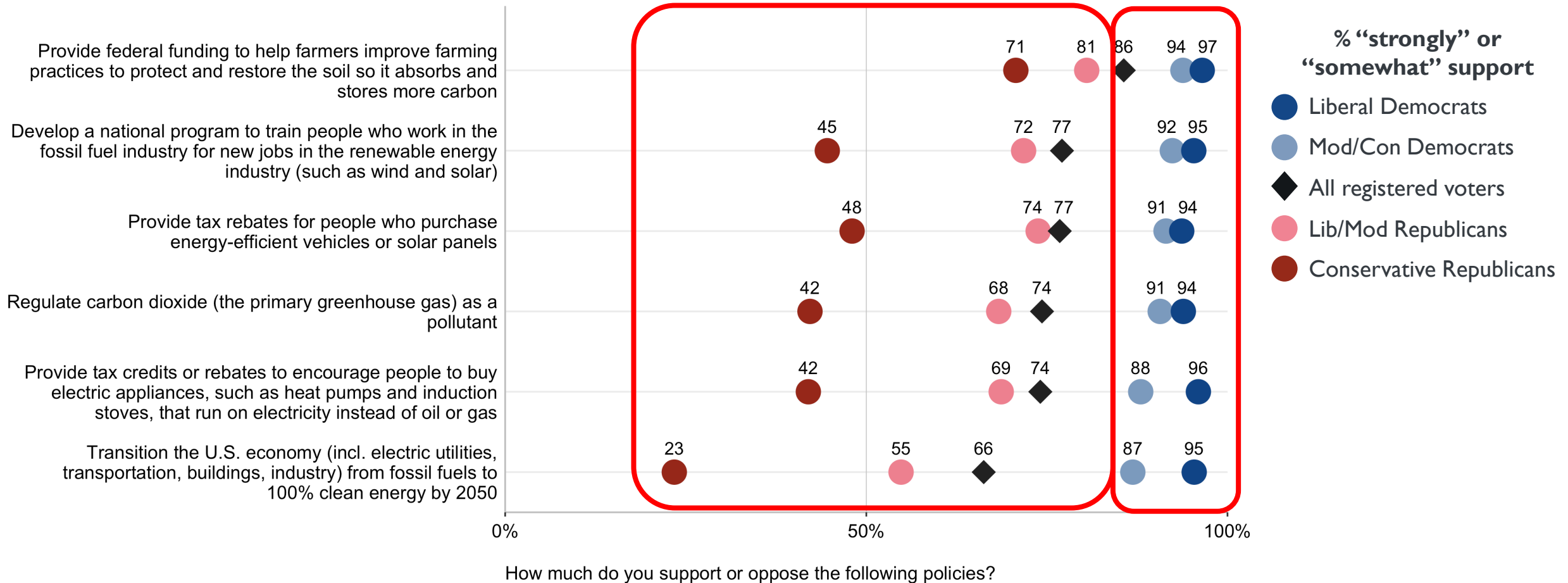
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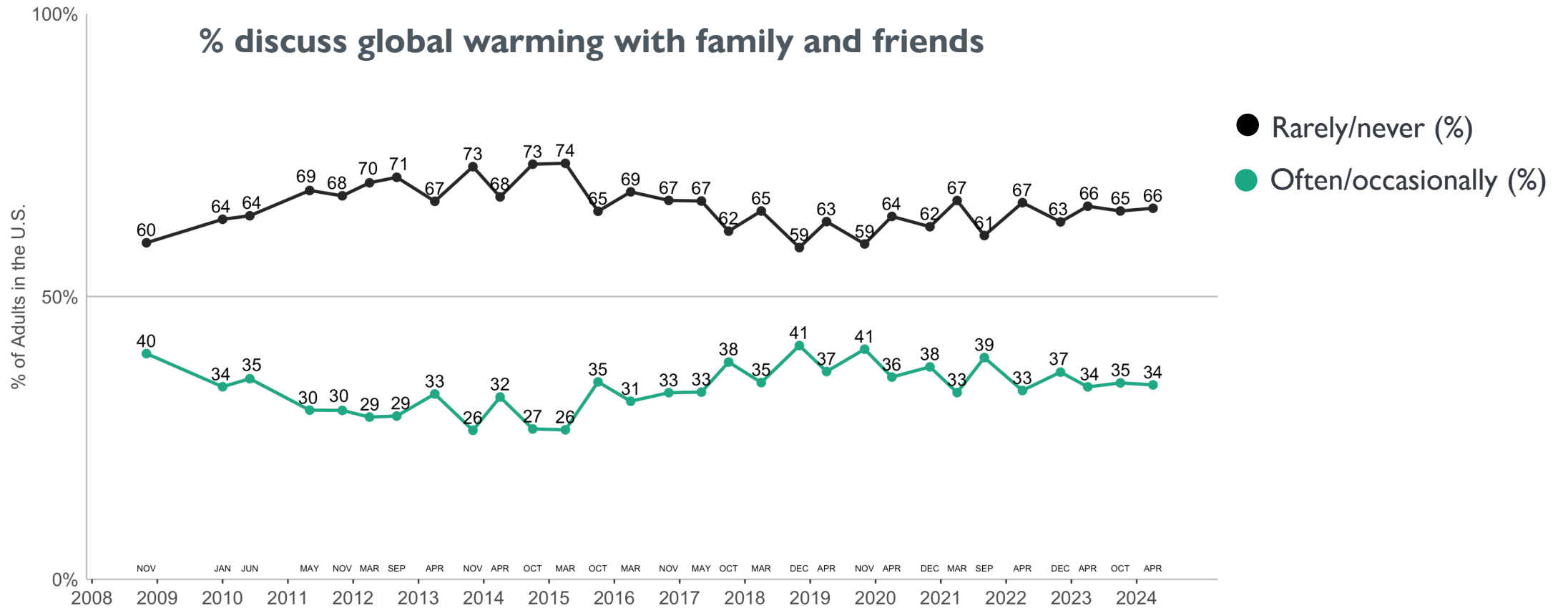
Most registered voters in the U.S. support many climate-related policies



The key takeaway from all this: Most Americans support action on global warming!



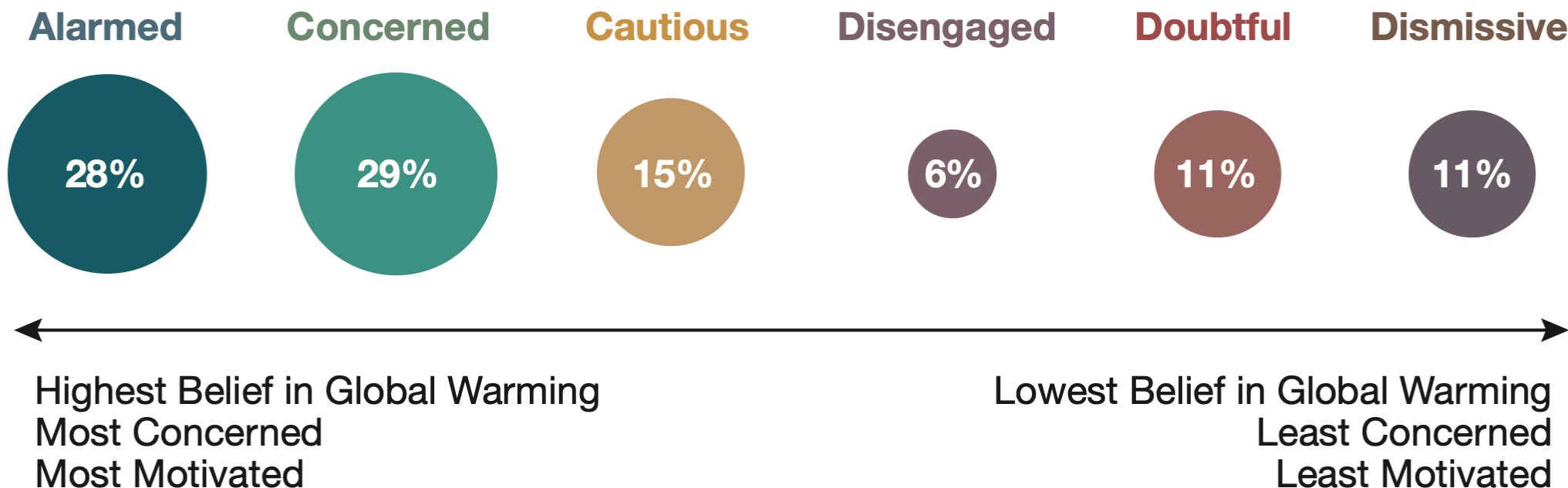
However, most Americans don't talk about it



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

Communication tools and resources

Global Warming's Six Americas



Global Warming's Six Americas, Fall 2023
Base: 1,033 U.S. adults

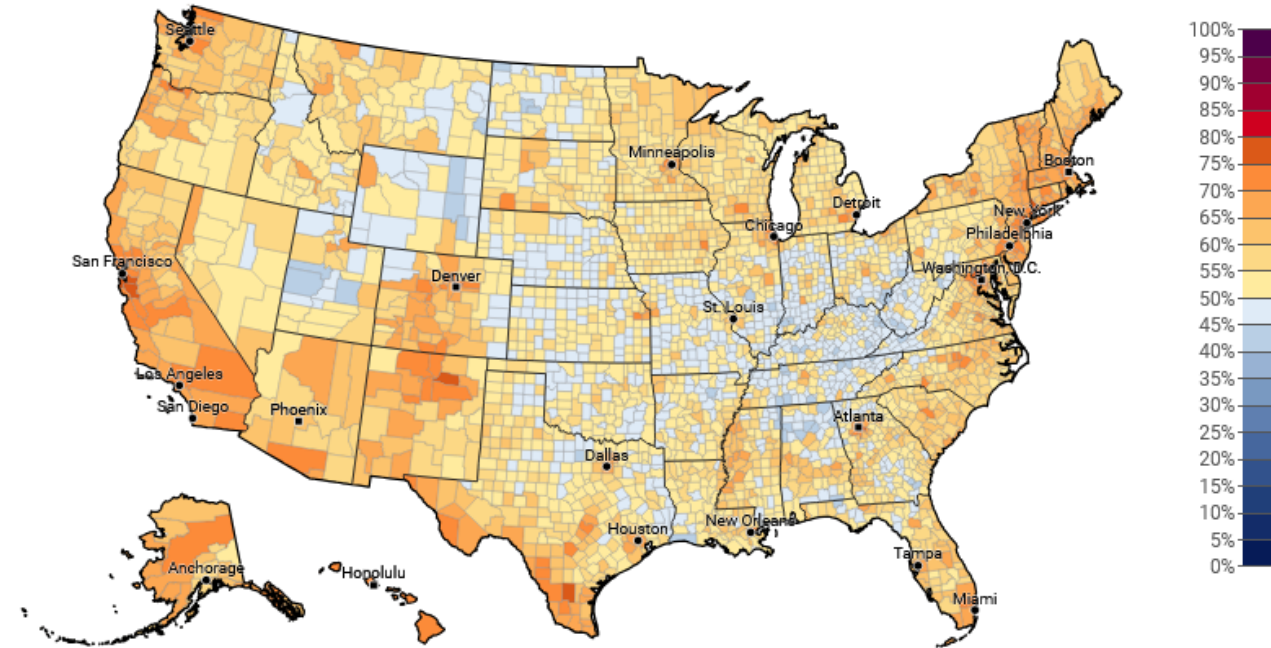
Source: Yale Program on Climate Change Communication;
George Mason University Center for Climate Change Communication

Yale Climate Opinion Maps

Estimated % of adults who are worried about global warming (nat'l avg. 64%), 2023

Select Question:

Click map or:



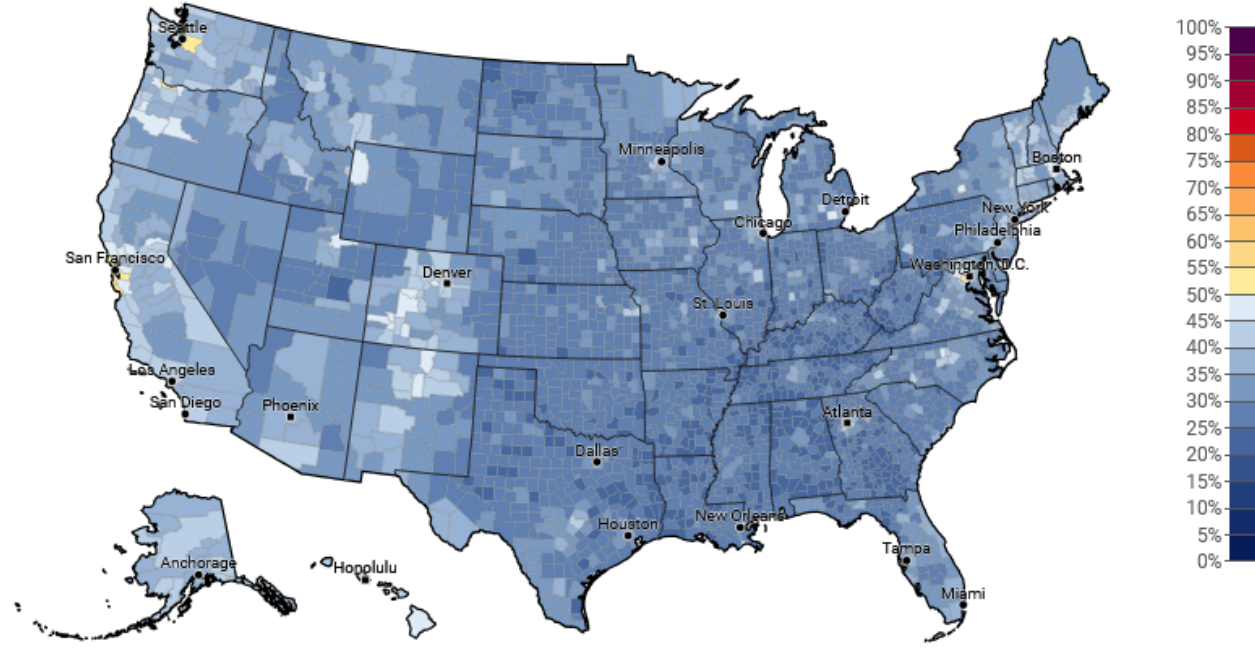
United States



Yale Climate Opinion Maps

Estimated % of adults who discuss global warming at least occasionally (nat'l avg. 36%), 2023

Select Question: ▼
Click map or: ▼ ▼
 ▼



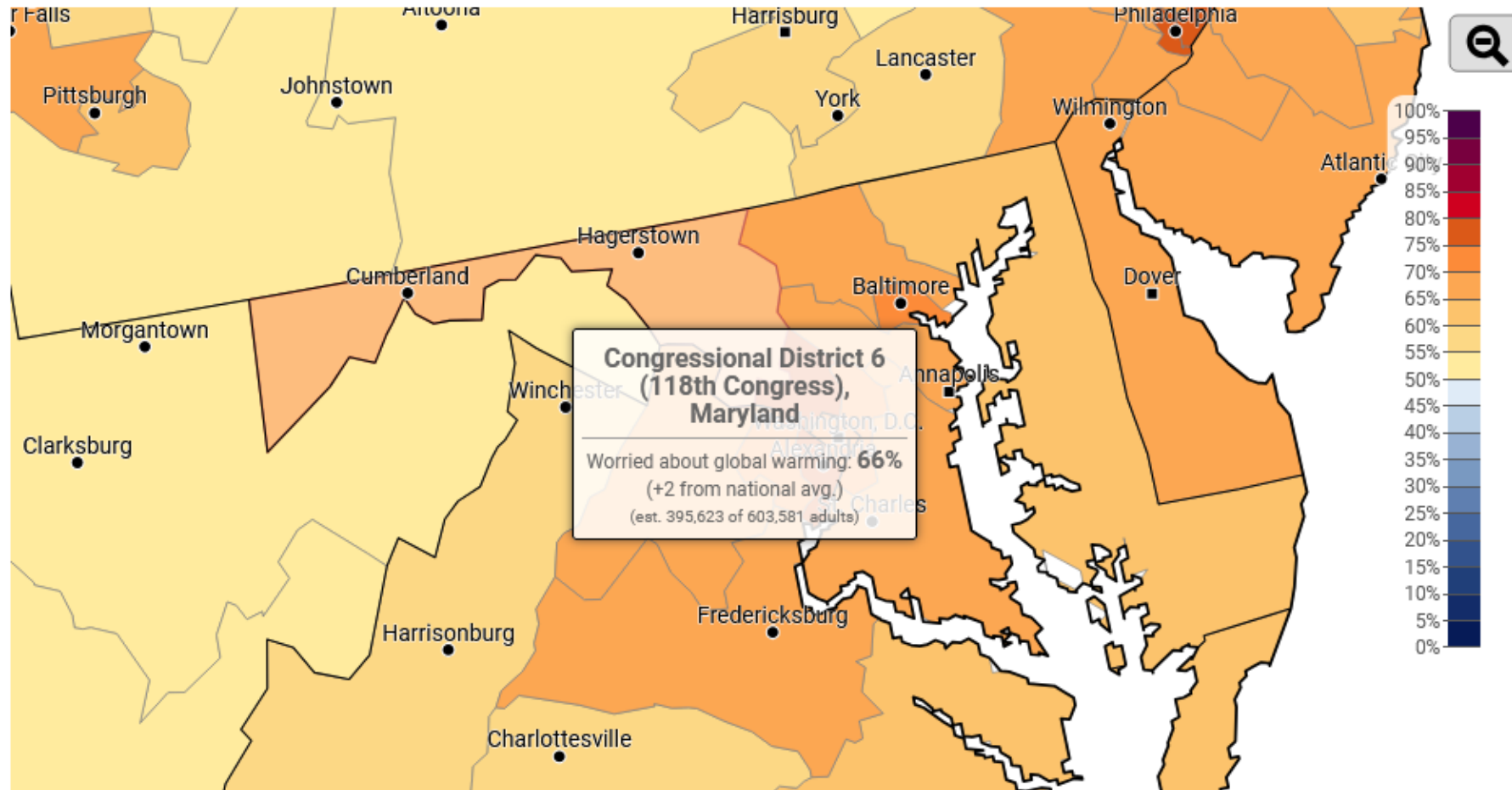
United States



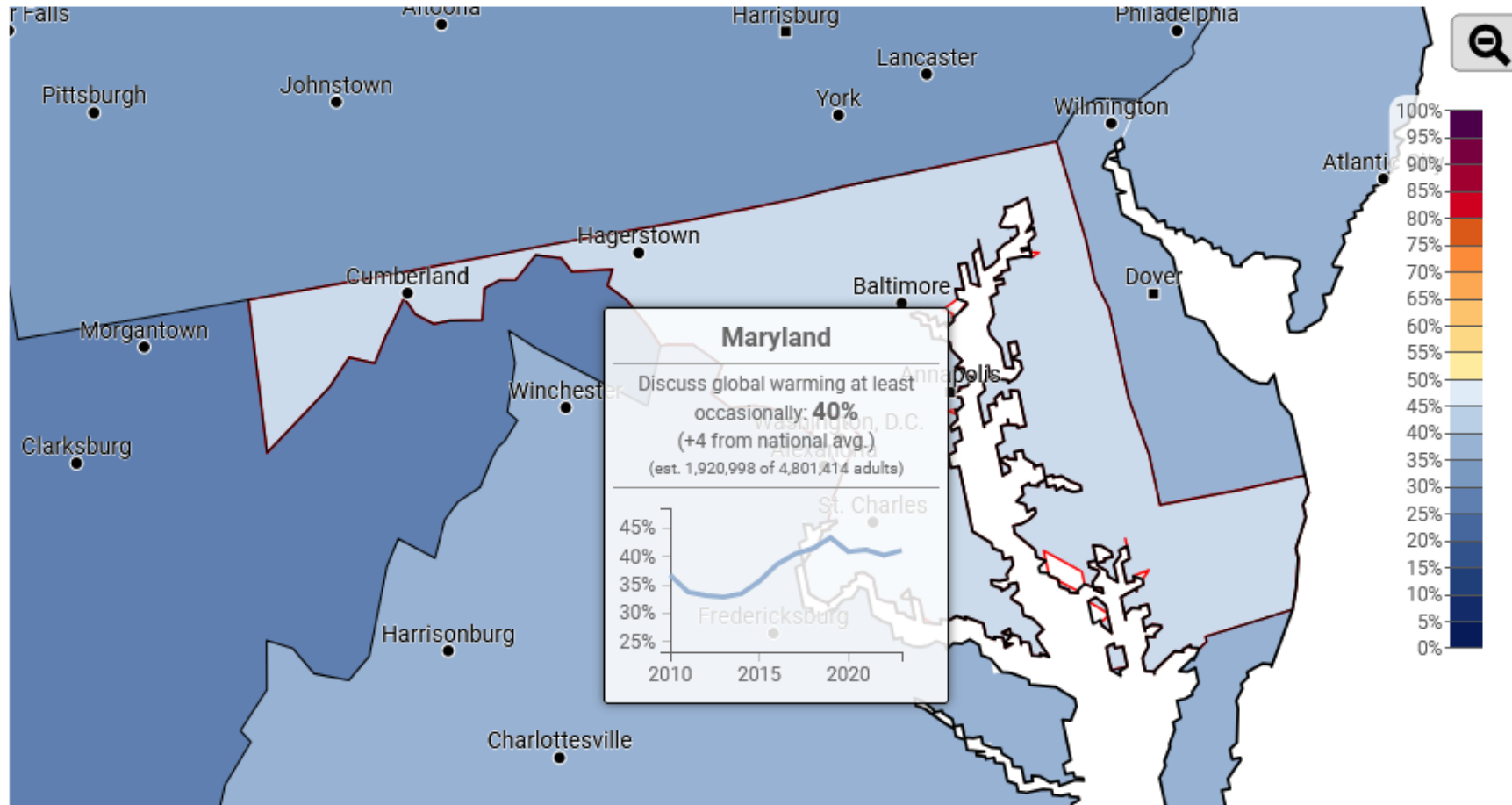
At least occasionally

Rarely/Never

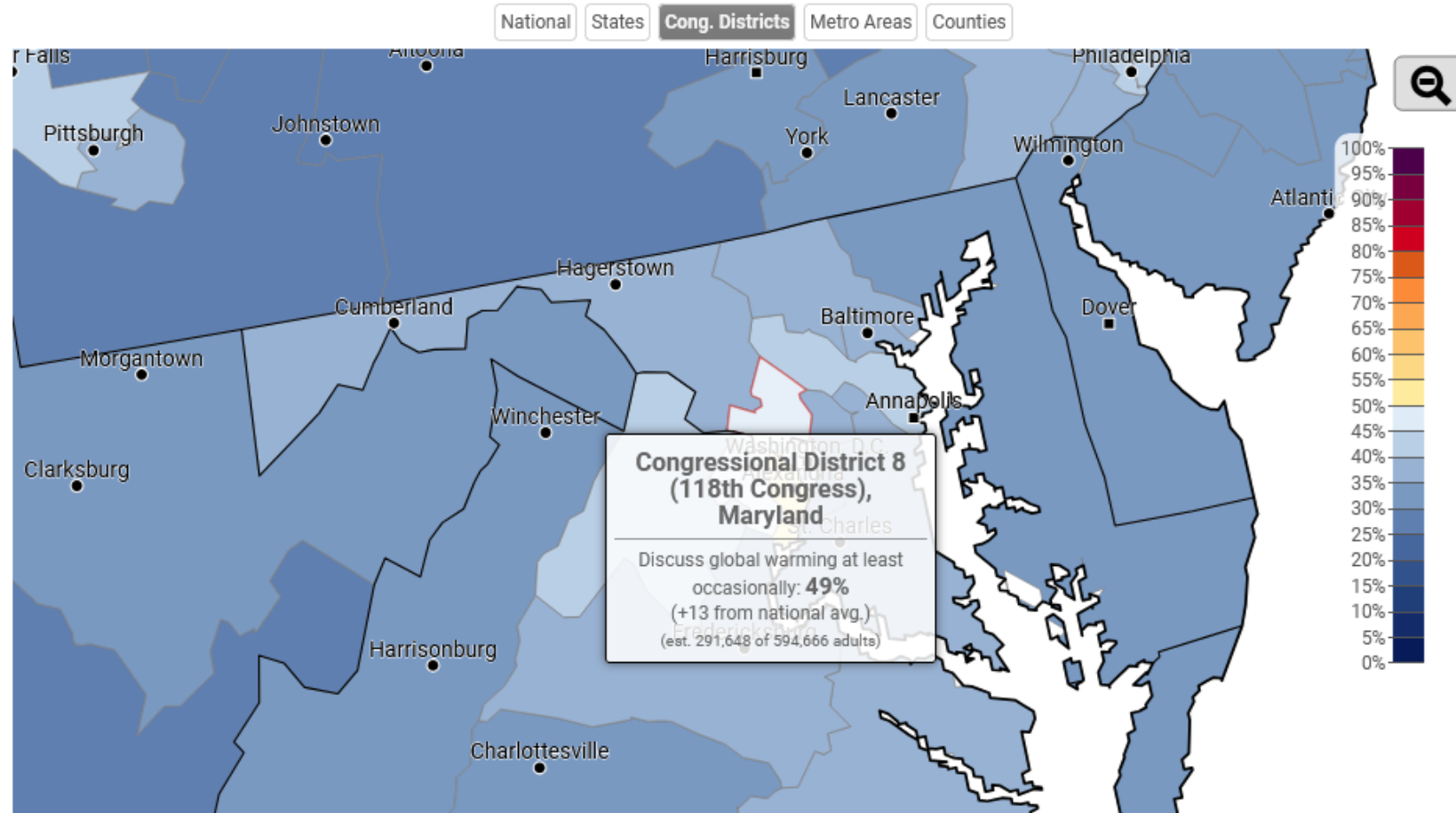
What do people in Maryland think?



How much do people in Maryland talk about global warming?



The 8th District has the most people who say they talk about global warming



Climate Change Fact Sheets

YPCCC / Visualizations & Data / Climate Opinion Factsheets / Maryland / Congressional District 7 [Copy URL](#)



CONGRESSIONAL DISTRICT 7, MARYLAND Public Opinion on Climate Change, 2023

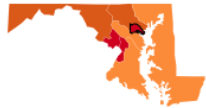
Public opinion data come from the Yale Climate Opinion Maps (YCOM), which are based on a statistical model that employs nationally representative Climate Change in the American Mind (CCAM) surveys conducted between 2008 and 2023. The model combines geographic, census, socioeconomic, and political data with CCAM survey data collected by the Yale Program on Climate Change Communication and George Mason University Center for Climate Change Communication (combined n > 28,000). For more information about the survey question wording and methodology, please visit YCOM: climatecommunication.yale.edu/visualizations-data/ycom-us

Beliefs

Global warming is happening



Congressional District 7, Maryland



Maryland average (78%)

Global warming is caused mostly by human activities



Most scientists think global warming is happening



Global warming is affecting the weather

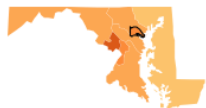


Risk Perceptions

Worried about global warming



Congressional District 7, Maryland



Maryland average (70%)

Global warming will harm future generations



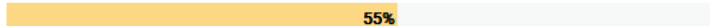
Global warming will harm people in the developing countries



Global warming will harm people in the US



Global warming will harm me personally



Policy Support

Schools should teach about global warming



Congressional District 7, Maryland



Maryland average (82%)

Fund research into renewable energy sources



Provide tax rebates for energy efficient vehicles or solar panels



Regulate CO₂ as a pollutant

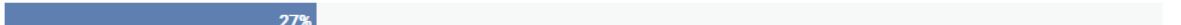


Behaviors

Discuss global warming at least occasionally



Hear about global warming in the media at least once a week



Who should do more about global warming?

The President



Congress



My Governor



My Local Govt. Officials



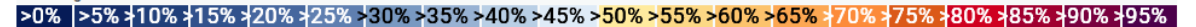
Citizens



Corporations



Color Legend



For help / questions, please contact: climatechange@yale.edu

In partnership with



Yale Program on Climate Change Communication 2023

How to find our tools online

Get Climate Opinion Factsheets for States, Counties, or Congressional Districts



<https://bit.ly/ClimateOpinionFactsheets>

Public sentiment is everything. With public sentiment, nothing can fail. Without it, nothing can succeed.

— Abraham Lincoln

Americans' opinions about climate change vary widely depending on where people live. So why would we rely on just one national number to understand public responses to climate change at the state and local levels? This Factsheets tool, based on the [Yale Climate Opinion Maps](#), provides information about Americans' beliefs, risk perceptions, and policy preferences about climate change for all 50 states, 435 congressional districts, and 3,142 counties across the U.S. The tool allows you to customize which survey questions are shown on your Factsheet. The opinion estimates are based on a statistical model (see [Howe et al. 2015](#) for details) that uses a large individual-level survey dataset (n > 28,000), plus geographic, demographic, economic, and other data to provide results accurate to within about 8 percentage points at any geographic level. We hope you find the data and tool useful, and welcome your feedback to help us improve future versions.

Note: The Congressional District Map reflects the 118th Congress (2023-2025). You will find that not all congressional districts have data due to [pending litigation](#) regarding the adoption of new redistricting plans. In 13 states where districts could be redrawn in the near future for the 119th Congress, we are delaying the release of estimates.

Select a State

Select a County

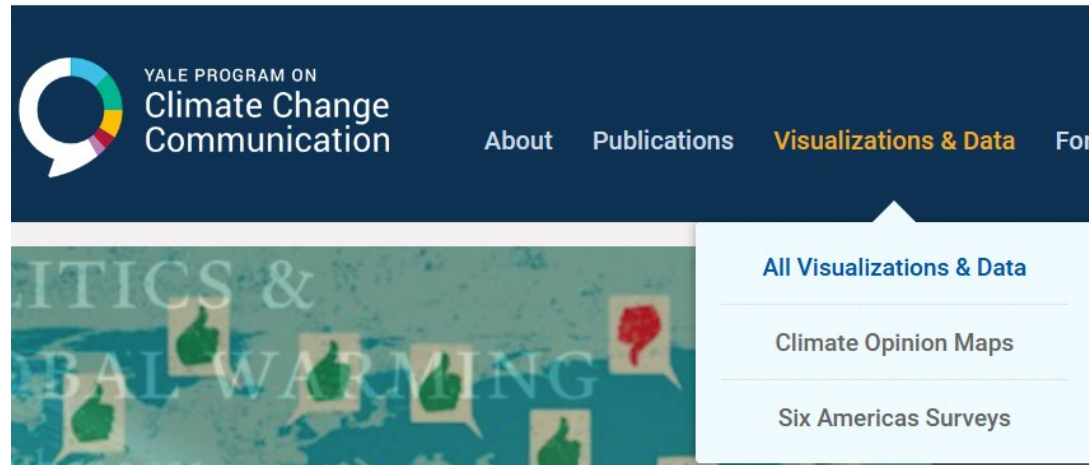
Select a Congressional District

Generate Factsheet



How to find our tools online

<https://bit.ly/ClimateOpinionFactsheets>



Key lessons

Five facts, ten words

1

It's real

2

It's us

3

It's bad

4

Scientists agree

5

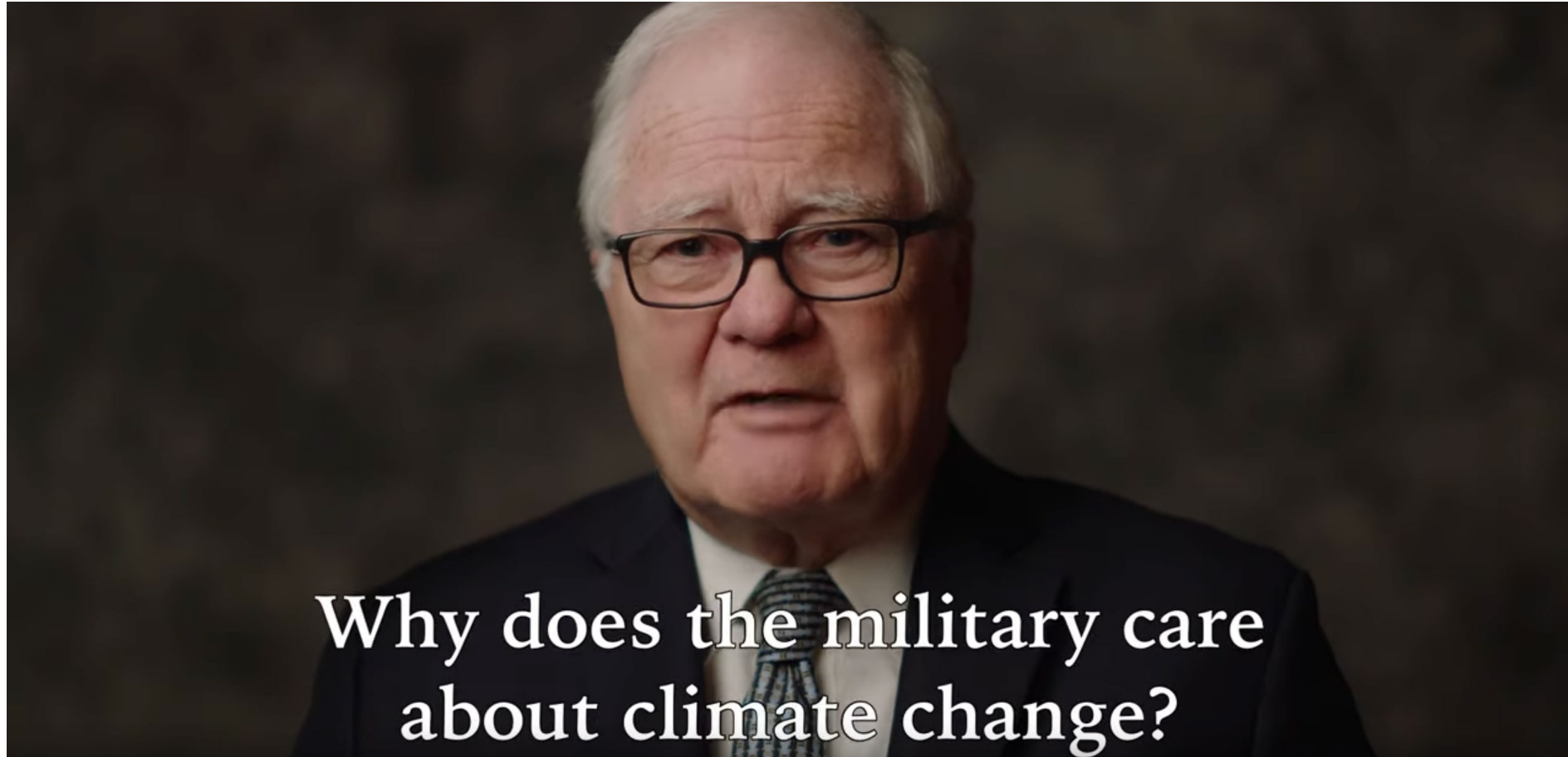
There's hope

Personal stories are effective



City of Annapolis Office of Emergency Management

Persuasion through trusted messengers



Summary

- Most Americans support actions to address climate change, but they don't always talk about it
- Clear facts, personal stories, and trusted messengers are effective
- YPCCC offers an array of data-based tools and programs to help your work

Thank you!

Keep in touch:

climatechange@yale.edu

<https://climatecommunication.yale.edu>

Research Partners:



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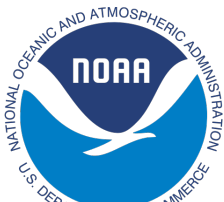
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15 August 2024

MD ECO Working Group Presentation

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