

Climate Change in the American Mind

Yale SCHOOL OF THE ENVIRONMENT

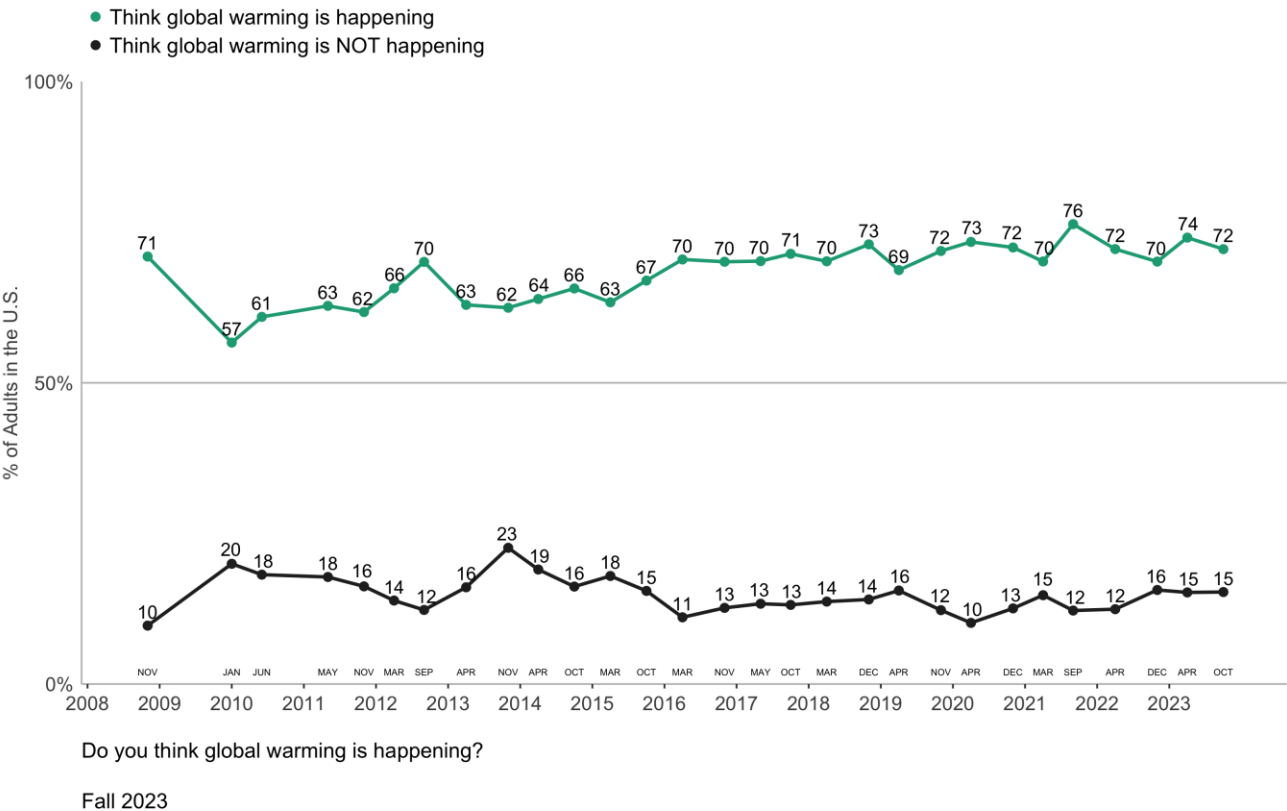
Anthony Leiserowitz, PhD
Yale University



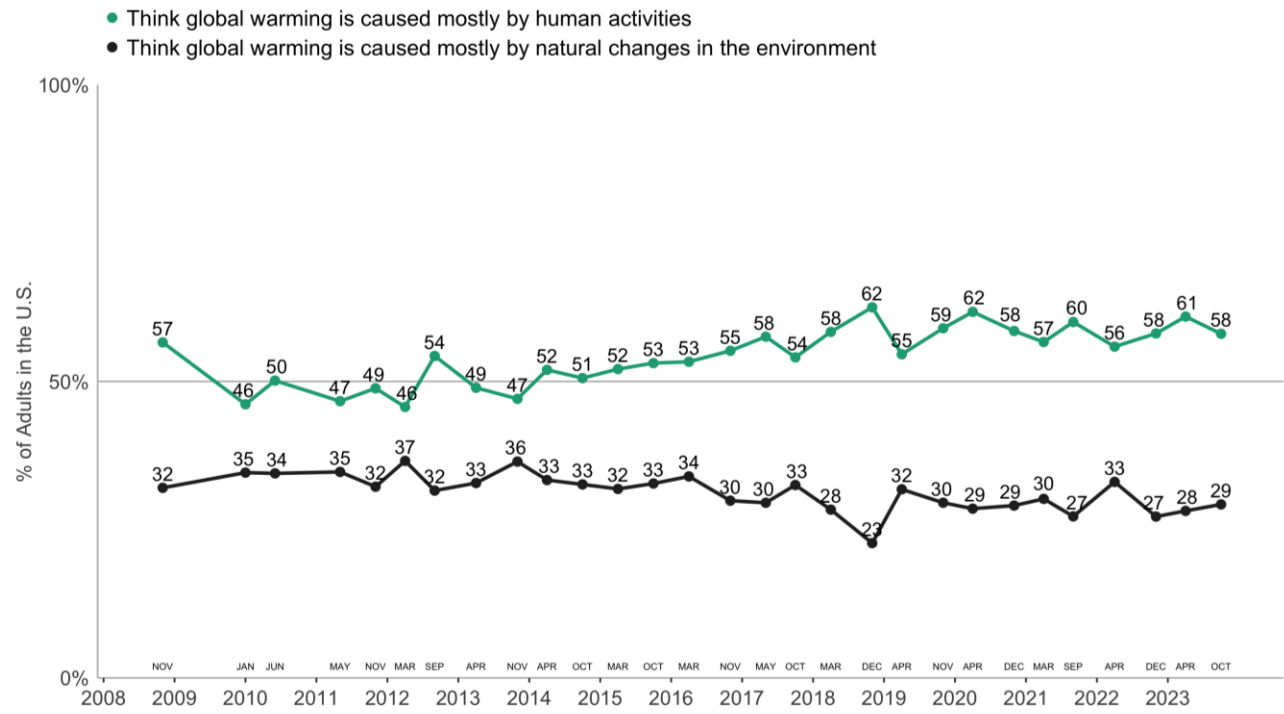
The Five Key Ideas

1. Scientists agree...
2. It's real.
3. It's us.
4. It's bad...
5. ...but there's hope!

Most Americans think global warming is happening



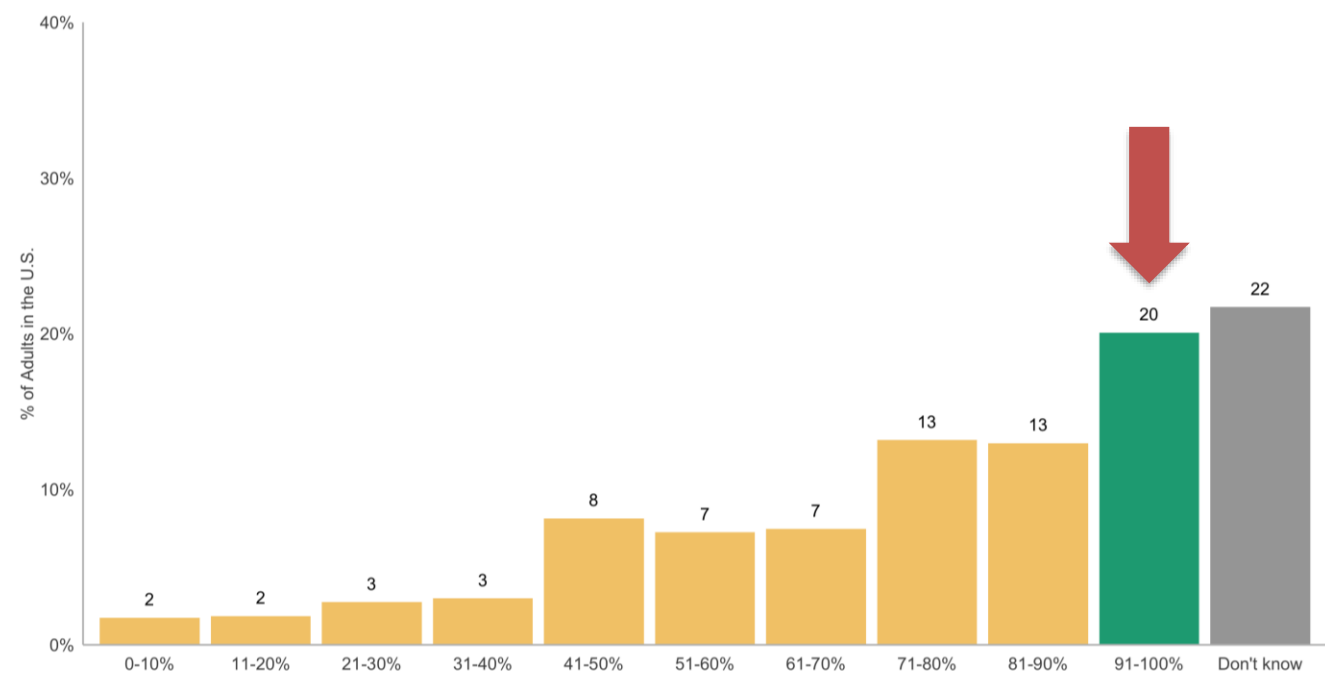
A majority of Americans think global warming is mostly human-caused



Assuming global warming is happening, do you think it is . . .

Fall 2023

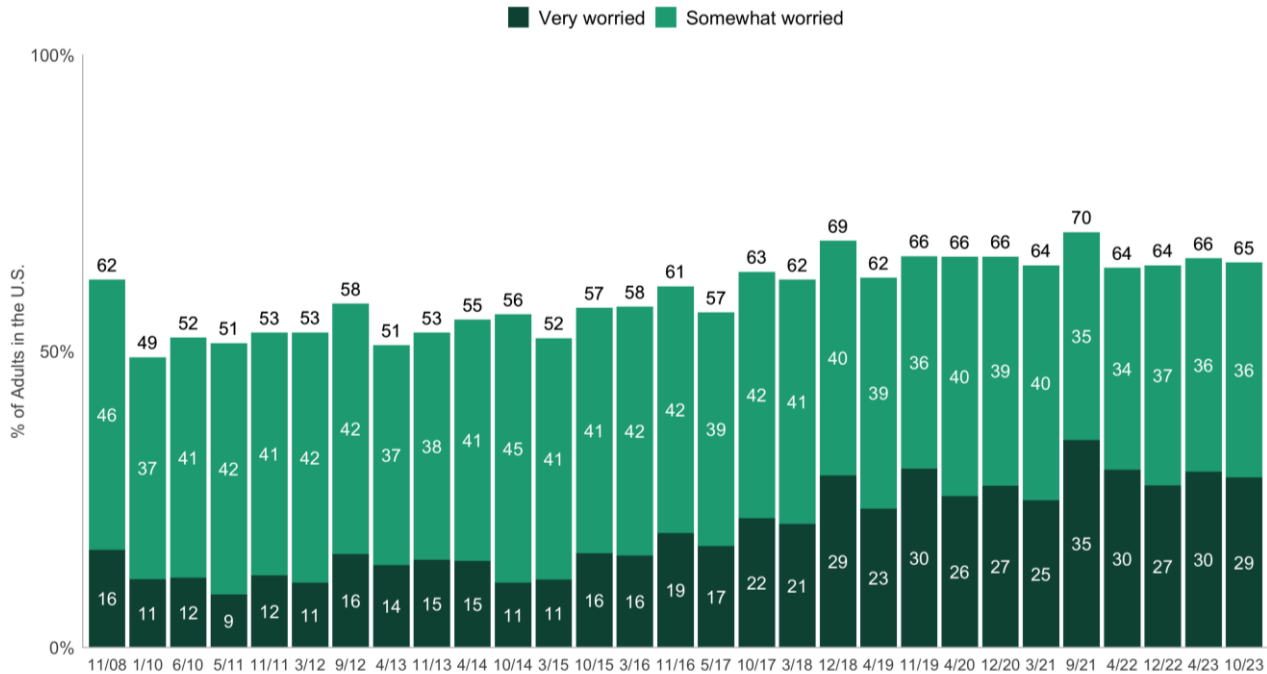
Few Americans understand the scientific consensus that human-caused global warming is happening



To the best of your knowledge, what percentage of climate scientists think that human-caused global warming is happening?

Spring 2023

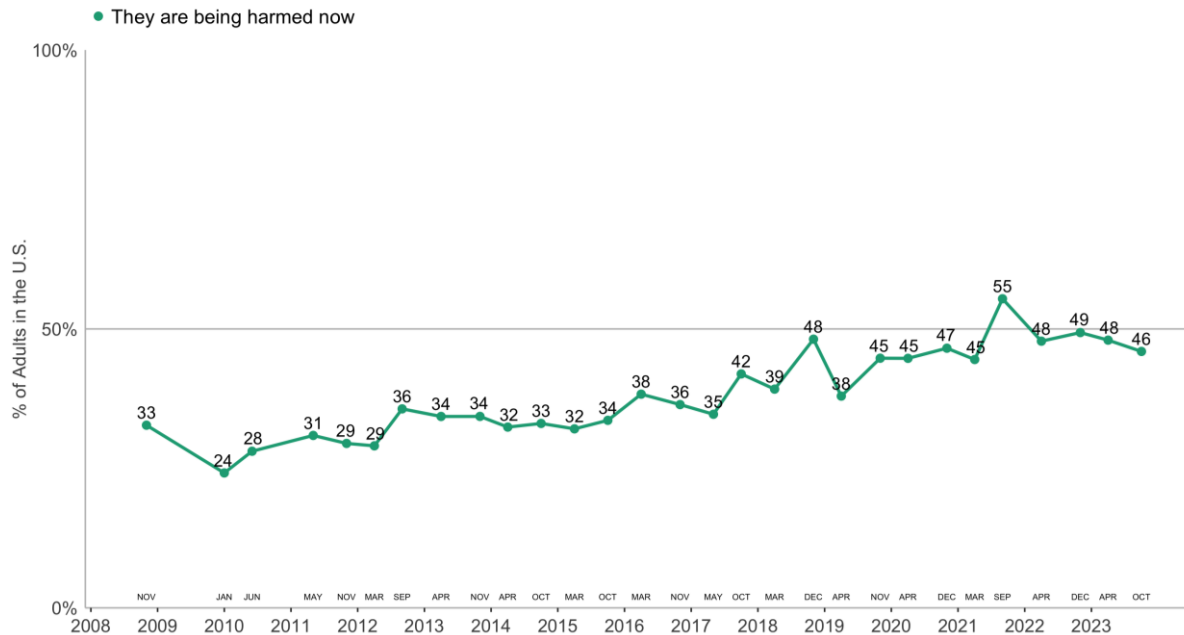
Only 29% of Americans are very worried



How worried are you about global warming?

Fall 2023

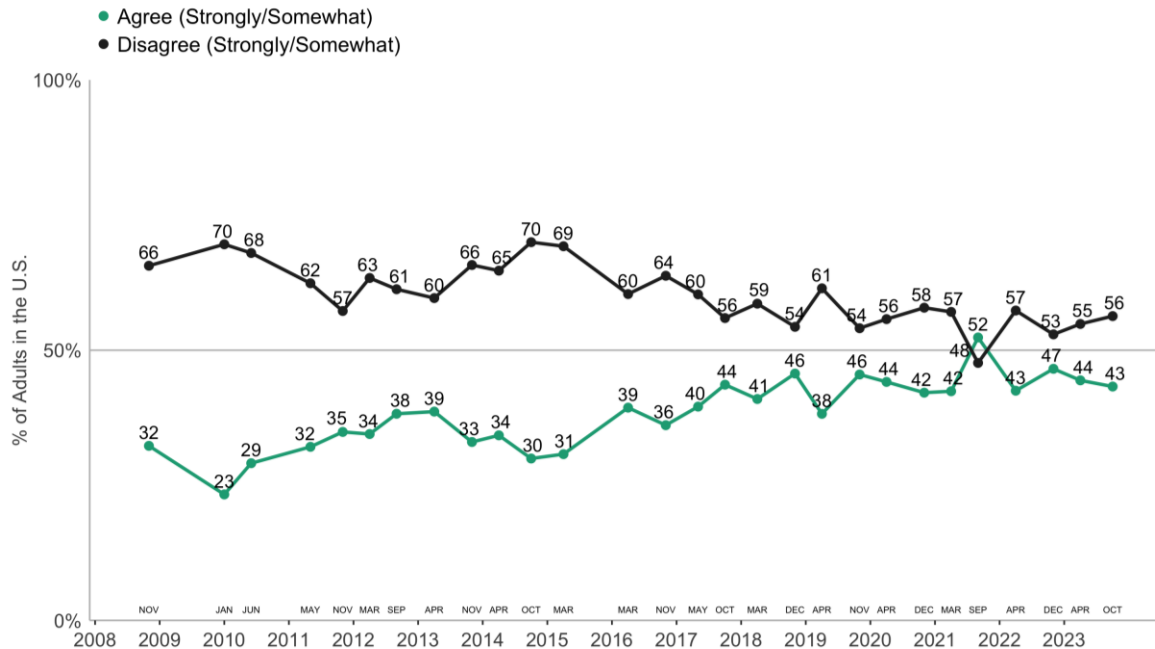
Americans increasingly think global warming is harming people in the United States now



When do you think global warming will start to harm people in the United States?

Fall 2023

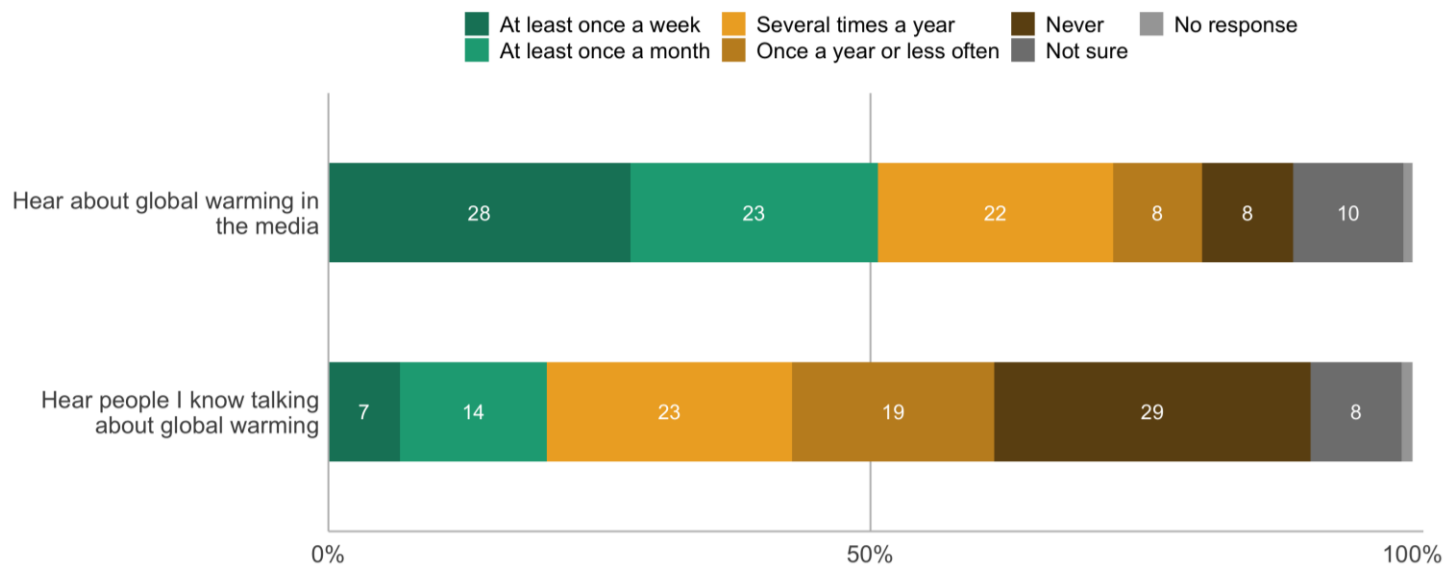
Many Americans say they have personally experienced the effects of global warming



How much do you agree or disagree with the following statement? I have personally experienced the effects of global warming.

Fall 2023

Relatively few Americans hear about global warming even once a week



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?

Fall 2023

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

The Yale Climate Opinion Maps

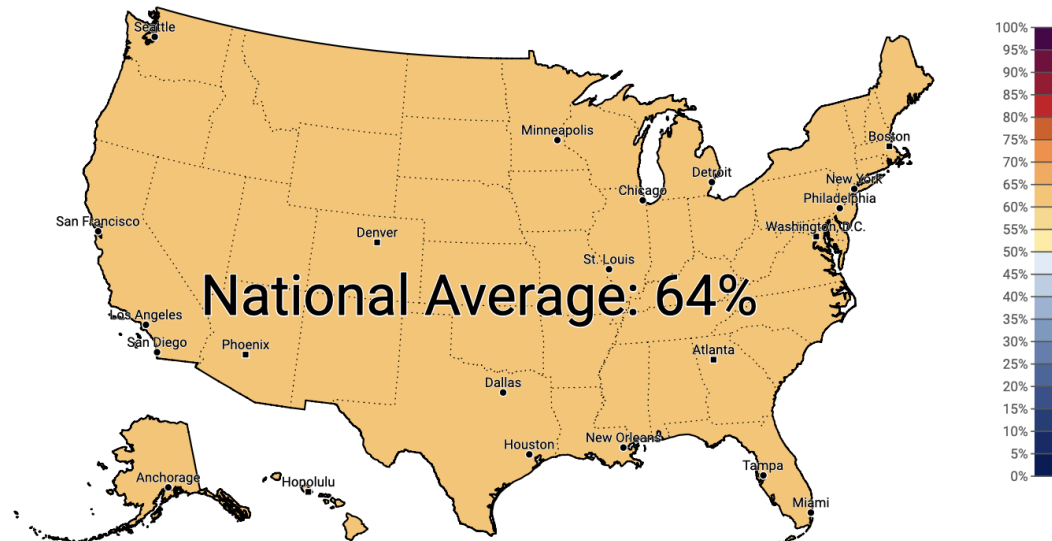
Estimated % of adults who are worried about global warming (nat'l avg. 64%), 2023

Select Question: Worried about global warming

Click map or:

Absolute Value

National States Cong. Districts Metro Areas Counties



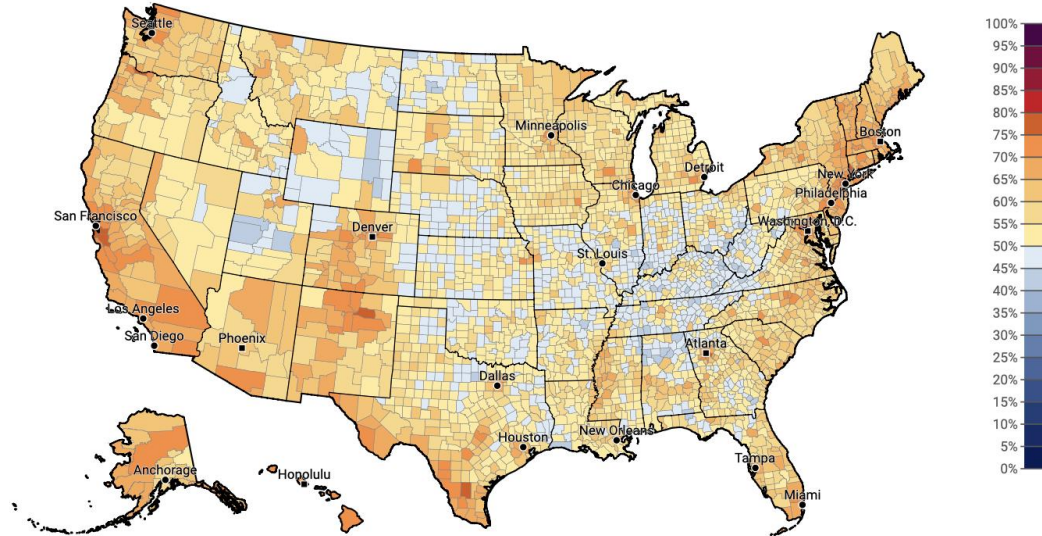
Estimated % of adults who are worried about global warming (nat'l avg. 64%), 2023

Select Question: Worried about global warming

Click map or: Select a State Select a County

Absolute Value

National States Cong. Districts Metro Areas **Counties**



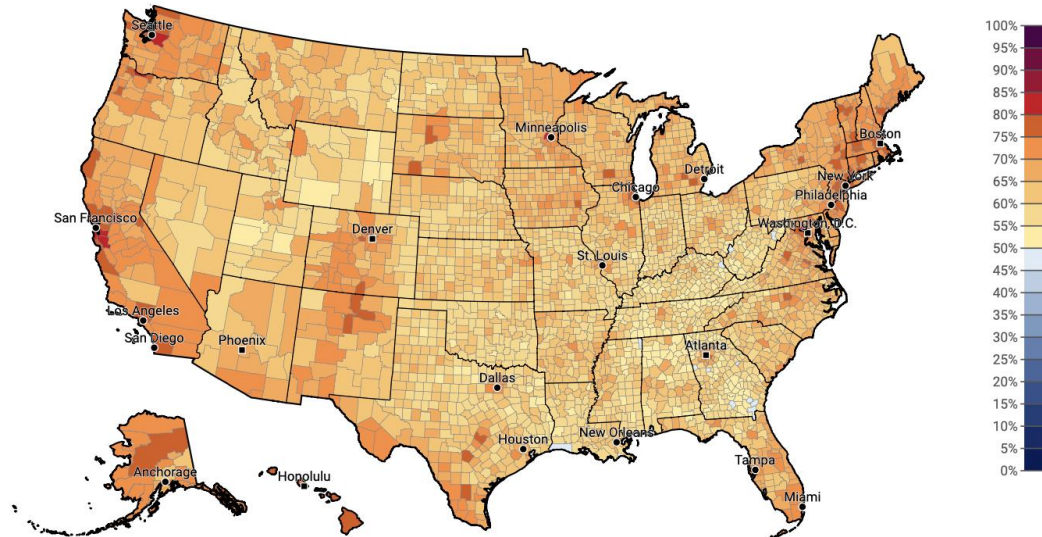
Estimated % of adults who think global warming will harm plants and animals (nat'l avg. 70%), 2023

Select Question: Global warming will harm plants and animals

Click map or: Select a State Select a County

Absolute Value

National States Cong. Districts Metro Areas **Counties**



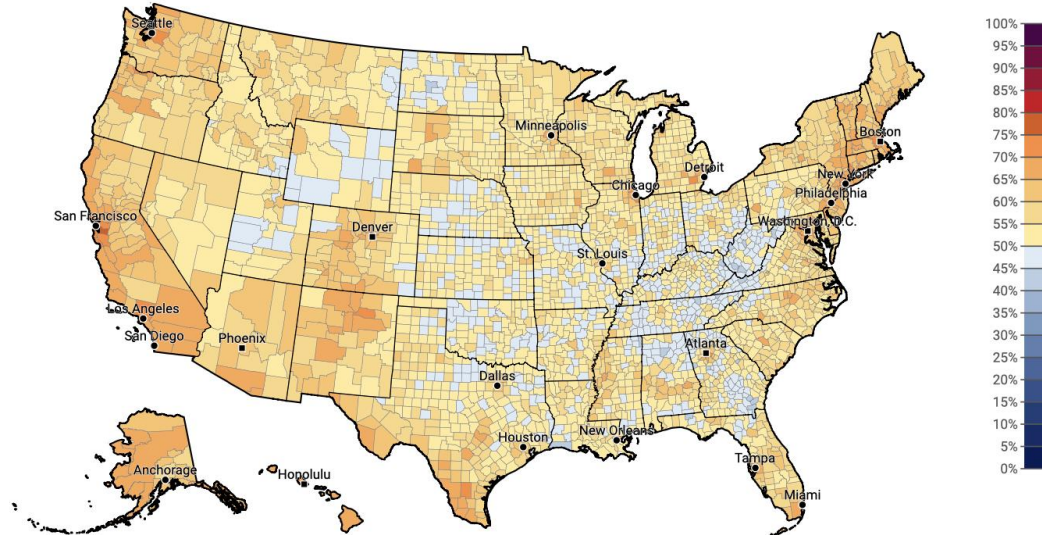
Estimated % of adults who think global warming will harm people in the US (nat'l avg. 61%), 2023

Select Question: Global warming will harm people in the US

Click map or: Select a State Select a County

Absolute Value

National States Cong. Districts Metro Areas **Counties**



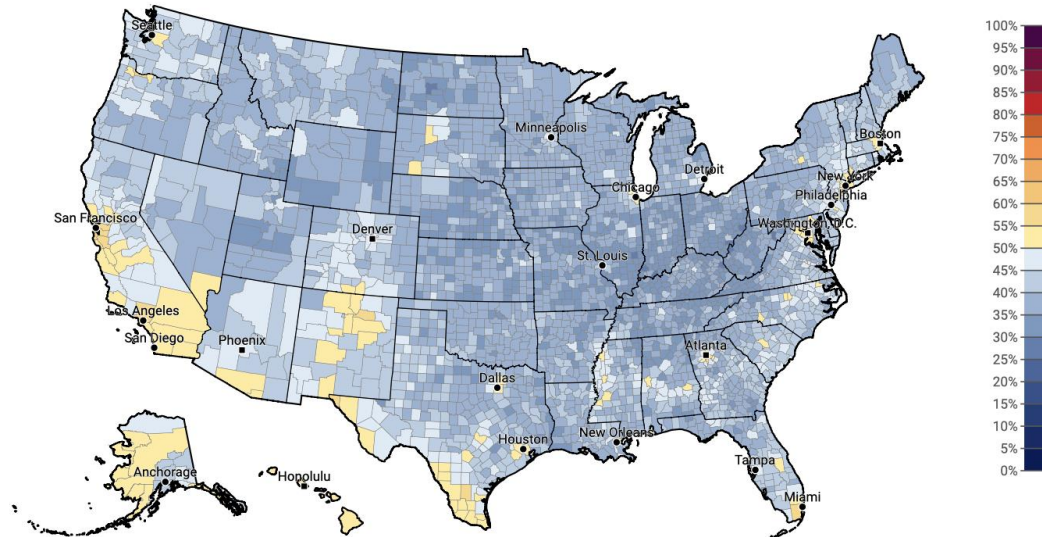
Estimated % of adults who think global warming will harm them personally (nat'l avg. 46%), 2023

Select Question: Global warming will harm me personally

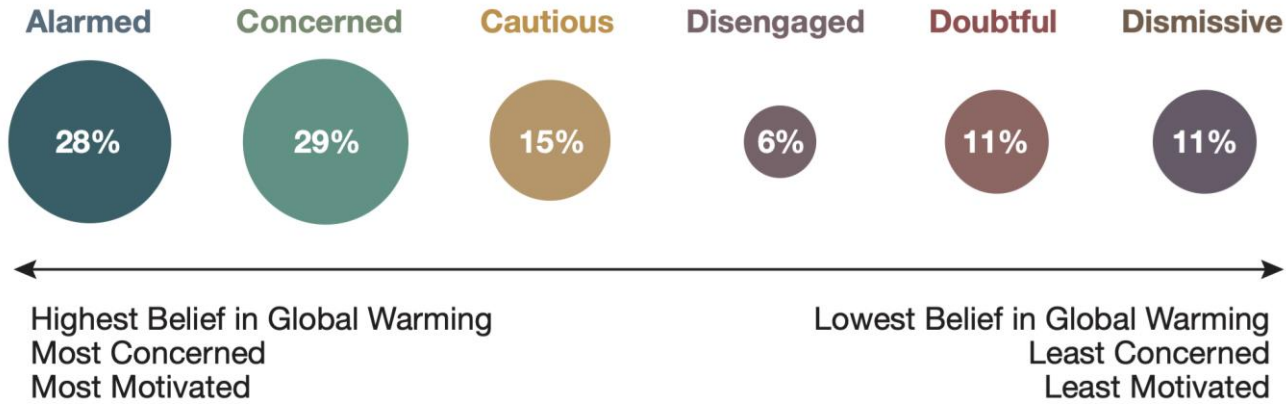
Click map or: Select a State Select a County

Absolute Value

National States Cong. Districts Metro Areas **Counties**



Global Warming's Six Americas



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



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

What can we do?
Is there still time?



Alarmed

What can we do?
Is there still time?



Concerned

How do you know
it's human-caused?



Cautious

Is it really
happening?



Disengaged

How do you know
it's human-caused?



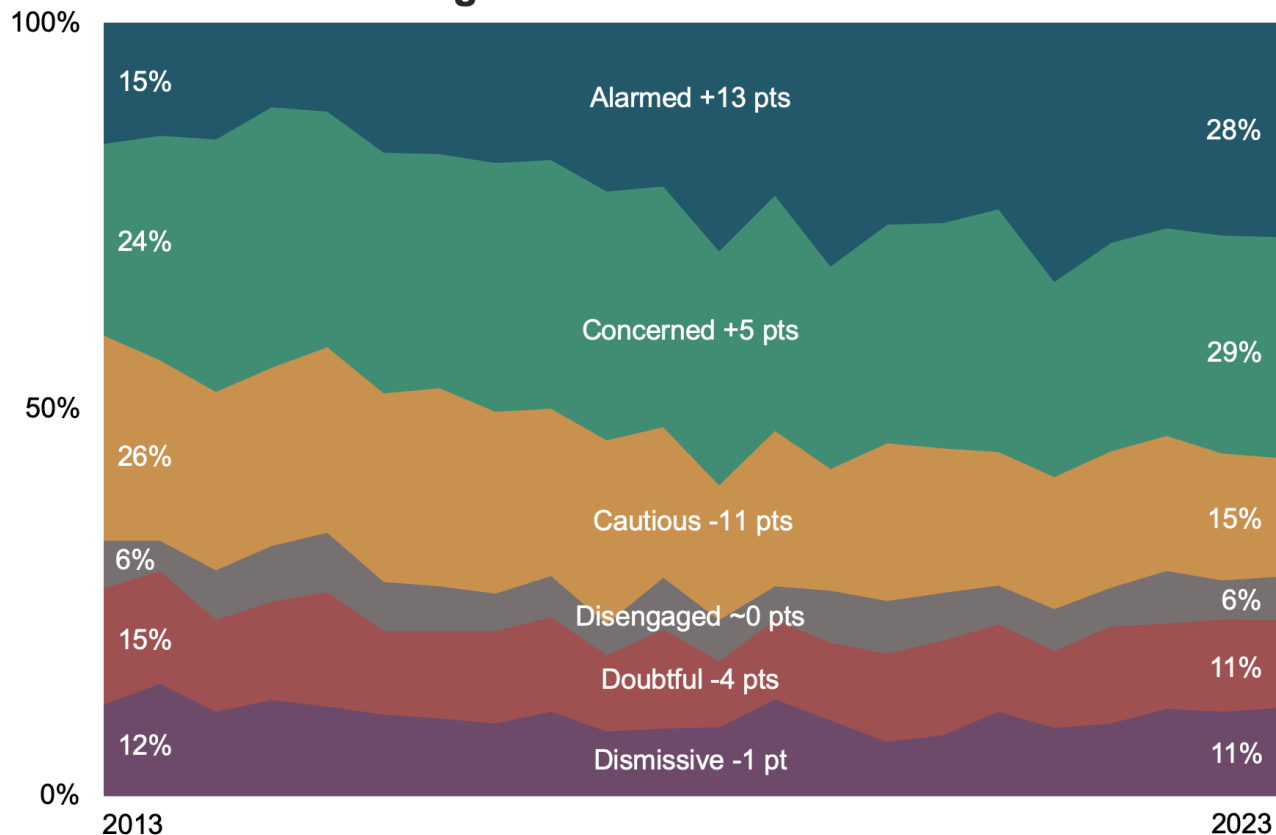
Doubtful

Is it a hoax? How
do you know it's
human-caused?



Dismissive

Global Warming's Six Americas Over the Last Decade

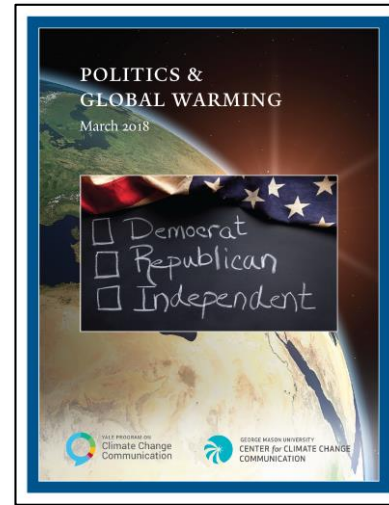
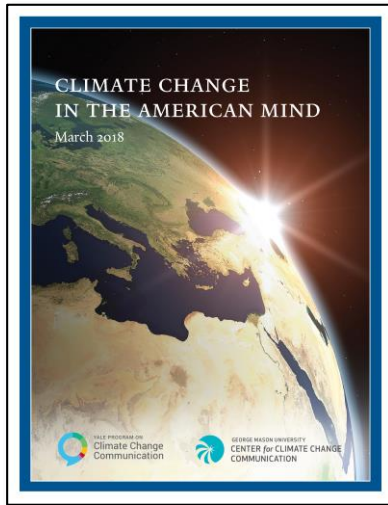


Base: 25,368 U.S. adults. Data include 22 waves of national surveys spanning April 2013 – October 2023.

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

Climate Communication Recommendations

1. Know your audience - tailor your communications.
2. Simple clear messages, repeated often, by a variety of trusted messengers.
3. Scientists agree, it's real, it's us, it's bad, but there's hope!



For new research alerts, please sign up at:
climatecommunication.yale.edu

Climate Connections:
<https://yaleclimateconnections.org>

