

# Climate Change in the American Mind

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Yale SCHOOL OF FORESTRY & ENVIRONMENTAL STUDIES



YALE PROGRAM ON  
Climate Change  
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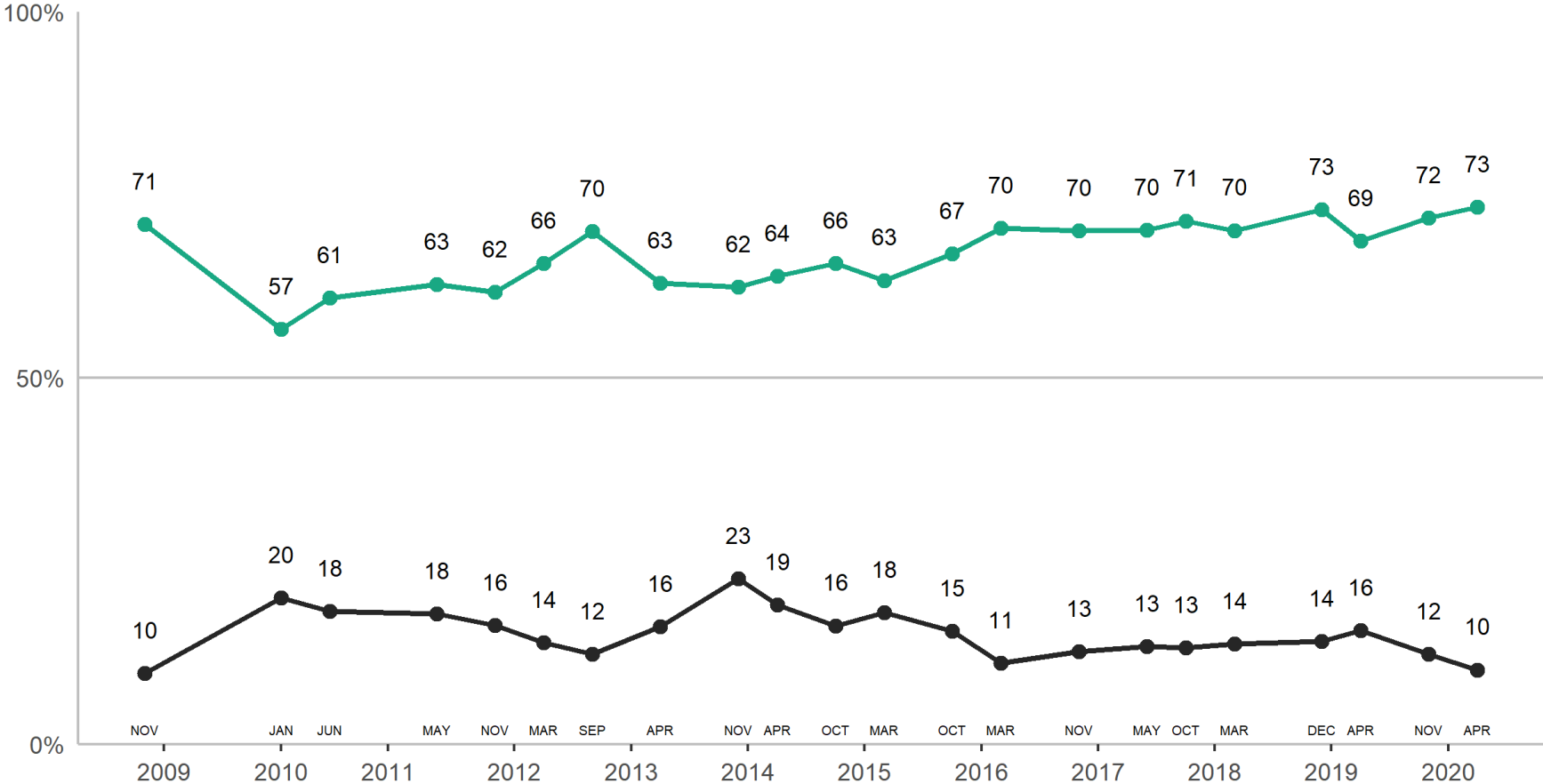


## The Five Key Ideas

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

- Think global warming is happening (%)
- Think global warming is NOT happening (%)

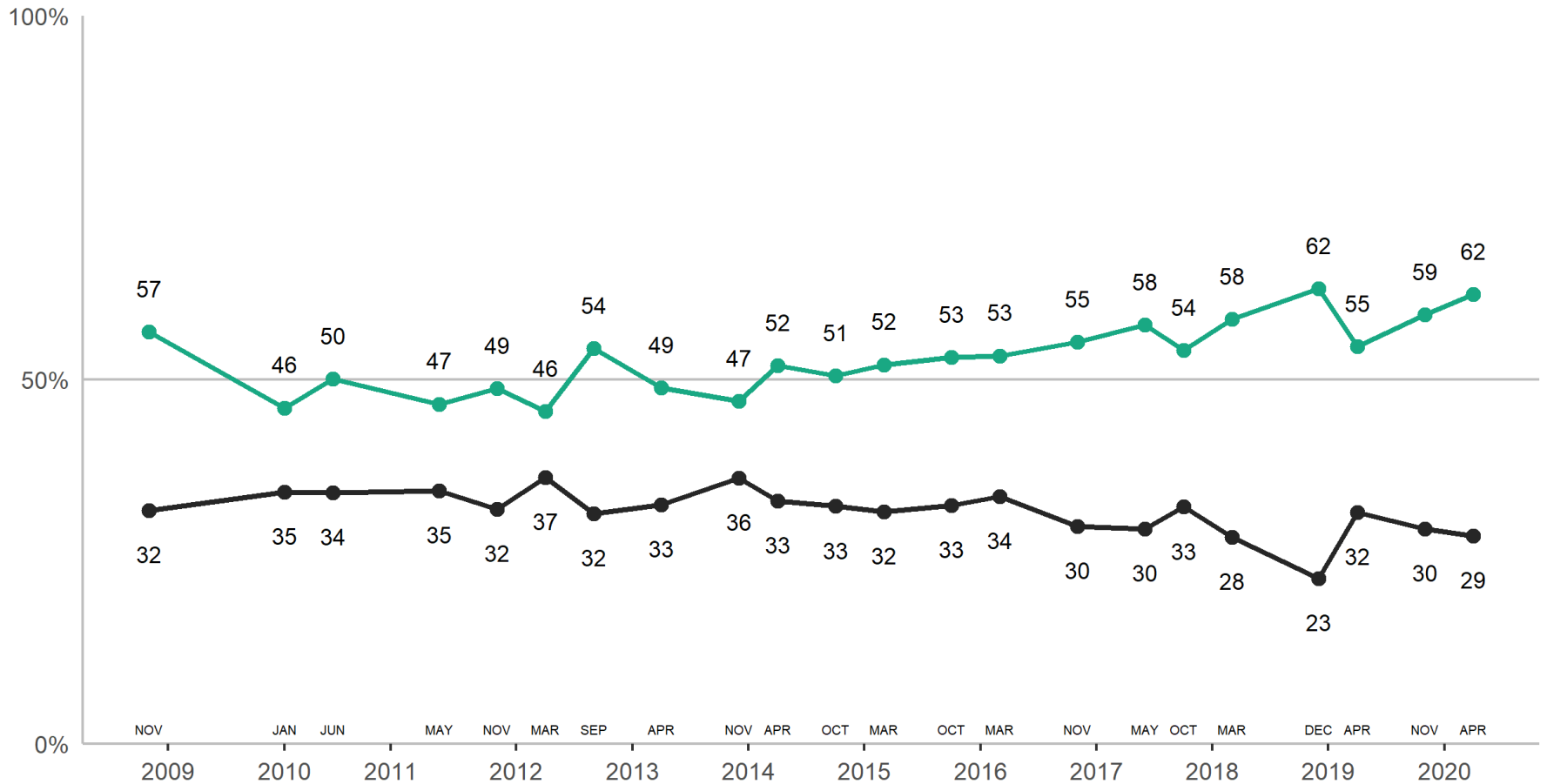


Do you think global warming is happening?  
 April 2020



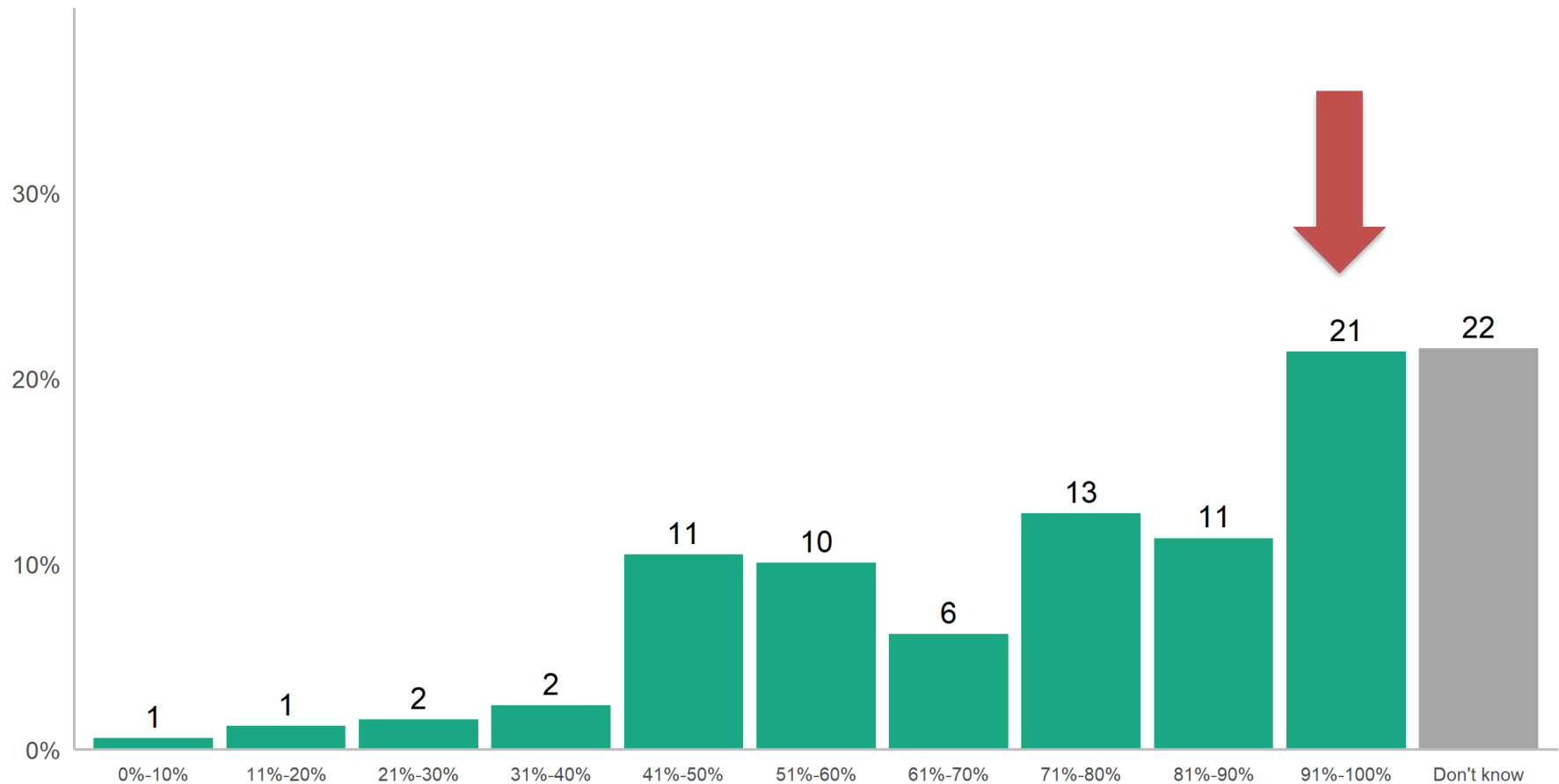
# A Majority of Americans Think Global Warming Is Mostly Human-Caused

- Think global warming is caused mostly by human activities (%)
- Think global warming is caused mostly by natural changes in the environment (%)



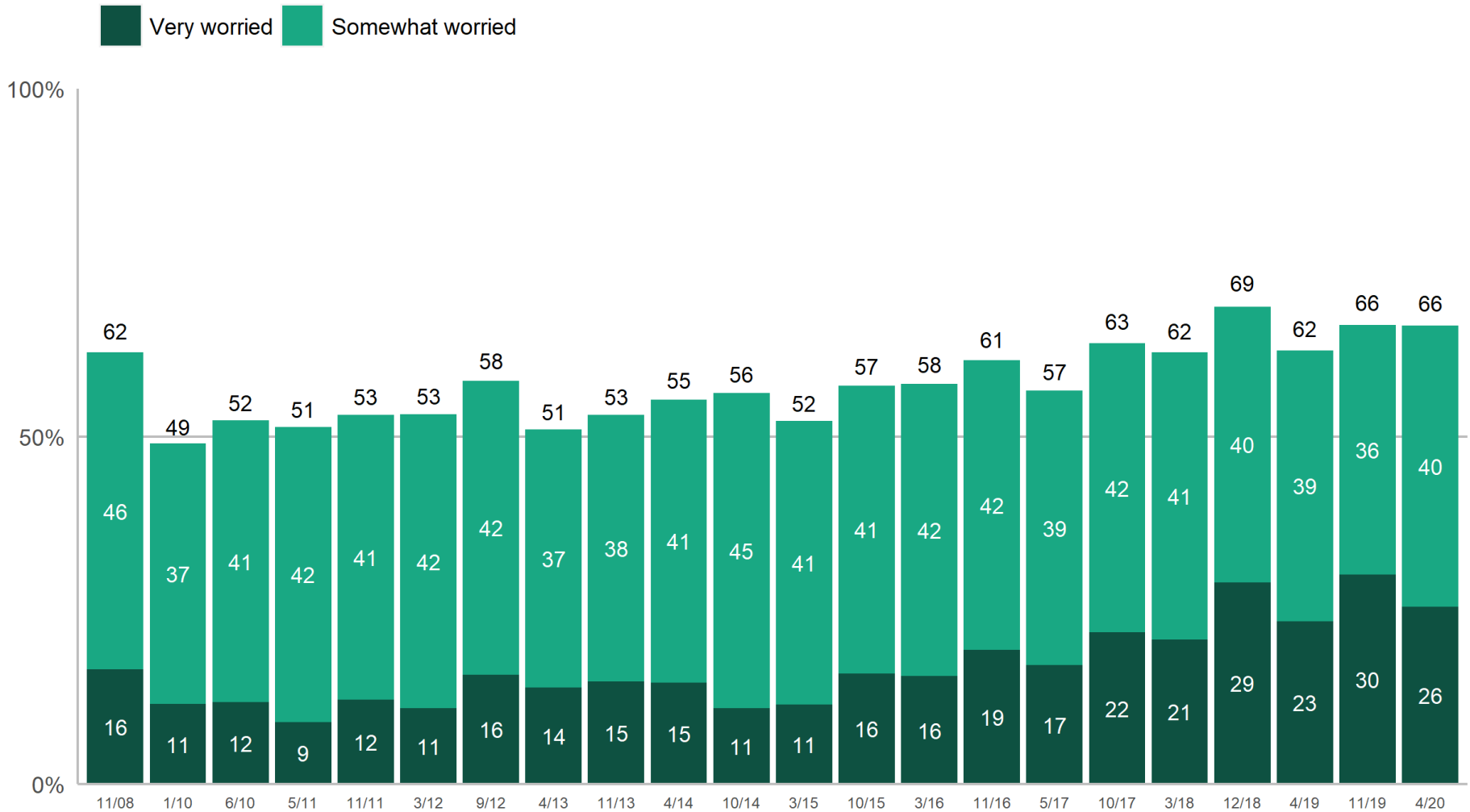
Assuming global warming is happening, do you think it is...  
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# Few Americans Understand the Scientific Consensus That Human-Caused Global Warming Is Happening



To the best of your knowledge, what percentage of climate scientists think that human-caused global warming is happening? Please click on the slider bar below to indicate your answer. You can slide the indicator to the position that best describes your opinion.

# Only 26% of Americans Are “Very Worried”



How worried are you about global warming?

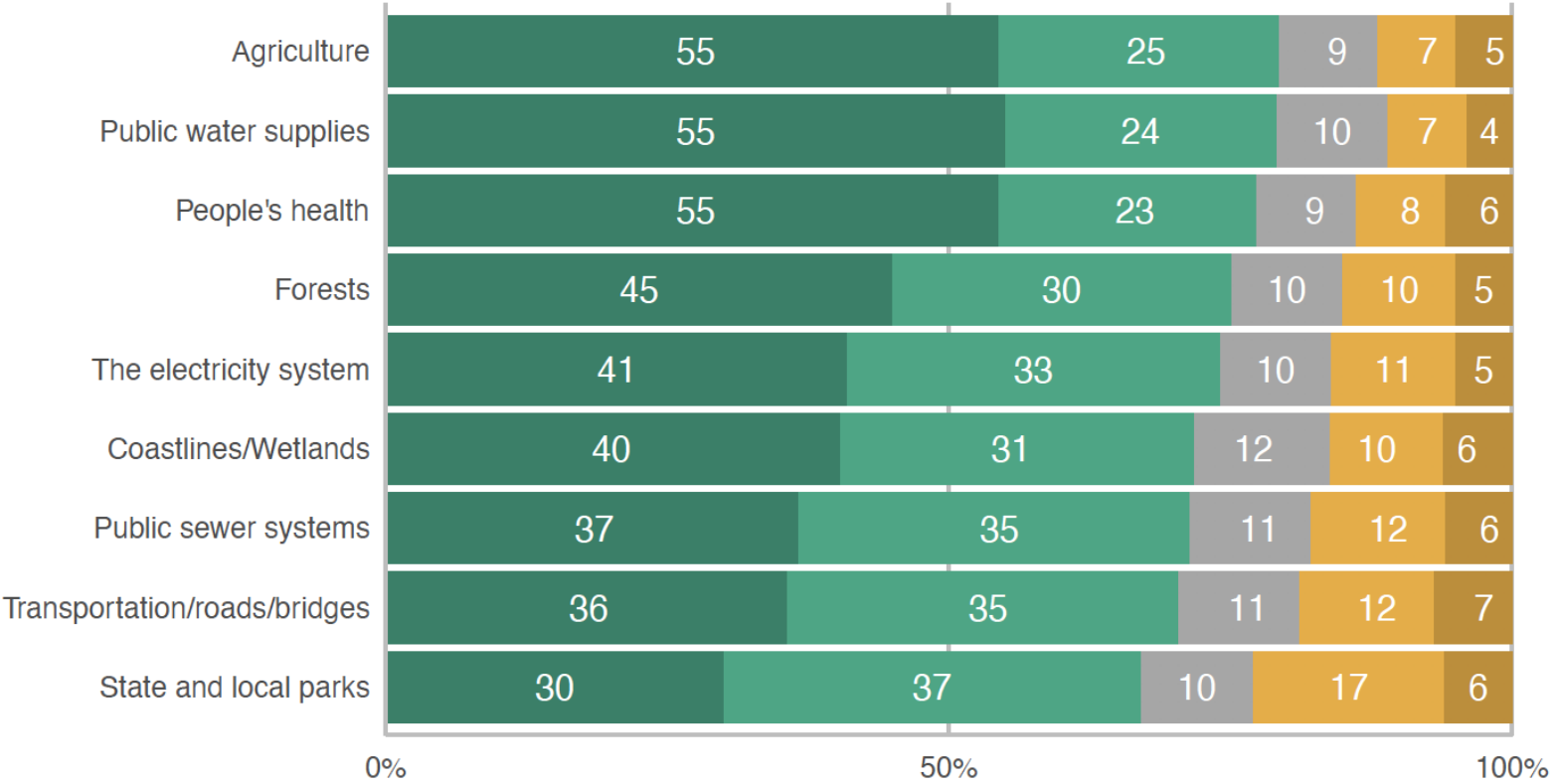
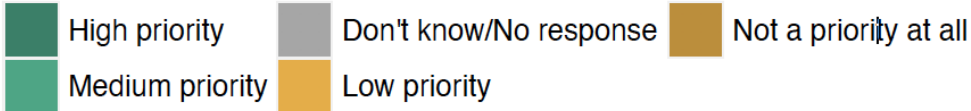
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# **The Yale Climate Opinion Maps**

# Protection Priorities for State and Local Governments

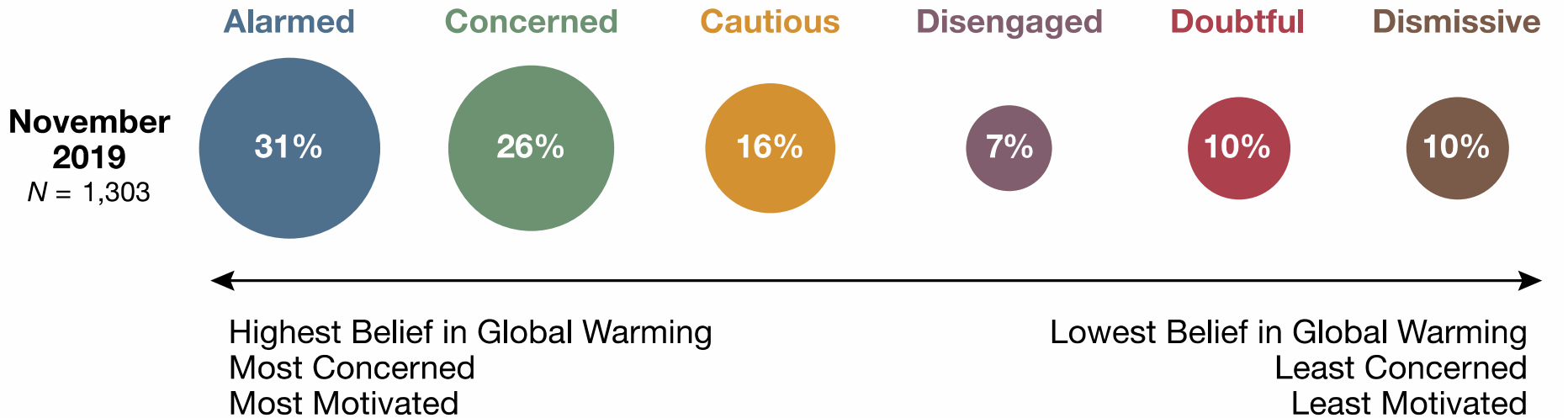


In your opinion, how much priority should your state and local governments give to protecting each of the following from the effects of global warming over the next 10 years?





# Global Warming's "Six Americas"



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

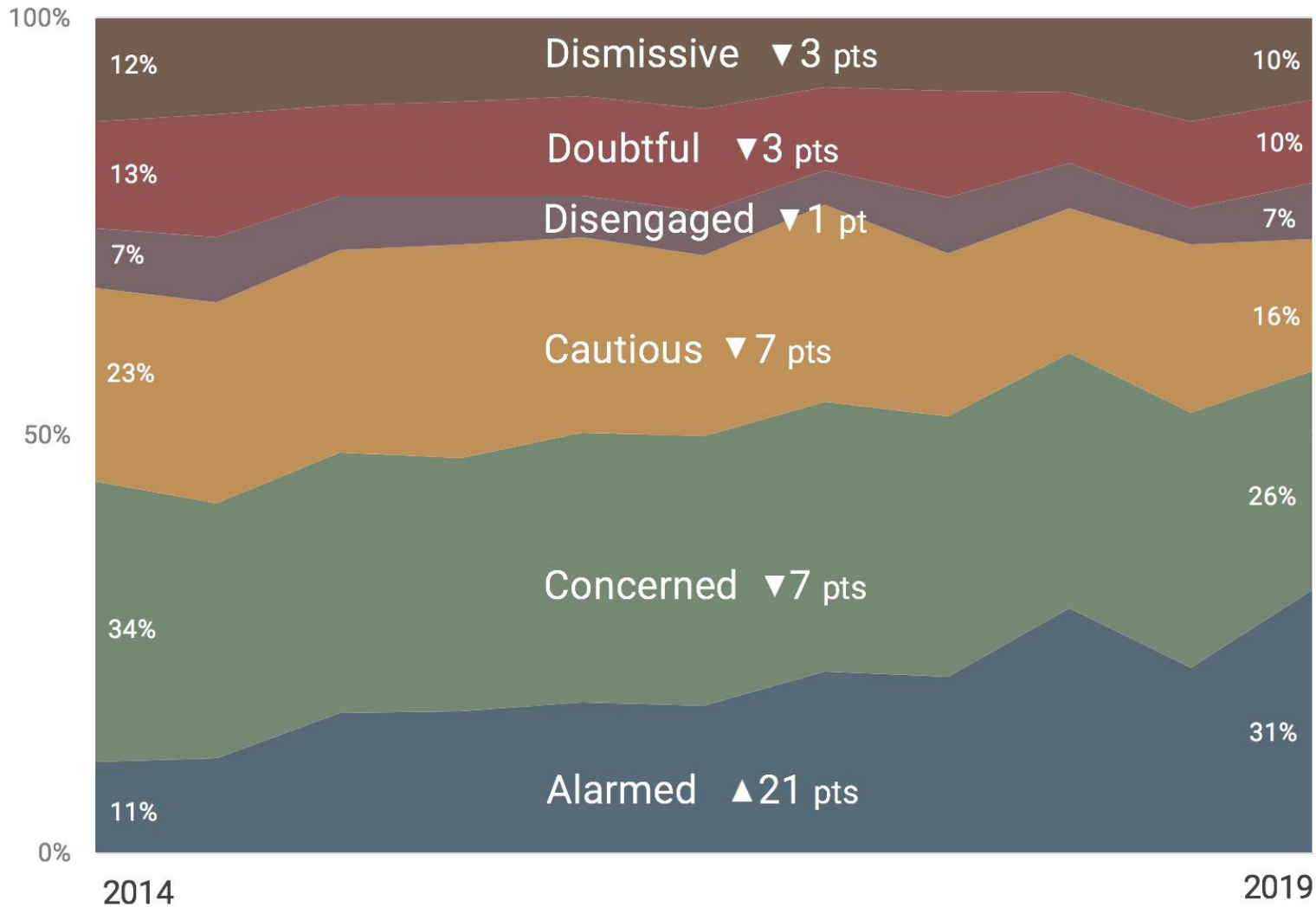
What can the world (and I) do to reduce global warming?

How do you know that global warming is happening or human-caused?

What harm will it cause? Why should I care?



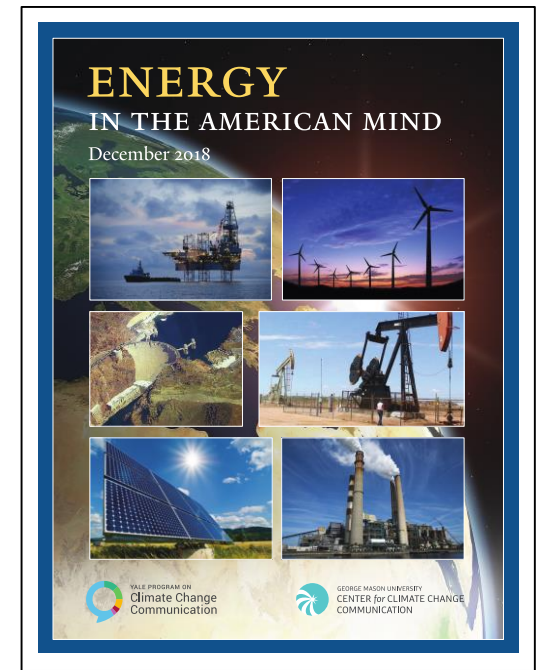
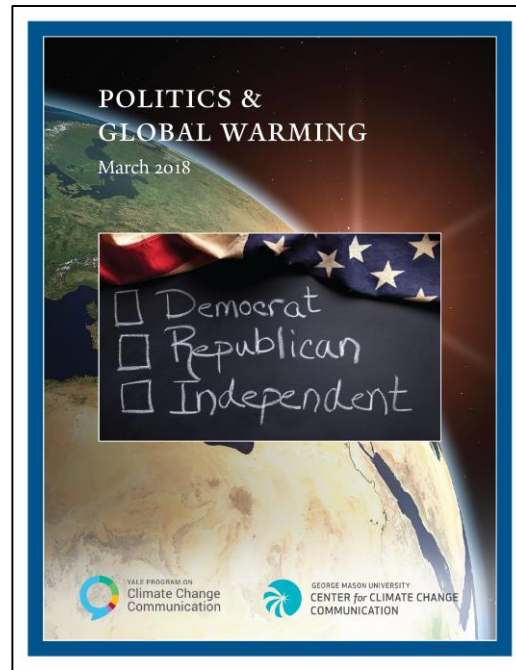
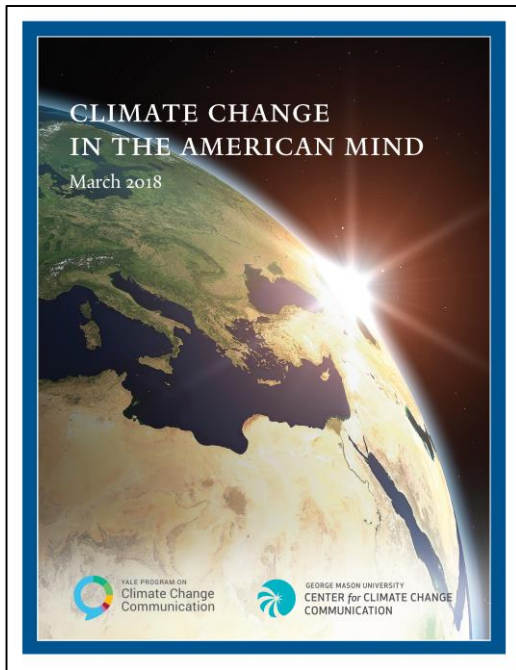
# Global Warming's Six Americas 5 Year Change (2014-2019)





## Recommendations

1. Break the spiral of silence – talk about it
2. Know your audience - tailor your communications
3. Global Warming's Six Americas
4. Simple clear messages, repeated often, by a variety of trusted messengers
5. Scientists agree: it's real, it's us, it's bad, but there's hope!



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