

Climate Change in the American Mind



Yale SCHOOL OF FORESTRY & ENVIRONMENTAL STUDIES



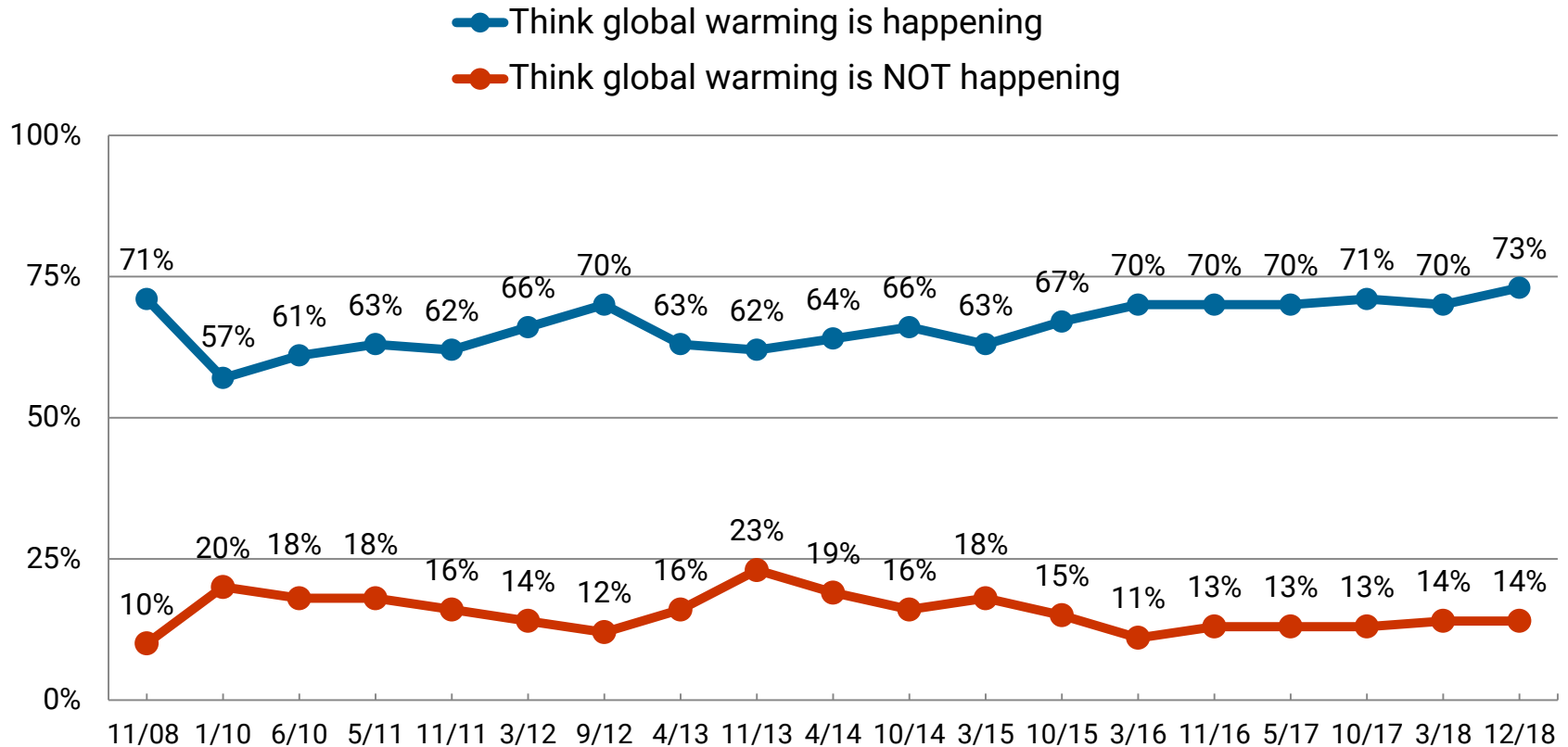
YALE PROGRAM ON
Climate Change
Communication



The Five Key Ideas

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

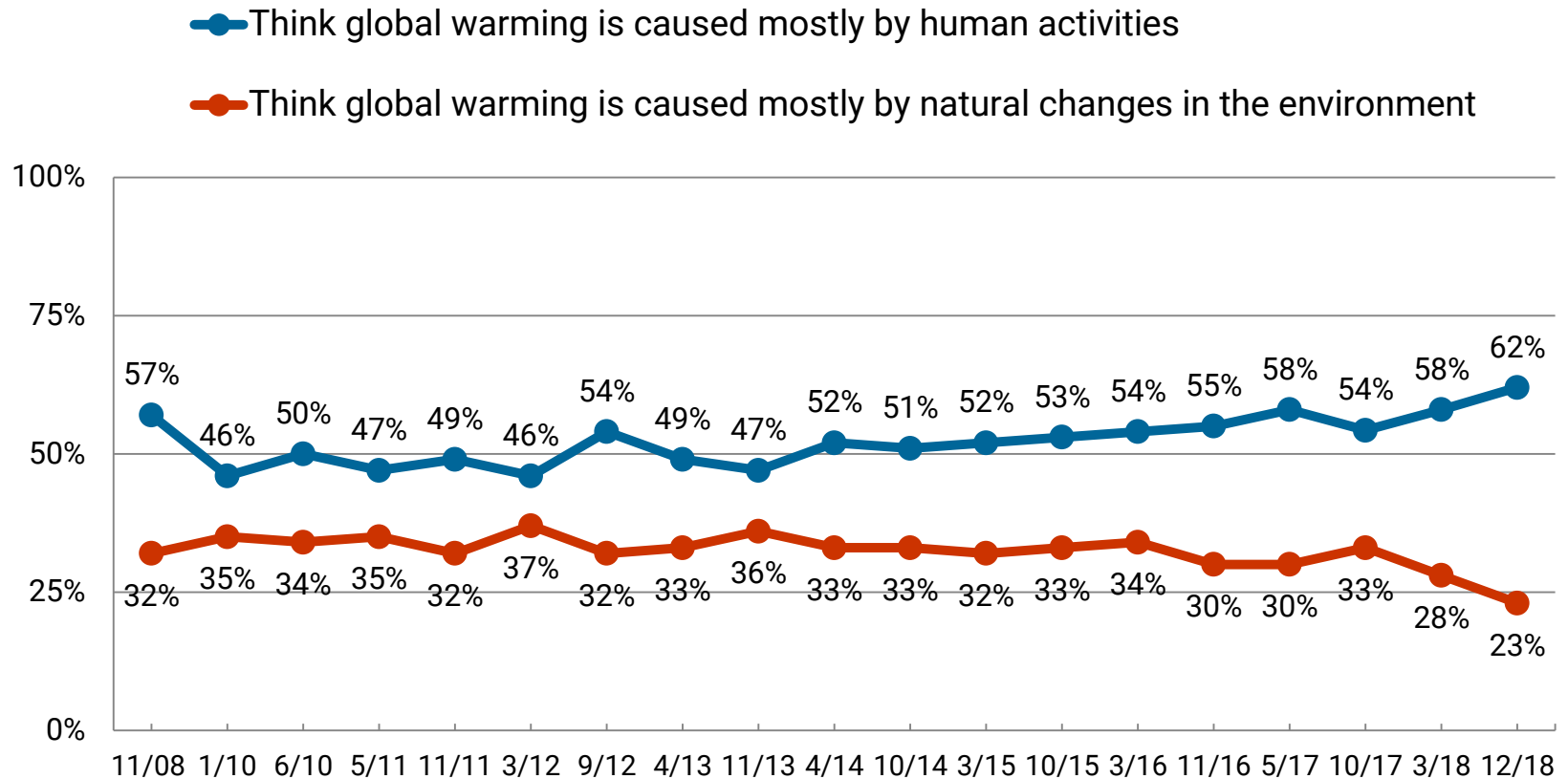
Most Americans Think Global Warming Is Happening



Do you think global warming is happening?

December 2018. Base: Americans 18+.

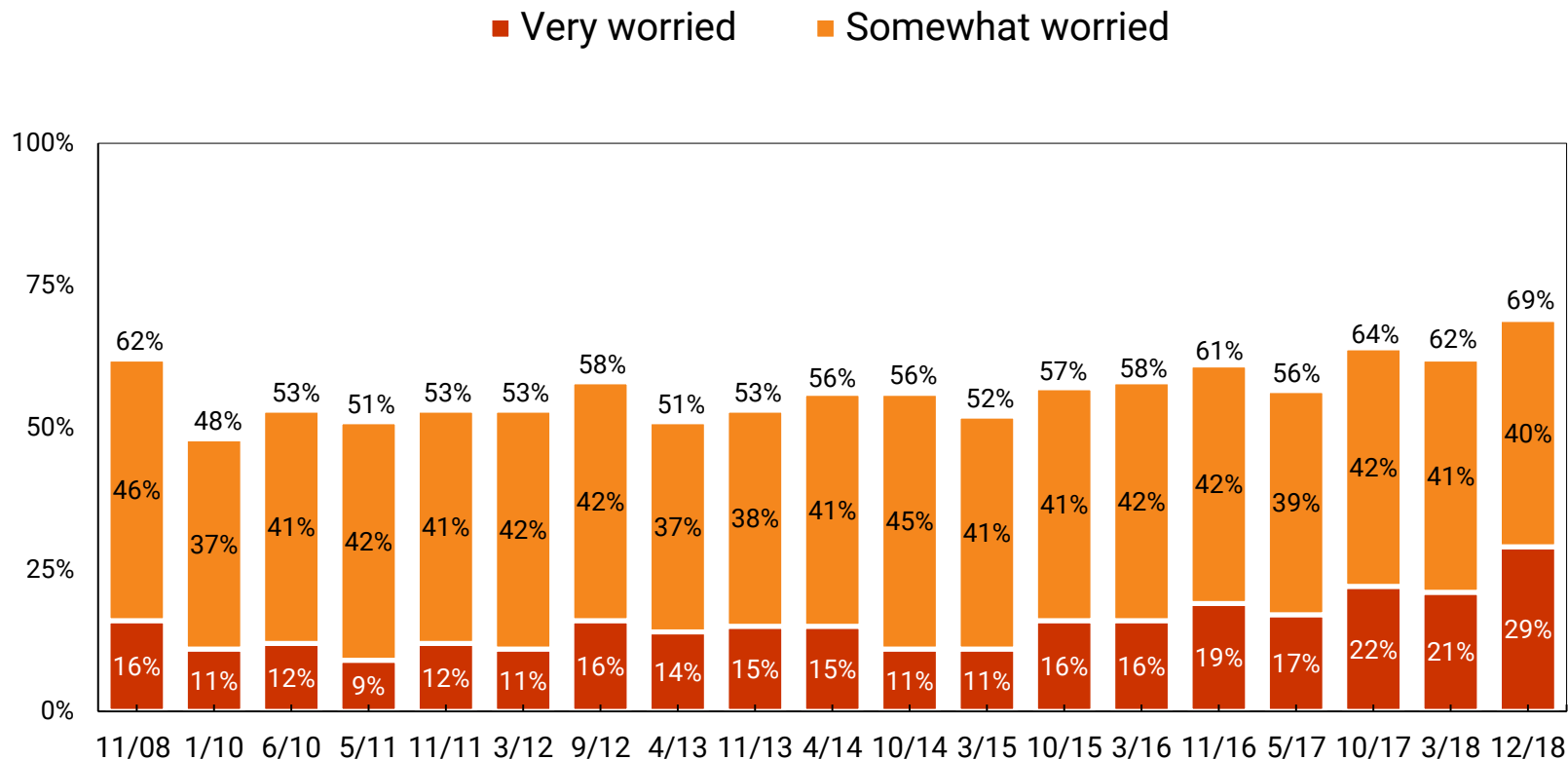
A Majority of Americans Think Global Warming Is Mostly Human-Caused



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

December 2018. Base: Americans 18+.

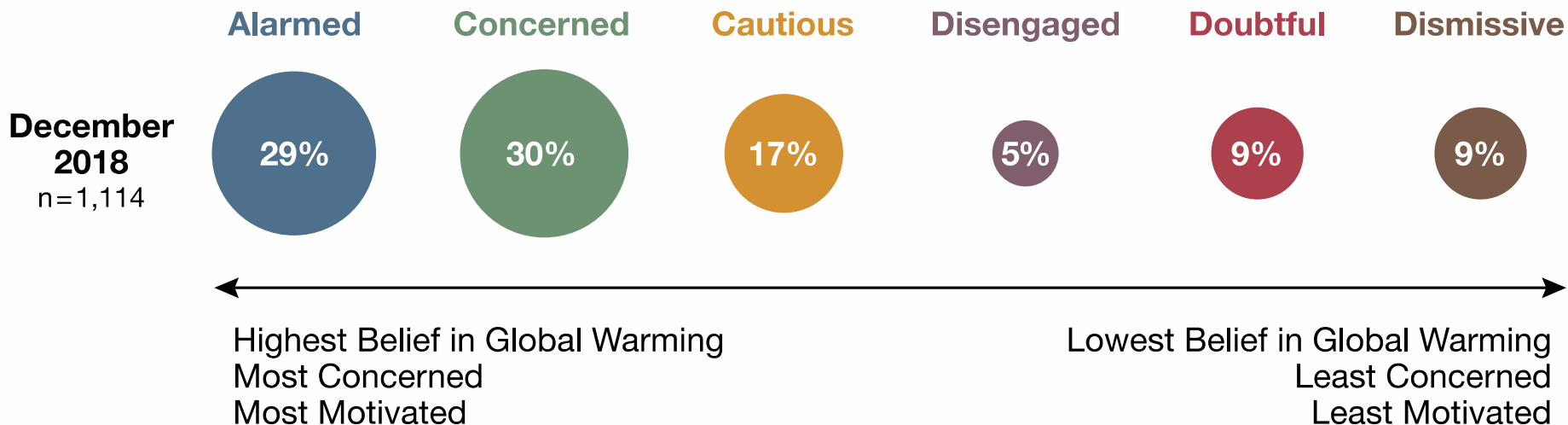
Americans “Very Worried” About Global Warming Jumped 8 Points



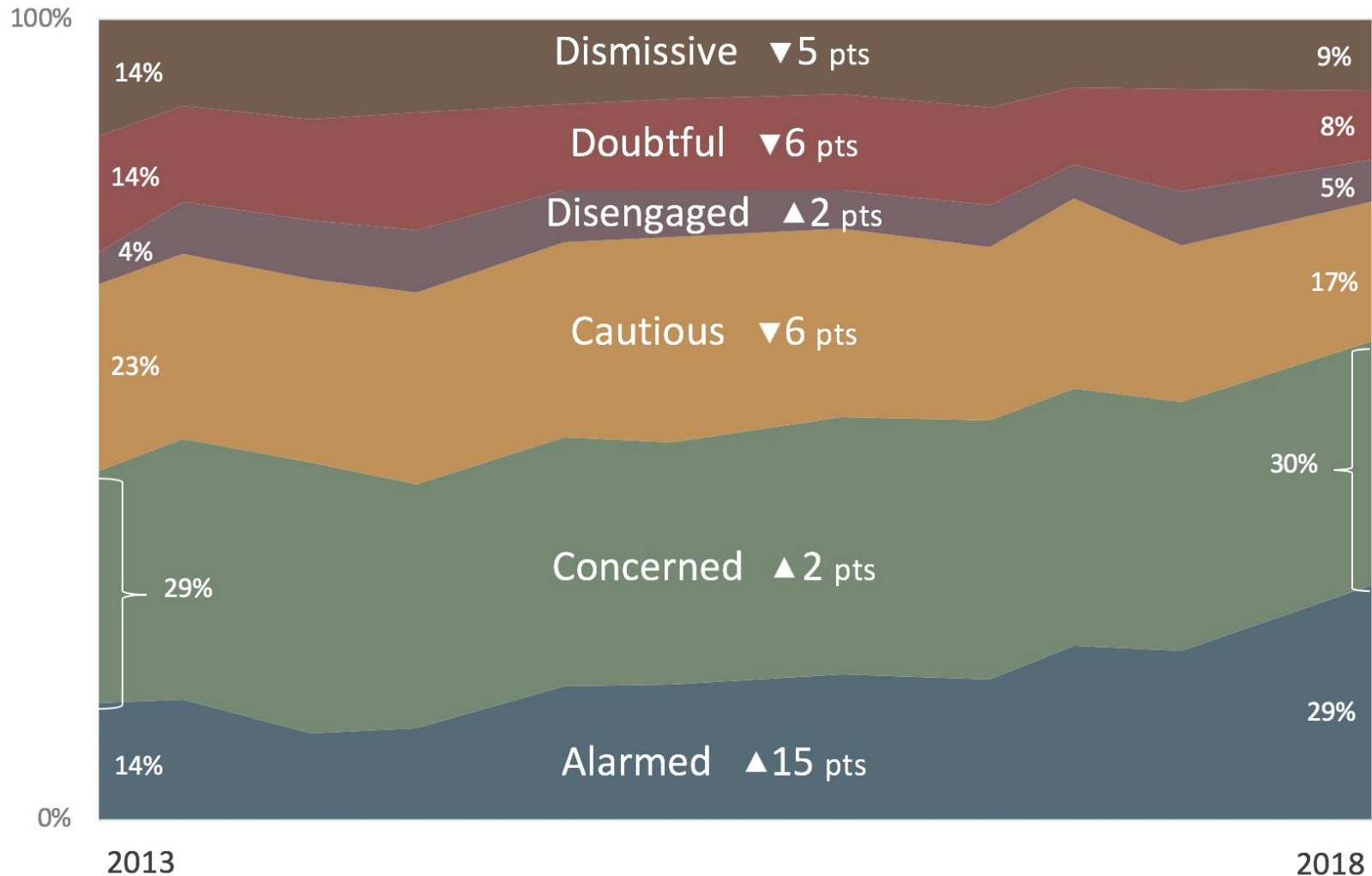
How worried are you about global warming?

March 2018. Base: Americans 18+.

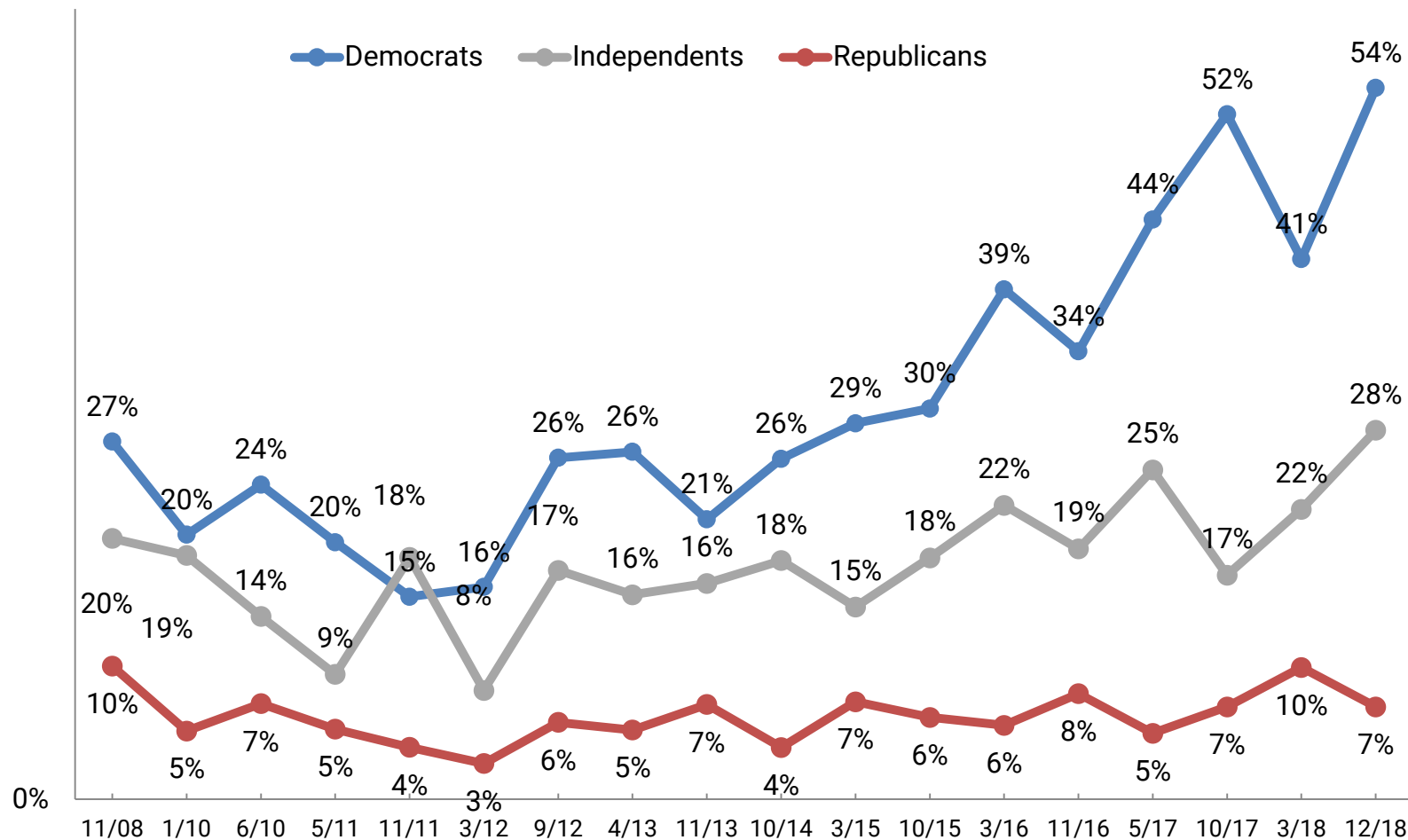
Global Warming's "Six Americas"



Global Warming's Six Americas 5 Year Change (2013-2018)



Global Warming Should be a “Very High” Priority for the President and Congress



Do you think each of these issues should be a low, medium, high, or very high priority for the next president and Congress? [Global warming]
Base: Registered Voters.

Global Warming Was #4 Voting Issue for Liberal D's

Rank by "very important"	All Registered Voters (n = 1,067)	Liberal Democrats (n = 265)	Moderate/Conservative Democrats (n = 204)	Liberal/Moderate Republicans (n = 149)	Conservative Republicans (n = 276)
1	Healthcare	Healthcare	Healthcare	The economy	The economy
2	The economy	Gun policies	Education	Social Security	Terrorism
3	Social Security	Environmental protection	Social Security	Terrorism	Immigration reform
4	Gun policies	<i>Global warming</i>	The economy	Gun policies	Social Security
5	Education	Income gap	Gun policies	Healthcare	Gun policies
6	Terrorism	Education	Terrorism	Education	Federal budget deficit
7	Improving roads, etc.	Russian election interference	Russian election interference	Federal budget deficit	Healthcare
8	Environmental protection	Social Security	Environmental protection	Improving roads, etc.	Tax reform
9	Federal budget deficit	The economy	Improving roads, etc.	Tax reform	Abortion
10	Immigration reform	Developing clean energy	Income gap	Immigration reform	Education
11	Tax reform	Improving roads, etc.	Disaster relief	Environmental protection	Improving roads, etc.
12	Russian election interference	Race relations	Tax reform	Foreign policy	Foreign policy
13	Income gap	Disaster relief	Developing clean energy	Energy independence	Same-sex marriage
14	Developing clean energy	Federal budget deficit	Federal budget deficit	Opioid crisis	Energy independence
15	<i>Global warming</i>	Immigration reform	Race relations	Income gap	Criminal justice reform
16	Disaster relief	Criminal justice reform	<i>Global warming</i>	Criminal justice reform	Opioid crisis
17	Race relations	Same-sex marriage	Energy independence	Russian election interference	International trade
18	Criminal justice reform	Tax reform	Criminal justice reform	Developing clean energy	Russian election interference
19	Energy independence	Campaign finance reform	Immigration reform	Campaign finance reform	Campaign finance reform
20	Abortion	Foreign policy	Opioid crisis	International trade	War in Afghanistan
21	Foreign policy	Terrorism	Foreign policy	Disaster relief	Disaster relief
22	Opioid crisis	Wall Street reform	Abortion	Race relations	Environmental protection
23	Campaign finance reform	Abortion	Campaign finance reform	<i>Global warming</i>	Legalizing marijuana
24	Same-sex marriage	Energy independence	Wall Street reform	Abortion	Developing clean energy
25	International trade	Opioid crisis	Legalizing marijuana	War in Afghanistan	Race relations
26	Wall Street reform	Legalizing marijuana	War in Afghanistan	Wall Street reform	Wall Street reform
27	War in Afghanistan	International trade	International trade	Legalizing marijuana	Income gap
28	Legalizing marijuana	War in Afghanistan	Same-sex marriage	Same-sex marriage	<i>Global warming</i>

How important will the candidates' positions on the following issues be when you decide who you will vote for in the 2018 Congressional election?

March 2018. Base: Registered American Voters.

Registered Voters Support Climate-Friendly Energy Policies

- % who say “strongly” or “somewhat support” policy -

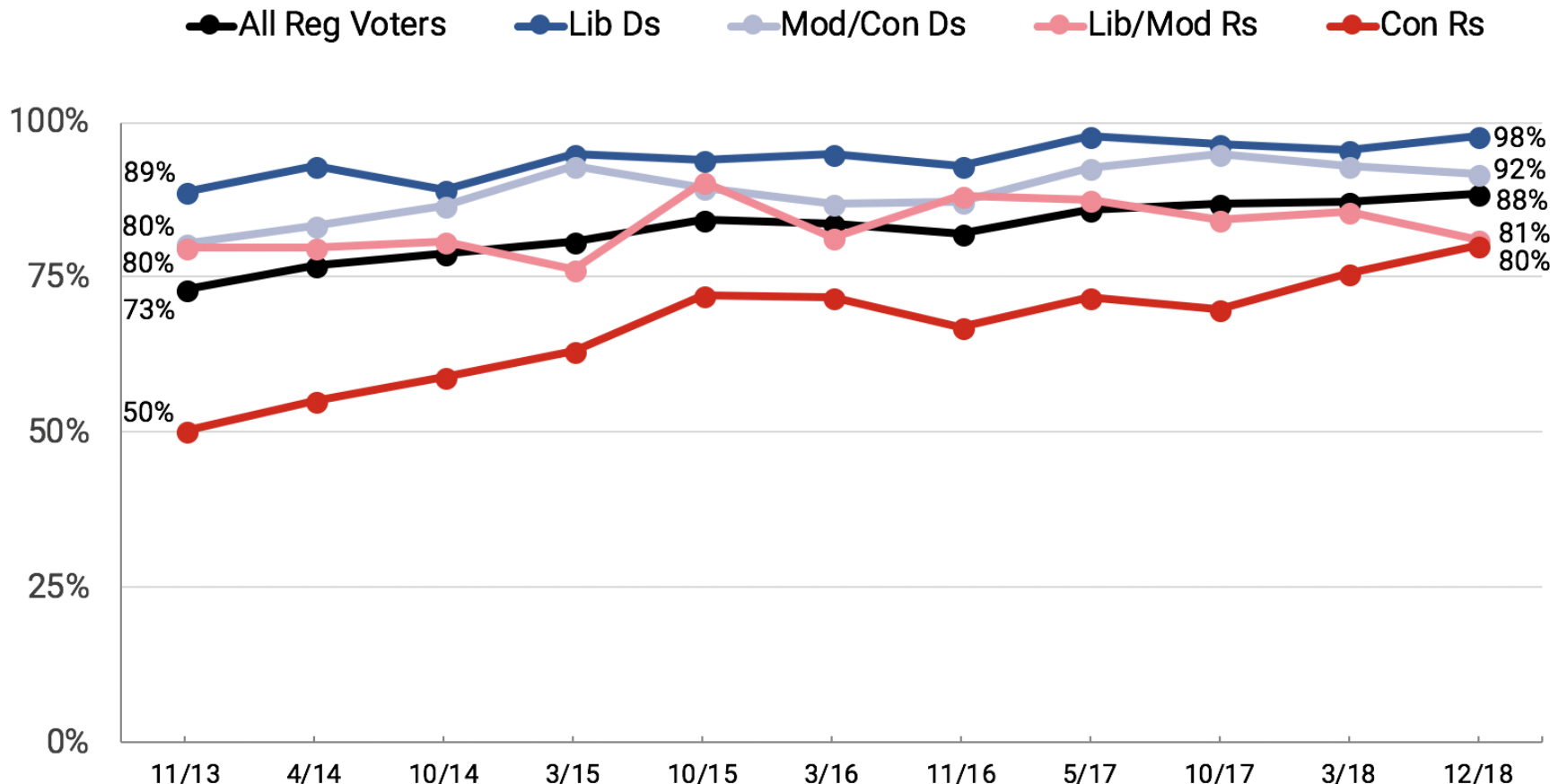
(Unweighted base)	Democrats					Republicans		
	All Reg Voters	Total	Lib	Mod/Con	Ind	Total	Lib/Mod	Con
	(996)	(466)	(295)	(168)	(95)	(356)	(116)	(238)
	%	%	%	%	%	%	%	%
Fund more research into renewable energy sources such as solar and wind power	88	95	98	92	84	81	81	80
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels	85	95	96	93	85	71	77	67
Regulate carbon dioxide (the primary greenhouse gas) as a pollutant	79	93	95	90	81	60	65	56
Require electric utilities to produce at least 20% of their electricity from...renewables, even if it costs the average household an extra \$100/year	70	87	92	80	64	48	57	42

How much do you support or oppose the following policies?

December 2018. Base: Registered American Voters.

Support for Funding Renewable Energy Research Has Increased Over the Last Five Years

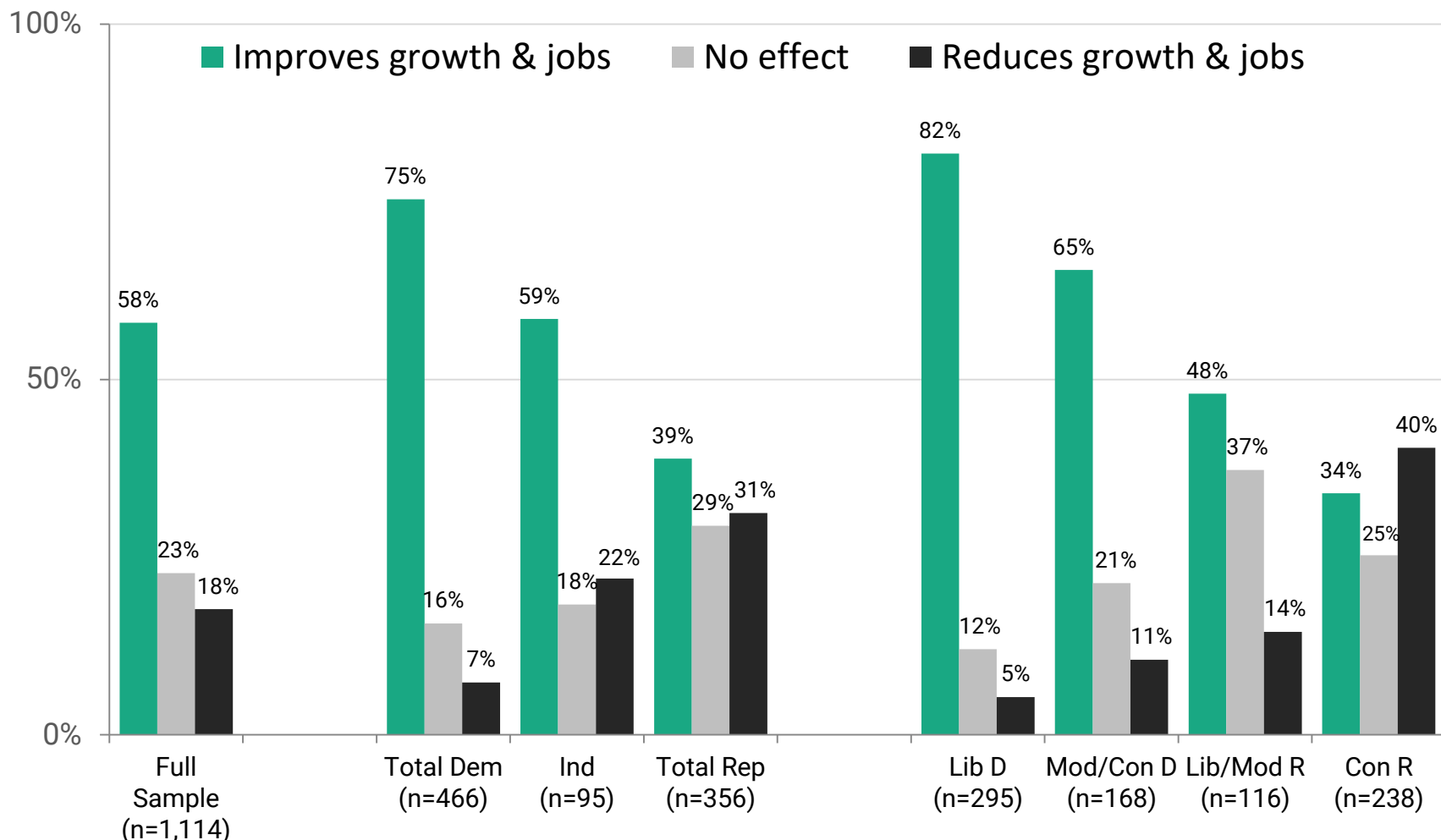
- % who say "strongly" or "somewhat" support -



How much do you support or oppose the following policies: Fund more research into renewable energy sources, such as solar and wind power.

Nov. 2008 to Dec. 2018. Base: Registered American voters (n=19,441).

Most Americans Think Policies that Promote Clean Energy Will Improve Economic Growth and Create Jobs

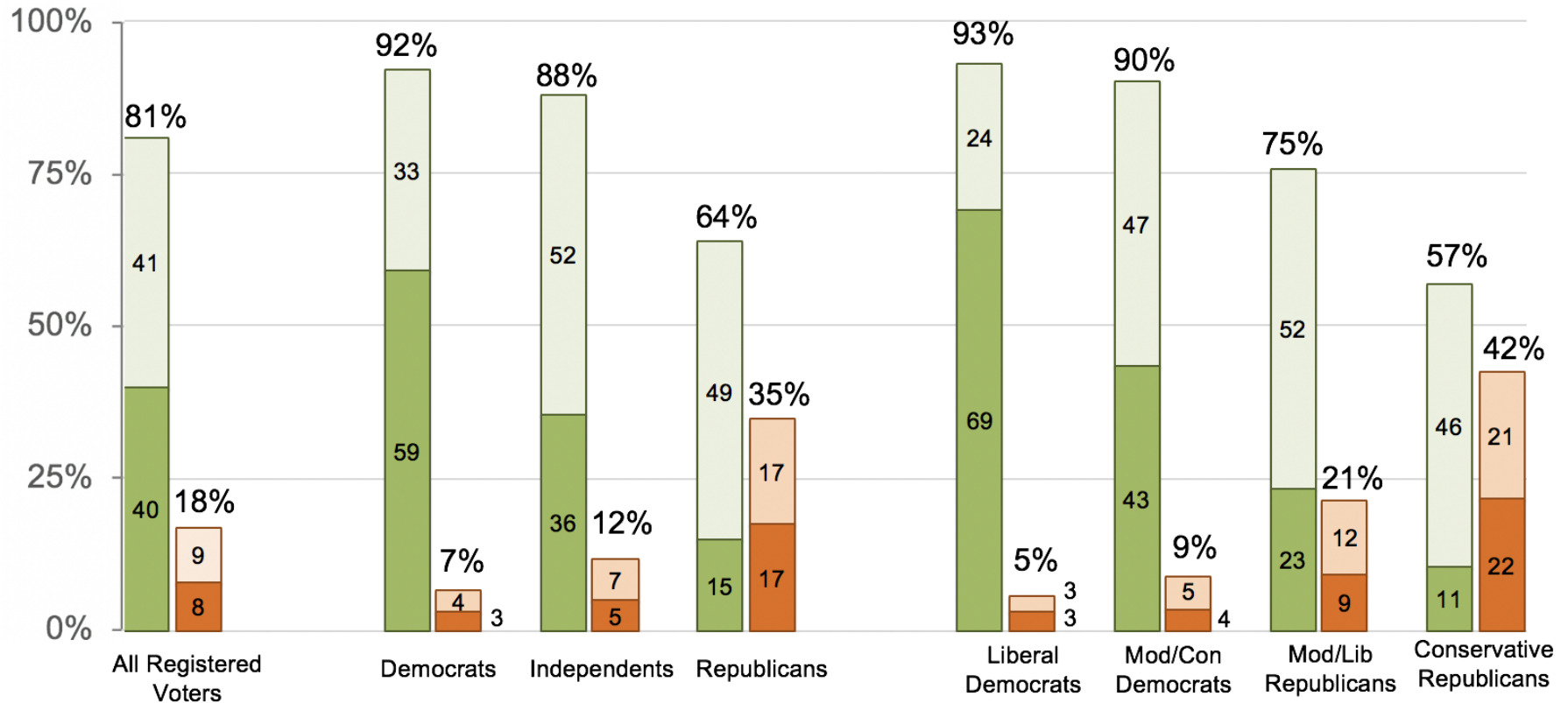


Do you think that government policies intended to transition away from fossil fuels (coal, oil, natural gas) and toward clean energy (solar, wind) will: (a) improve economic growth and provide new jobs, (b) reduce economic growth and cost jobs, (c) have no effect on economic growth or jobs?

December 2018. Base: 1,114 American adults.
 Values for political groups include registered voters only (n=966).

Support for the Green New Deal among Registered Voters

“somewhat support”   “somewhat oppose”
 “strongly support”   “strongly oppose”



“Some members of Congress are proposing a ‘Green New Deal’ for the U.S. They say that a Green New Deal will produce jobs and strengthen America’s economy by accelerating the transition from fossil fuels to clean, renewable energy. The Deal would generate 100% of the nation’s electricity from clean, renewable sources within the next 10 years; upgrade the nation’s energy grid, buildings, and transportation infrastructure; increase energy efficiency; invest in green technology research and development; and provide training for jobs in the new green economy. How much do you support or oppose this idea?”

December 2018. Base: 966 registered American voters. Weighted to U.S. Census parameters. Due to rounding and non-response, sums may not equal 100%.

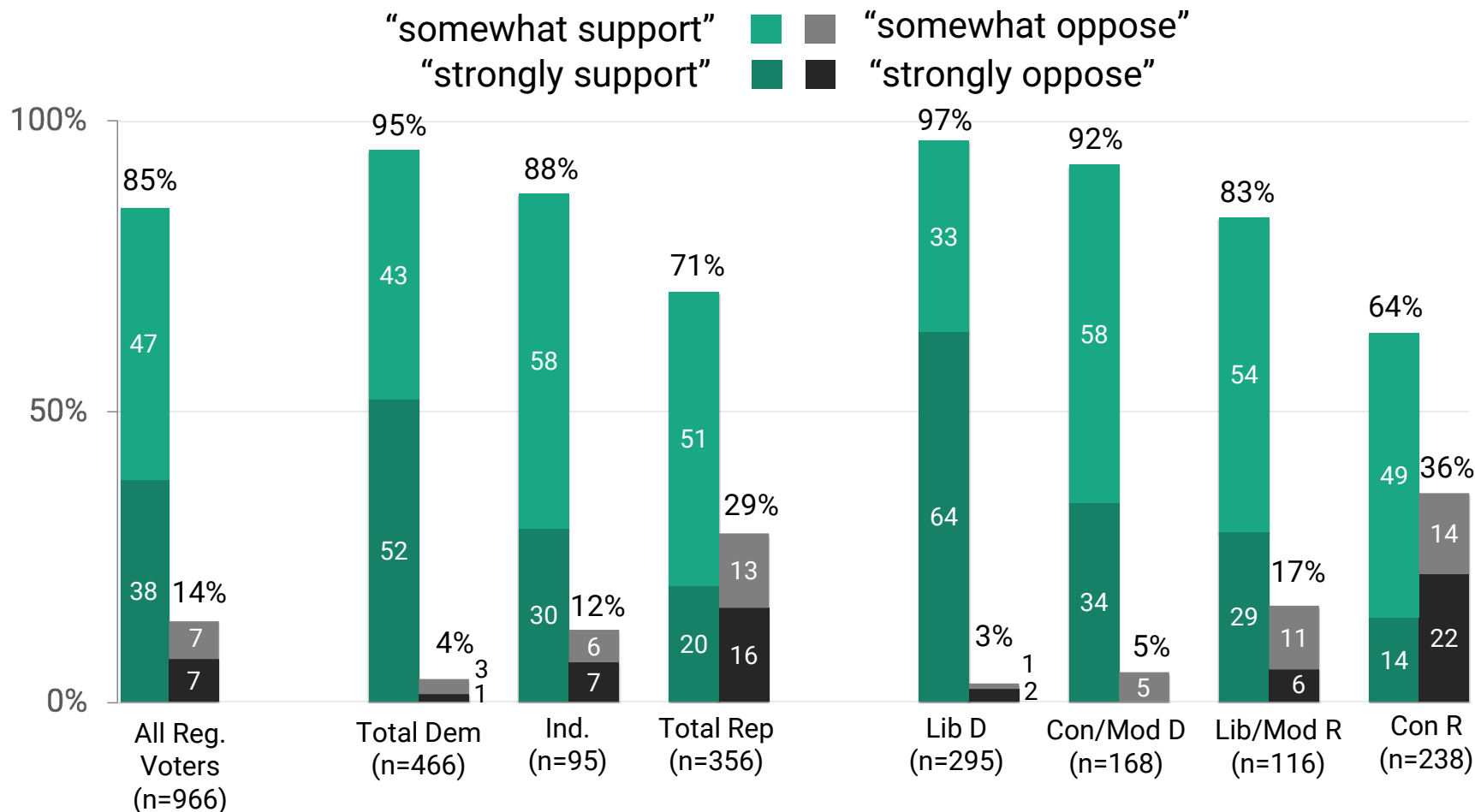


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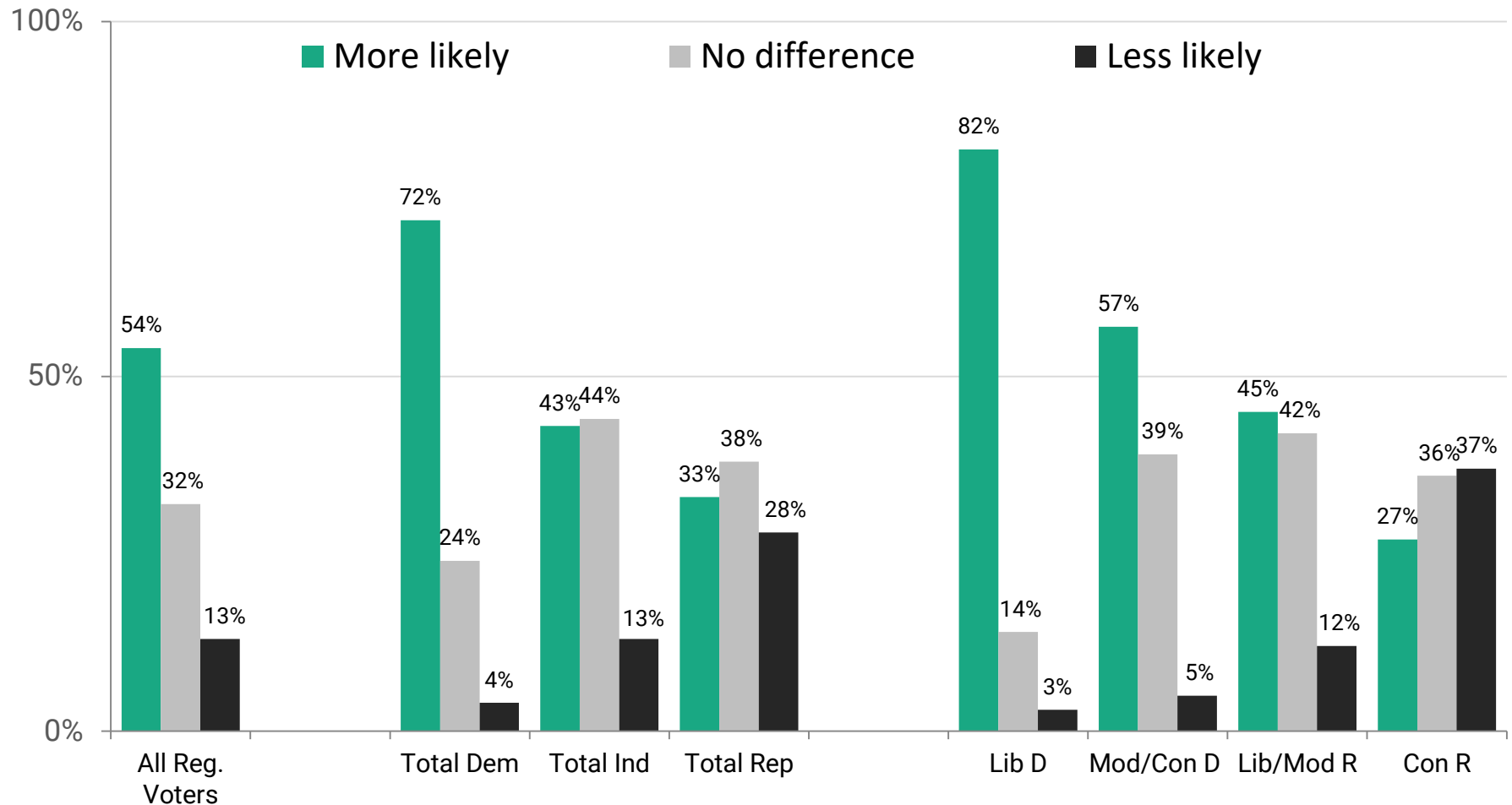
A Large Bipartisan Majority of Registered Voters Support Requiring Electric Utilities to Use 100% Clean, Renewable Energy by 2050



How much do you support or oppose requiring electric utilities in your state to produce 100% of their electricity from clean, renewable energy sources (such as wind and solar) by 2050?

December 2018. Base: Registered American voters (n=966)

Voters are More Likely to Vote for a Candidate Who Supports Requiring Utilities to Use 100% Clean, Renewable Energy



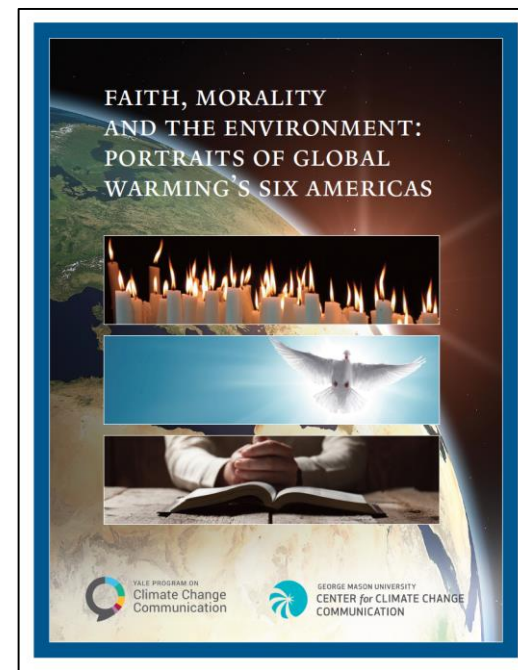
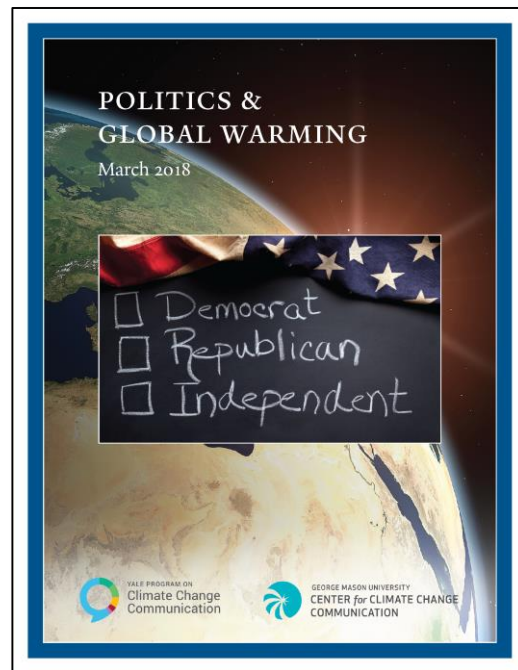
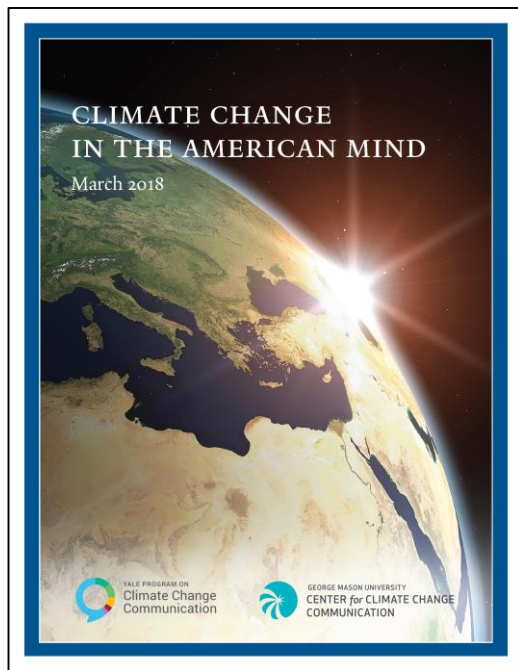
Would you be more or less likely to vote for a candidate for political office who supports requiring electric utilities in your state to produce 100% of their electricity from clean, renewable energy sources (such as wind and solar) by 2050?

December 2018. Base: Registered American voters (n=966).



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The Yale Climate Opinion Maps



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