Communicating Values on Global Warming
The Six Americas Audience Segments

- Who are you talking to about global warming?

<table>
<thead>
<tr>
<th>Segment</th>
<th>October 2014 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alarmed</td>
<td>13%</td>
</tr>
<tr>
<td>Concerned</td>
<td>31%</td>
</tr>
<tr>
<td>Cautious</td>
<td>23%</td>
</tr>
<tr>
<td>Disengaged</td>
<td>7%</td>
</tr>
<tr>
<td>Doubtful</td>
<td>13%</td>
</tr>
<tr>
<td>Dismissive</td>
<td>13%</td>
</tr>
</tbody>
</table>

Proportion represented by area
Source: Yale / George Mason University

Yale Center for Communication on Climate Change
Most Californians Believe Global Warming Is Happening

79%

- Yes, global warming IS happening
- No, global warming is NOT happening (11%)
- Not sure (10%)

Recently, you may have noticed that *global warming* has been getting some attention in the news. Global warming refers to the idea that the world’s average temperature has been increasing over the past 150 years, may be increasing more in the future, and that the world’s climate may change as a result.

What do you think: Do you think that global warming is happening, or not? If you’re not sure, just let me know.

Base: Californians 18+ (n=800).
Majority of Californians Believe Global Warming Is Human Caused

But nearly one in four believe it is caused mostly by natural changes in the environment

Assuming global warming is happening, do you think it is...  
Base: Californians 18+ (n=800).
Over Half of Californians Believe Scientists Agree About Global Warming

Which of the following statements comes closest to your own view? If you’re not sure, just let me know.

Base: Californians 18+ (n=800).
Majority of Californians Believe Global Warming Should Be a Very High or High Priority for the President and Congress

- Very high priority: 25%
- High priority: 34%
- Medium priority: 22%
- Low priority: 17%
- Not sure: 2%

Do you think that global warming should be a low, medium, high, or very high priority for the president and Congress? Base: Californians 18+ (n=800).
Californians Believe Corporations, Industry, Citizens Themselves, and Politicians Should be Doing More to Address Global Warming

<table>
<thead>
<tr>
<th></th>
<th>Much more</th>
<th>More</th>
<th>Right amount</th>
<th>Not Sure</th>
<th>Less</th>
<th>Much less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporations &amp; industry</td>
<td>53%</td>
<td>20%</td>
<td>8%</td>
<td>4%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Citizens themselves</td>
<td>40%</td>
<td>30%</td>
<td>10%</td>
<td>4%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>The U.S. Congress</td>
<td>37%</td>
<td>28%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>California state legislators</td>
<td>31%</td>
<td>30%</td>
<td>12%</td>
<td>11%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Governor Brown</td>
<td>29%</td>
<td>31%</td>
<td>14%</td>
<td>9%</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>President Obama</td>
<td>28%</td>
<td>31%</td>
<td>17%</td>
<td>7%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Your local government officials</td>
<td>28%</td>
<td>30%</td>
<td>15%</td>
<td>9%</td>
<td>7%</td>
<td>11%</td>
</tr>
</tbody>
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Do you think each of the following should be doing much more, more, less, or much less to address global warming, or do you think they are currently doing the right amount to address it?

Base: Californians 18+ (n=800).
Better World Group Polling on CA Climate Concerns Shows

- Californians believe that we can have both a strong economy and a clean environment
  - Top concern - Drought
  - 2nd concern - Reduce air pollution and increase public health
  - 3rd concern - Grow clean energy and clean energy jobs
  - 4th concern - Encourage growth of renewables
Audubon CA
Three Talking Points on Climate Change

• Birds and communities are the same thing - (people-environment link)
• Audubon Climate Science shows current and future impact on birds
• Air pollution is having an immediate impact on birds and people now
Audubon CA
Three Talking Points on Climate Change

• Choose the point to lead with that will appeal most to your audience
• Show how they are all interrelated
• This is affecting us **NOW**, not 50 years in the future!
Link it to your community / region

• What will impact birds in your community?
  • Examples -
    • Sea Level Rise
    • Wild Fires
    • Ecosystems
    • Ocean acidification
    • Loss of forage fish
Using Frames to Further the Conversation

• We all look at the world through filters or frames

• These frames reflect our values, world view and experience

• Presenting information using frames that are consistent with the values of your audience can be very successful

• **Immediate Issues** lead to **Topics** which lead to **Core values**
Examples of Frames

<table>
<thead>
<tr>
<th>Core Values</th>
<th>Republican</th>
<th>Anti Science</th>
<th>Family Focused</th>
<th>Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics</td>
<td>Gay Marriage</td>
<td>Climate</td>
<td>School Choice</td>
<td>Air Pollution</td>
</tr>
<tr>
<td>Immediate Issue</td>
<td>Supreme Court Decision</td>
<td>SB 32</td>
<td>School Board Election</td>
<td>Highway Expansion</td>
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• For example, SB 32 -> Climate -> Anti Science or SB 32 -> Climate - Family
• You cannot change someone’s mind, but you can change the mind they choose to view the issue with
What core values resonate with your community?