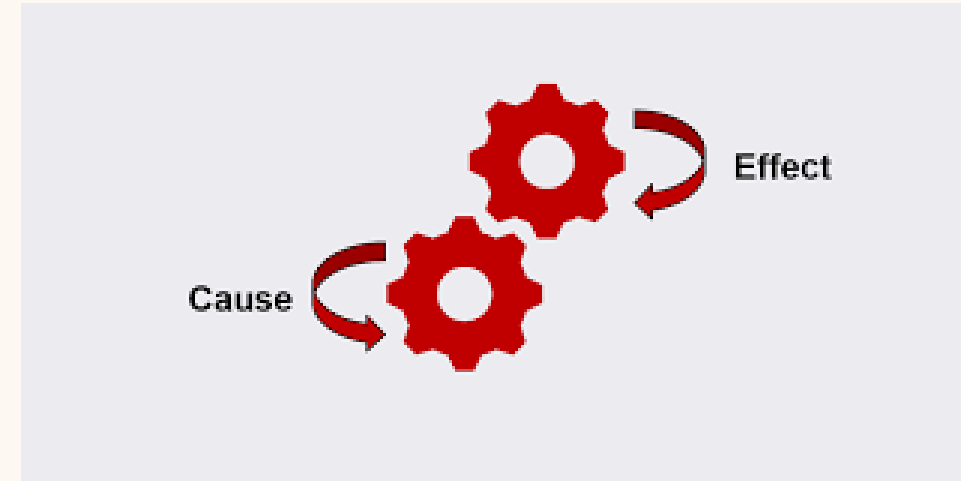


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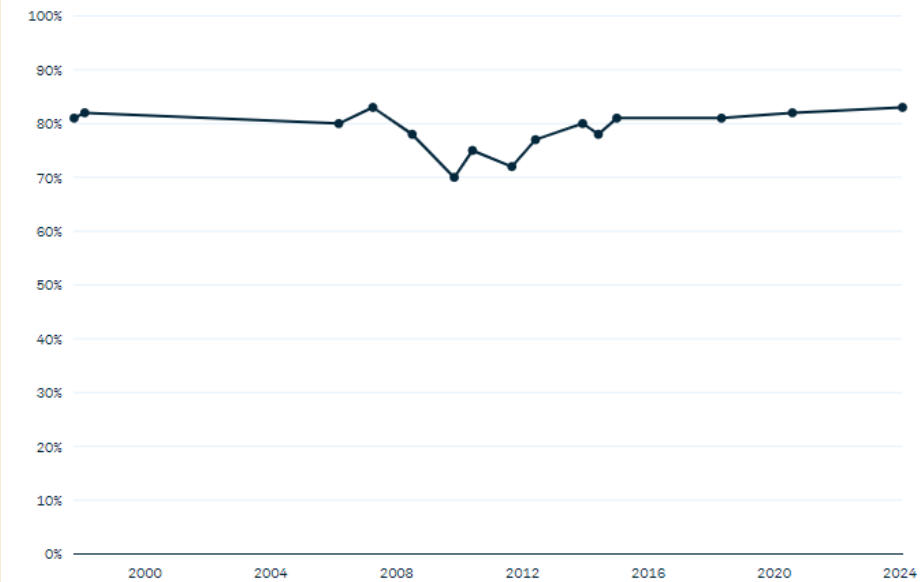


Cause and effect



Now we're getting somewhere

Figure 5. Percentage of Americans who believe human action has been at least partly causing global warming



Source: Stanford University; Resources for the Future.

RFF

The dip from 2008 to 2012 (hitting a low of 70% in 2009) is curious. Obama was president so it wouldn't appear to stem from leadership.

It does coincide with the Great Recession. Perhaps the population was distracted by economic concerns.

This warrants further study. If economic conditions can impact opinions on climate, we need to know it.

- Although the wording of this question biased the results, it's encouraging that the vast majority of people believe humans (at least in part) are causing global warming. That's the critical foundation to altering behavior.
- But like other results the percentage hasn't moved:
 - 81% in 1997 and 83% in 2024.

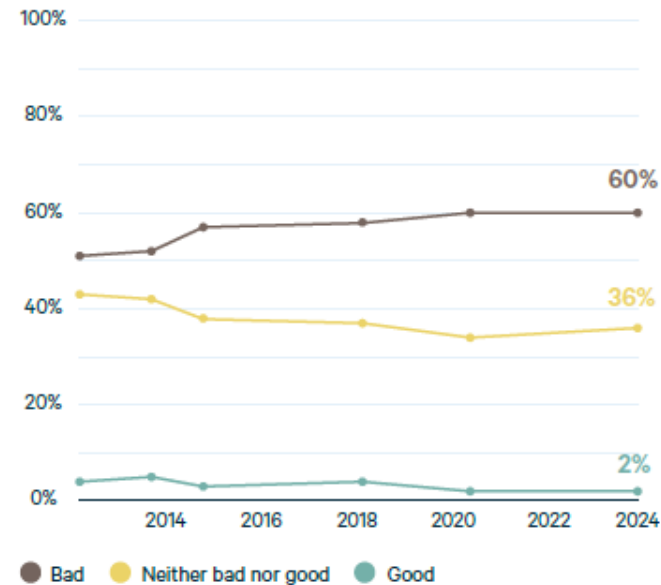


This result is particularly disappointing.

It indicates that the general public is far from categorizing rising temperatures as a crisis.

The fact that this question was asked is problematic

Figure 6. Percentage of Americans who believe the increase in global temperatures over the past 100 years was good or bad



- It's not clear what signifies "good" so it's difficult to discern if this response signals that the connection between warming temperatures and severe weather and/or adverse ecological changes is as strong as one would hope.
- Over a third of the population considers global warming neither good or bad. That's bad.
- At least only the lunatic fringe believe it's good.



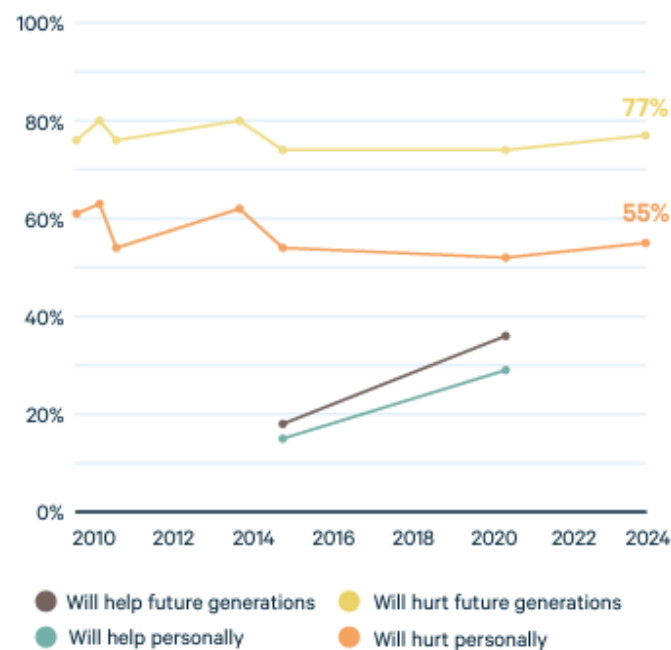
I don't even know where to begin with this result.

Given the report did not expand on the thought process behind the "will help" response, I can only assume (or hope) that those who believe global warming will be helpful are saying so because it is causing the world to clean up its act.

Any other rationale is difficult to justify.

You can't be serious!

Figure 9. Percentage of Americans who think that global warming will hurt/help future generations or hurt/help them personally at least a moderate amount



These results are downright awful.

- **First:** The "will hurt future generations" response moved up a whopping 1 percentage point since 2009.
- **Second:** Some disparity between "will hurt me personally" and "will hurt future generations" is to be expected. But if the goal is to change behavior, the fact that only slightly more than half of Americans think it will impact them is a major problem.
- **Third:** If we assume those who responded that global warming would be helpful said so because it will force a transitions to cleaner technologies, the percentages of 36% and 29% can only be categorized as alarming.

Perceptions are worse than thought

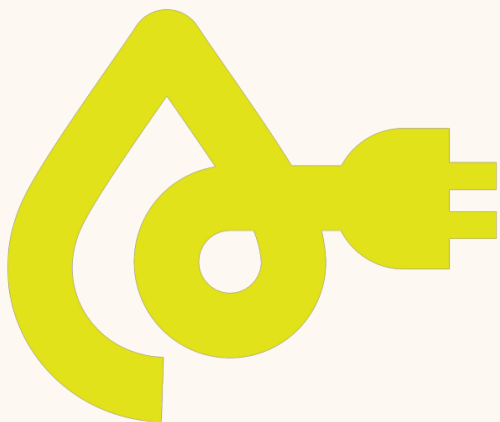


Tomorrow, will wrap the summary by looking at the results related to issue engagement and how to deal with global warming.

Next week I'll discuss what this all means and what changes need to be made to climate change messaging.



- I admit that I focus on what's wrong because if you don't identify the issues, you can't fix them. If you're a "positive person" and want to focus on what's good or working – knock yourself out. But be warned: doing so isn't likely to result in progress.
- When I started looking at this report, I didn't expect what I found. The situation in terms of winning the hearts and minds of the average citizen is far worse than anticipated.



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- An honest assessment of the climate change effort.
- I cover what's working – but more important - the issues/roadblocks that the industry would prefer to ignore.
- A must-read for anyone with a desire to understand what's really going on with renewable energy and climate change.



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