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Advising Greentech companies
to help maximize growth

Humankind - this is Earth -
we have a problem
Part 4



A lack of personal responsibility?

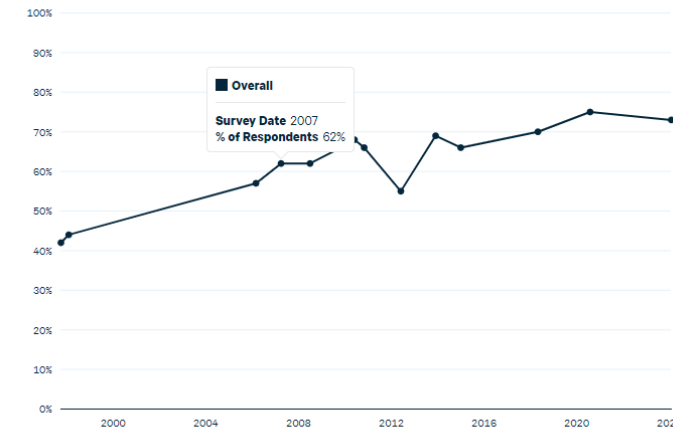
What me worry?



I always have issues with survey questions that require interpretation by the respondent. What constitutes a “moderate amount” knowledge?

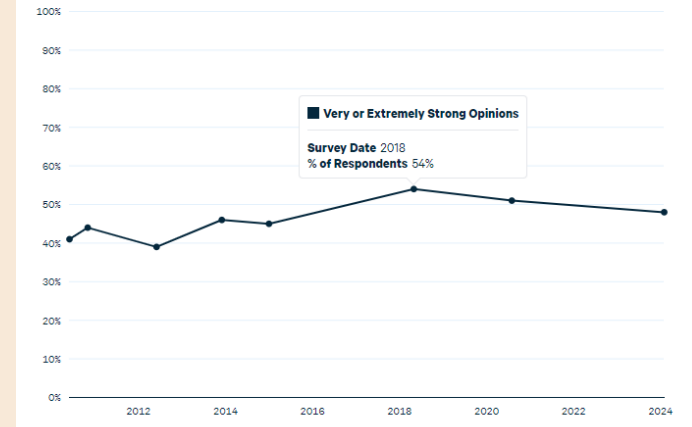
Accurately interpreting “very or extremely strong” is somewhat easier given it encompasses a broader range.

Figure 10. Percentage of Americans who feel they know at least a moderate amount about global warming



Source: Stanford University; Resources for the Future.

Figure 11. Percentage of Americans who have very or extremely strong opinions on global warming



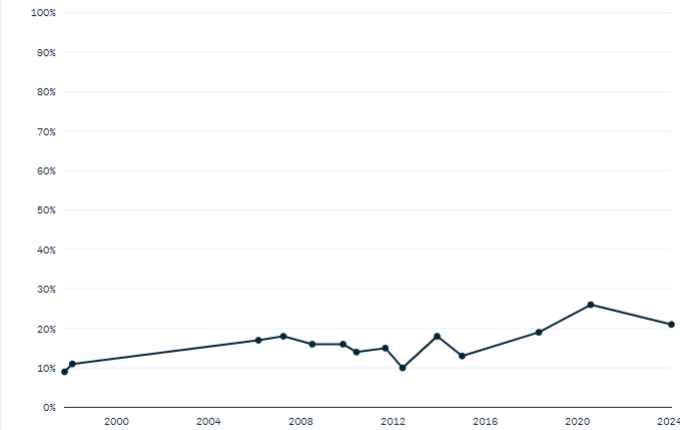
Source: Stanford University; Resources for the Future.

- Despite dipping from 75% in 2020 to 73% in 2024, since 1997 the percentage of Americans who have some knowledge about global warming has steadily increased. Still, one in four Americans doesn't feel that they know much despite ample media coverage.
- The “very or extremely strong opinions” question is the critical one because strong opinions tend to prompt action. This question goes to the heart of whether people consider climate change a crisis. With only 48% having a strong opinion in 2024 (down from a peak of 54% in 2018) the result indicates the answer is no.

Too few in the “issue public”



Figure 12. Percentage of Americans who think global warming is extremely personally important (the global warming “issue public”)



Source: Stanford University; Resources for the Future.

According to RFF the “issue public” consider a matter of great personal importance (Krosnick 1990). These people pay careful attention, think and talk about it, and donate money to the cause.

- **Glass half full:** The report categorized this response as hitting a near all-time high of 21%, up from 9% in 1997. Note that it described the dip from the peak of 26% in 2020 as not statistically significant.
- **Glass three-quarters empty:** Maybe I’m just a Debbie Downer but if only one in five Americans classify themselves as members of the “issue public” one must conclude that the vast majority aren’t buying into the “crisis” message. Perhaps the “give money” component overly impacted this response.

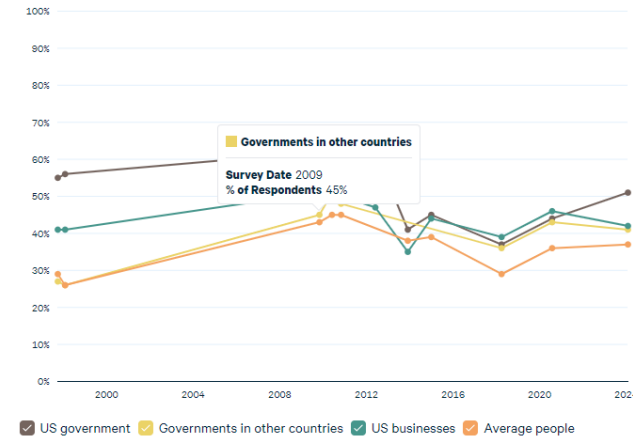


In a result not shown (Figure 13), most Americans believe that governments, businesses, or average people should do “at least a moderate amount” to deal with global warming.

The percentages have been steady since 1997, ranging between a low of 71% for “average people” in 1997 to a high of 85% for “governments in other countries” in 2020.

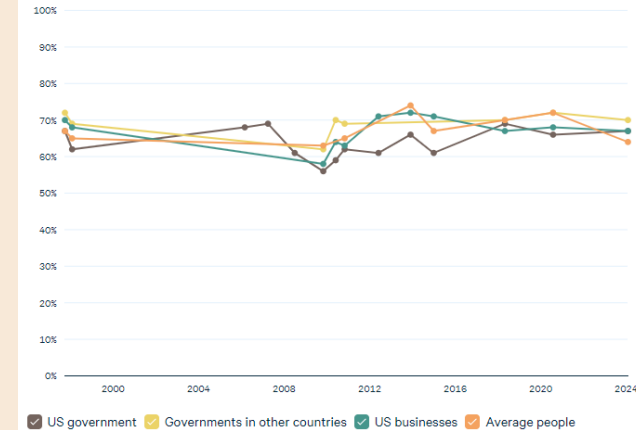
The other guy should do more

Figure 14. Percentage of Americans who believe that governments, businesses, or average people are currently doing at least a moderate amount to deal with global warming



Source: Stanford University; Resources for the Future.

Figure 15. Percentage of Americans who believe that governments, businesses, or average people should do more to deal with global warming



Source: Stanford University; Resources for the Future.

- Most respondents (60-70%) believe these groups should do more.
- A smaller percentage believe these groups are in fact doing a moderate amount. Notably, “average people” are perceived as the least likely to be doing enough (37%).
- **Let me get this straight:** 73% of respondents say average people should do a moderate amount but only about one-in-three believe that is happening?
- **Hmmm... that’s curious.** Perhaps very few average people participated in this survey. Either that, or this is a case of – yes, we should do more, but no, don’t count on me.

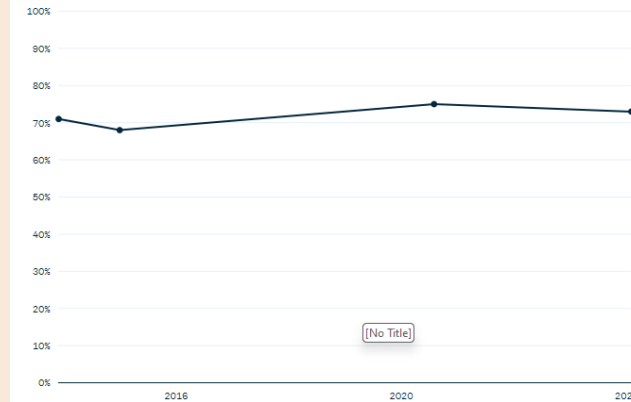
Hardcore “non-believers”?



It appears that among a quarter of the population, the climate movement has been unsuccessful in “connecting the dots” between global warming and the increase in severe weather events.

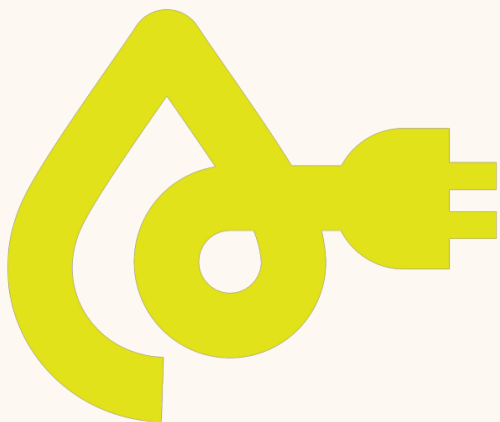
Yet, based on the results during the Trump presidency, there seems to be an opportunity to do so.

Figure 16. Percentage of Americans who believe that they have seen effects of global warming



Source: Stanford University; Resources for the Future.

- Over the last 10 years the percentage of Americans who believe that they have seen the effects of global warming has been consistent.
- There will always be a segment of the population who will stubbornly hold onto their beliefs. This is true for almost any issue, not just climate change.
- However, while Donald Trump (not exactly an ally of climate change) was president, the percentage of people who responded positively to experiencing the effects of global warming ticked up from 68% in 2015 to 75% in 2020.



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Unbiased and Unfiltered

- 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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