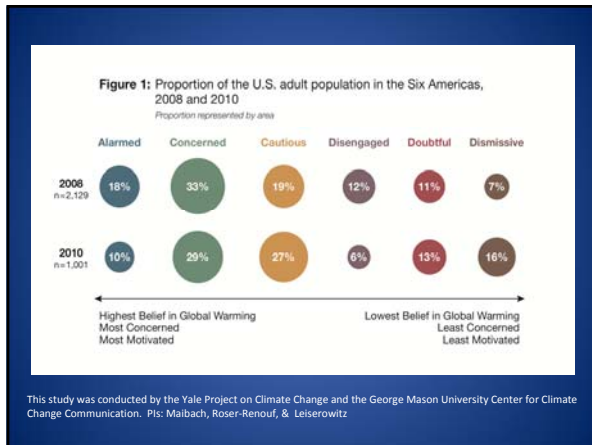
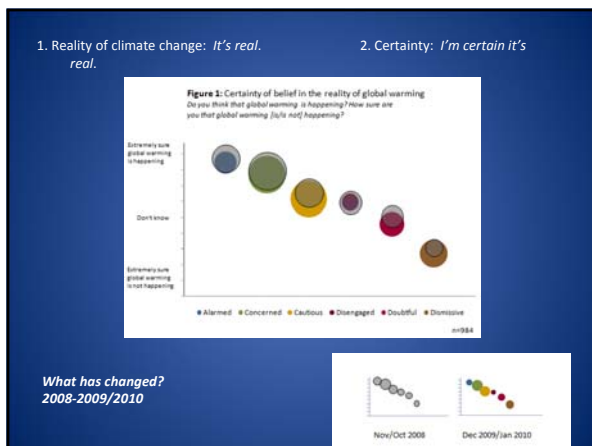


Global Warming's Six Americas 2008-2010: An Audience Segmentation Analysis Sustainability for Tomorrow

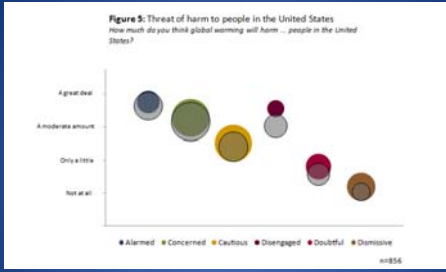
Presented by
Paula Baldwin, MA, GRA
George Mason University Center for
Climate Change Communication







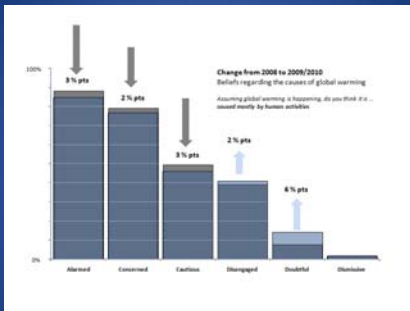
3. Evaluation: *It will be bad for people.*



What has changed?
2008-2009/2010

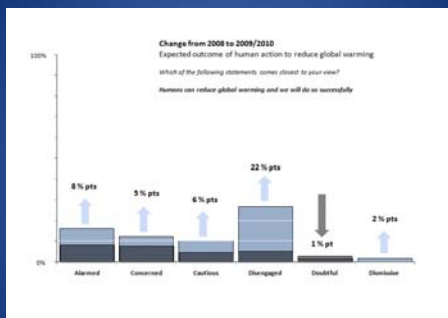


4. Belief in human causation: *Humans caused it.*



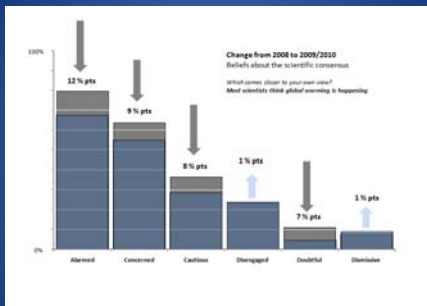
What has changed?
2008-2009/2010

5. Response efficacy: *Humans can fix it.*



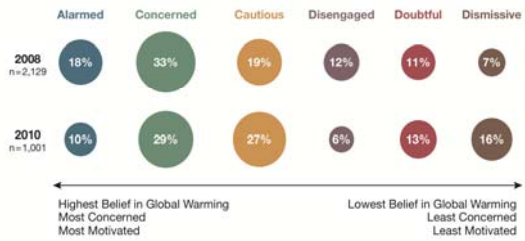
What has changed?
2008-2009/2010

In the wake of emailgate ...



What has changed?
2008-2009/2010

Figure 1: Proportion of the U.S. adult population in the Six Americas, 2008 and 2010
Proportion represented by area



Where does this leave us today?

Thank you!