

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

Presented by

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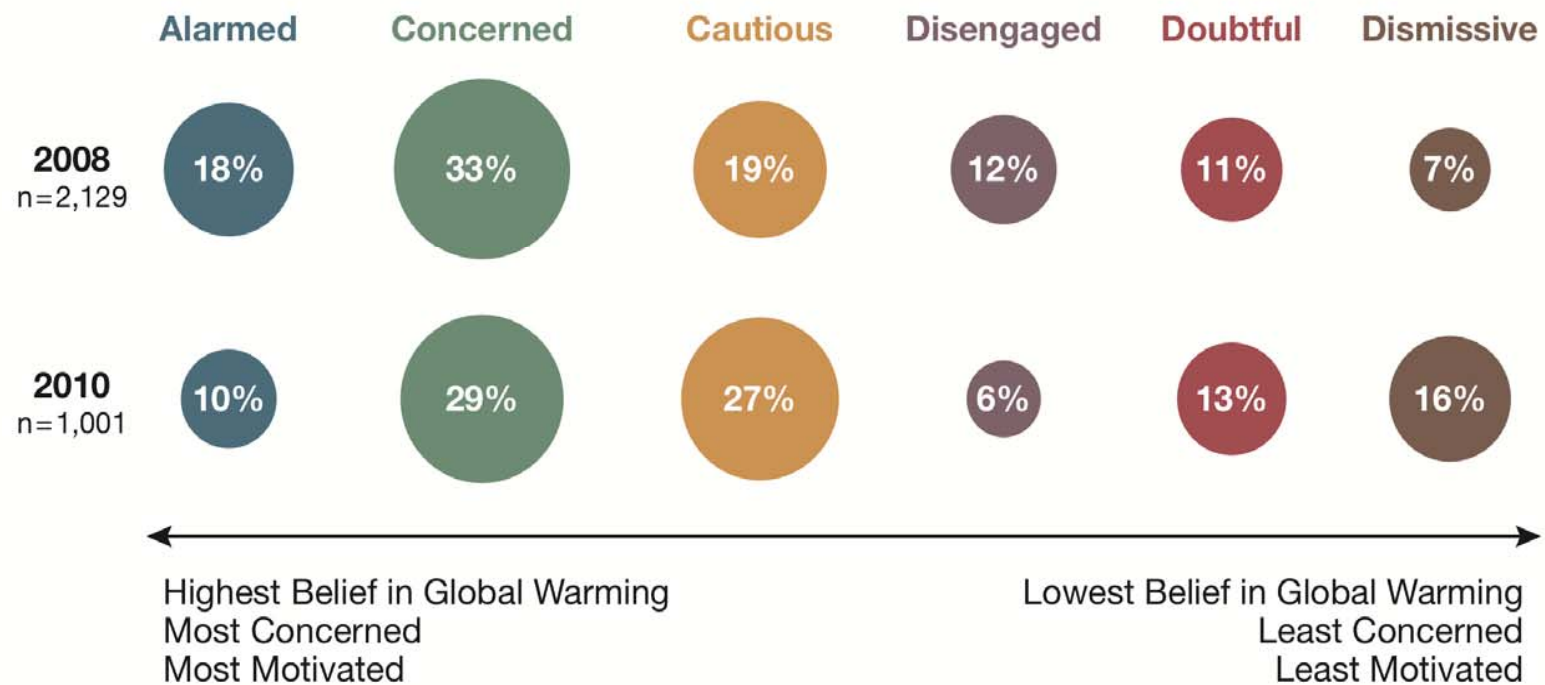
George Mason University Center for
Climate Change Communication



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

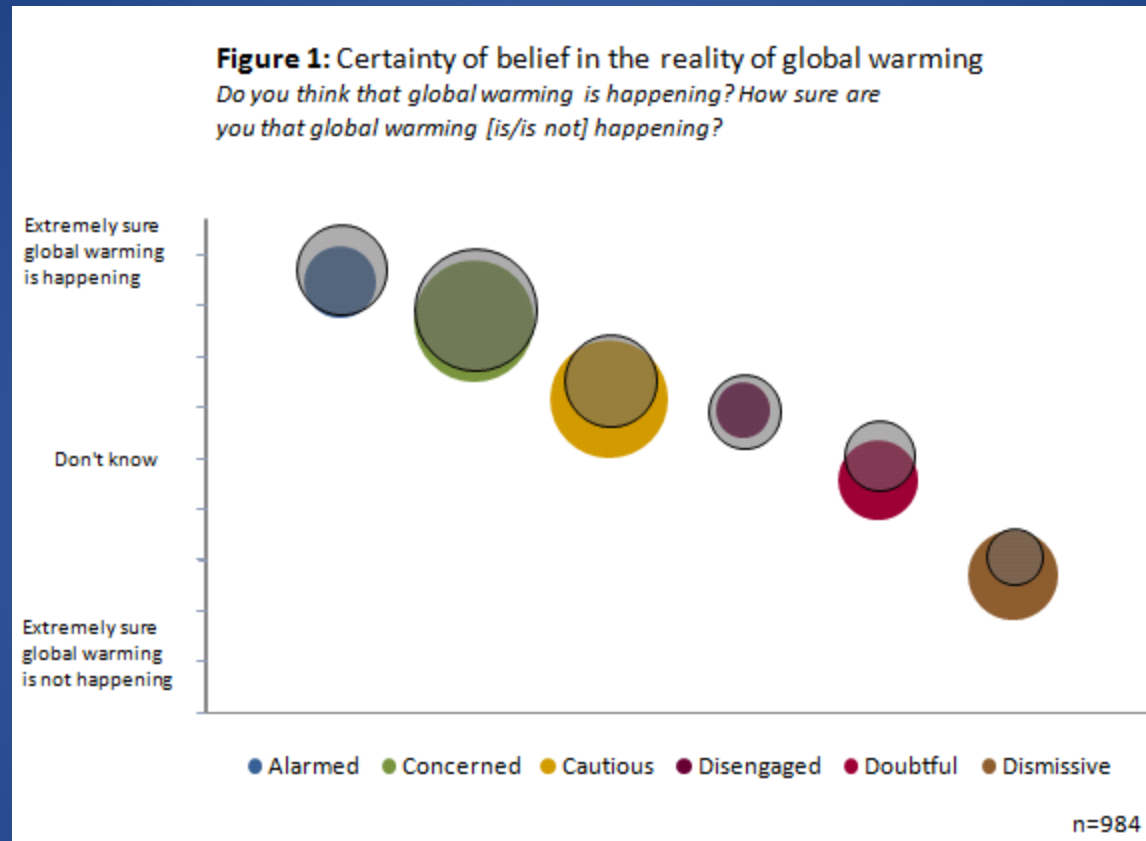
Proportion represented by area



This study was conducted by the Yale Project on Climate Change and the George Mason University Center for Climate Change Communication. Pls: Maibach, Roser-Renouf, & Leiserowitz

1. Reality of climate change: *It's real. real.*

2. Certainty: *I'm certain it's*



**What has changed?
2008-2009/2010**



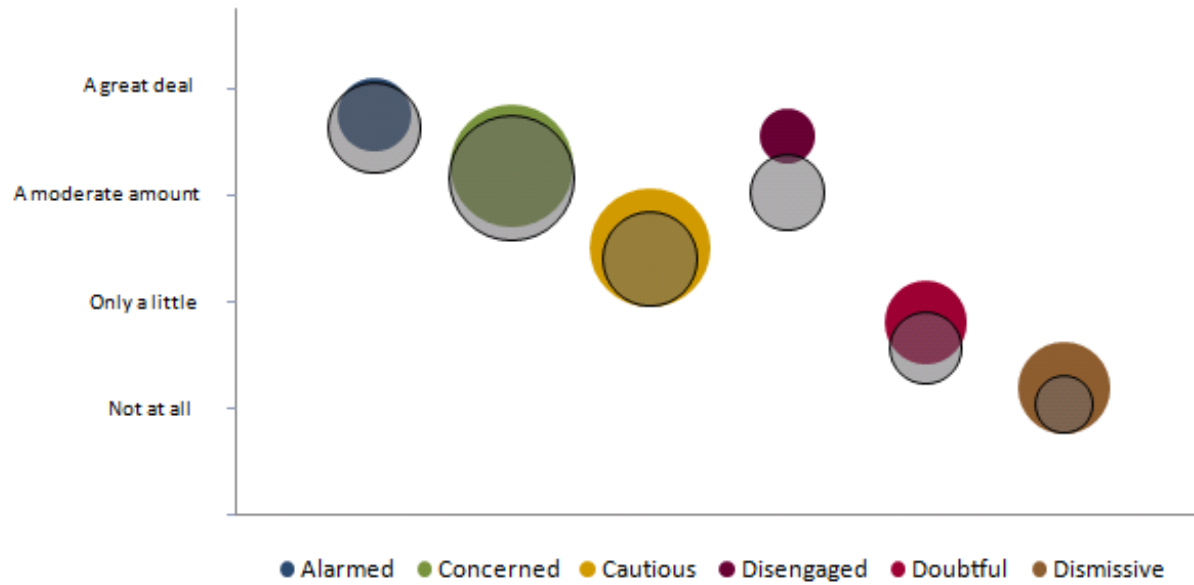
Nov/Oct 2008

Dec 2009/Jan 2010

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

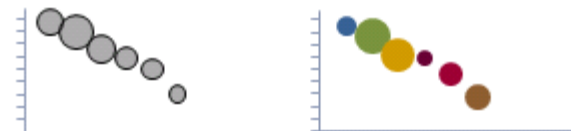
Figure 5: Threat of harm to people in the United States

How much do you think global warming will harm ... people in the United States?



n=856

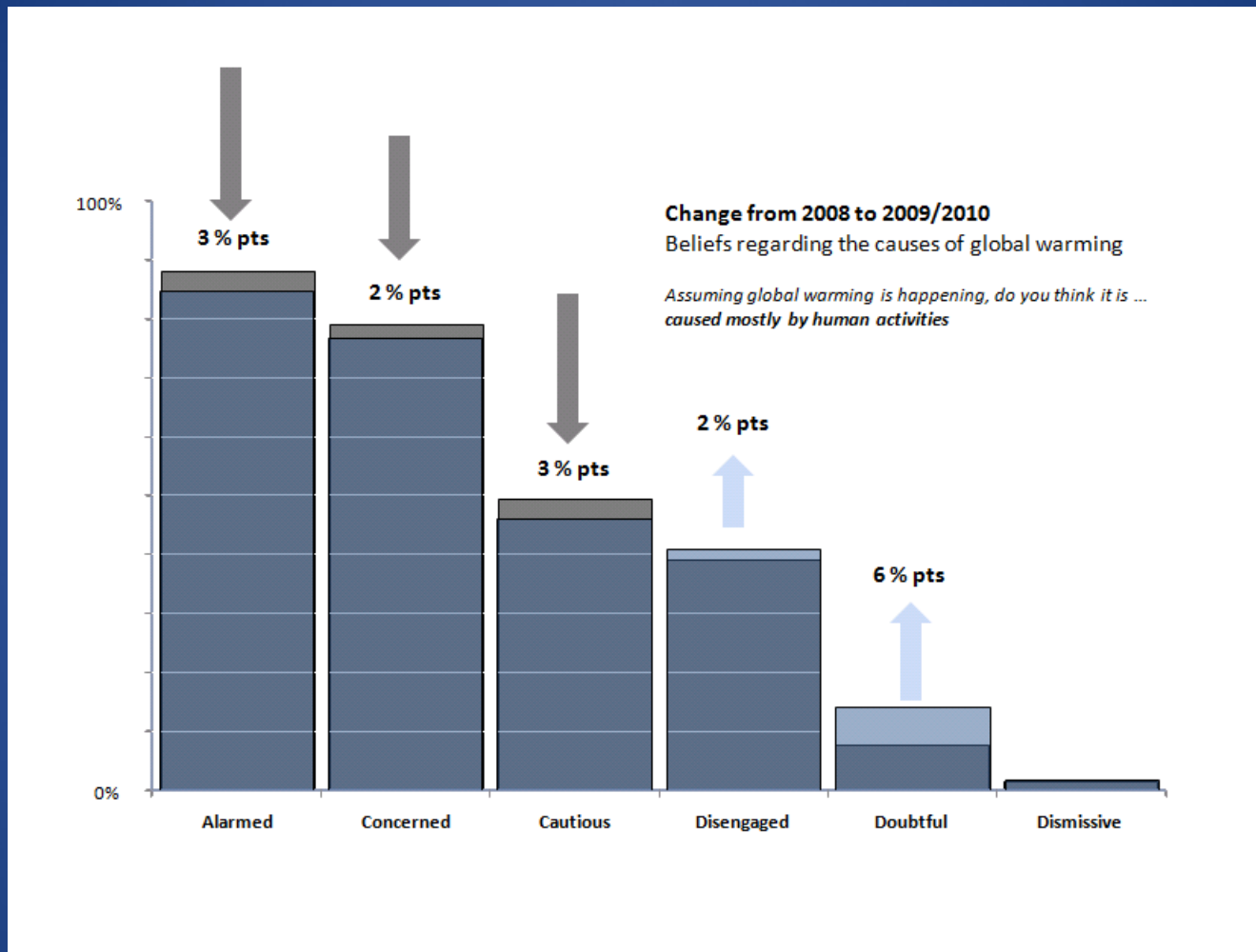
*What has changed?
2008-2009/2010*



Nov/Oct 2008

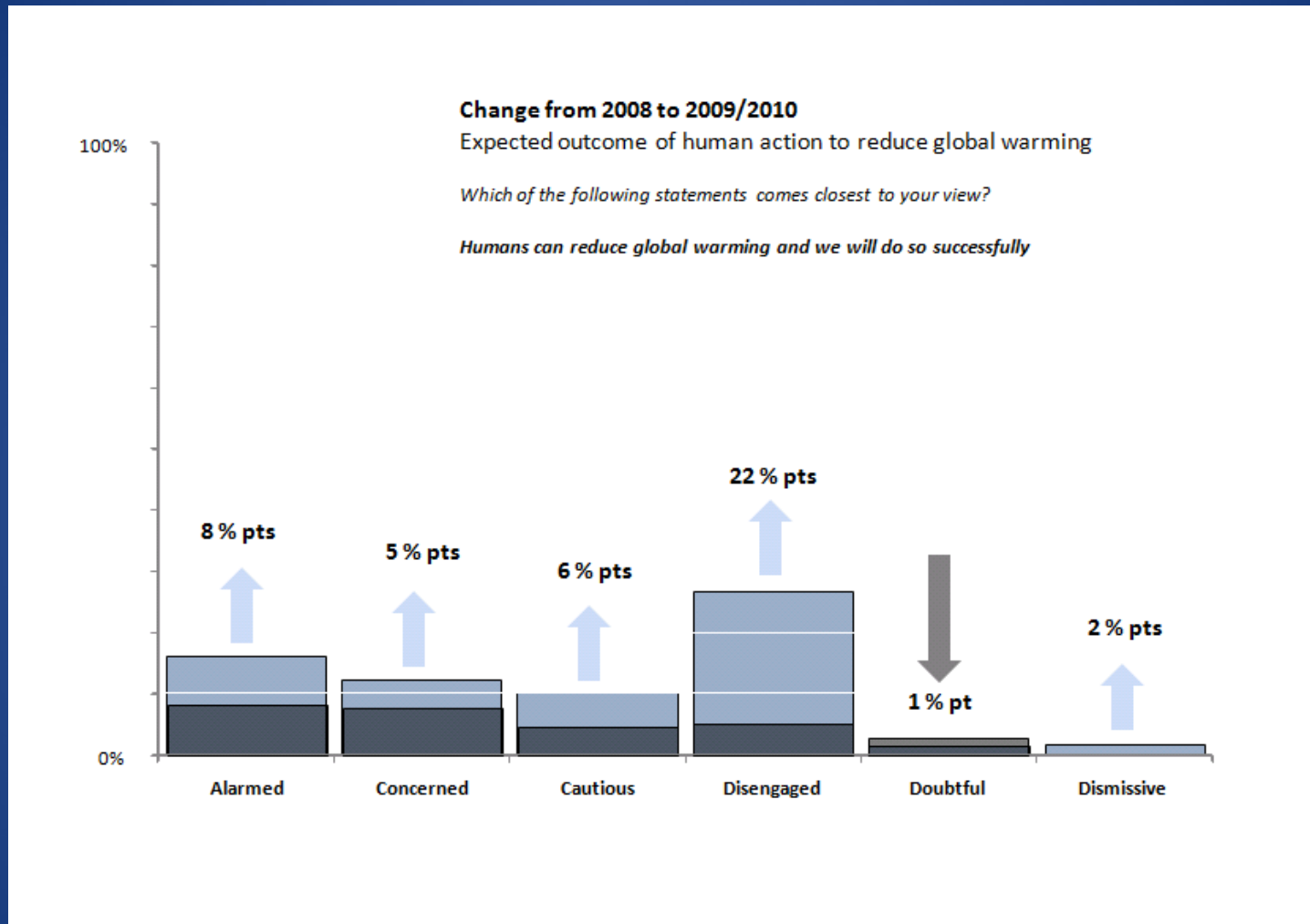
Dec 2009/Jan 2010

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

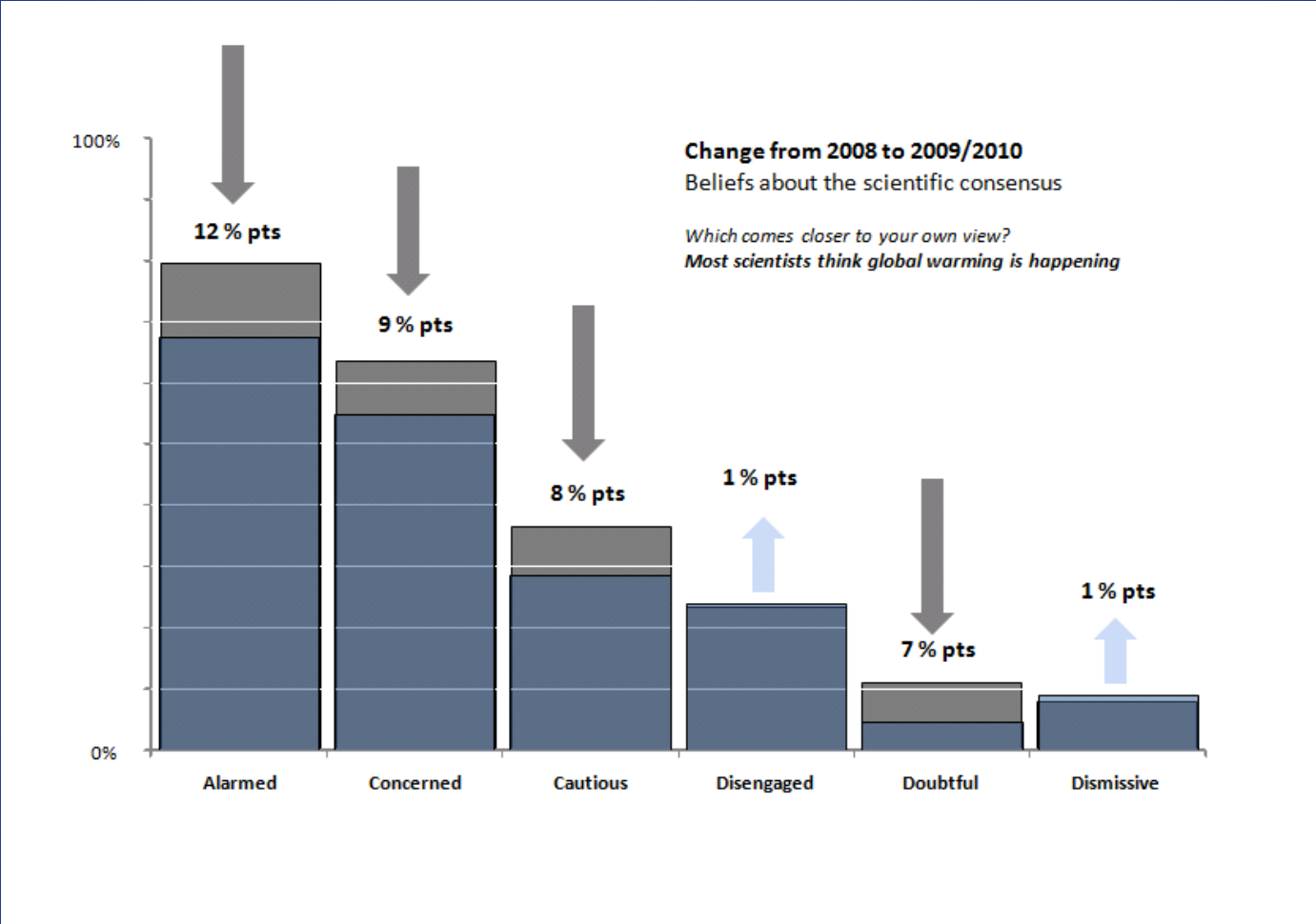


***What has changed?
2008-2009/2010***

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



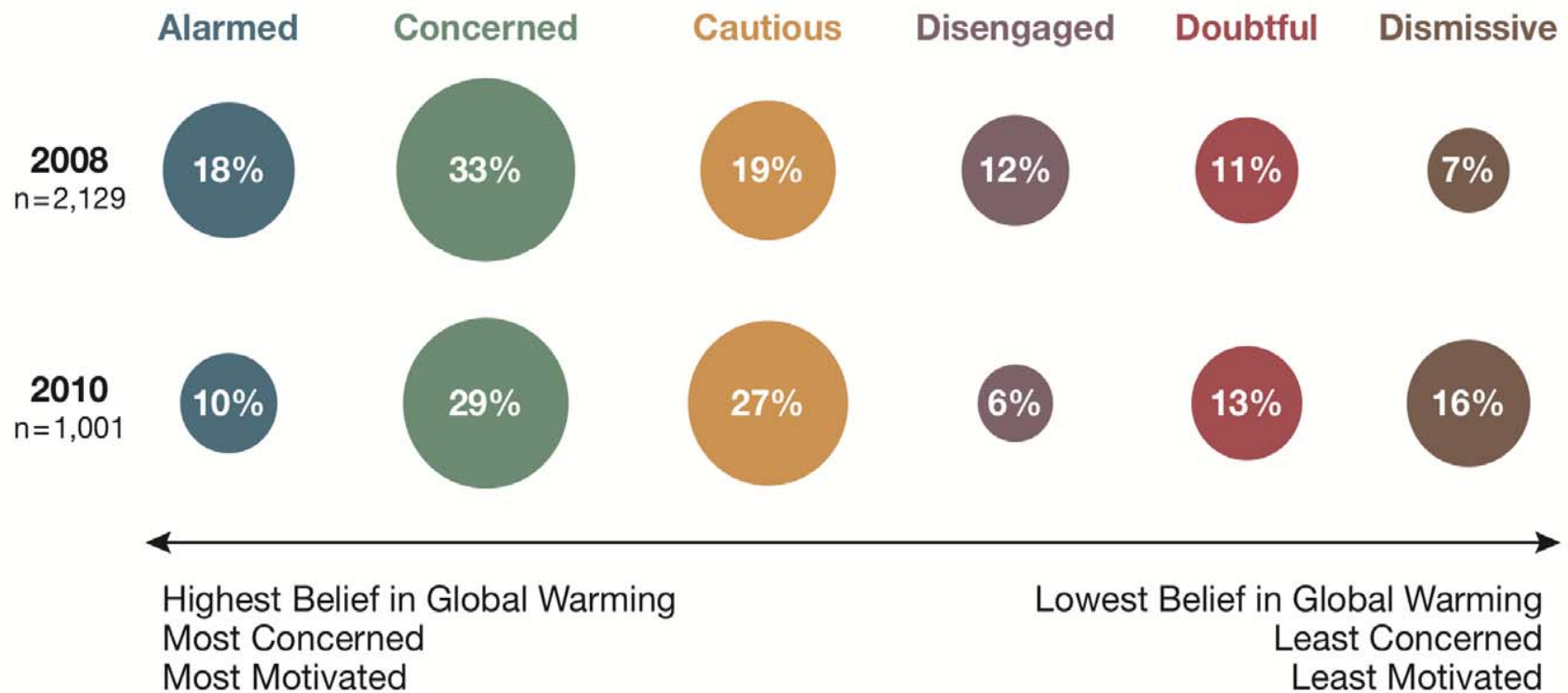
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Where does this leave us today?

Thank you!



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