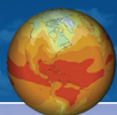
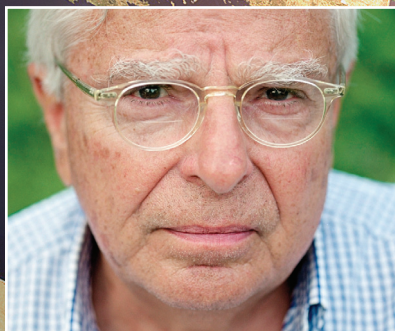


GLOBAL WARMING'S SIX AMERICAS IN MARCH 2012 AND NOVEMBER 2011



YALE PROJECT ON
**CLIMATE CHANGE
COMMUNICATION**
BRIDGING SCIENCE + SOCIETY



4C

George Mason University
Center for Climate Change Communication



George Mason University
Center for Climate Change Communication

Global Warming's Six Americas, March 2012 and Nov. 2011

Interview dates: March 12 - March 30, 2012; and Oct. 20 - Nov. 16, 2011

Interviews: 1,008 Adults (18+) in March, 2012; and 1,000 Adults (18+) in Oct.-Nov., 2011

Margin of error: +/- 3 percentage points at the 95% confidence level for each sample.

NOTE: All results show percentages among all respondents, unless otherwise labeled. Totals may occasionally round to more than 100 percent due to rounding.

This study was conducted by the *Yale Project on Climate Change Communication* and the *George Mason University Center for Climate Change Communication*, and was funded by the Surdna Foundation, the 11th Hour Project, the Grantham Foundation for the Protection of the Environment and the V. Kann Rasmussen Foundation.

Principal Investigators:

Anthony Leiserowitz, PhD
Yale Project on Climate Change Communication
School of Forestry and Environmental Studies
Yale University
(203) 432-4865
anthony.leiserowitz@yale.edu

Edward Maibach, MPH, PhD
Center for Climate Change Communication
Department of Communication
George Mason University
(703) 993-1587
emaibach@gmu.edu

Connie Roser-Renouf, PhD
Center for Climate Change Communication
Department of Communication
George Mason University
(707) 825-0601
croserre@gmu.edu

Jay Hmielowski, PhD
Yale Project on Climate Change Communication
School of Forestry and Environmental Studies
Yale University
(203) 432-1208
jay.hmielowski@yale.edu

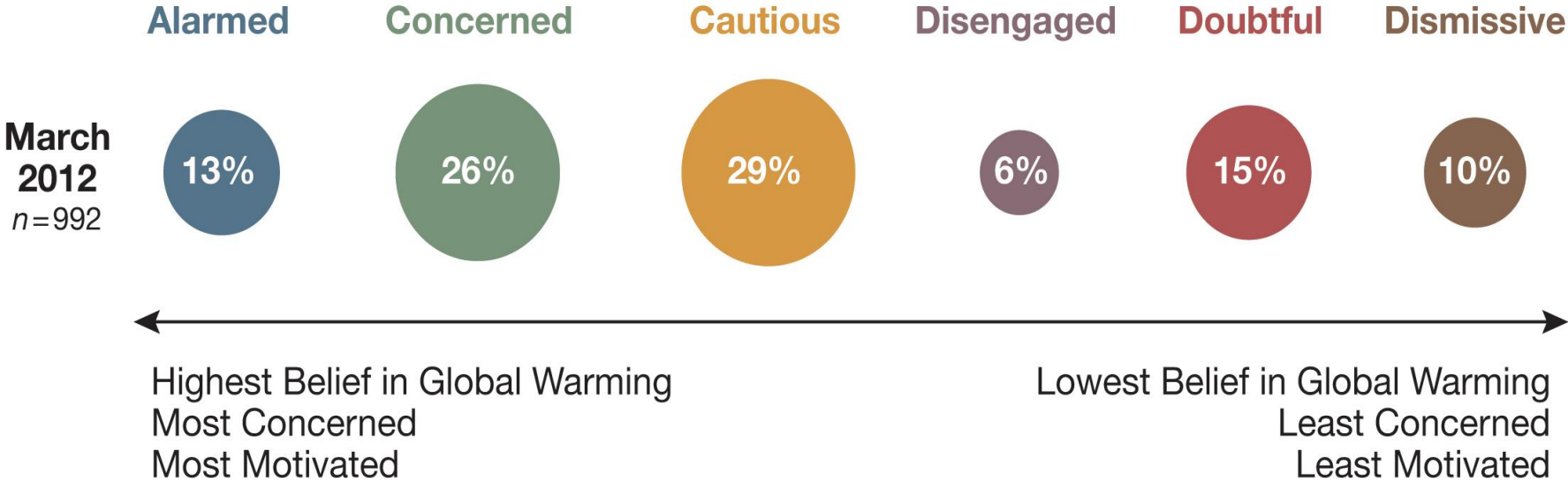
Cite as: Leiserowitz, A., Maibach, E., Roser-Renouf, C. & Hmielowski, J. (2012) *Global Warming's Six Americas, March 2012 & Nov. 2011*. Yale University and George Mason University. New Haven, CT: Yale Project on Climate Change Communication.

<http://environment.yale.edu/climate/files/Six-Americas-March-2012.pdf>

Executive Summary

<p>Introduction</p>		<p>This report extends and updates an ongoing program of research analyzing Americans' interpretations of and responses to climate change. The research segments the American public into six audiences that range along a spectrum of concern and issue engagement from the <i>Alarmed</i>, who are convinced of the reality and danger of climate change and highly supportive of personal and political actions to mitigate the threat, to the <i>Dismissive</i>, who are equally convinced that climate change is <i>not</i> occurring and that no response should be made.</p> <p>The first report identifying these segments - <i>Global Warming's Six Americas 2009</i> - profiled the segments in detail. Three subsequent reports released in 2010 and 2011 tracked changes in the sizes of the segments, and described additional characteristics and beliefs of the six groups. This report is the fifth in the series; it contains data collected in March 2012 and in Nov. 2011, and explores the groups' beliefs about extreme weather, natural disasters, the upcoming presidential election and several other topics. Table headings indicate whether the data were collected in 2011 or 2012.</p> <p>All prior reports may be accessed at: http://environment.yale.edu/climate/publications/ and at http://climatechange.gmu.edu.</p>
<p>Segment Size</p>	<p>Figure 1a</p>	<p>In the Fall of 2008 when the audience segments were first identified, just over half the U.S. population fell into the two most concerned segments - the <i>Alarmed</i> and <i>Concerned</i>. In Jan. 2010 the proportion in these two segments had decreased by 11 percentage points, and the proportion in the least concerned segment, the <i>Dismissive</i>, had more than doubled from 7 to 16 percent of the population. Since then, there has been a small rebound in the size of the <i>Alarmed</i> segment (currently 13%) and a contraction in the size of the <i>Dismissive</i> segment (currently 10%).</p>
<p>I: KEY BELIEFS ABOUT GLOBAL WARMING</p>		

Figure 1: Proportion of the U.S. Adult Population in the Six Americas, March 2012



Proportion represented by area

Source: Yale / George Mason University