

Public Awareness, Attitudes and Behaviors Concerning Global Climate Change

Presented December 1, 2008

Excerpts from research by IMPACTS for a collaborative project of The Ocean Project, Monterey Bay Aquarium, and National Aquarium in Baltimore

Survey Basics

- Conducted over past four months
- 22,006 responses from adults in the U.S.
- Accurately reflects U.S. population
- 95% confidence level
- Information collected on-line
- Extensive use of scalar measures
- Respondents are paid, screened, and certified
- Smaller samples of youth and other countries

U.S. priority issues

- Improving the economy 40.2%
- National security 14.5%
- Energy independence 10.9%
- Lower energy costs 8.6%
- Universal health care 5.8%
- Slowing global warming 3.6%

When you think of current environmental issues, what issues come to mind?

(lexical analysis by descending frequency)

1. Global warming
2. Sustainable energy
3. Air pollution
4. Offshore oil drilling
5. Water shortage
6. DNK
7. Water pollution
8. Nuclear waste
9. Medical waste
10. Drilling for oil in environmentally-sensitive regions
11. Animal extinction
12. Industrial waste (principally from developing nations)

When you think of current environmental issues affecting the United States, what issues come to mind?

(lexical analysis by descending frequency)

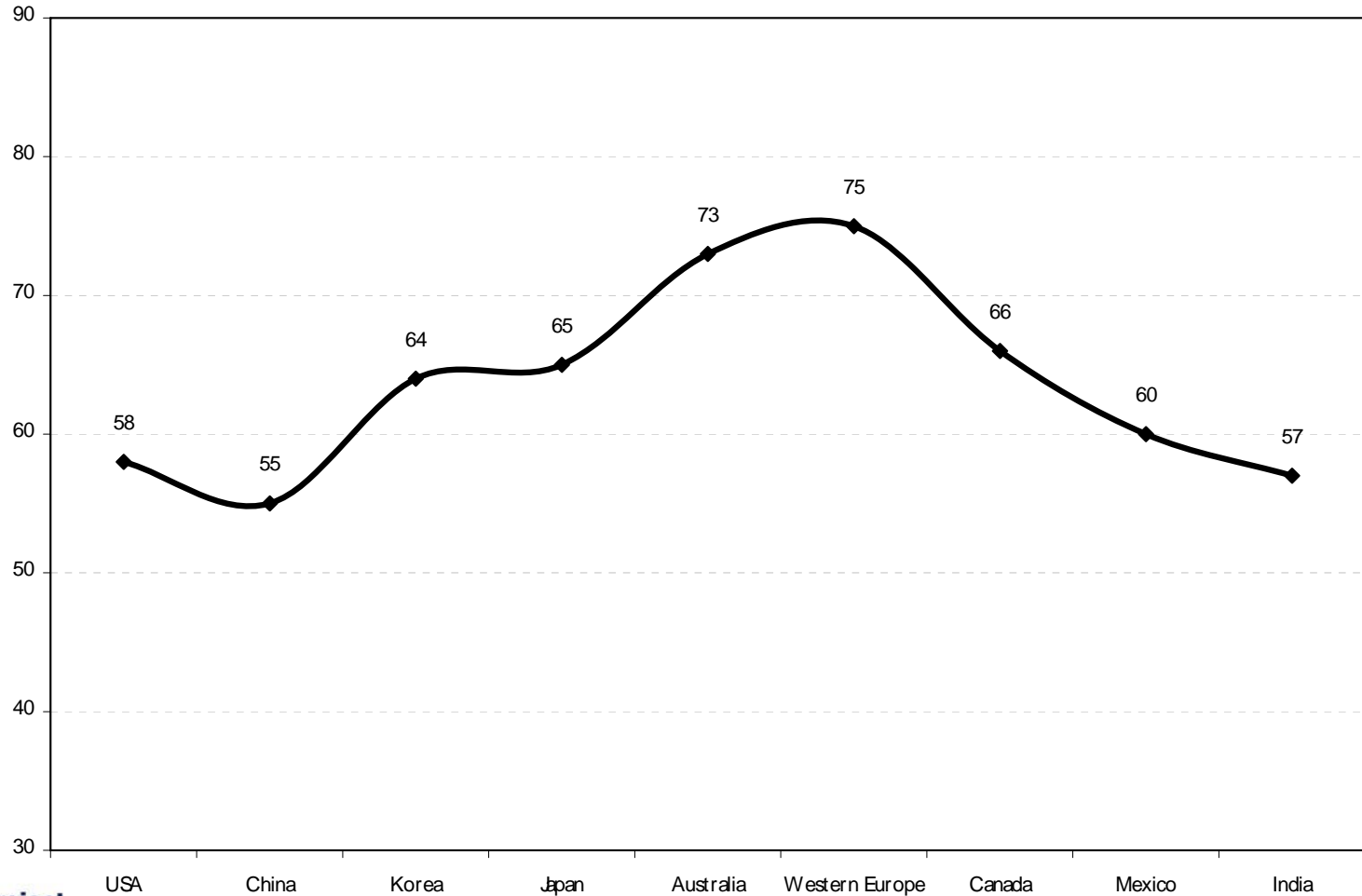
1. Sustainable energy
2. Air pollution
3. Offshore oil drilling
4. Global warming
5. DNK
6. Water shortage
7. Water pollution
8. Nuclear waste
9. Medical waste

The most important environmental issue confronting the world is climate change.

(scalar variable, 0-100)

Mean 58

Mean Response, Segmented by Provenance

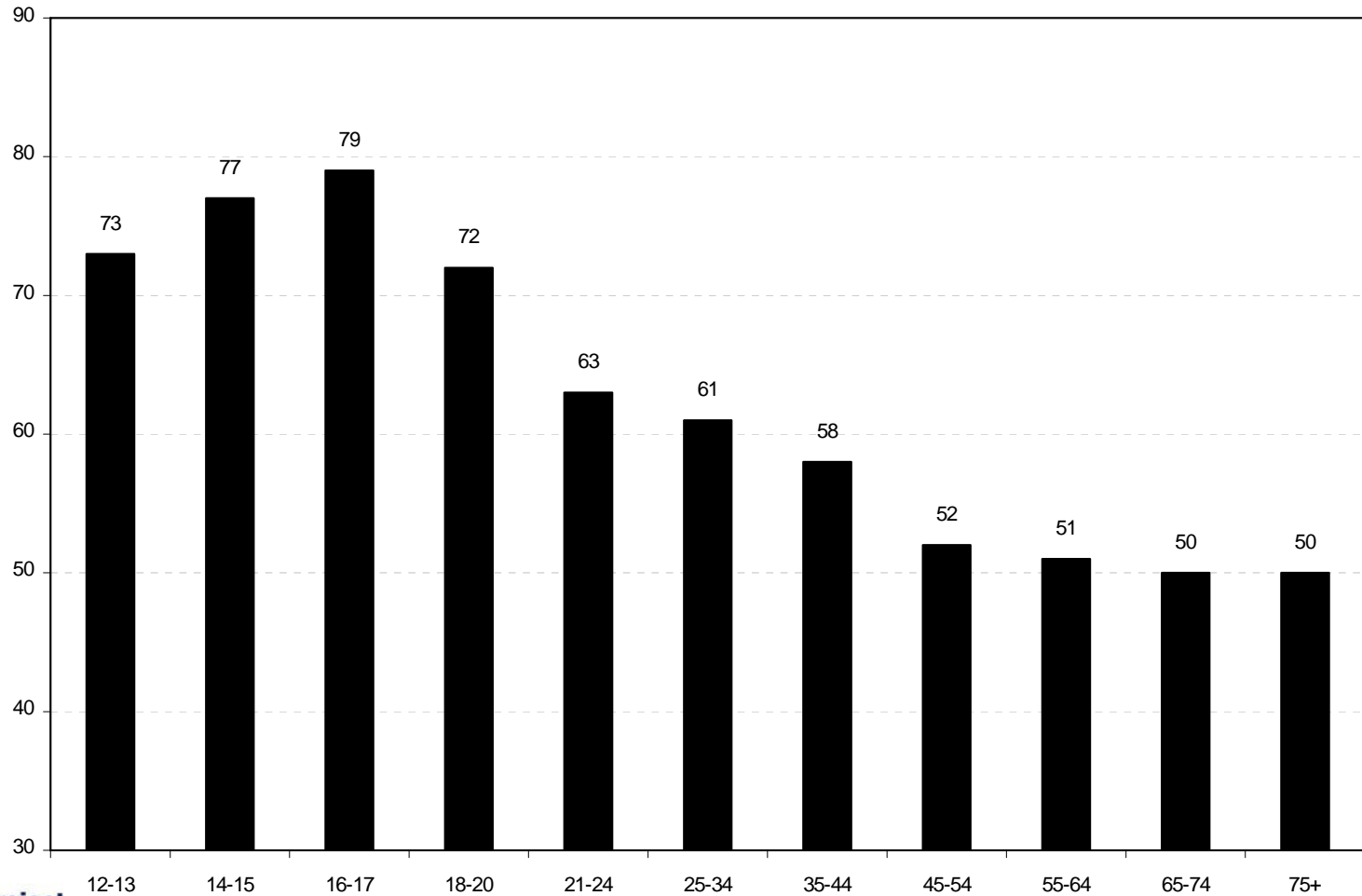


The most important environmental issue confronting the United States is climate change.

(scalar variable, 0-100)

Mean 58

Mean Response, Segmented by Age

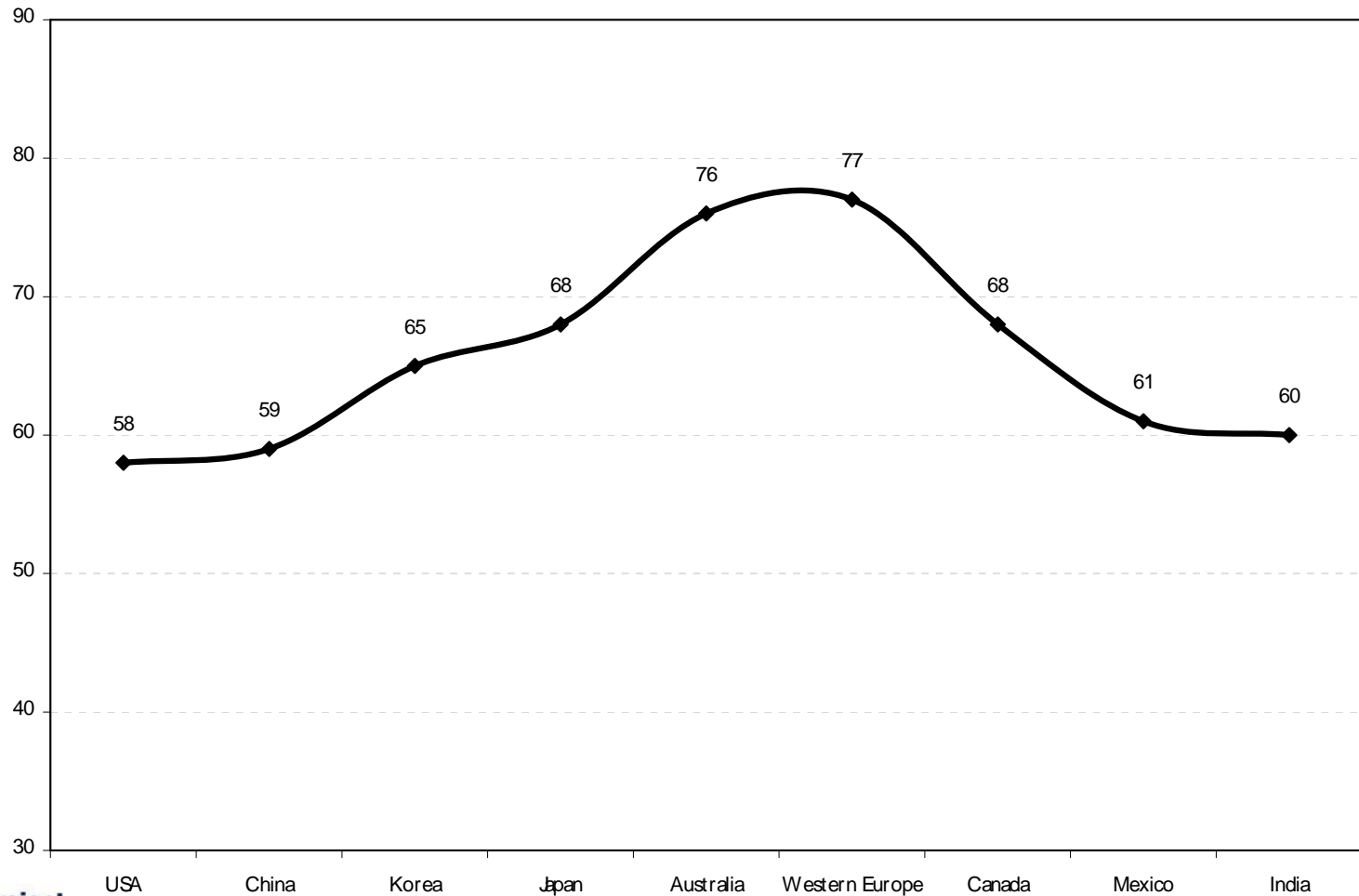


The most important environmental issue confronting the United States is climate change.

(scalar variable, 0-100)

Mean 58

Mean Response, Segmented by Provenance

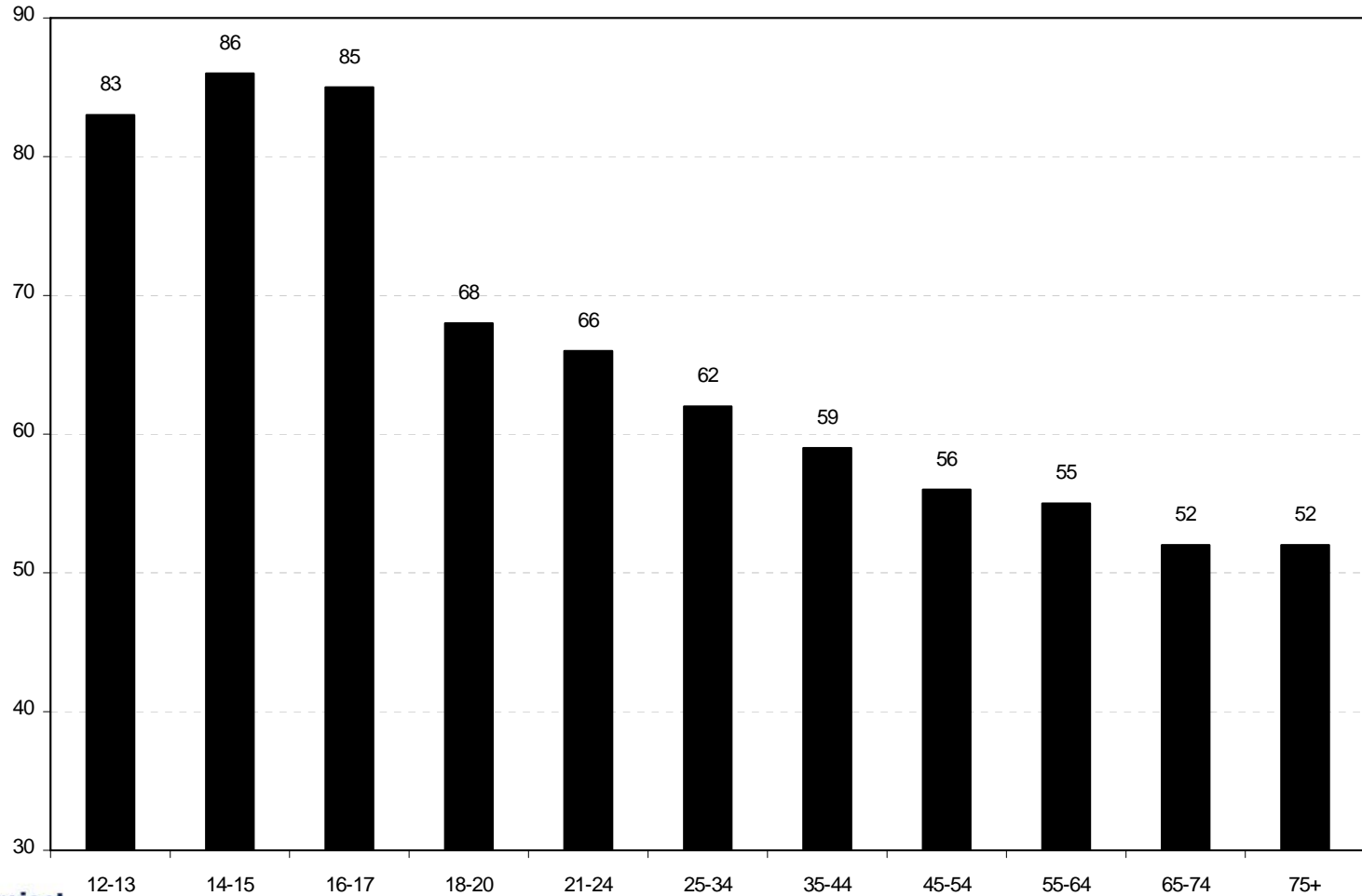


When it comes to climate change, the actions of individual people can made a positive difference.

(scalar variable, 0-100)

Mean 61

Mean Response, Segmented by Age

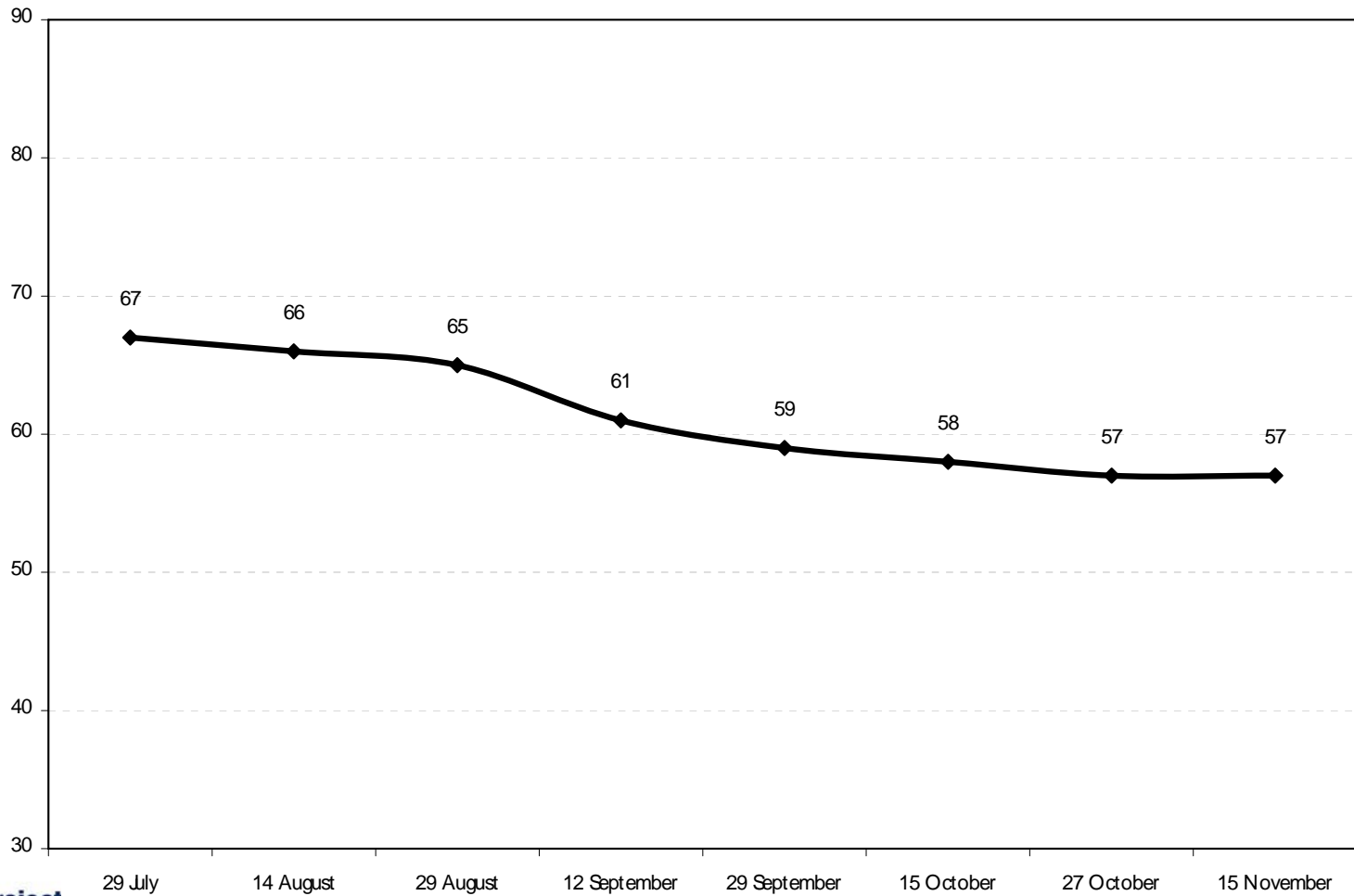


In terms of environmental issues, I consider “climate change” to be a crisis.

(scalar variable, 0-100)

Mean 57

Mean Response, Tracking by Date

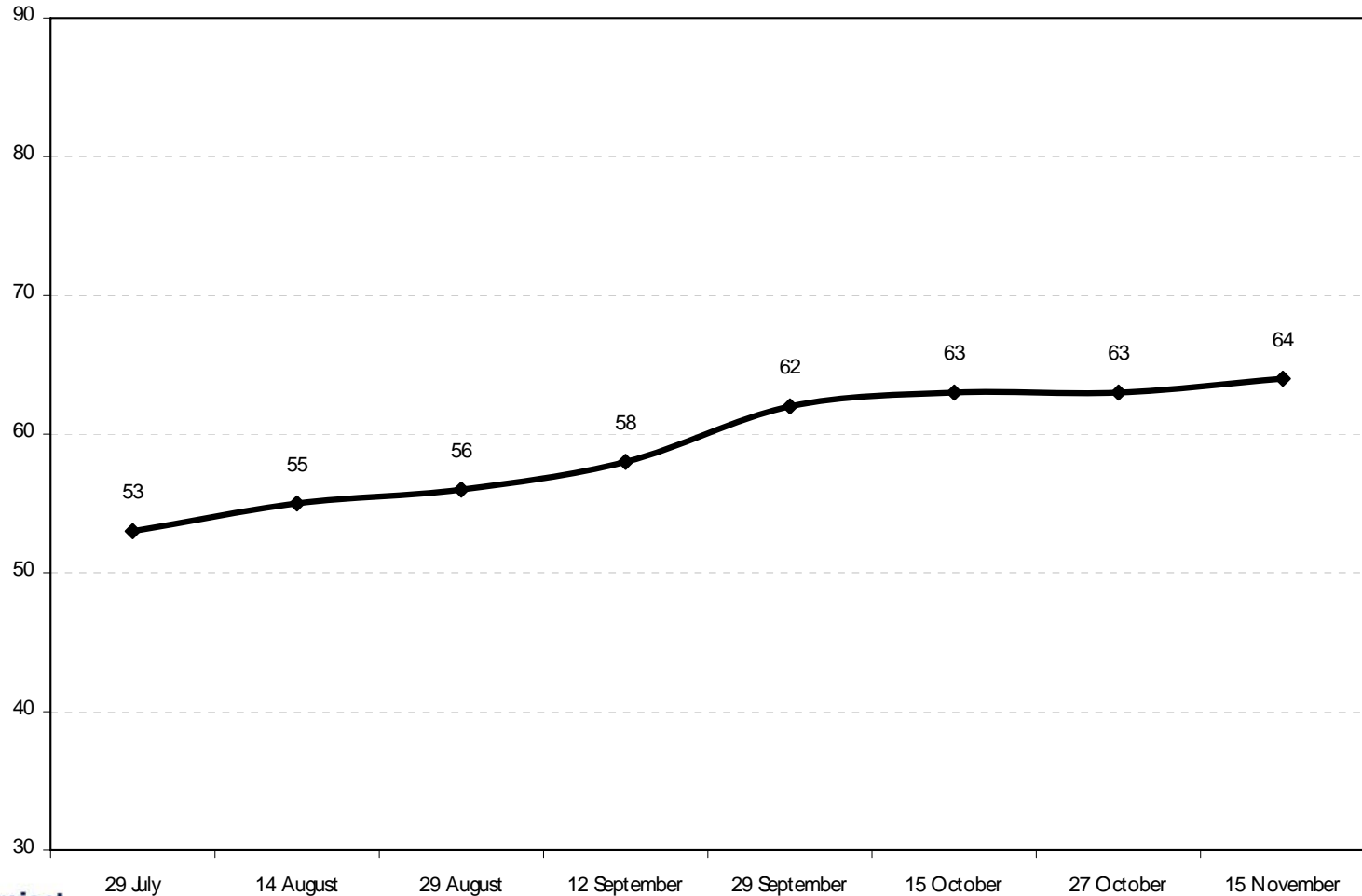


“Climate change” is overstated as an environmental issue.

(scalar variable, 0-100)

Mean 64

Mean Response, Tracking by Date



**Solving the climate change crisis is the responsibility
of the federal government.**

(scalar variable, 0-100)

Mean 58

**Solving the climate change crisis is the responsibility
of state government.**

(scalar variable, 0-100)

Mean 54

**Solving the climate change crisis is the responsibility
of local government.**

(scalar variable, 0-100)

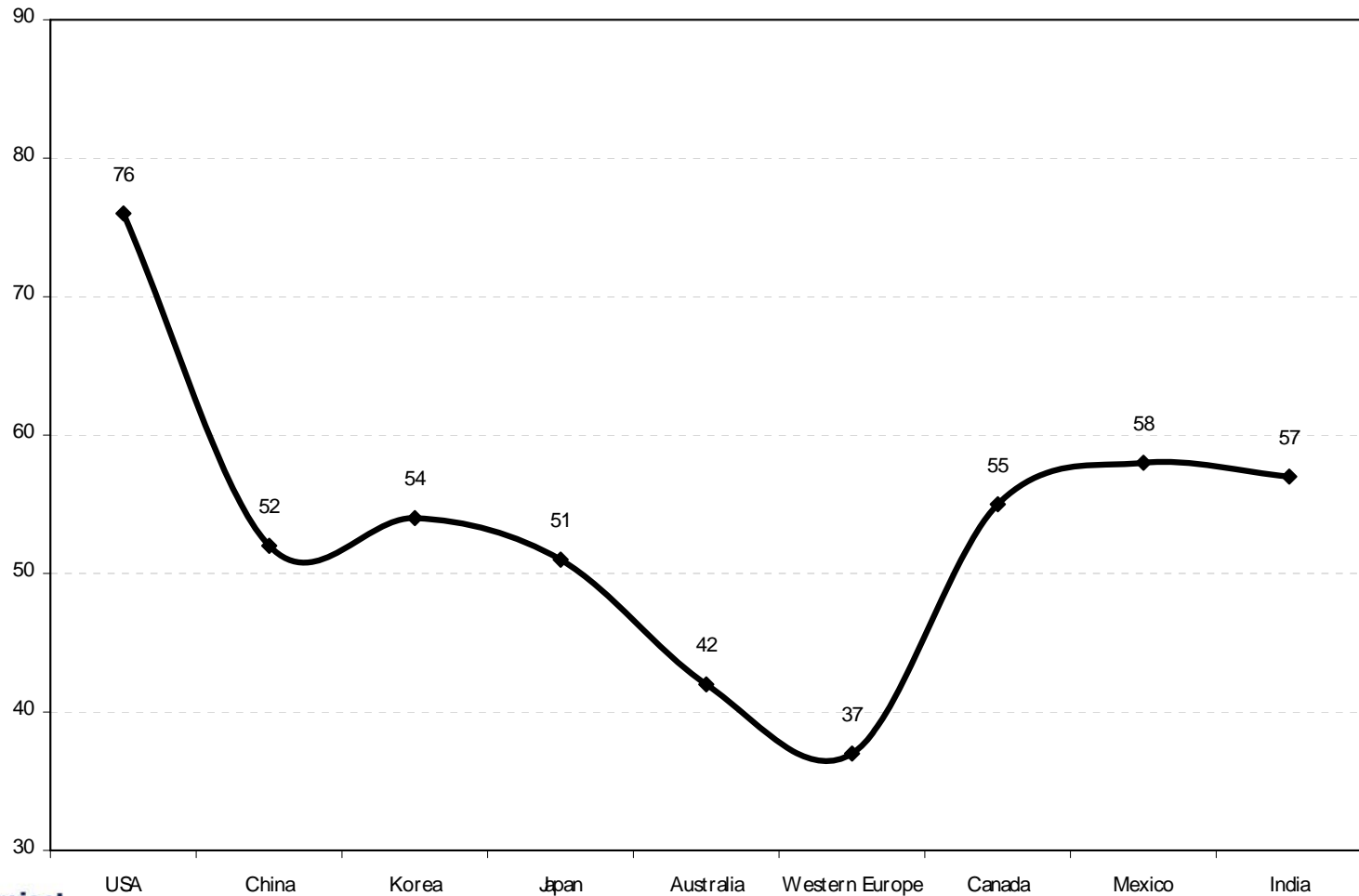
Mean 48

The United States is a leader in the development and implementation of positive climate change policies.

(scalar variable, 0-100)

Mean 76

Mean Response, Segmented by Provenance

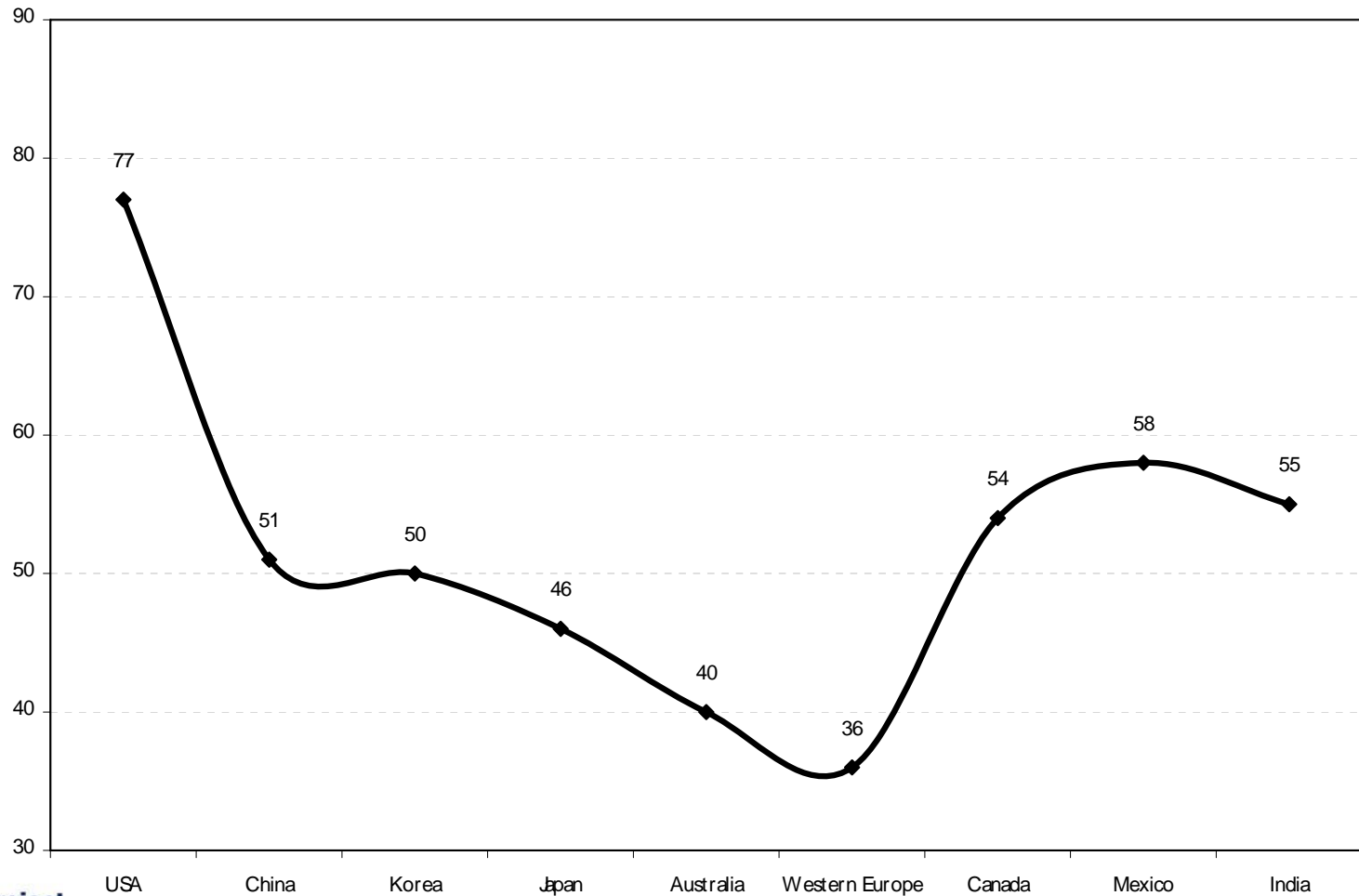


The United States is more advanced in its efforts to positively influence climate change than is the rest of the world.

(scalar variable, 0-100)

Mean 77

Mean Response, Segmented by Provenance

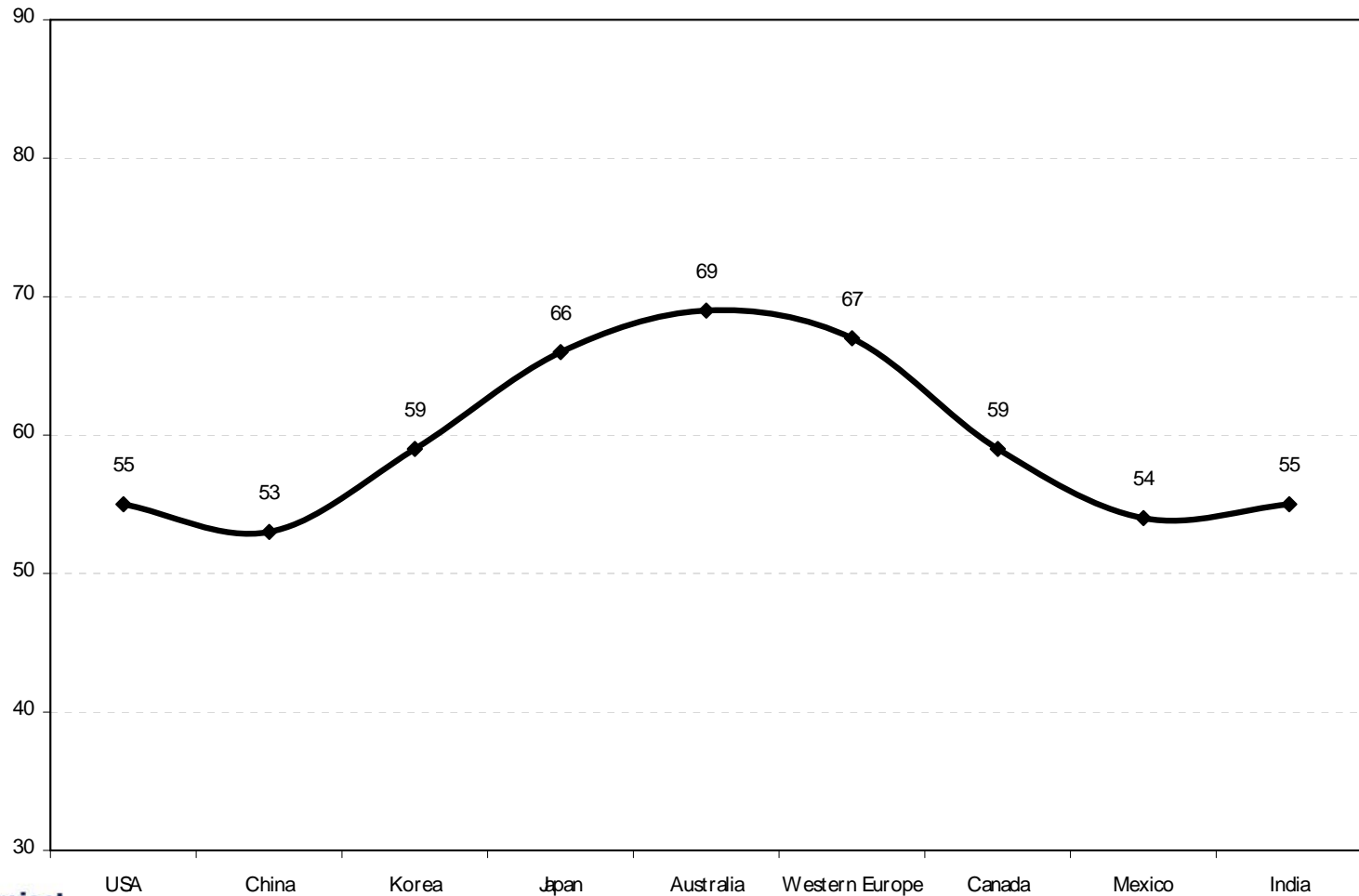


Climate change threatens ocean health.

(scalar variable, 0-100)

Mean 55

Mean Response, Segmented by Provenance

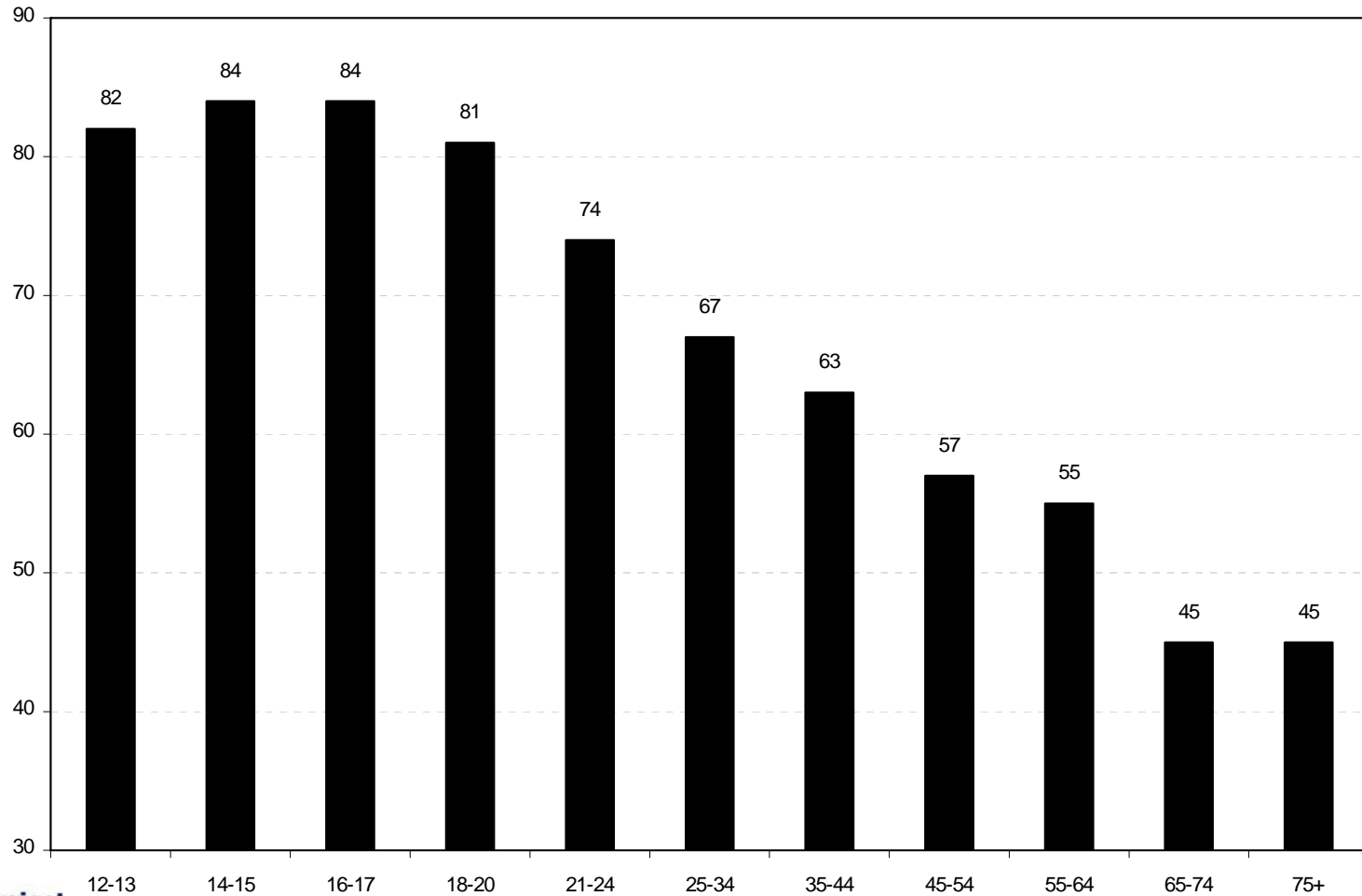


The actions of human beings are the primary threat to climate change.

(scalar variable, 0-100)

Mean 63

Mean Response, Segmented by Age



I am worried about climate change.

(scalar variable, 0-100)

Mean 68

I am worried about global warming.

(scalar variable, 0-100)

Mean 70

**Global climate change is negatively impacting my
quality of life.**

(scalar variable, 0-100)

Mean 51

How is global climate change negatively impacting your quality of life?

(lexical analysis by descending frequency)

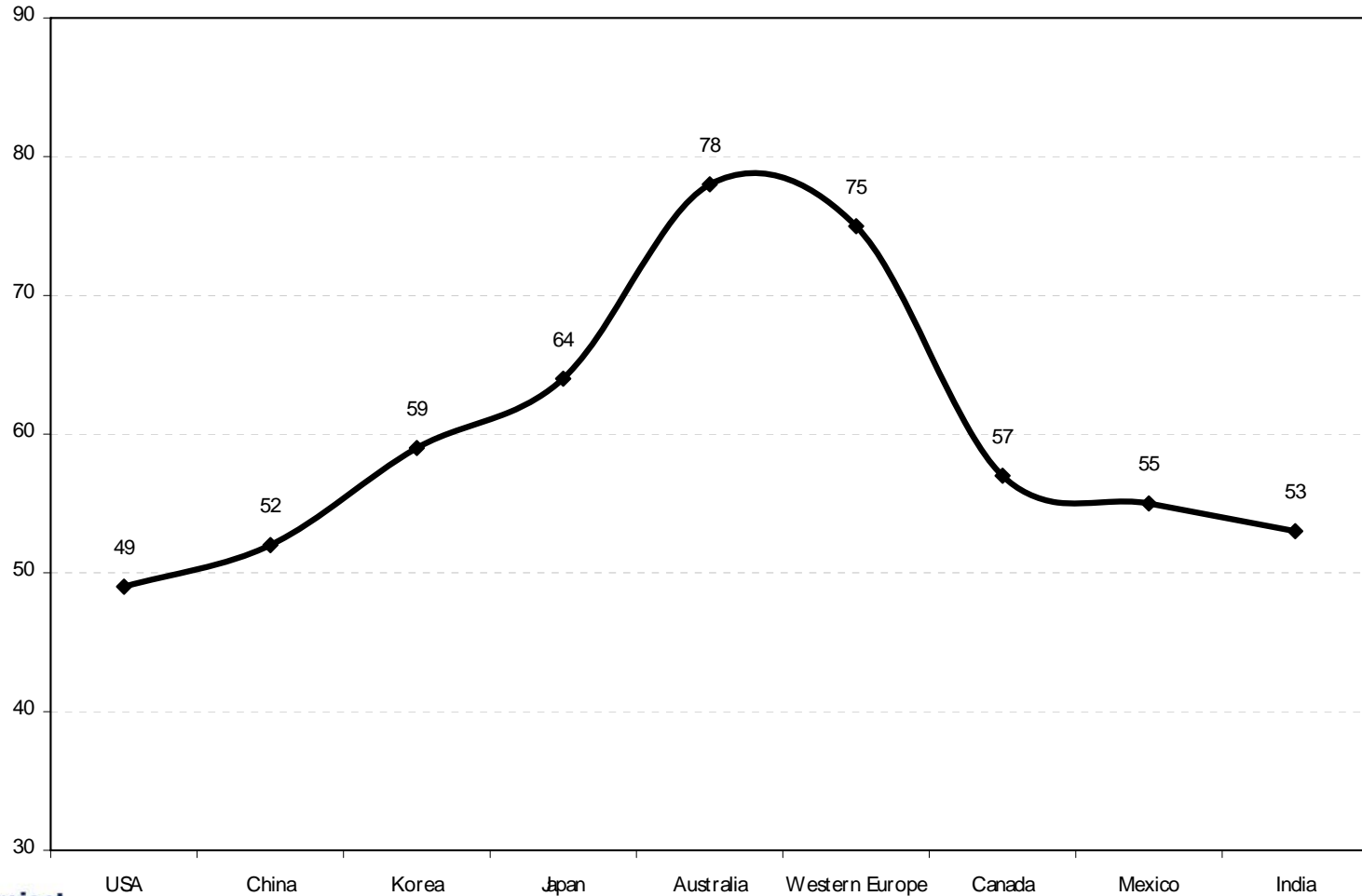
1. High fuel prices
2. High energy costs
3. Drought conditions affect crop yield
4. Fires threaten home and/or business
5. Family pressure to alter lifestyle (“buy a different car”)
6. Peer pressure to alter lifestyle (“stop driving SUV”)
7. Job loss due to fire
8. Job loss due to low crop yield

Global climate change is negatively impacting the health of the ocean.

(scalar variable, 0-100)

Mean 49

Mean Response, Segmented by Provenance



How is global climate change negatively impacting the health of the ocean?

(lexical analysis by descending frequency)

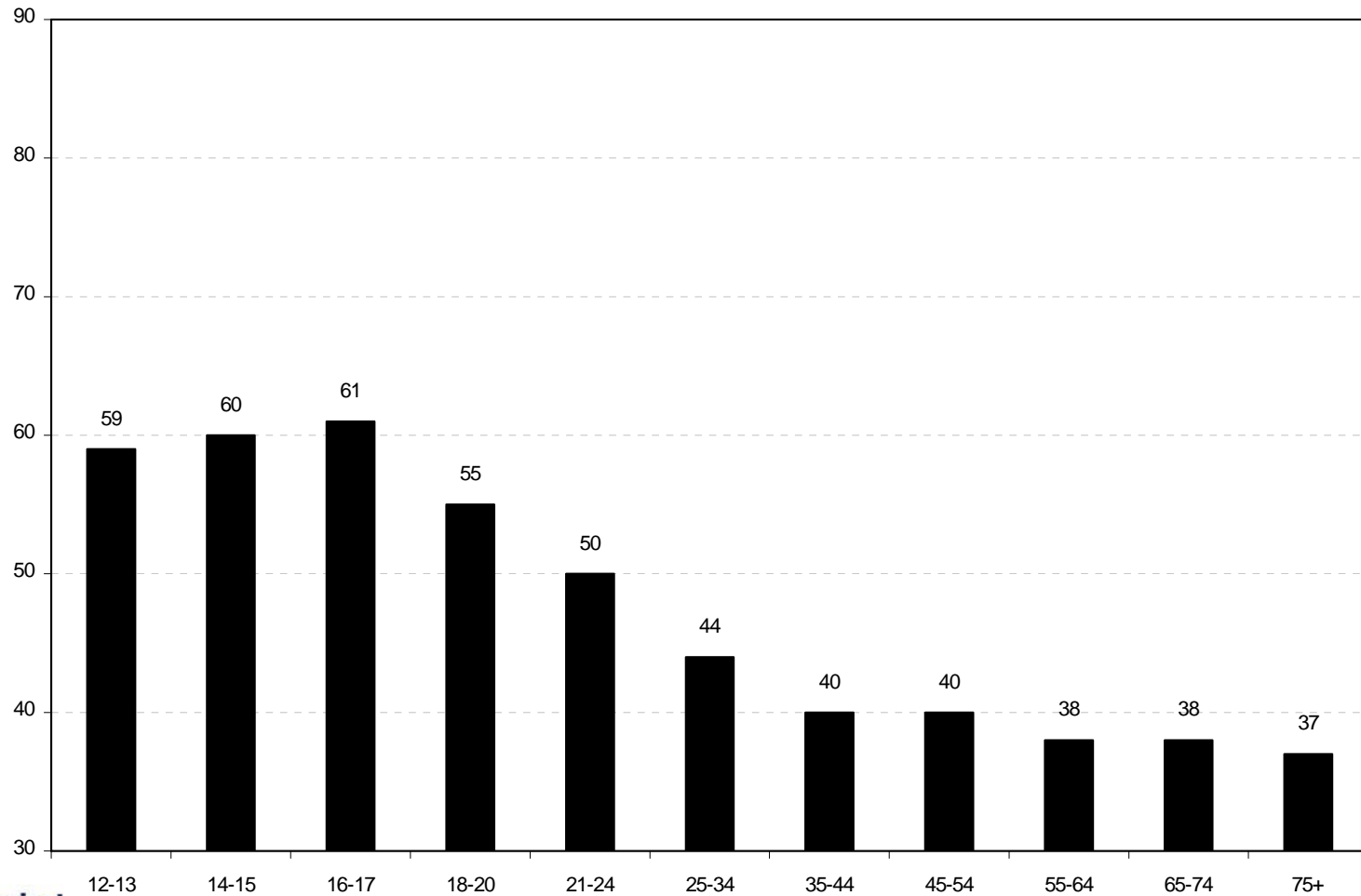
1. Rising water levels
2. DNK

The primary threat to the future availability of healthy seafood is global climate change.

(scalar variable, 0-100)

Mean 43

Mean Response, Segmented by Age

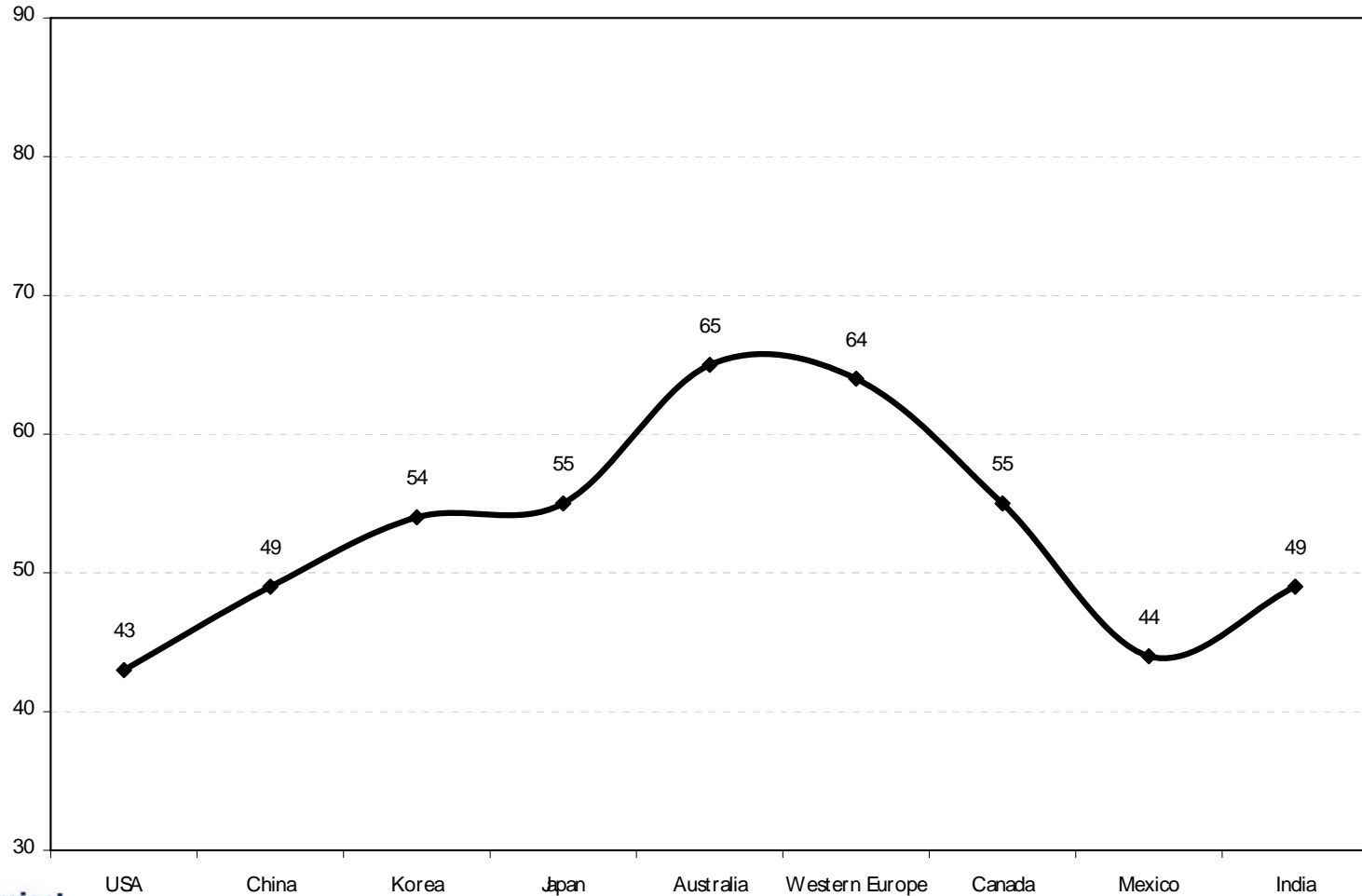


The primary threat to the future availability of healthy seafood is global climate change.

(scalar variable, 0-100)

Mean 43

Mean Response, Segmented by Provenance



Future technologies will solve the climate change crisis.

(scalar variable, 0-100)

Mean 72

Future technologies will help solve the climate change crisis.

(scalar variable, 0-100)

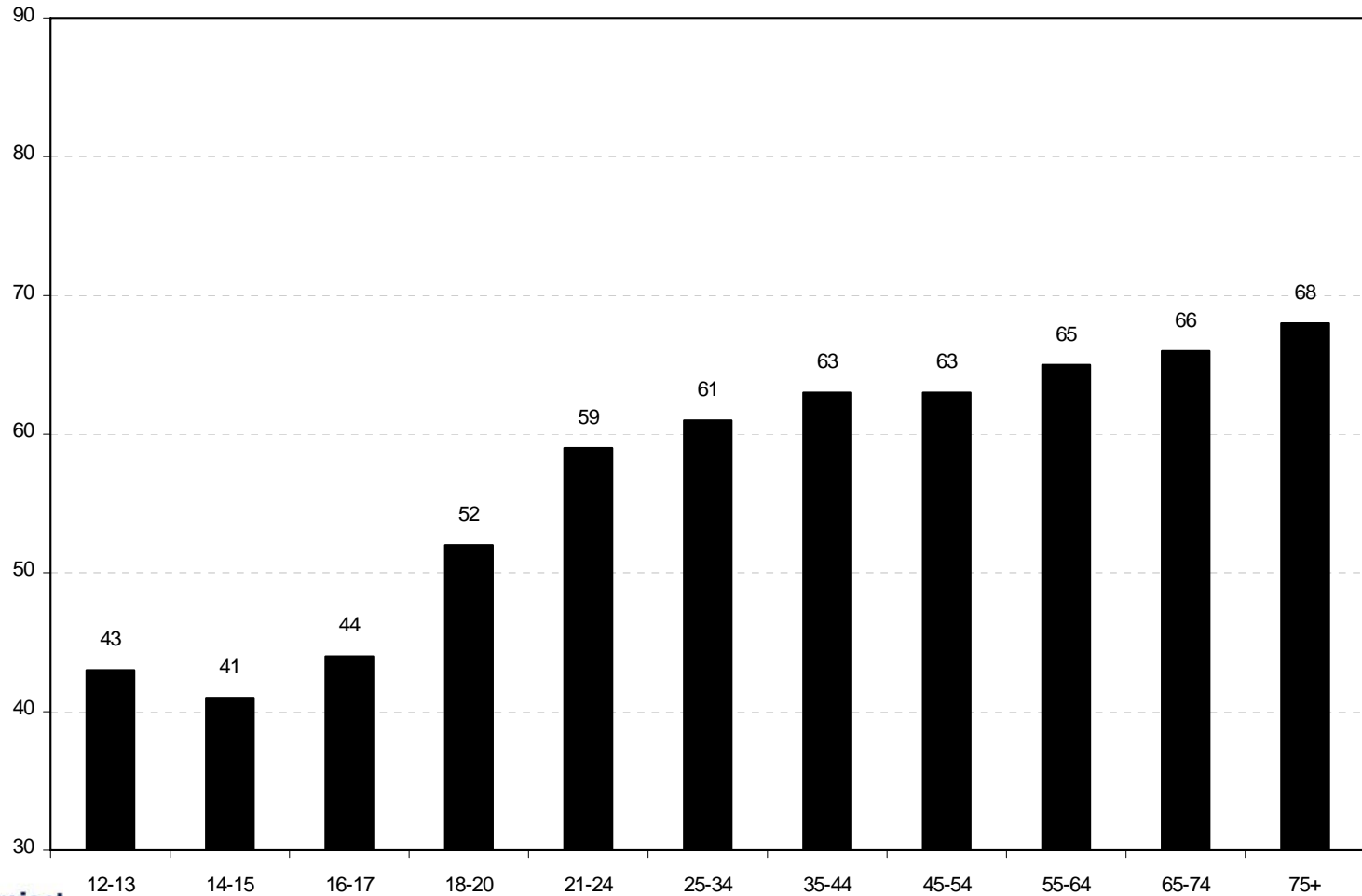
Mean 78

My actions have little impact on climate change.

(scalar variable, 0-100)

Mean 61

Mean Response, Segmented by Age



When I visit an aquarium, I expect to learn about climate change.

(scalar variable, 0-100)

Mean 52

When I visit a science museum, I expect to learn about climate change.

(scalar variable, 0-100)

Mean 59

When I visit a natural history museum, I expect to learn about climate change.

(scalar variable, 0-100)

Mean 48

When I visit a zoo, I expect to learn about climate change.

(scalar variable, 0-100)

Mean 50

When I visit a botanical garden, I expect to learn about climate change.

(scalar variable, 0-100)

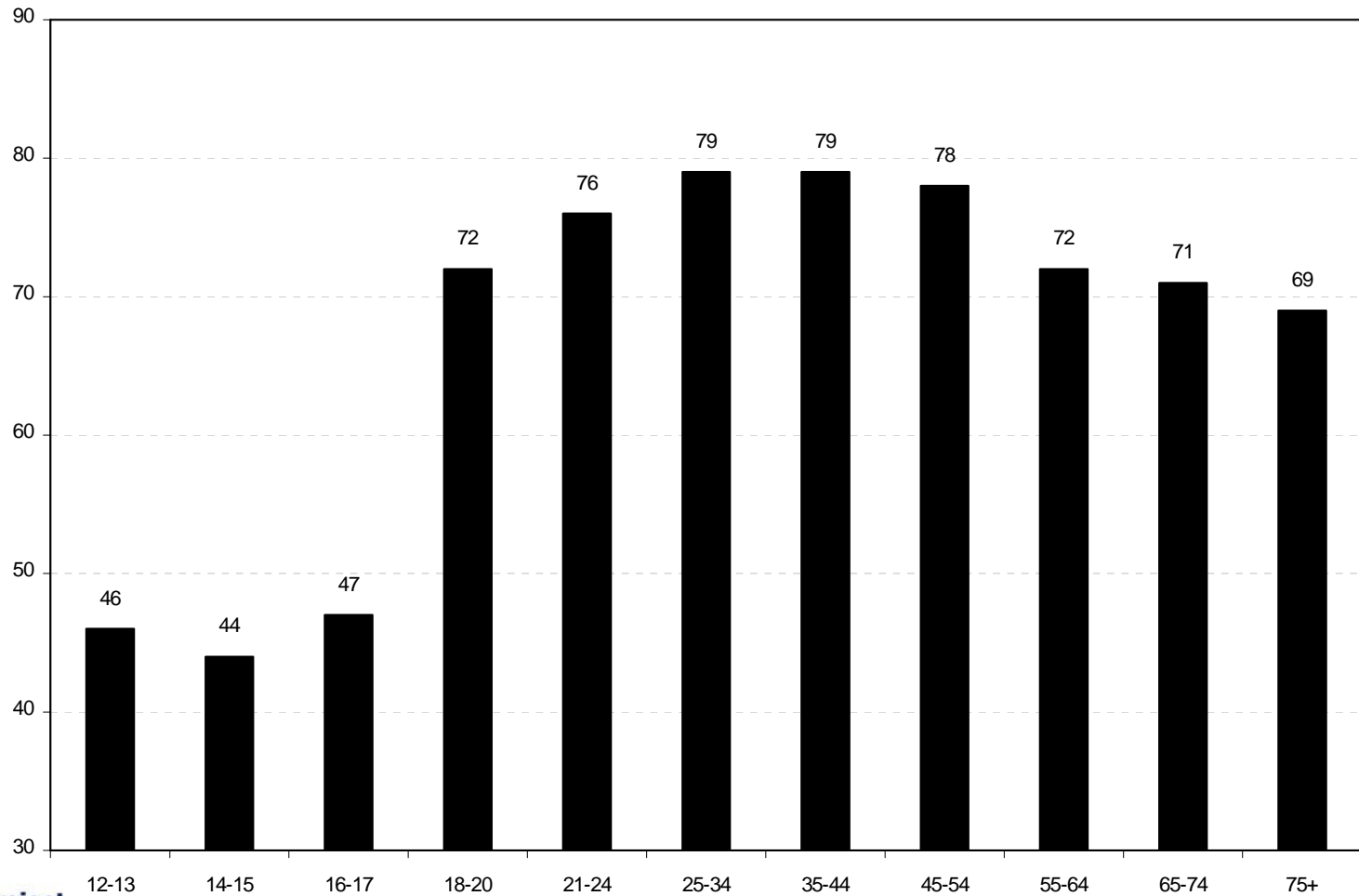
Mean 44

I am informed about current environmental issues.

(scalar variable, 0-100)

Mean 73

Mean Response, Segmented by Age

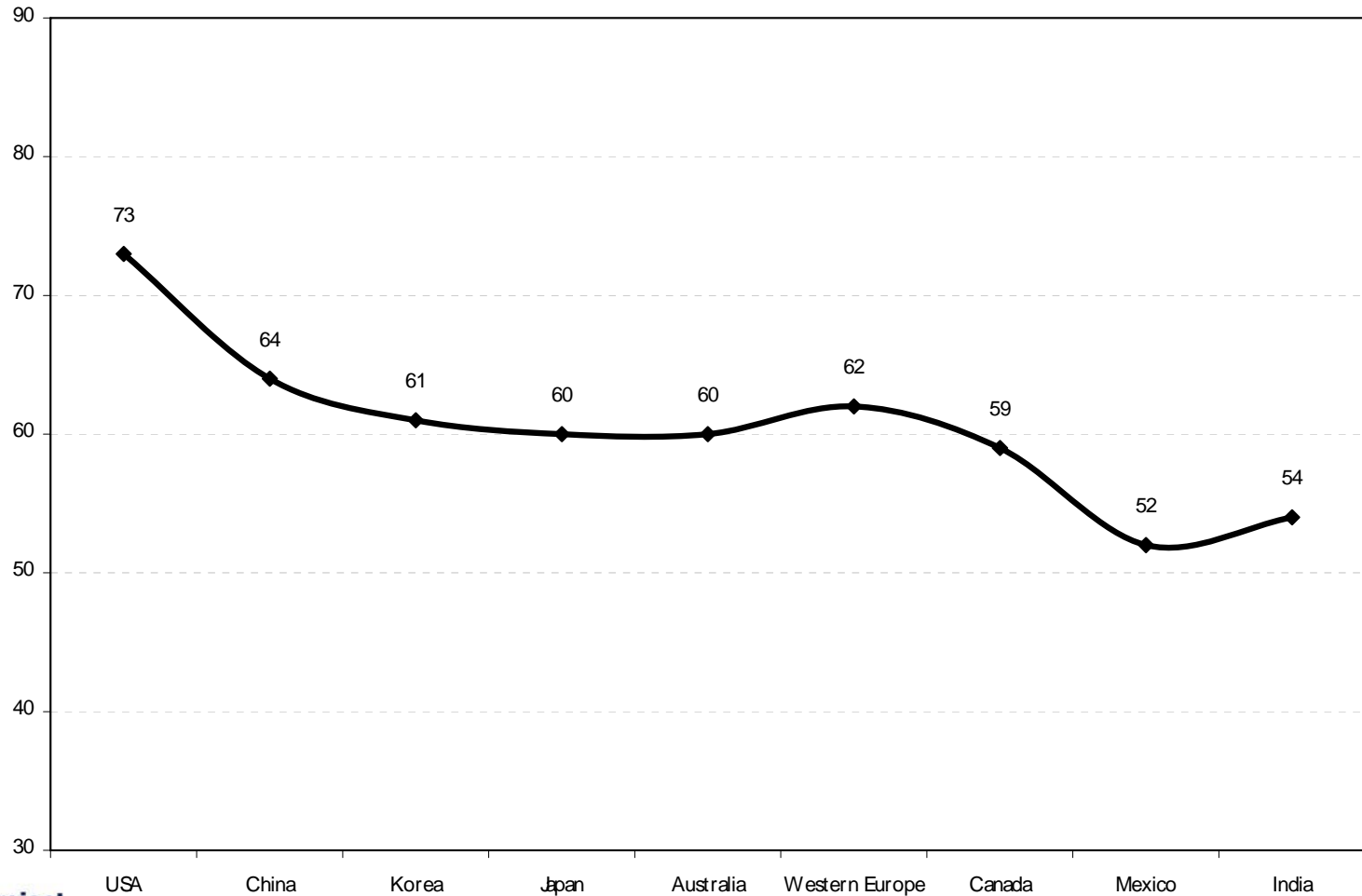


I am informed about current environmental issues.

(scalar variable, 0-100)

Mean 73

Mean Response, Segmented by Provenance



**My child is better informed about current environmental
issues than am I.**

(scalar variable, 0-100)

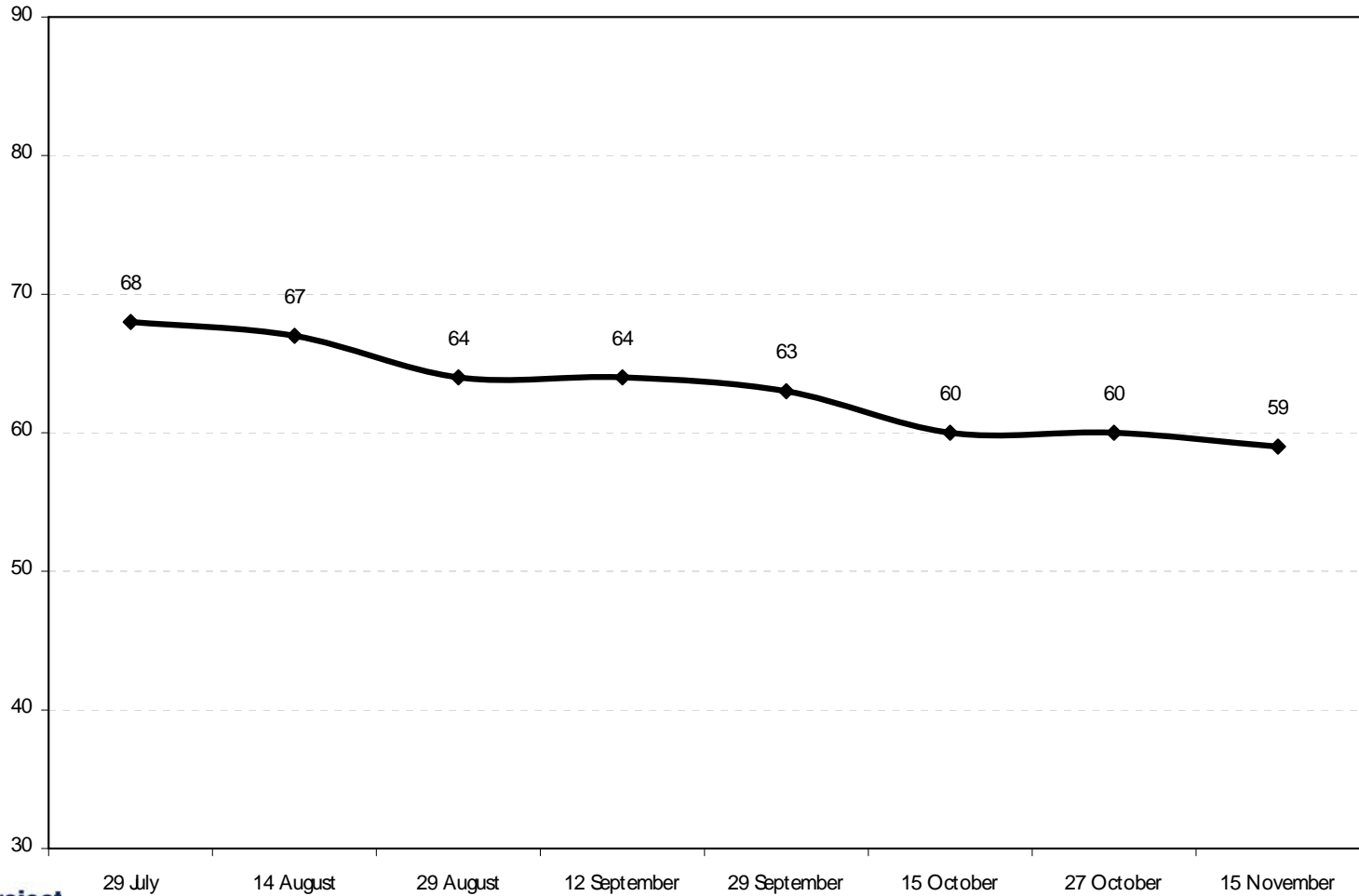
Mean 78

Offshore oil drilling poses a risk to the environment.

(scalar variable, 0-100)

Mean 59

Mean Response, Tracking by Date

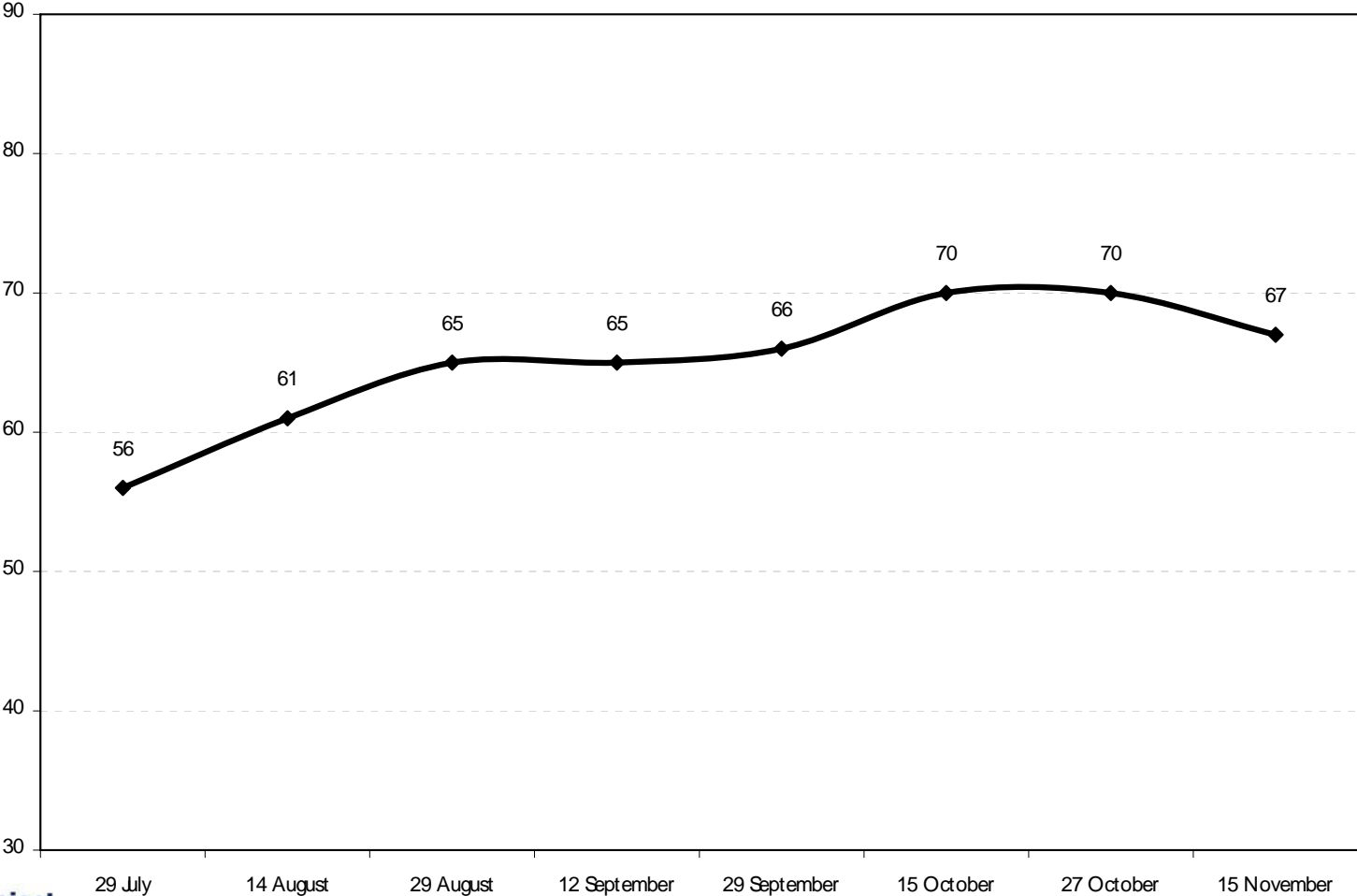


The potential benefits of offshore oil drilling outweigh the potential risks that offshore oil drilling poses to the environment.

(scalar variable, 0-100)

Mean 67

Mean Response, Tracking by Date

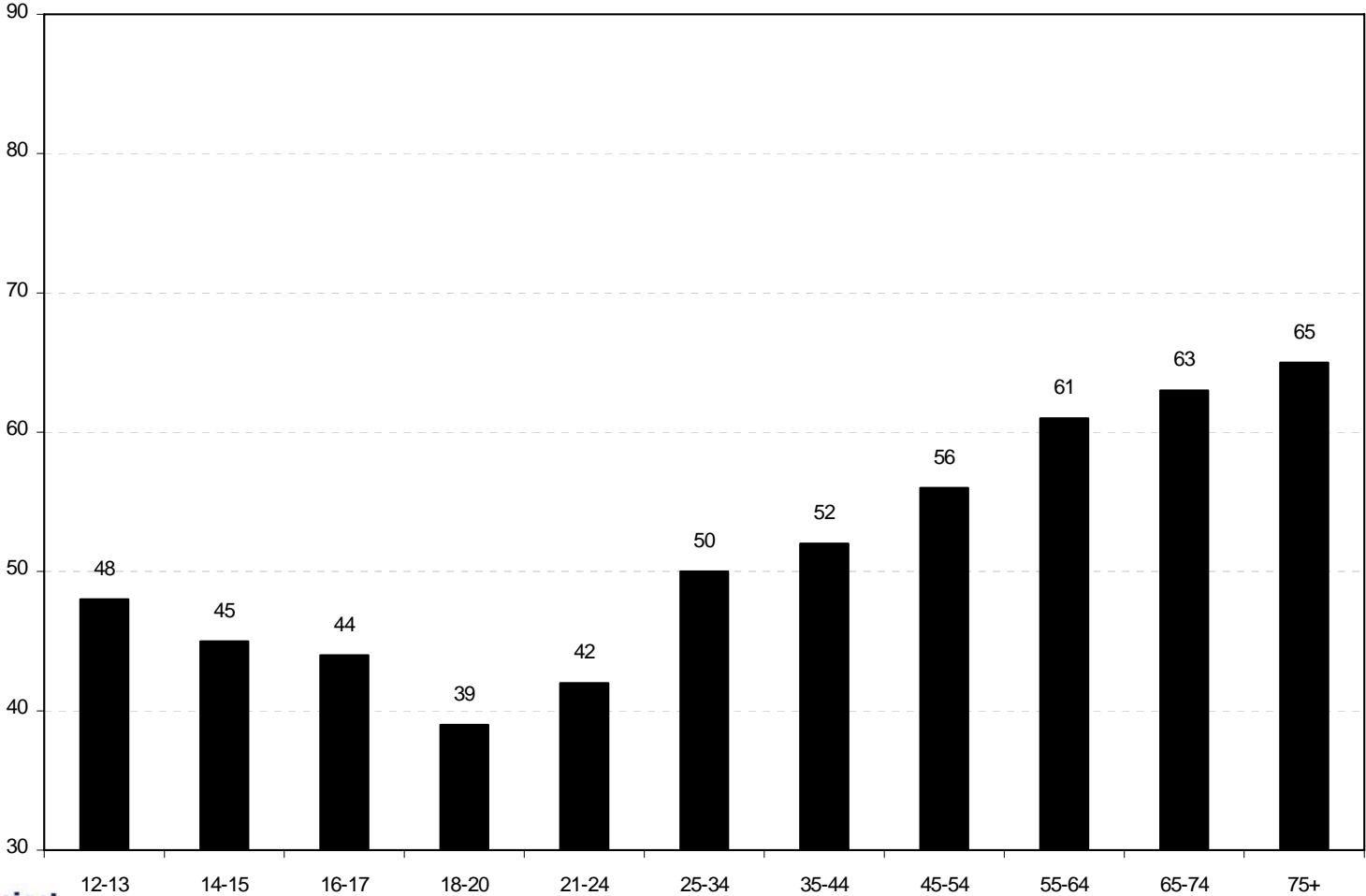


The science related to global warming is untested.

(scalar variable, 0-100)

Mean 53

Mean Response, Segmented by Age

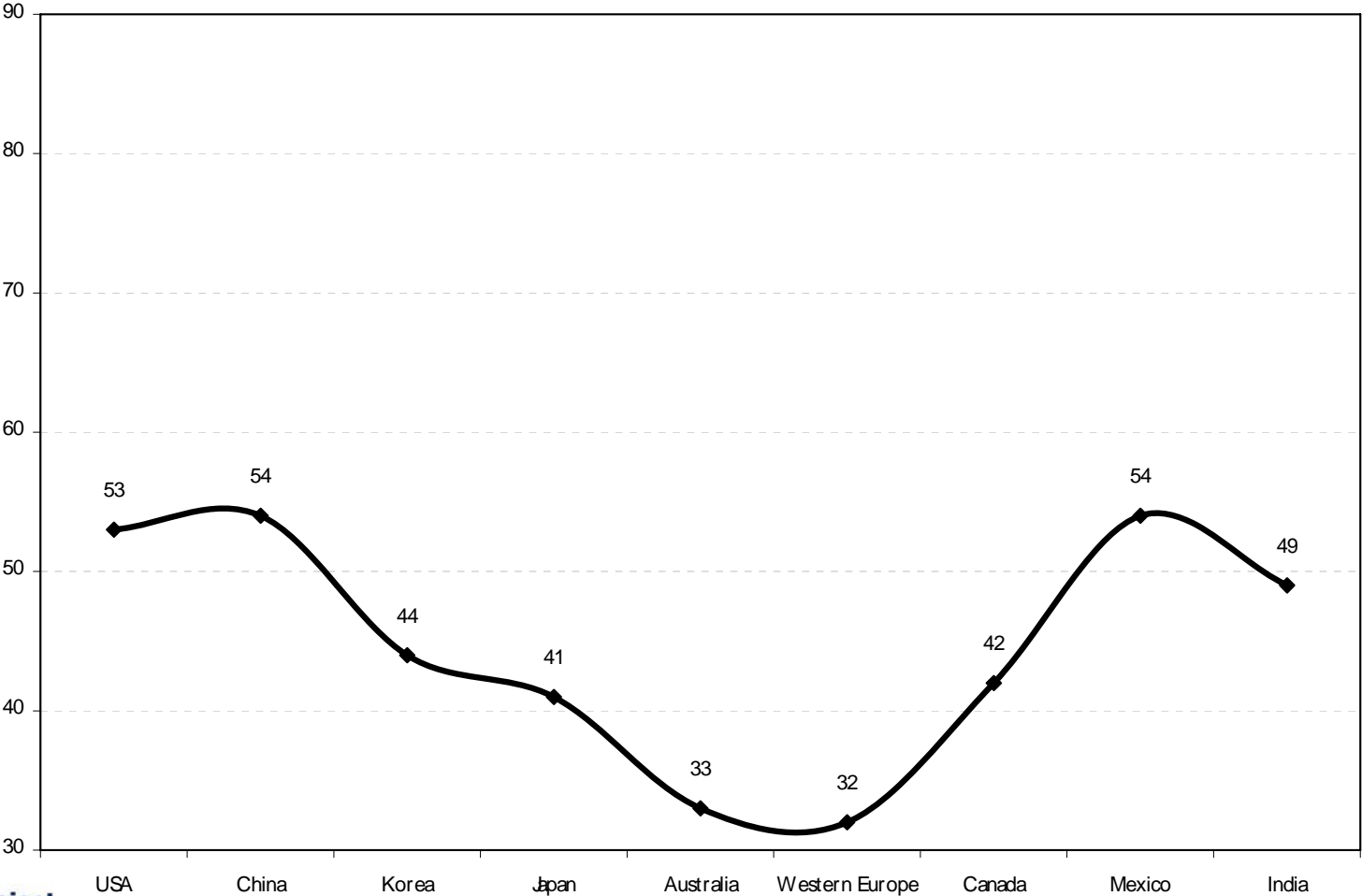


The science related to global warming is untested.

(scalar variable, 0-100)

Mean 53

Mean Response, Segmented by Provenance

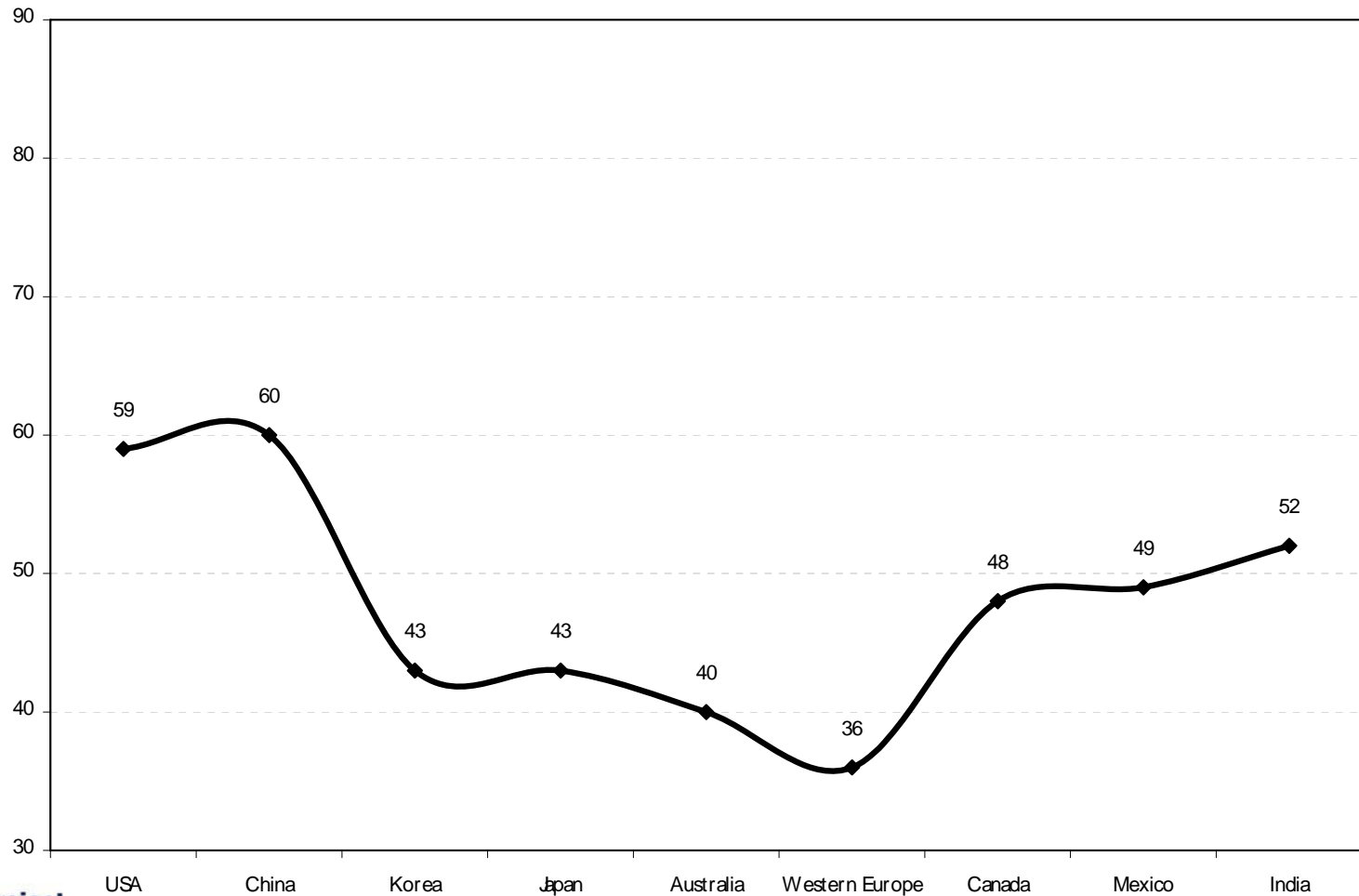


We don't know what causes global climate change.

(scalar variable, 0-100)

Mean 59

Mean Response, Segmented by Provenance



The science relating to global warming is unproven.

(scalar variable, 0-100)

Mean 51

**Researchers and scientists know a lot about what
causes global warming.**

(scalar variable, 0-100)

Mean 77

**Researchers and scientists don't know a lot about what
causes global warming.**

(scalar variable, 0-100)

Mean 46

There is a lot of debate about what causes global warming.

(scalar variable, 0-100)

Mean 50

What nation is most responsible for global warming?

(lexical analysis by descending frequency)

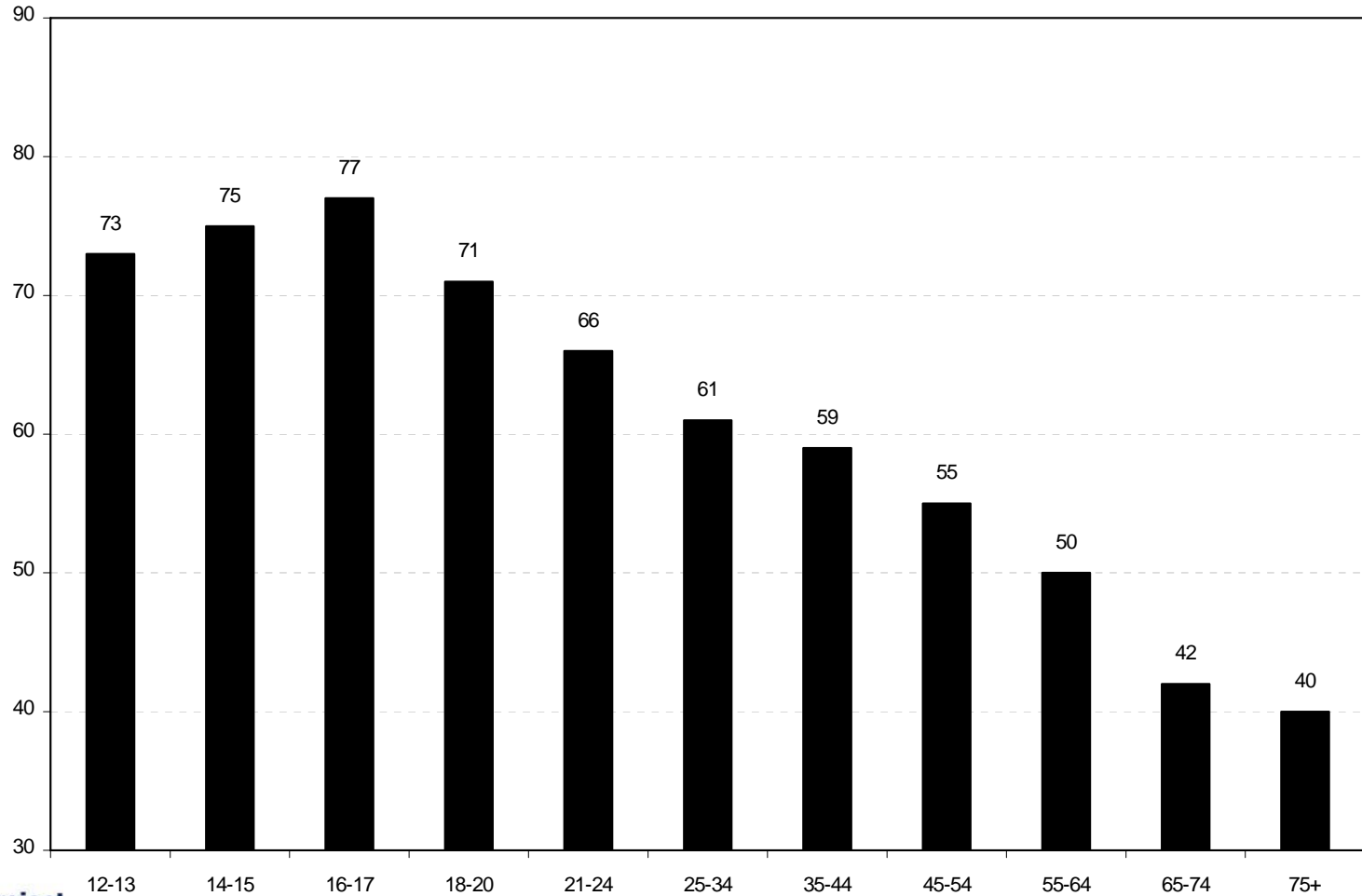
1. China
2. India
3. Mexico
4. Russia
5. Venezuela
6. Brazil
7. Iran
8. United States
9. Japan
10. Germany
11. United Kingdom (including "Great Britain" and "Britain" and "England")
12. Antarctica
13. Canada
14. France
15. Spain
16. Israel

The United States is a major contributor to global warming.

(scalar variable, 0-100)

Mean 57

Mean Response, Segmented by Age

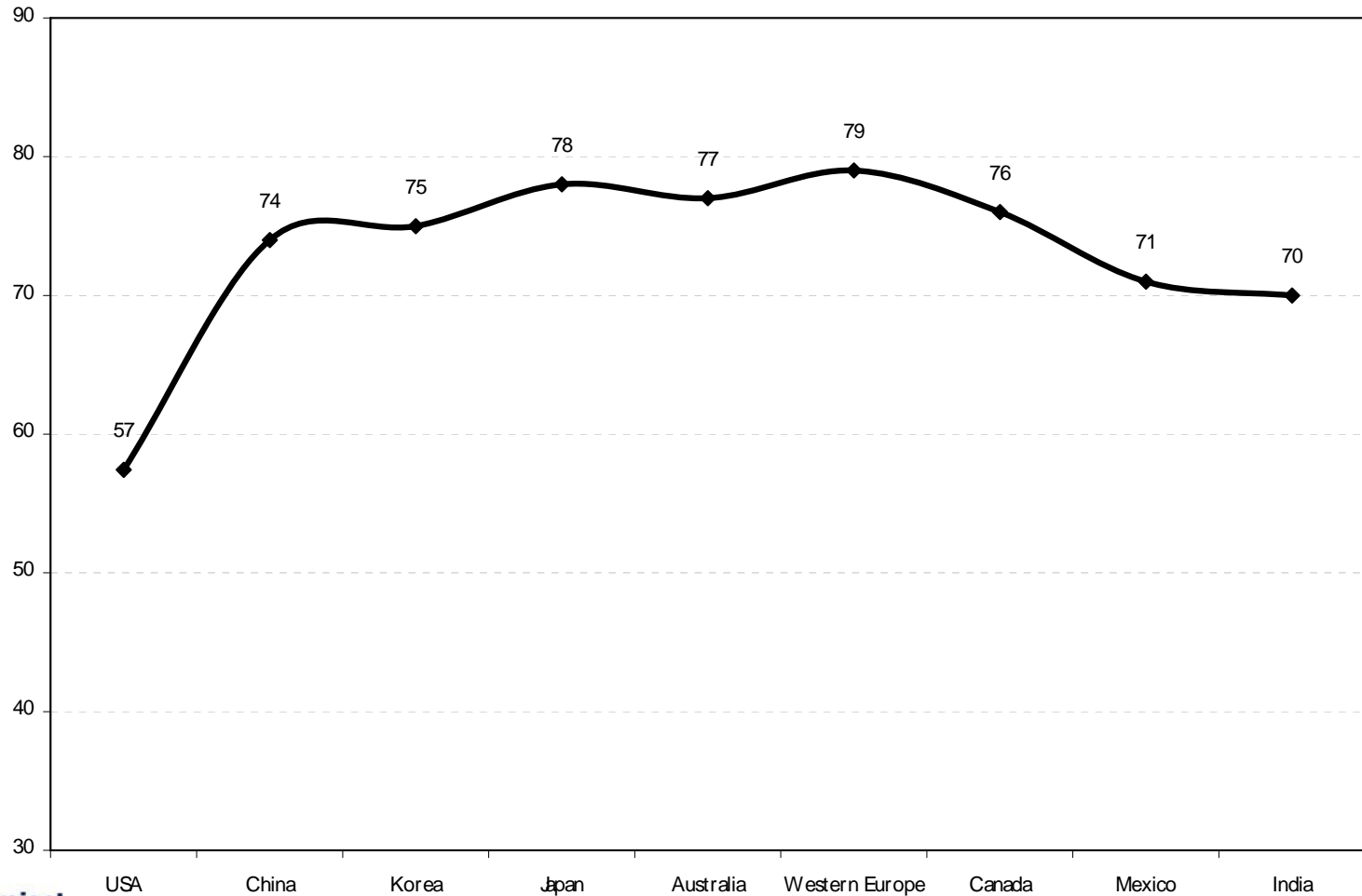


The United States is a major contributor to global warming.

(scalar variable, 0-100)

Mean 57

Mean Response, Segmented by Provenance



**A carbon tax is a good way to help solve the
climate change crisis.**

(scalar variable, 0-100)

Mean 62

**I would vote for a political candidate who endorses
a carbon tax.**

(scalar variable, 0-100)

Mean 63

**I would not vote for a candidate who endorses
a carbon tax.**

(scalar variable, 0-100)

Mean 44

How would you describe the concept of a “carbon tax” to a friend?

(lexical analysis by descending frequency)

1. Paying a penalty for driving a gas guzzler
2. An extra tax on gasoline
3. Paying more for less energy efficient appliances
4. Paying to subsidize alternative fuel development
5. An extra tax on air travel
6. Tax used to fund the war in Iraq
7. Incentive to use less gas (negative incentive)
8. Incentive to drive a hybrid (positive incentive)
9. Tax credit for driving a hybrid

Further research...

- Effect of casting in economic or national security frames
- Does awareness of ocean threats make climate change a more compelling issue?
- What roles do teens and tweens play in influencing adults?
- How to take advantage of Internet as preferred way of getting information

For updates

The Ocean Project will make the survey information available and continually update it.

www.TheOceanProject.org

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