



THE YALE PROGRAM ON CLIMATE CHANGE COMMUNICATION

Climate Change in the American Mind: *national surveys on public climate change beliefs, attitudes, policy support and behaviors.*

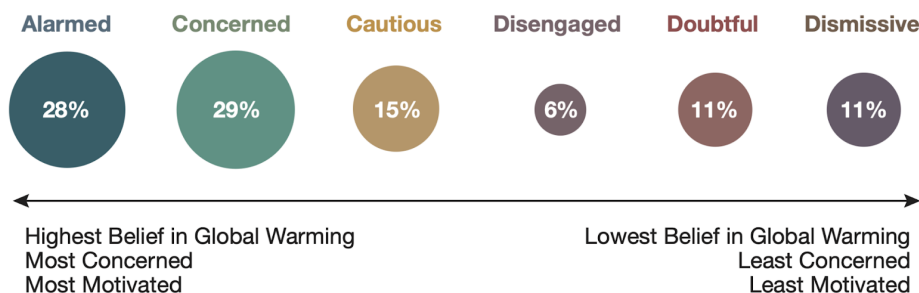


The public plays a critical role in the American response to global warming, through their climate and energy related behavior, consumer choices, and support for climate policies and leaders. This project - in partnership with The Center for Climate Change Communication at George Mason University - investigates, explains and tracks public understanding of climate change and support for climate policies, identifies key audiences within the American public requiring tailored engagement, and has become a critical source of strategic communication insights for the diverse climate change community.

We conduct semiannual national surveys of Americans' climate change attitudes, knowledge, policy support, and behavior and publish reports on the findings.

Our research has identified *Global Warming's Six Americas*: six unique target audiences in the U.S. that respond to climate change in very different ways.

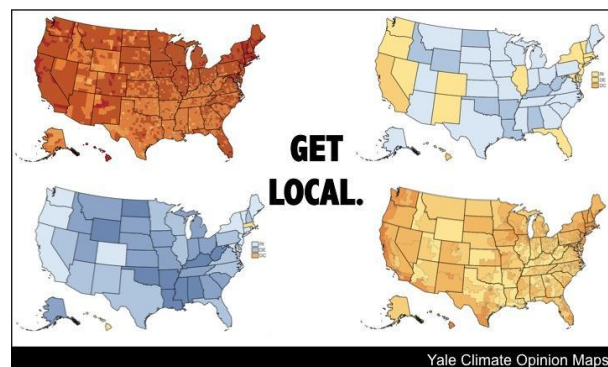
GLOBAL WARMING'S SIX AMERICAS, 2023



Global Warming's Six Americas, Fall 2023
Base: 1,033 U.S. adults

Yale Climate Opinion Maps:
Interactive maps of public opinion in:
all 50 U.S. states,
435 congressional districts,
916 metro areas,
3,000+ counties,
10 Canadian provinces and
300+ Canadian ridings.

Explore estimates of public opinion about global warming in the United States and Canada in unprecedented geographic detail.



Identifying Climate Messages that Work: *controlled experiments to identify messages and messengers to engage target audiences.*

The Yale Program conducts research to identify the combination of messengers, message frames and formats that best engage key audiences, such as each of Global Warming's Six Americas, Republicans, evangelicals, Latinx, youth, etc. in specific states and localities. Outcome measures include shifts in climate change and clean energy beliefs, attitudes, policy support, and/or behavior. We also construct, test, and implement new tools for rapid, inexpensive, and large-scale message testing to greatly accelerate the development and deployment of effective communication campaigns.



Yale Climate Connections: *on air and online information and analysis about climate change causes, impacts and solutions.*

Climate Connections is a daily, 90-second radio program airing on more than 700 stations nationwide. It is available as a downloadable podcast as well.

Community Capacity Building Partnerships Program

YPCCC's Partnerships Program helps grow the capacity of the climate movement, businesses, and governments to conduct strategic communication and transformational organizing campaigns. The Program helps organizations understand audiences, use tactics and tools based on YPCCC's cutting-edge research, and run experiments to refine strategies. We have worked with more than 200 groups ranging from local environmental justice organizations to national foundations. These relationships vary from short consultations to in-depth partnerships in which we help build organization capacity for data-driven campaigns.

Engaging Latinx Communities in the U.S. on Climate Change

YPCCC research has found that Latinx are more convinced global warming is happening and human caused, and more worried and supportive of policy than any other demographic group in the U.S. Although Latinx appear to have stronger pro-climate beliefs and attitudes than other demographic groups, some research has found that they might be less likely to take action on climate change. Understanding this potential gap represents a critical opportunity to advance the national conversation on climate change and promote engagement in the Latinx community.

International Surveys to inform policymakers and build public and political will.

We conduct surveys in many countries, including China, India and Brazil, where we conduct "Six Americas"-style segmentations and downscaling to enable targeted education and communication campaigns in each country. We also conduct an annual global survey with data from 192 countries and territories worldwide.

