

Climate Change in the American Mind

Fall 2024 Key Results

Jennifer Carman

Yale Program on Climate Change Communication

26 March 2025

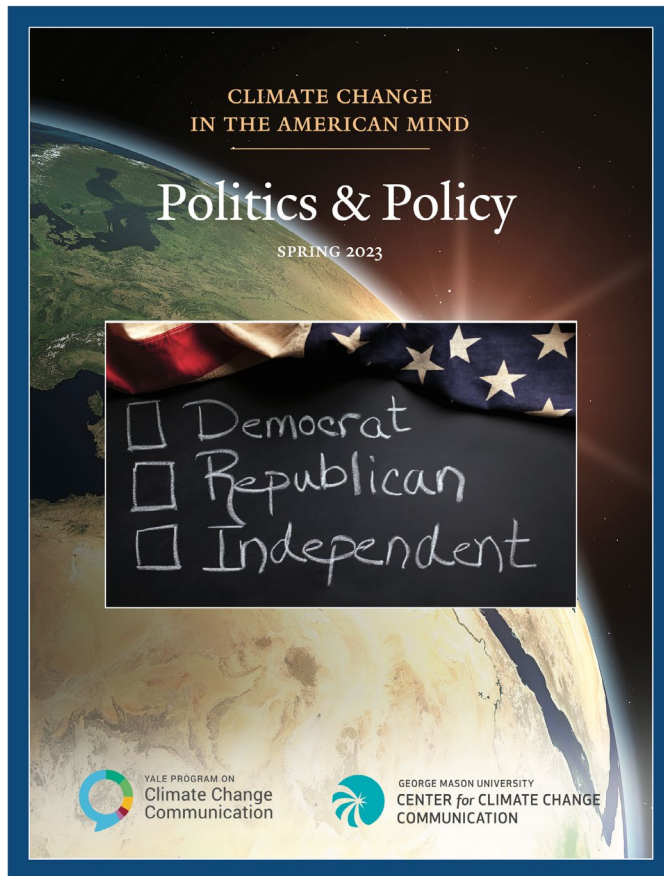


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Climate Change in the American Mind (CCAM)



- National twice-yearly survey
- Joint project of YPCCC and George Mason University 4C
- Running since 2008
- Tracks variations in Americans' opinions about climate change over time and by political party

Methods

- Web-based survey
- Nationally representative sample using Ipsos Knowledge Panel (n = 1,013 U.S. adults, including 890 registered voters)
- Probability sampling
- Average margin of error + / - 3 percentage points at 95% confidence interval
- Data collected December 11-22, 2024



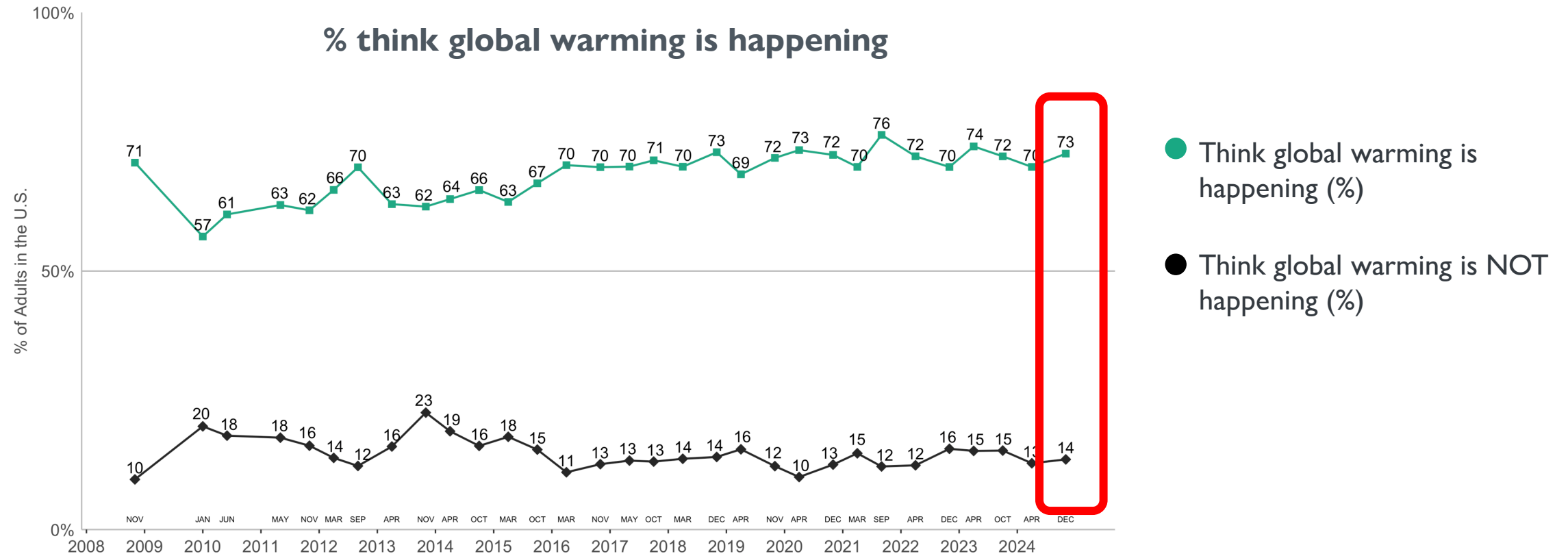
Key findings

Five facts, ten words

- 1 **It's real**
- 2 **It's us**
- 3 **It's bad**
- 4 **Scientists agree**
- 5 **There's hope**

It's real

Nearly three-quarters of Americans think global warming is happening

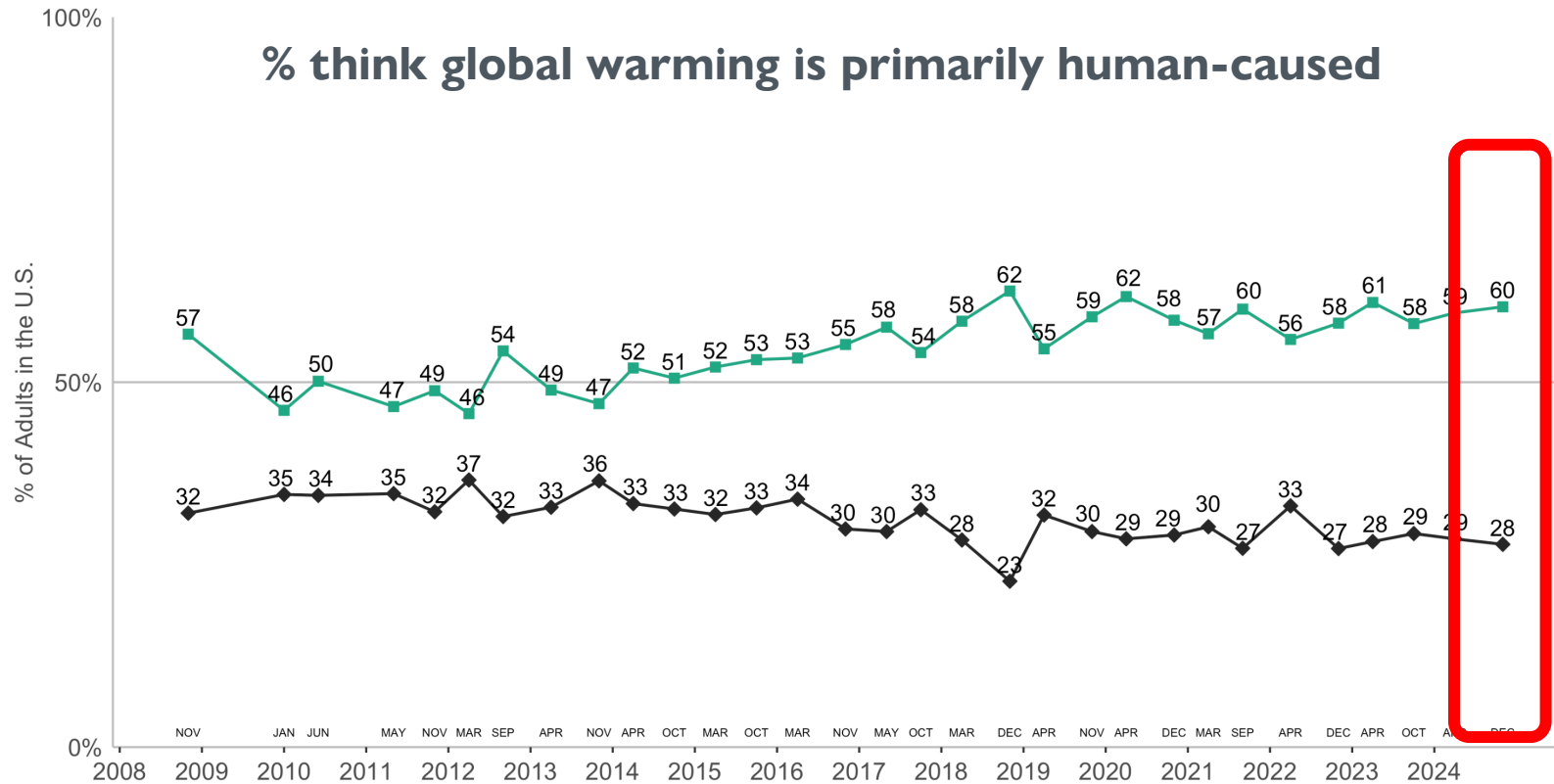


Do you think global warming is happening?

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It's us

Most Americans think global warming is primarily human-caused



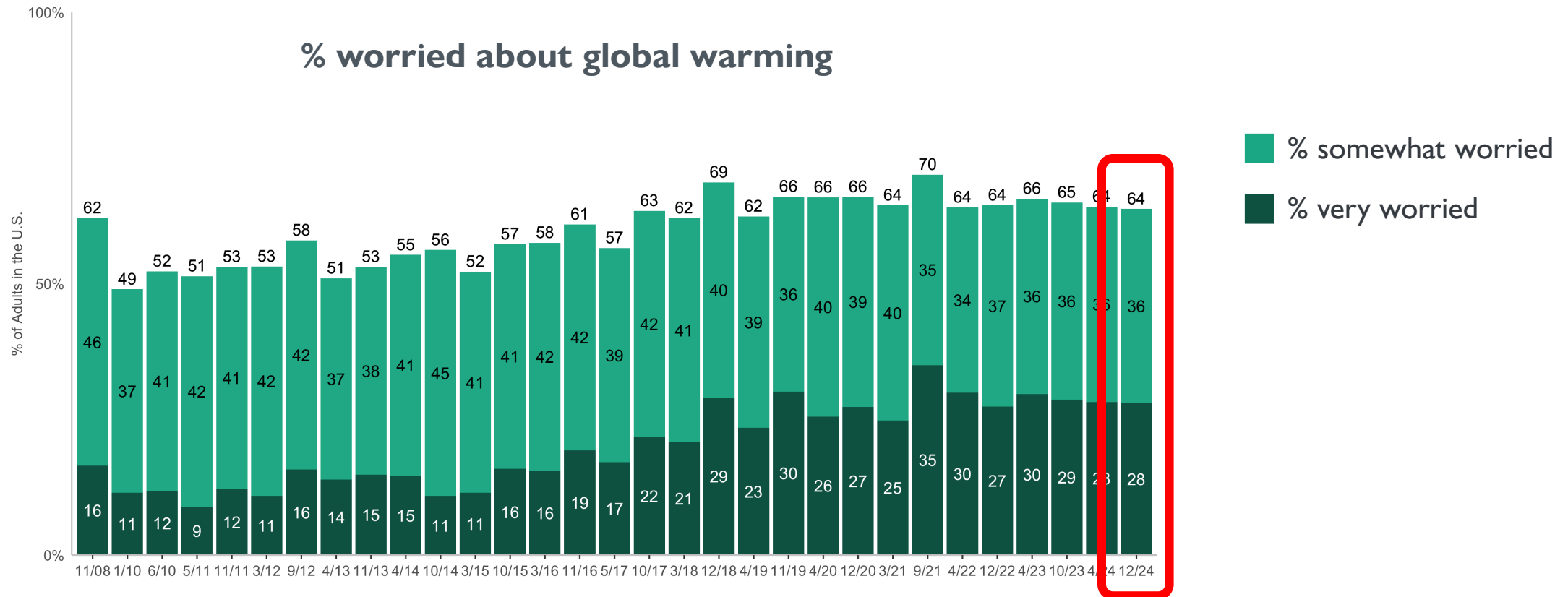
- Think global warming is caused mostly by human activities (%)
- Think global warming is caused mostly by natural changes in the environment (%)

Assuming global warming is happening, do you think it is . . .

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It's bad

Nearly two-thirds of Americans are worried about global warming

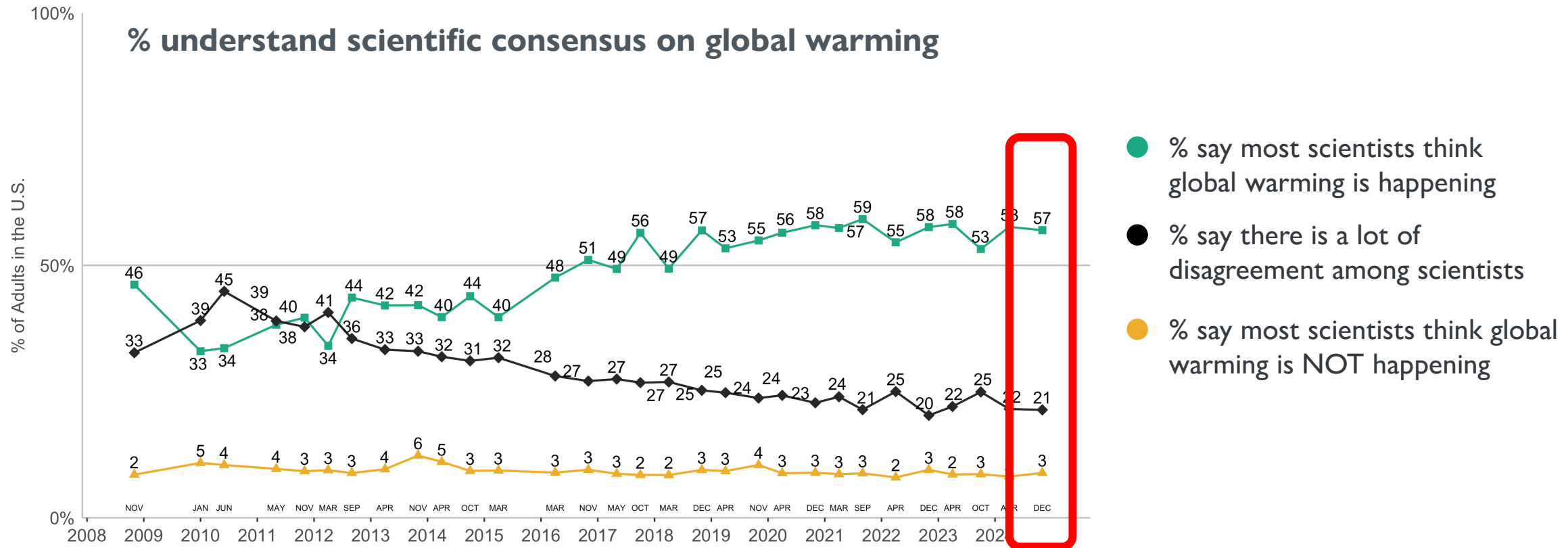


How worried are you about global warming?

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Scientists agree

Most Americans understand that most scientists think GW is happening



What comes closest to your own view?

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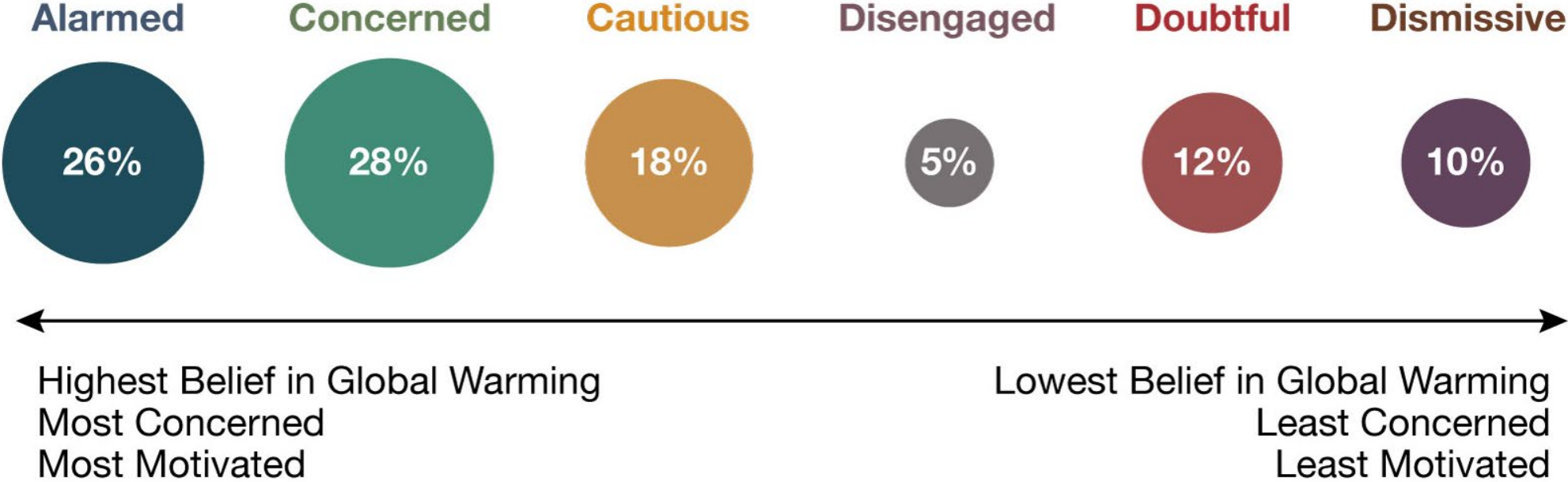
There's hope (...right?)

The key takeaway:

Americans' basic beliefs about global warming did not drastically change after the election

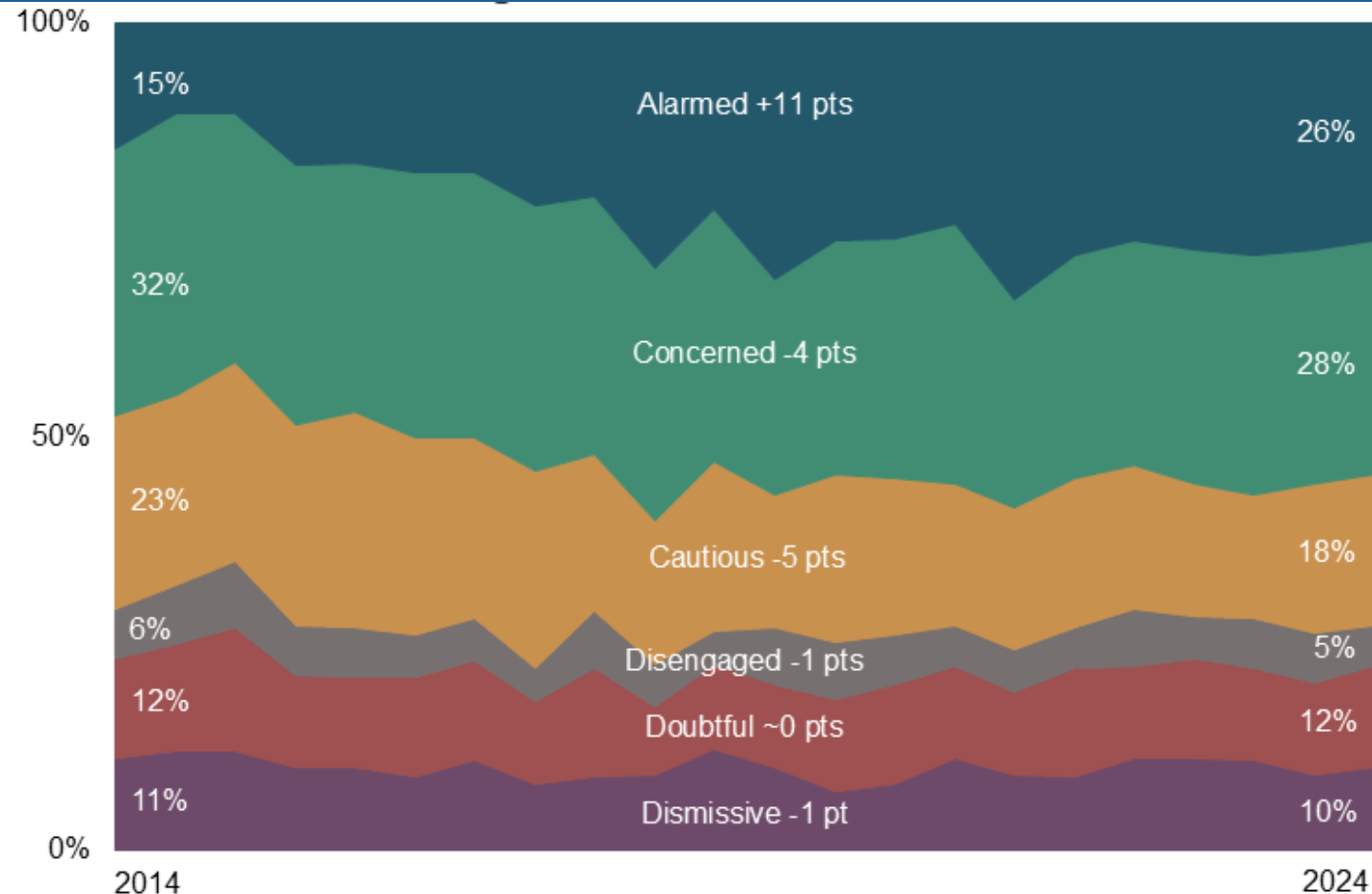


Global Warming's Six Americas, Fall 2024



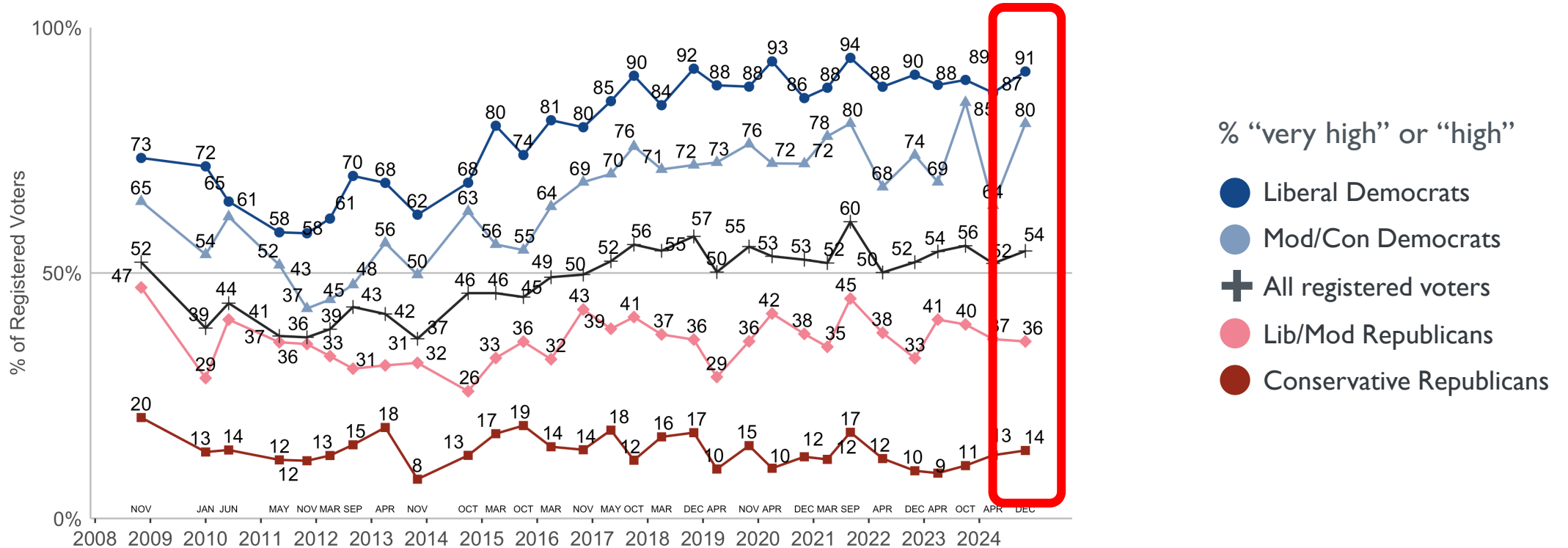
Global Warming's Six Americas, December 11–22, 2024
Base: 1,013 U.S. adults
Source: Yale Program on Climate Change Communication;
George Mason University Center for Climate Change Communication

Changes in the Six Americas, 2014-2024



However, partisan divides on global warming remain strong

% think global warming should be a priority for president and Congress

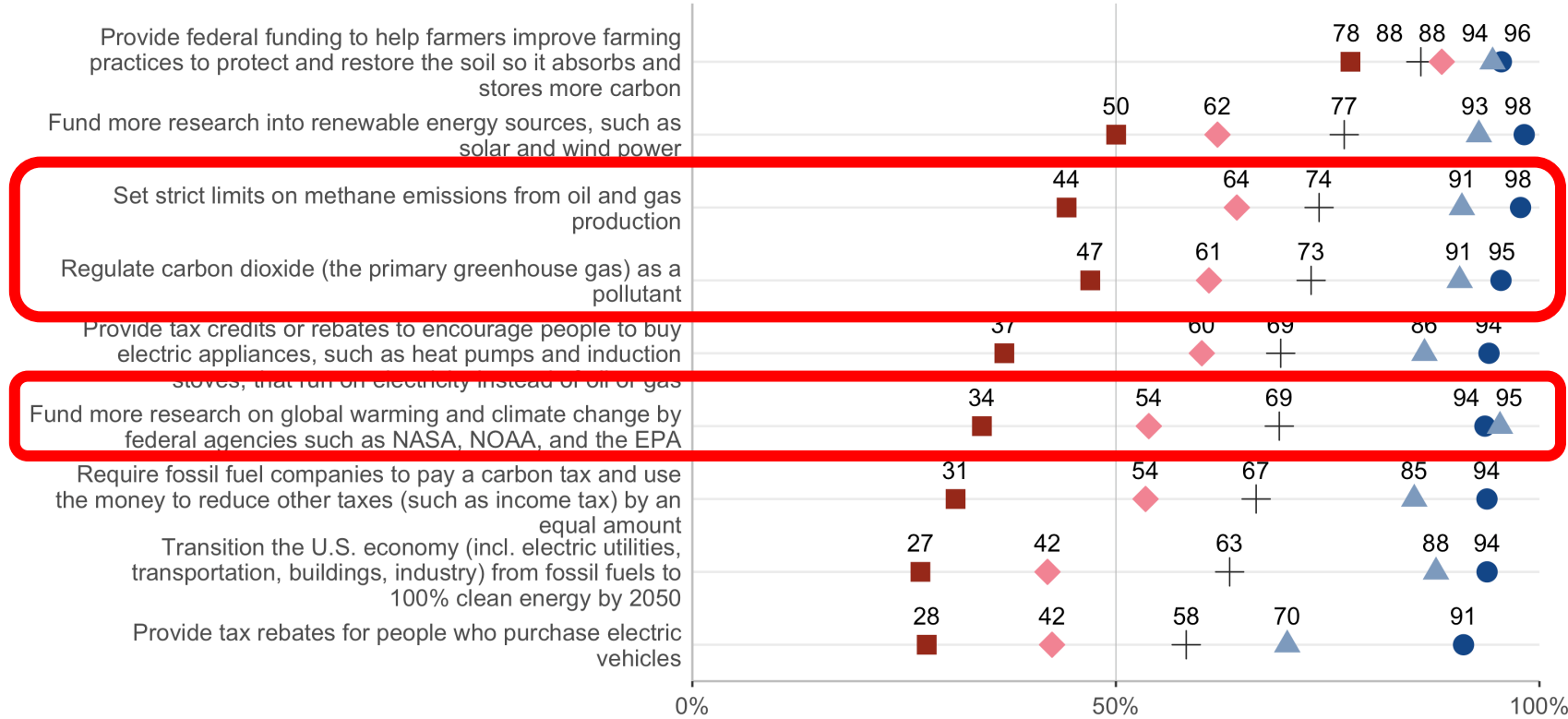


Do you think the following should be a low, medium, high, or very high priority for the president and Congress? [Global warming]

Data guidance for messaging

Many pro-climate policies still have bipartisan support

% support climate-friendly policies



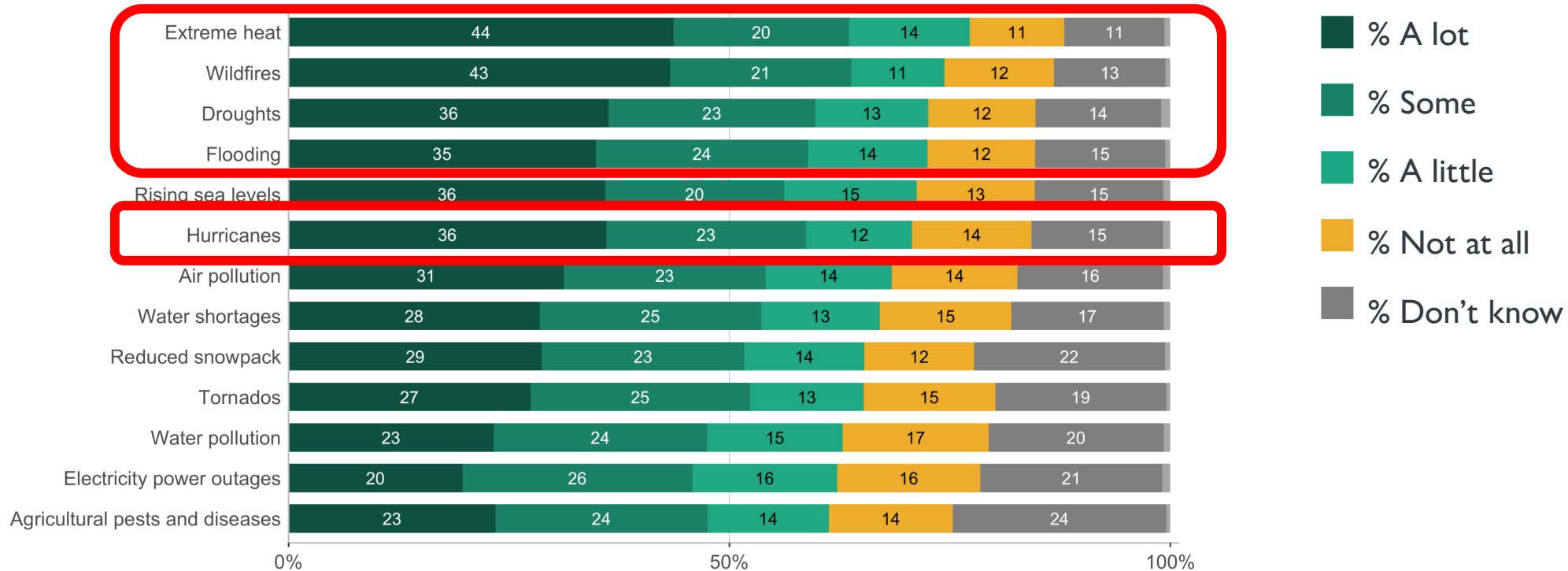
% “strongly support” or “somewhat support”

- Liberal Democrats
- Mod/Con Democrats
- ⊕ All registered voters
- Lib/Mod Republicans
- Conservative Republicans

How much do you support or oppose the following policies?

Most Americans think global warming is affecting heat, wildfires, droughts, and floods

% think global warming is affecting environmental problems

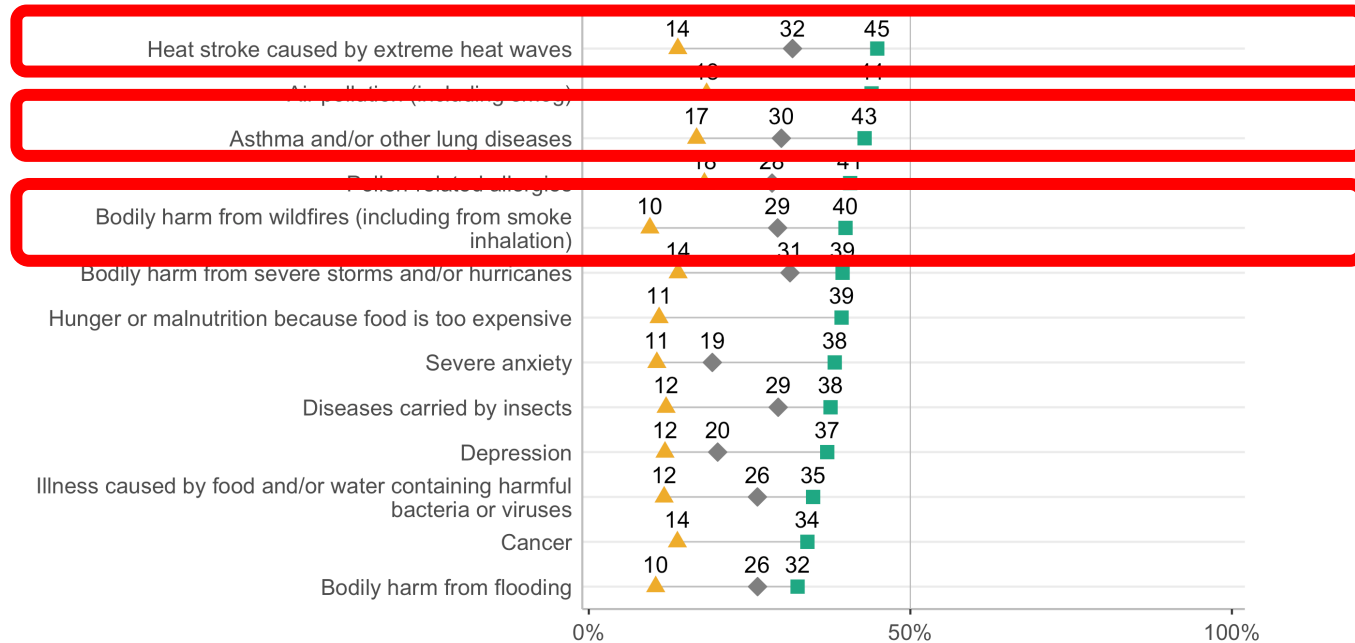


How much do you think global warming is affecting the following in the United States?

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A growing number of Americans understand climate change is impacting our health

% think global warming will make health issues more common



% “somewhat more” or “much more”

- 2014
- 2020
- 2024

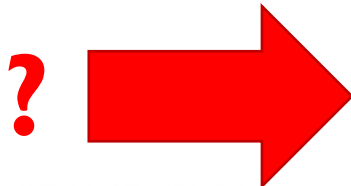
Do you think each of the following will become more or less common in your community over the next 10 years as a result of global warming if nothing is done to address it? If you're not sure, please provide your best estimate.

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Summary

Most Americans still agree with most of the five key facts

Full reports:



1

It's real

2

It's us

3

It's bad

4

Scientists agree

5

There's hope

Thank you!

Questions and comments:

climatechange@yale.edu

<https://climatecommunication.yale.edu>

Research Partners:



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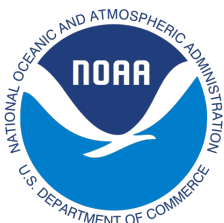


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EPC Quarterly Update Q1 2025

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