Public’s Opinion on Climate Change
Public’s Opinion on Climate Change

- Scientific information has a minimal effect
- Weather extremes have no noticeable effect whatsoever
- Media coverage seems to exert an important influence -
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011

May 2011
n = 981

- Alarmed: 12%
- Concerned: 27%
- Cautious: 25%
- Disengaged: 10%
- Doubtful: 15%
- Dismissive: 10%

Proportion represented by area

Source: Yale/George Mason University
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011

Highest Belief in Global Warming
Most Concerned
Most Motivated

Lowest Belief in Global Warming
Least Concerned
Least Motivated

Proportion represented by area

Source: Yale/George Mason University
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011

Source: Yale/George Mason University
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011

- **Alarmed**: 12%
- **Concerned**: 21%
- **Cautious**: 25%
- **Disengaged**: 10%
- **Doubtful**: 15%
- **Dismissive**: 10%

Proportion represented by area

Source: Yale/George Mason University
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011

- **Alarmed**: 12%
- **Concerned**: 21%
- **Cautious**: 25%
- **Disengaged**: 10%
- **Doubtful**: 15%
- **Dismissive**: 10%

Proportion represented by area

Source: Yale/George Mason University
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011

Proportion represented by area

Source: Yale/George Mason University
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011

- **Alarmed**: 12%
- **Concerned**: 21%
- **Cautious**: 25%
- **Disengaged**: 10%
- **Doubtful**: 15%
- **Dismissive**: 10%

Proportion represented by area

Source: Yale/George Mason University
5 reasons why campaigns fail

1. Difficult to reach the chronic ‘know-nothings’
2. Large groups of people have no interest in public issues
3. People seek information that agrees with their existing attitudes
4. People perceive & absorb the same information differently
5. Information alone does not change peoples’ behaviors
5 reasons why campaigns fail

1. Difficult to reach the chronic ‘know-nothings’
2. Large groups of people have no interest in public issues
3. People seek information that agrees with their existing attitudes
4. People perceive & absorb the same information differently
5. Information alone does not change peoples’ behaviors
5 reasons why campaigns fail

1. Large groups of people have no interest in public issues

2. People seek information that agrees with their existing attitudes

4. People perceive & absorb the same information differently
“The key to success is understanding the other person’s point of view”

-- Henry Ford
Behavioral Public Relations Model

A
Awareness

Usually

R

Rarely

Occasionally

LR
Latent Readiness

Usually

TE
Triggering Events

IB
Preparatory or Intermediate Behavior

R
Relationship Building

B
Ultimate Desired Behavior
THE IDEAL COMMUNITY RELATIONS STRATEGY

• GO DIRECT
• TO KEY PUBLICS
• VIA OPINION LEADERS
• USING MEMBERS OF THE COMMUNITY
Coastal New Hampshire Climate Summit
April 12, 2013

Thank you!
Roger Stephenson, APR
rs@stephensonstrategic.com