

Climate Change Public Opinion

Maryland (and Virginia)

November 19 2014 | Climate Communications and Community Engagement Panel |
Climate, Energy and Environment Policy Committee |
Metropolitan Washington Council of Governments | Washington DC

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Center for Climate Change Communication



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Public Perceptions of Climate Change

Maryland Statewide Survey | Fall 2014

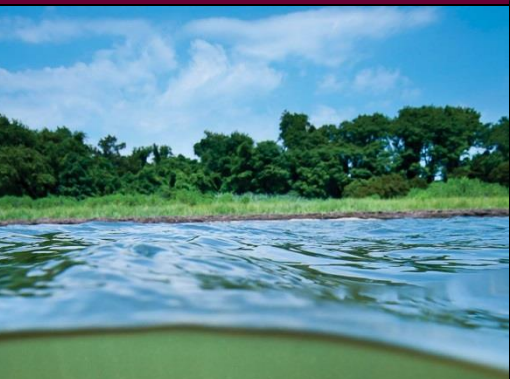


Public Beliefs, Behaviors & Preferences about Energy

A Maryland Statewide Survey | Fall 2014



Maryland (and Virginia)



Adapting to Climate Change & Sea Level Rise

Maryland Statewide Survey | Fall 2014



Maryland's Six Climate Change Audiences

A Global Warming's Six Americas Audience Segmentation

Spring 2014




PERCEPTIONS OF EXTREME WEATHER AND CLIMATE CHANGE IN VIRGINIA

A STATEWIDE SURVEY OF ADULTS

Edward Maibach, Brittany Bloodhart, and Xiaoquan Zhao

July 2013

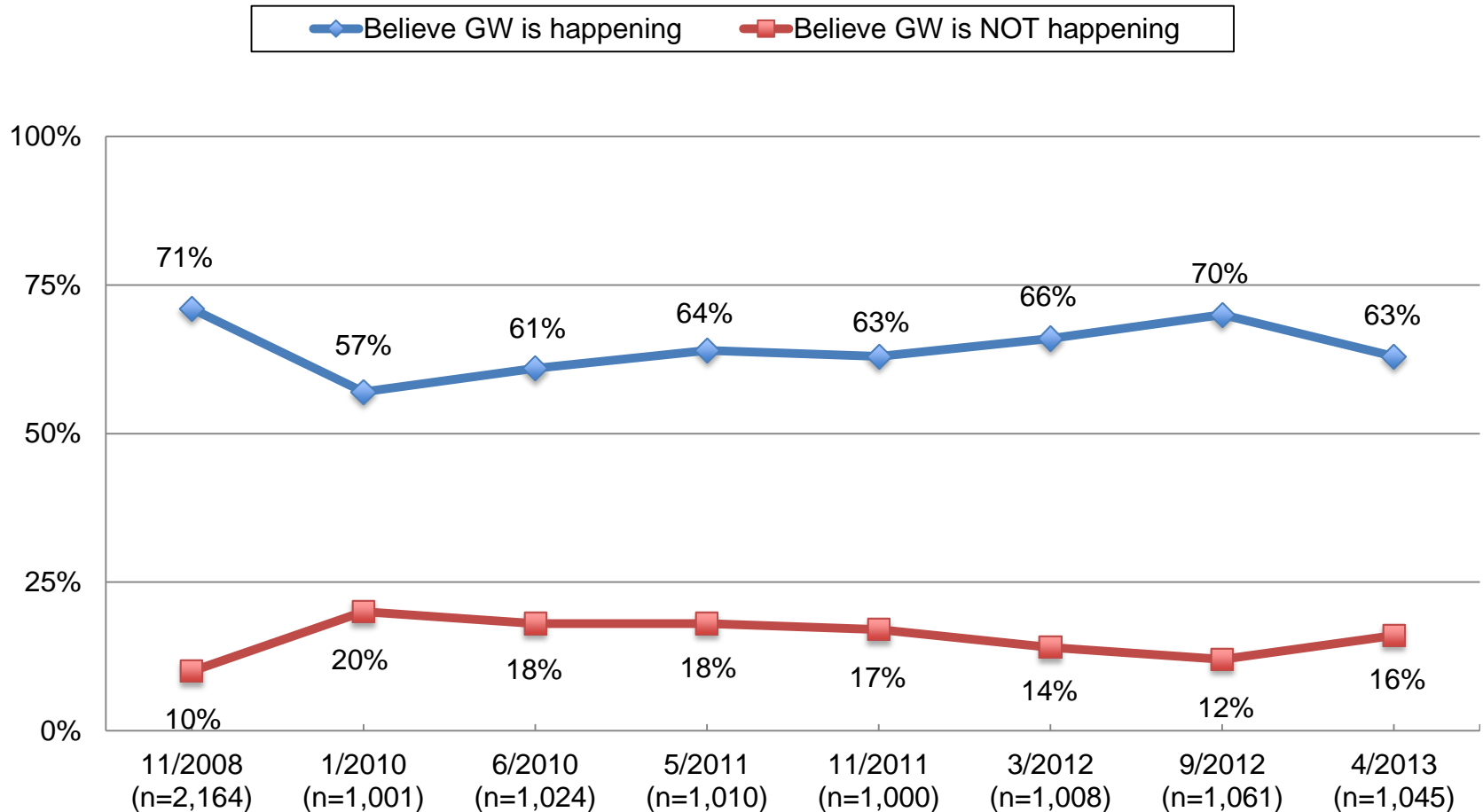
This research was funded, in part, by the National Science Foundation
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 Center for Climate Change Communication
George Mason University

What do you think?

What percentage of Americans
believe that climate change is
happening?

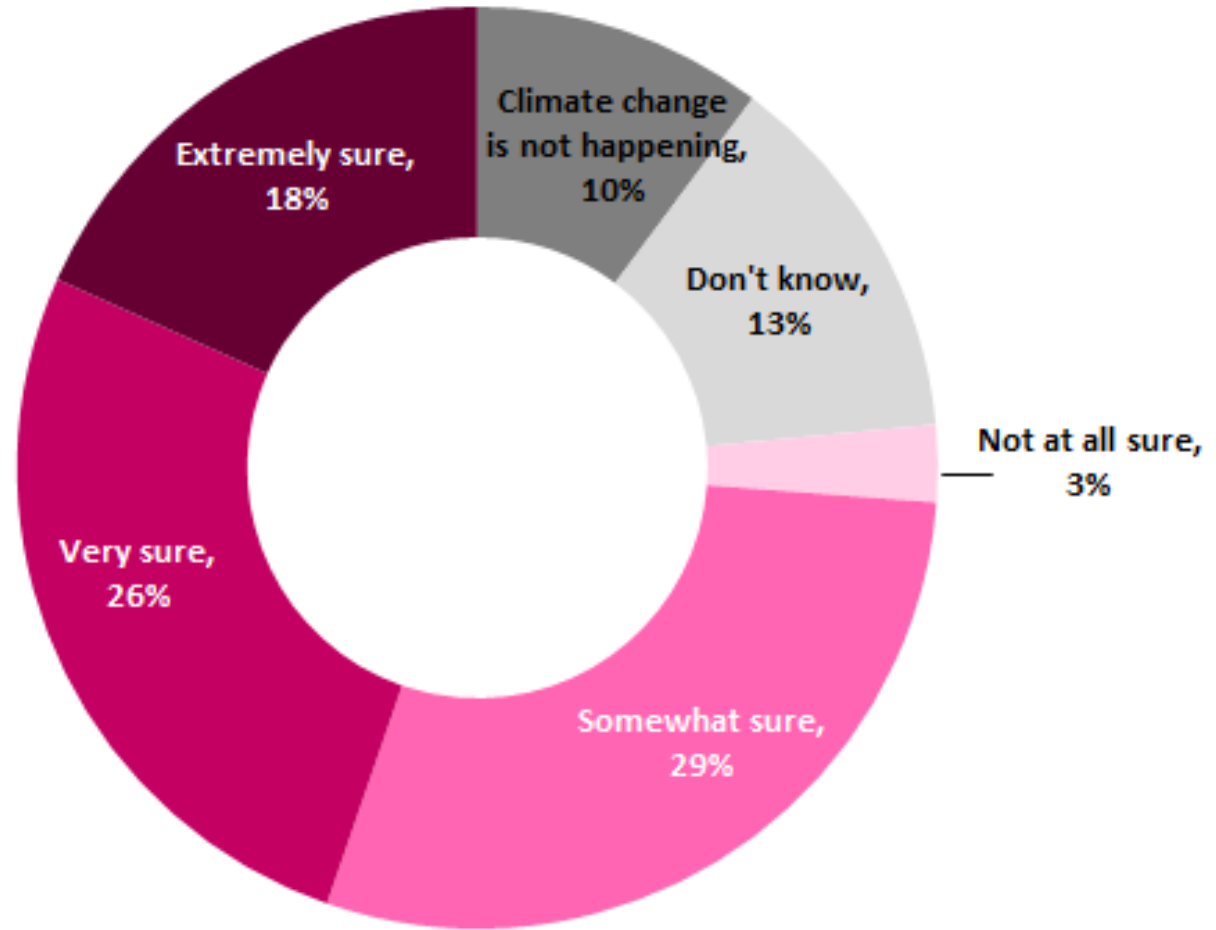
A majority of Americans believe global warming is happening



Do you think global warming is happening?

Base: Americans 18+.

Do you think that climate change is happening? If you answered either yes or no, how sure are you?



Unweighted base, n=2,035

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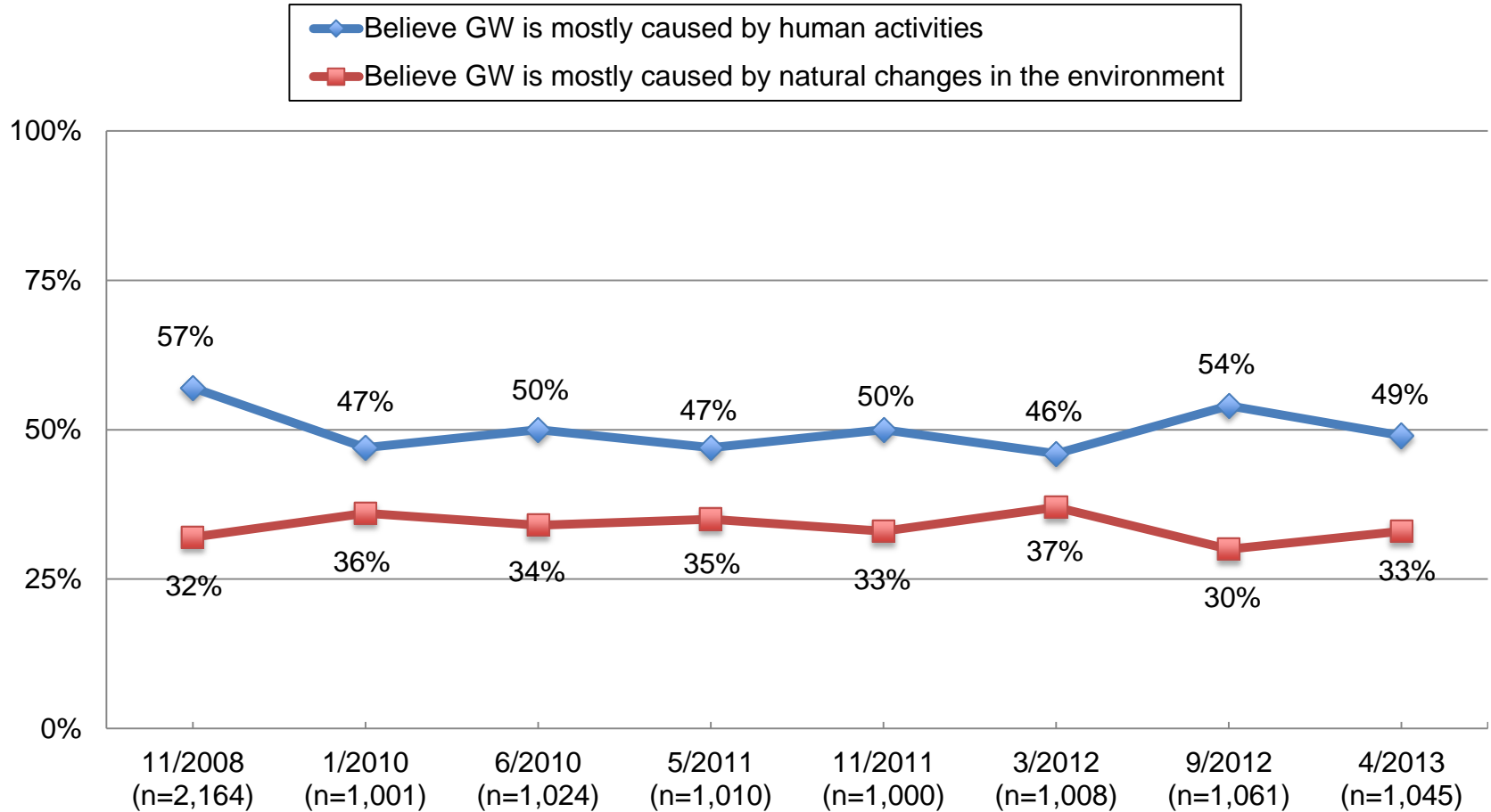


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What do you think?

What percentage think that climate change is human-caused?

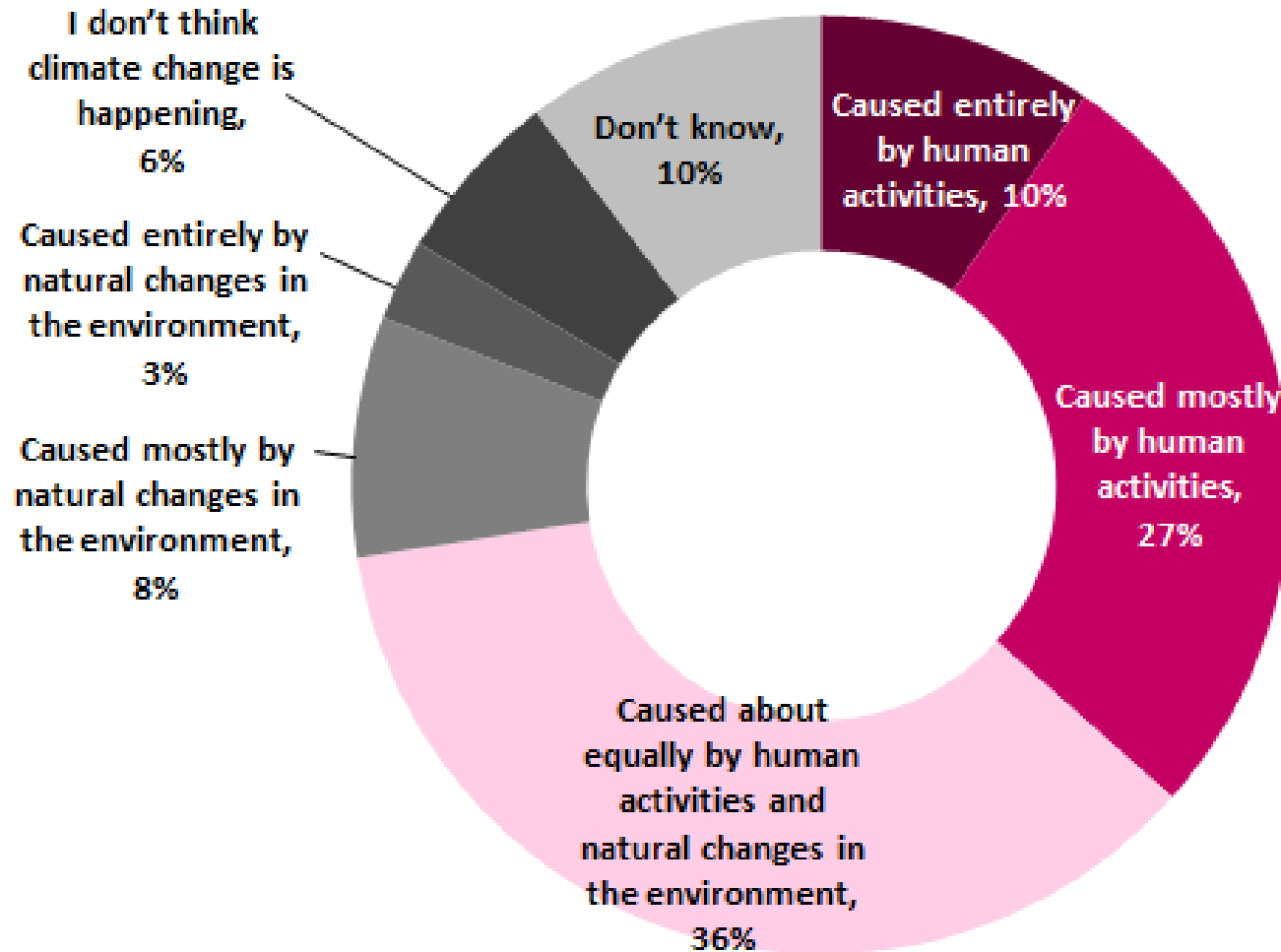
Only half of Americans believe global warming is human caused



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

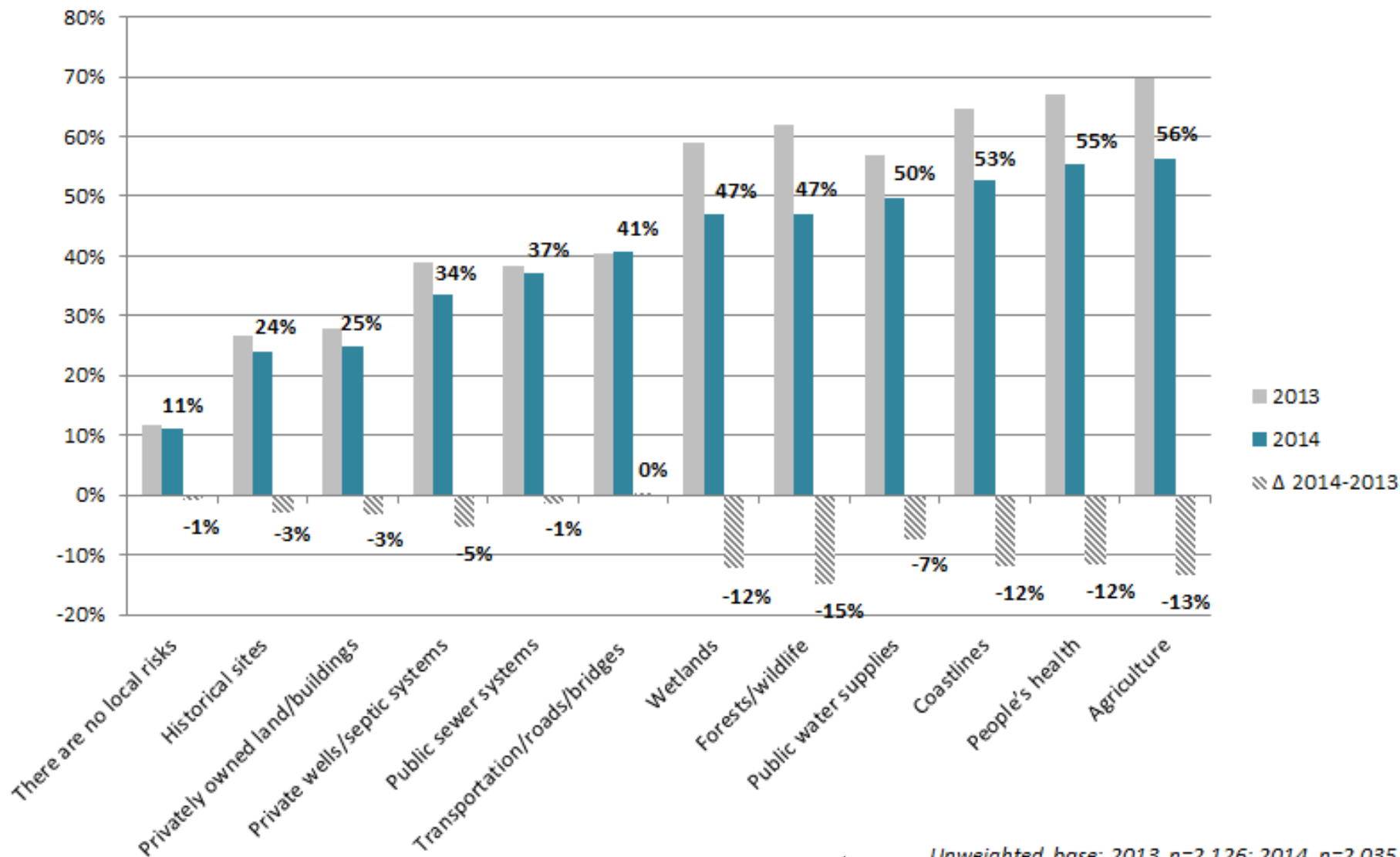
Base: Americans 18+.

If you think climate change is currently happening, what do you think is causing it? (Check ONE)



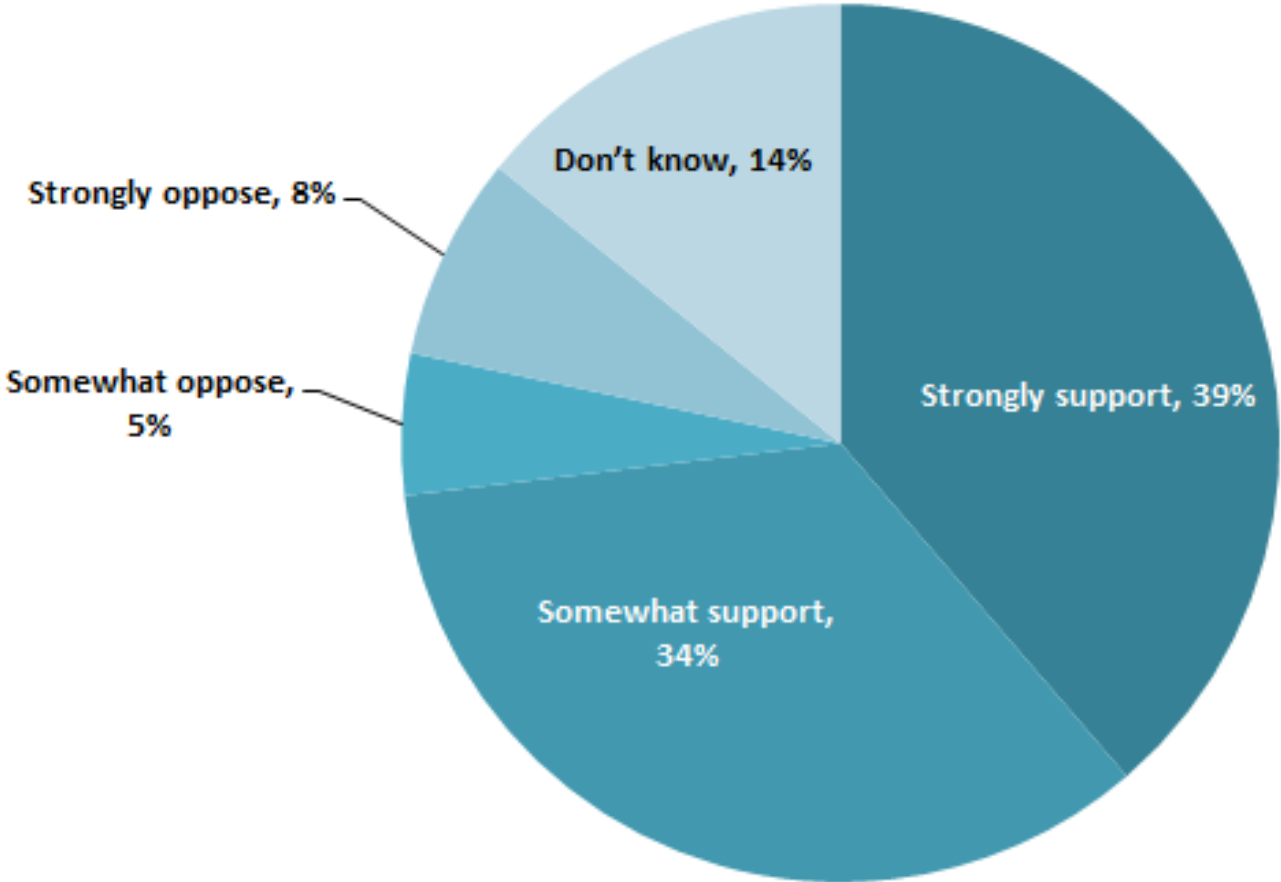
Unweighted base, n=2,035

Which of the following resources in your community do you think may be harmed by climate change in the next several years?



Unweighted base: 2013, n=2,126; 2014, n=2,035

How much do you support or oppose state and local governments taking action to protect your community against harm caused by climate change (if any)?



Unweighted base, n=2,035

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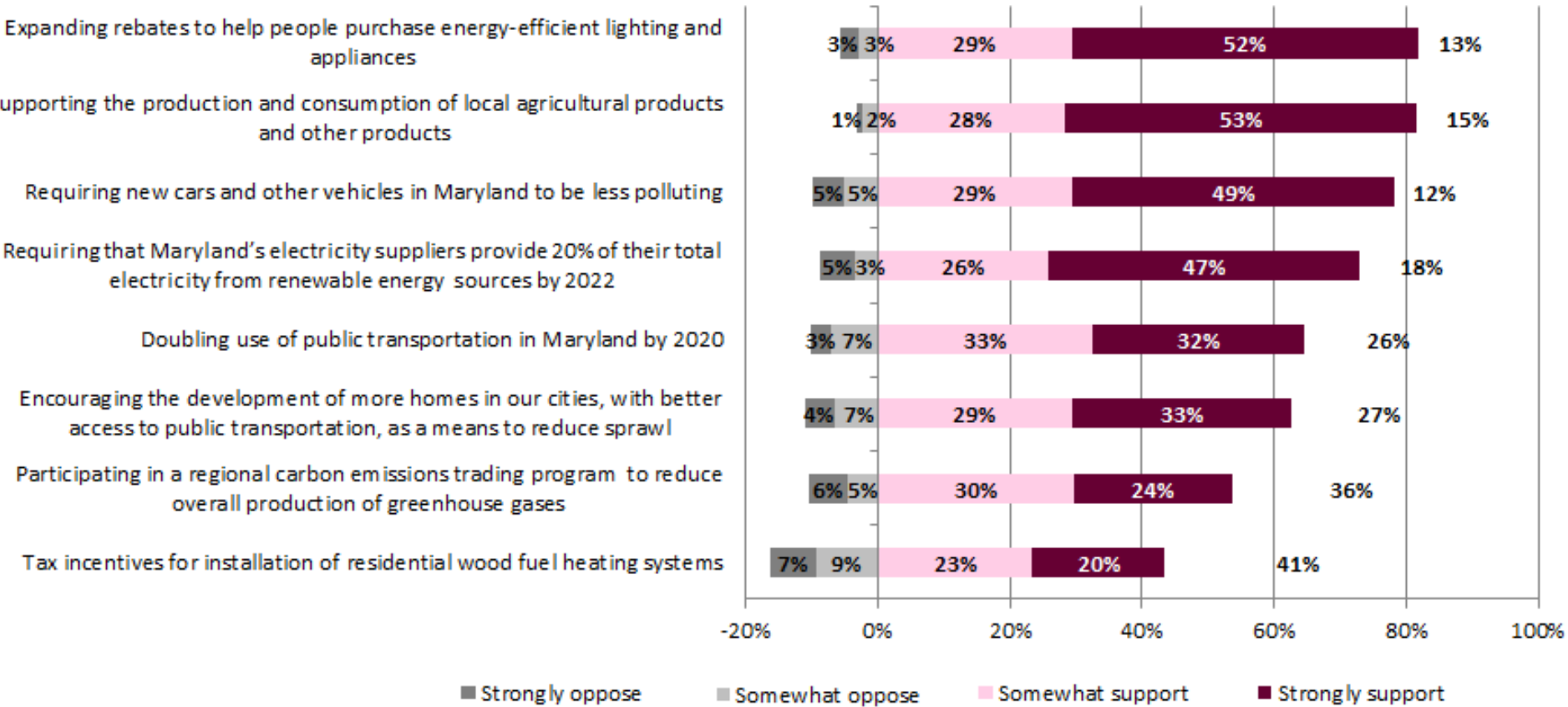


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***Strong Levels of Support
for Climate Policy and Renewables
in Maryland***

Maryland has begun implementing policies to promote new sources of energy and use energy more efficiently.
How much do you support or oppose this policy?

Neither support nor oppose

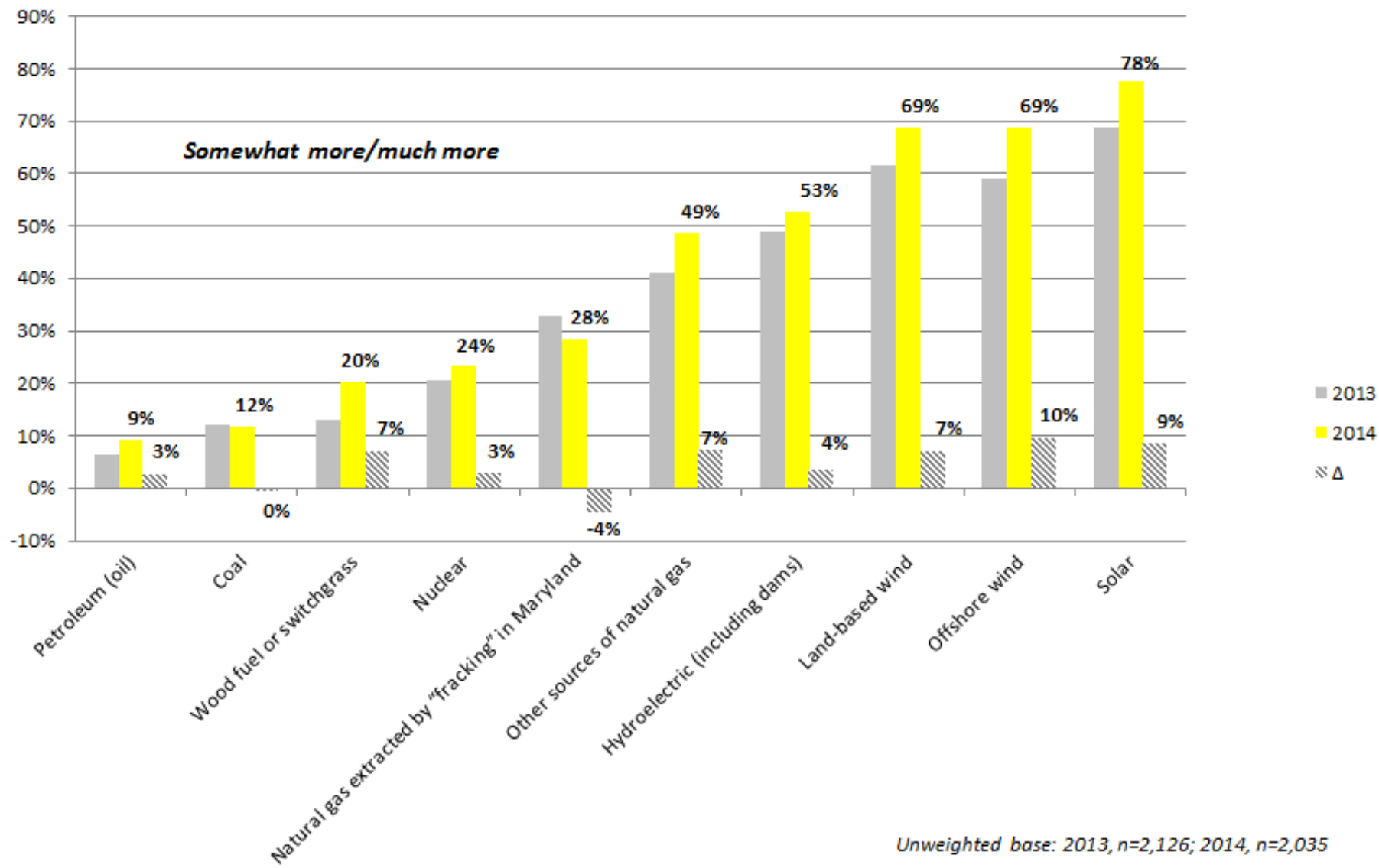


Unweighted base, n=2,035

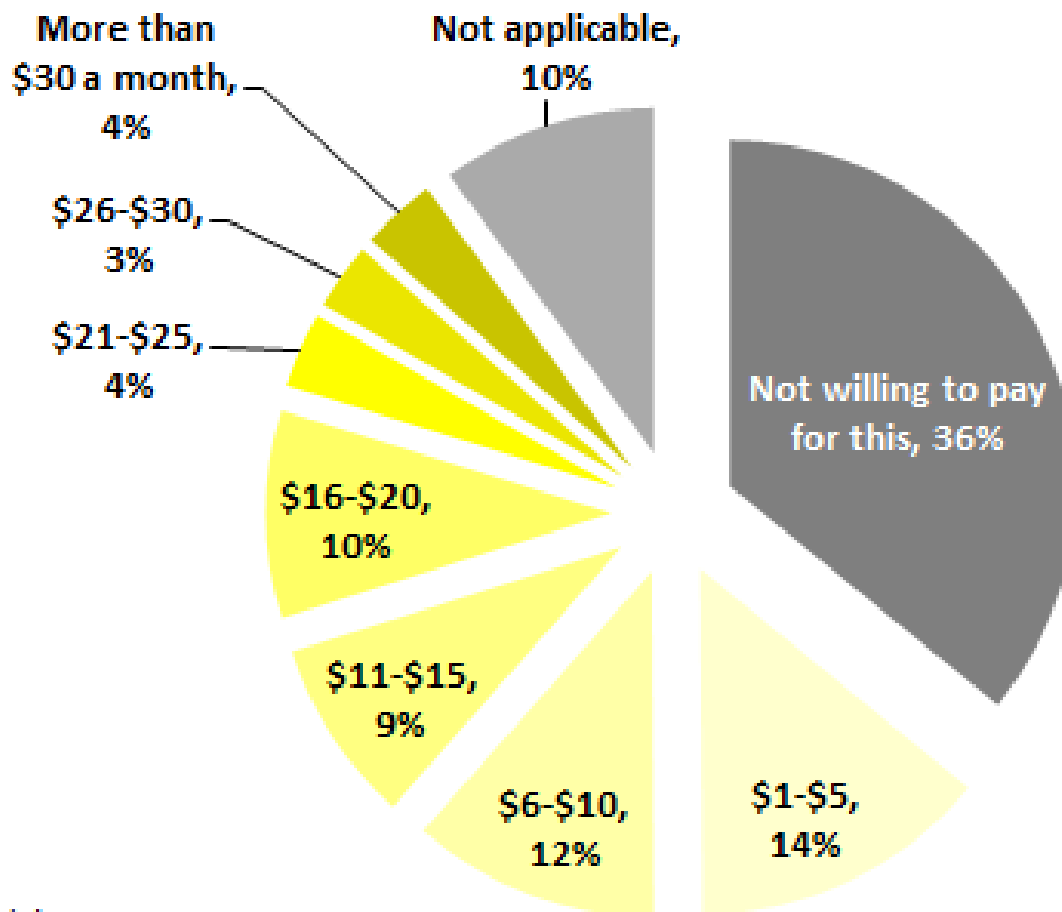
MARYLAND



The next questions address the energy choices we make as a state and in our own homes. Over the next several years, do you think Maryland should use less, more, or about the same amount of each of these sources of electrical energy?

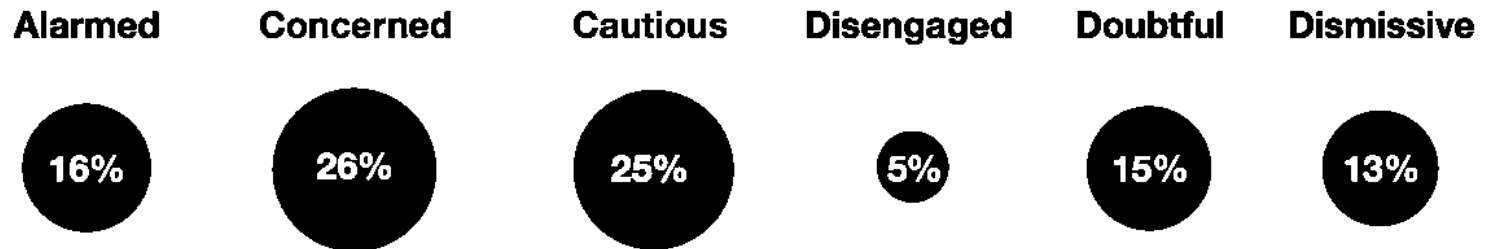
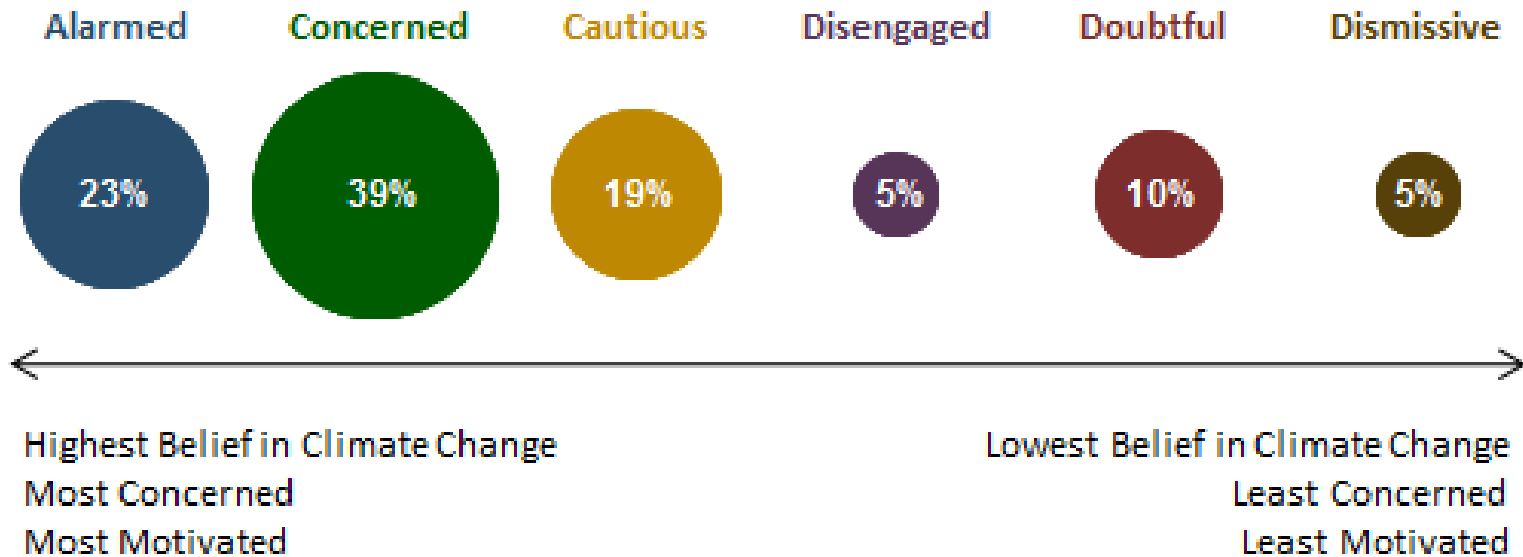


How much more would you be willing to pay each month on your electricity bill to purchase 100% of your electricity from renewable sources like wind and solar? (Check ONE)



Unweighted base, n=2,035

“Six Americas” in Maryland vs. U.S.



Communicate

- ① the social consensus (*and the scientific consensus*)
- ② the local effects of climate change (*and what we can do to prepare*)
- ③ how to sign up for renewable energy programs

**See our suggestions for each report at climatemaryland.org/survey/*



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