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

Karen Akerlof PhD
Research Assistant Professor
Center for Climate Change Communication | George Mason University







Public Perceptions of Climate Change

Maryland Statewide Survey | Fall 2014

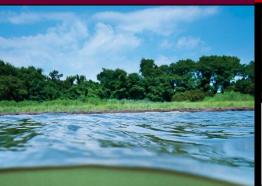


Public Beliefs, Behaviors & Preferences about Energy

A Maryland Statewide Survey | Fall 2014







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



Maryland (and Virginia)

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

Award # DUE-1043235

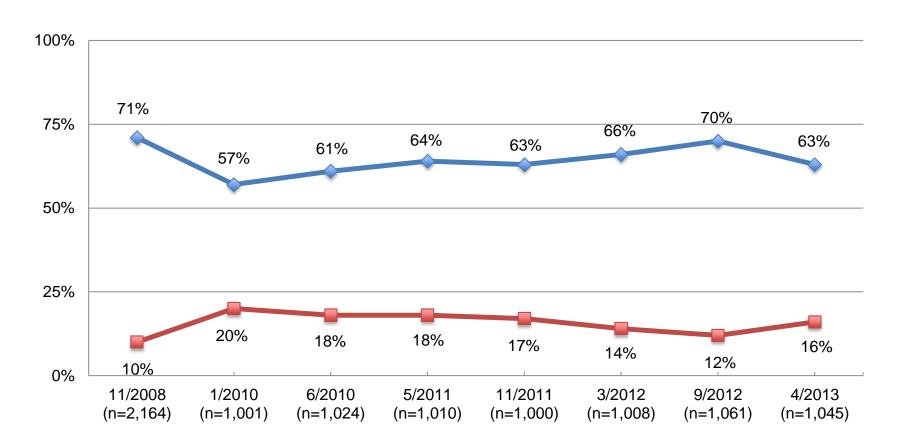


Center for Climate Change Communication

What do you think? What percentage of Americans believe that climate change is happening?

A majority of Americans believe global warming is happening

→ Believe GW is happening
→ Believe GW is NOT happening



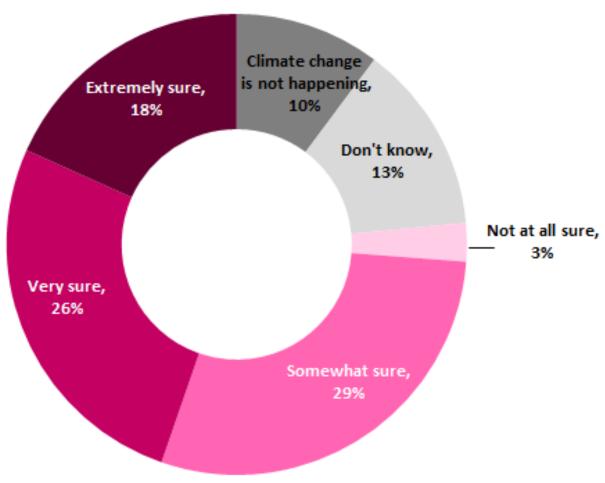
Do you think global warming is happening?

Base: Americans 18+.





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







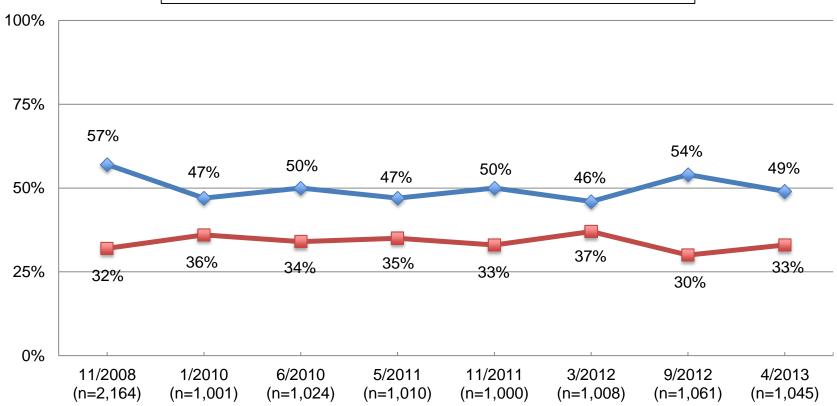


What do you think? What percentage think that climate change is human-caused?

Only half of Americans believe global warming is human caused

Believe GW is mostly caused by human activities

Believe GW is mostly caused by natural changes in the environment



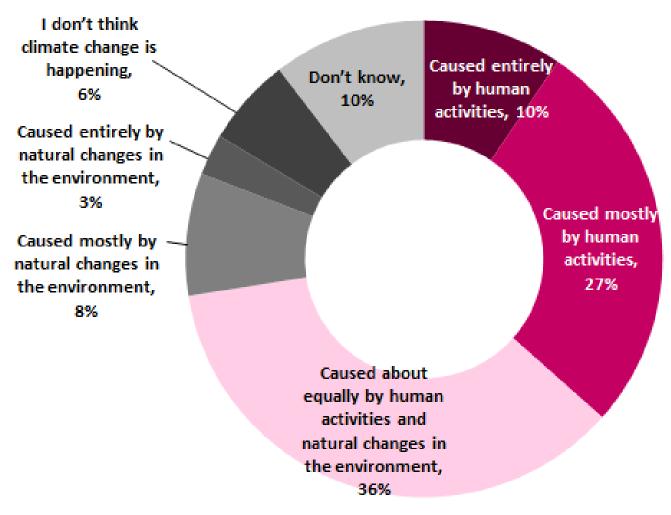
Assuming global warming is happening, do you think it is...

Base: Americans 18+.





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

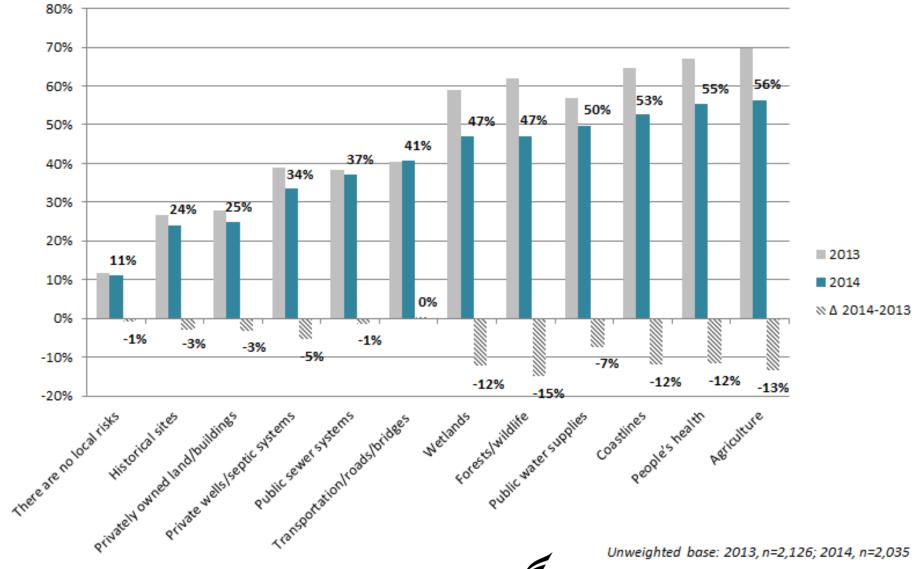






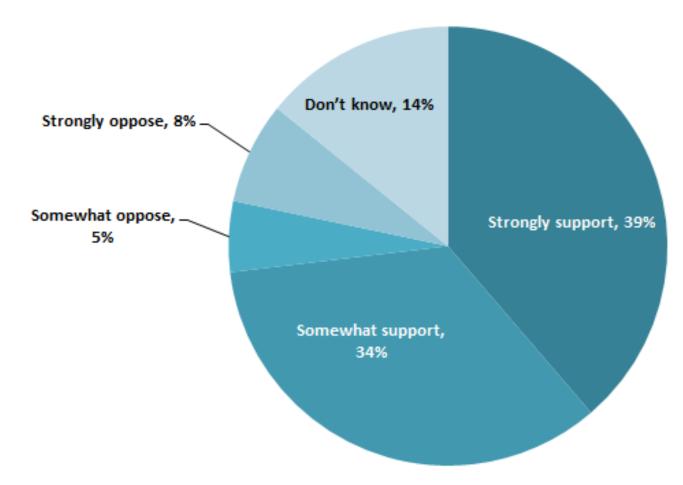


Which of the following resources in your community do you think may be harmed by climate change in the next several years?





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)?









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 suppport nor oppose

Expanding rebates to help people purchase energy-efficient lighting and appliances

Supporting the production and consumption of local agricultural products and other products

Requiring new cars and other vehicles in Maryland to be less polluting

Requiring that Maryland's electricity suppliers provide 20% of their total electricity from renewable energy sources by 2022

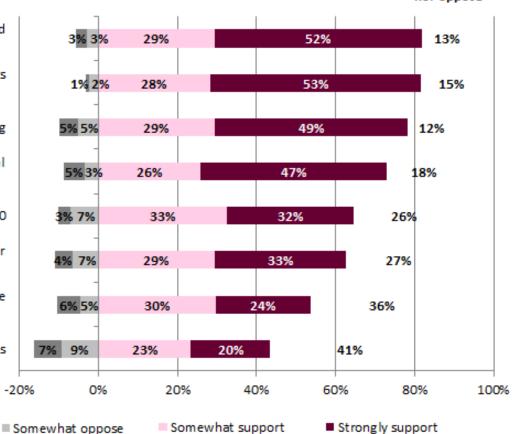
Doubling use of public transportation in Maryland by 2020

Strongly oppose

Encouraging the development of more homes in our cities, with better access to public transportation, as a means to reduce sprawl

Participating in a regional carbon emissions trading program to reduce overall production of greenhouse gases

Tax incentives for installation of residential wood fuel heating systems

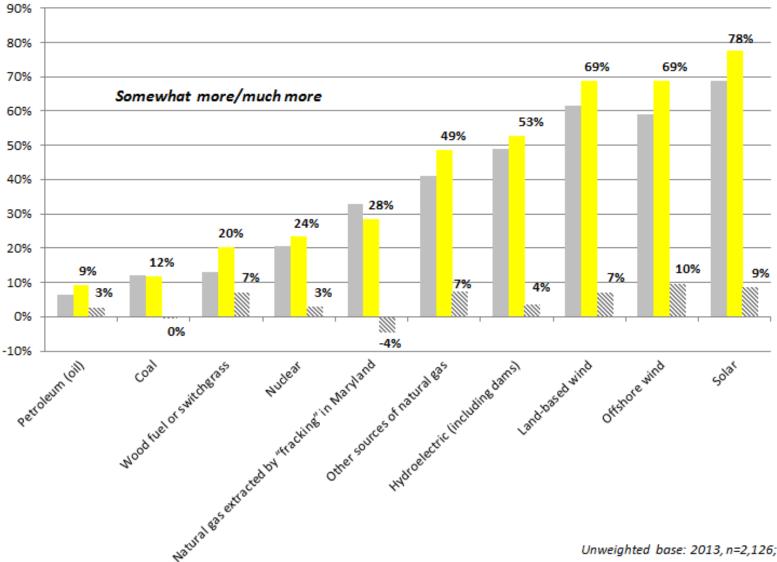








The next questions address the energy choices we make as a state and in our own homes. Over the next several years, do you think Maryland should use less, more, or about the same amount of each of these sources of electrical energy?



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

2013

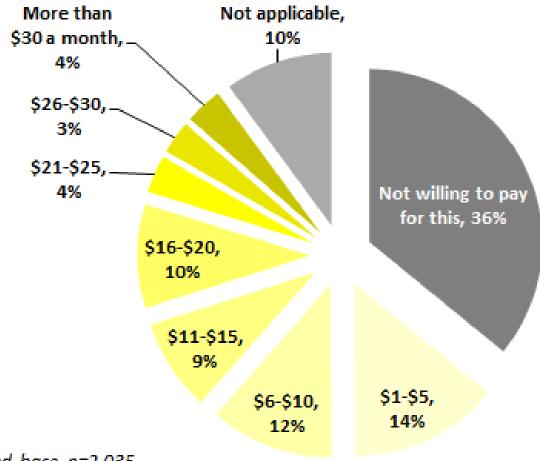
2014

ΝΔ





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)

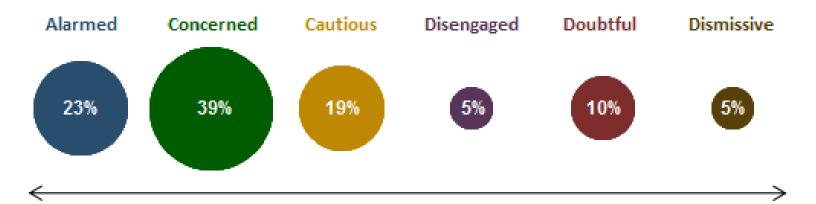




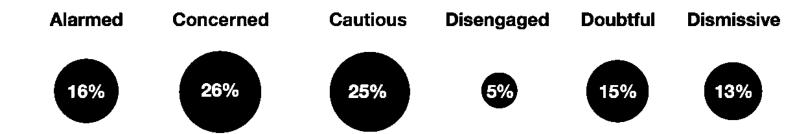




"Six Americas" in Maryland vs. U.S.



Highest Belief in Climate Change Most Concerned Most Motivated Lowest Belief in Climate Change Least Concerned Least Motivated



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/

kakerlof@gmu.edu 703 993 6667