



Communicating About Climate Change

October 25, 2019

The Public Opinion Research

1. Understanding is low but improving

- * 76% believe in climate change (August 2019)

- * 62% believe it is human-caused (August 2019)

2. Concern is growing

- * 66% “very” or “somewhat” worried (April 2019)

3. The wide partisan divide

- * 78% Ds vs. 31% Rs – human-caused (June 2019)

4. Strong bipartisan support for climate solutions

- * E.g. very strong support for renewables

- * E.g. strong & growing support for EVs

5. Concerns about cost

6. Latina/o voters tend to support climate action

- * 78% personally experienced climate impacts (November 2018)

A Few Suggestions

1. Personal & localized terms
2. Balance threats & hope
3. Social validation
4. Preempt counterarguments
5. Highlight co-benefits
6. Repetition

Specific Words & Ideas

“global warming” vs. “climate change”

“climate disruption” and “climate crisis”

“greenhouse gases” vs. “heat-trapping emissions” vs. “carbon pollution”

“climate mitigation” vs. “climate protection” vs. “emission reductions”

“falling behind”

public health

scientific consensus

Two Other Key Issues

1. Who is speaking
2. Who is the audience

The Elevator Pitch: Why Climate Action is Critical

If we continue polluting the way we have, our communities face increasingly severe impacts: not enough snow, not enough water, rampant wildfires, growing public health risks, escalating costs.

By reducing carbon pollution, we can protect our climate, sustain the values that make Colorado such a special place to live, and grow our economy.



Colorado Communities
for Climate Action

Jacob Smith, Executive Director
Colorado Communities for Climate Action
jsmith@cc4ca.org
303-810-6017