

# Advocacy & Movement Building

Eileen V. Quigley  
February 22, 2018





# Agenda

- Public Opinion
- Media
- Weather/Impacts
- Climate Movement, the Pope, Paris



# Public Opinion

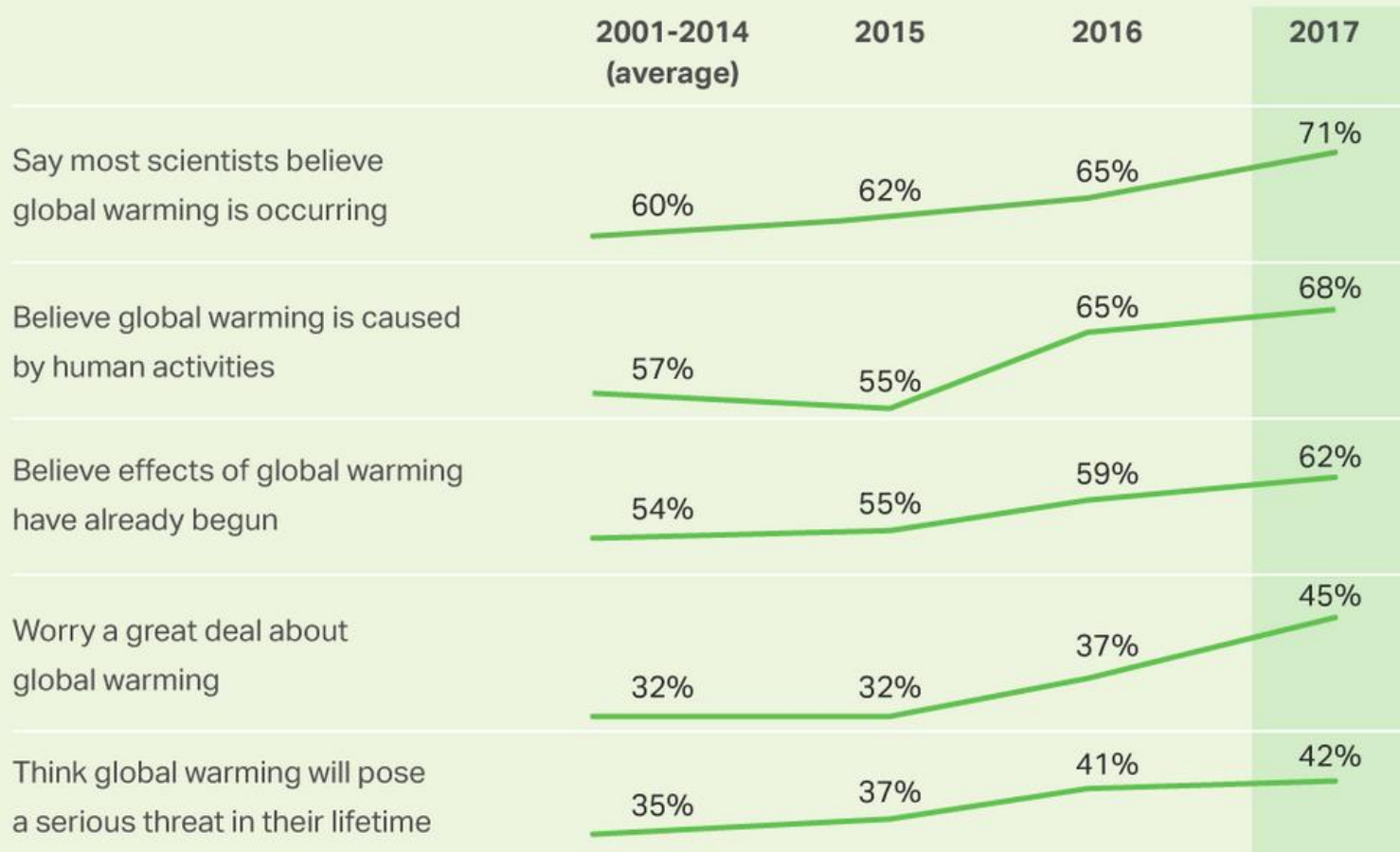
- Gallup Polls
- Quinnipiac University Polls
- Yale Program on Climate Change Communications





# US Concern About Global Warming

## Summary of Americans' Views on Global Warming



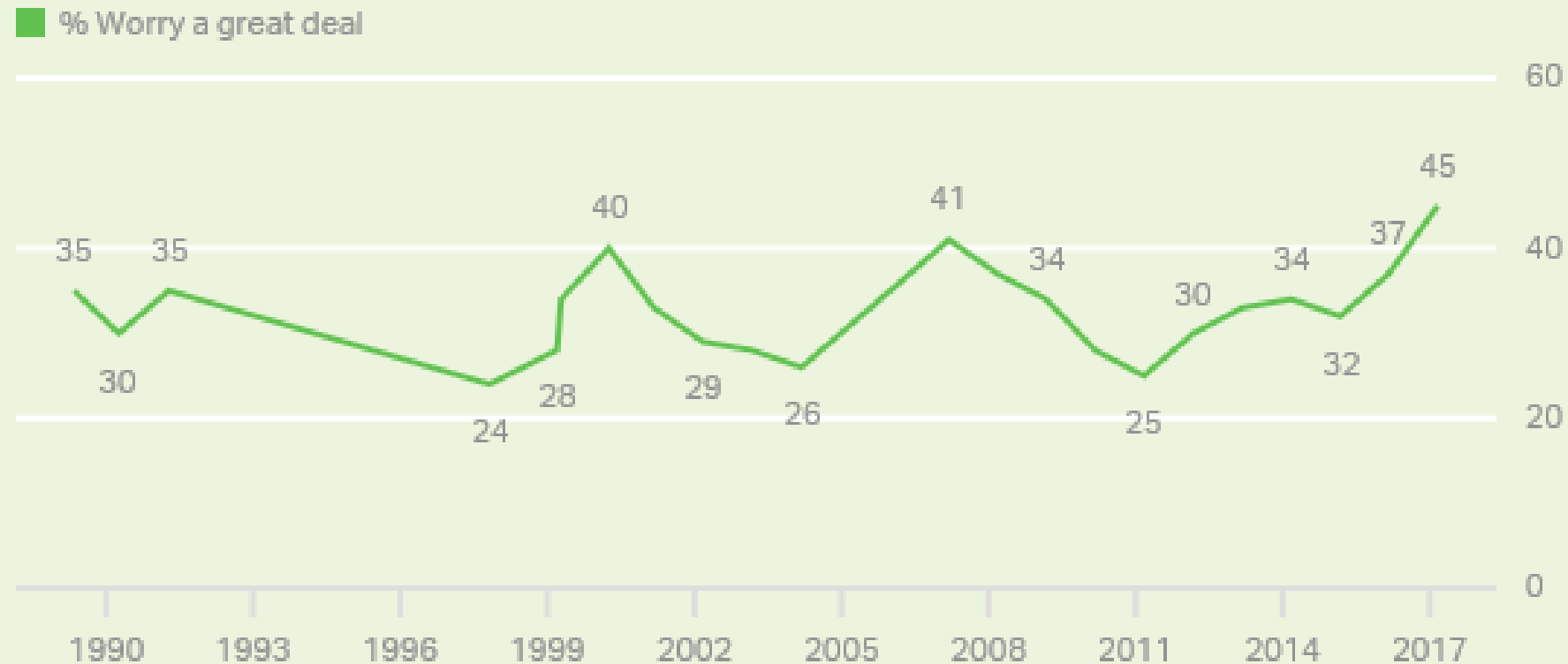
All polls conducted in March

GALLUP

# Percent Who Worry a Great Deal

## Americans' Concern About Global Warming/Climate Change

I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little or not at all. How about global warming or climate change?



# Belief about Effects of Global Warming

## Americans' Belief About Effects of Global Warming

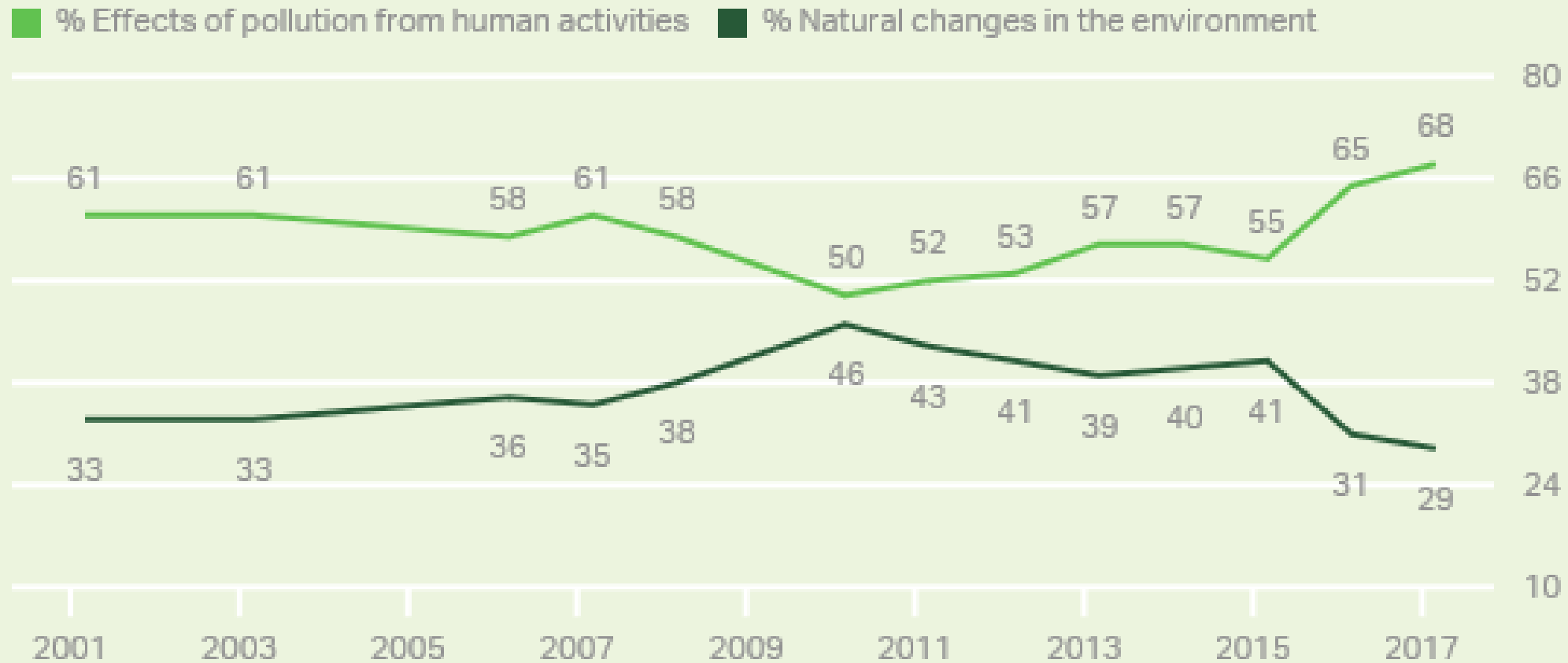
■ % Already begun



GALLUP

# View on the Cause of Global Warming

## Americans' View on the Cause of Global Warming

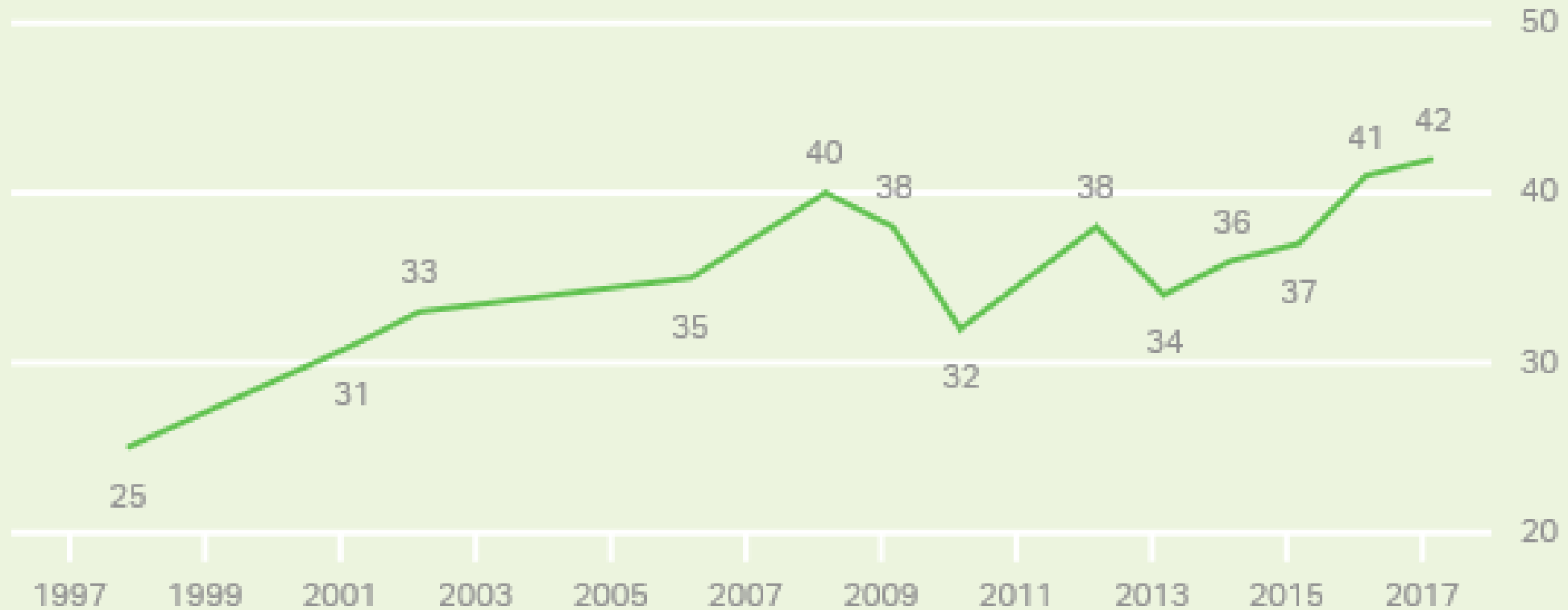


GALLUP

# Belief of How Serious a Threat GW Is

Do you think that global warming will pose a serious threat to you or your way of life in your lifetime?

■ % Yes



GALLUP



# Americans Want More Renewables

Majority of Americans Want More Emphasis on Solar, Wind and Natural Gas

Do you think that as a country, the United States should put more emphasis, less emphasis or about the same emphasis as it does now on producing domestic energy from each of the following sources - - [RANDOM ORDER]?

	More emphasis	Less emphasis	Same emphasis
	%	%	%
Solar power	79	9	12
Wind	70	14	14
Natural gas	55	12	32
Oil	41	30	27
Nuclear power	35	33	28
Coal	28	43	27

MAR 5-8, 2015

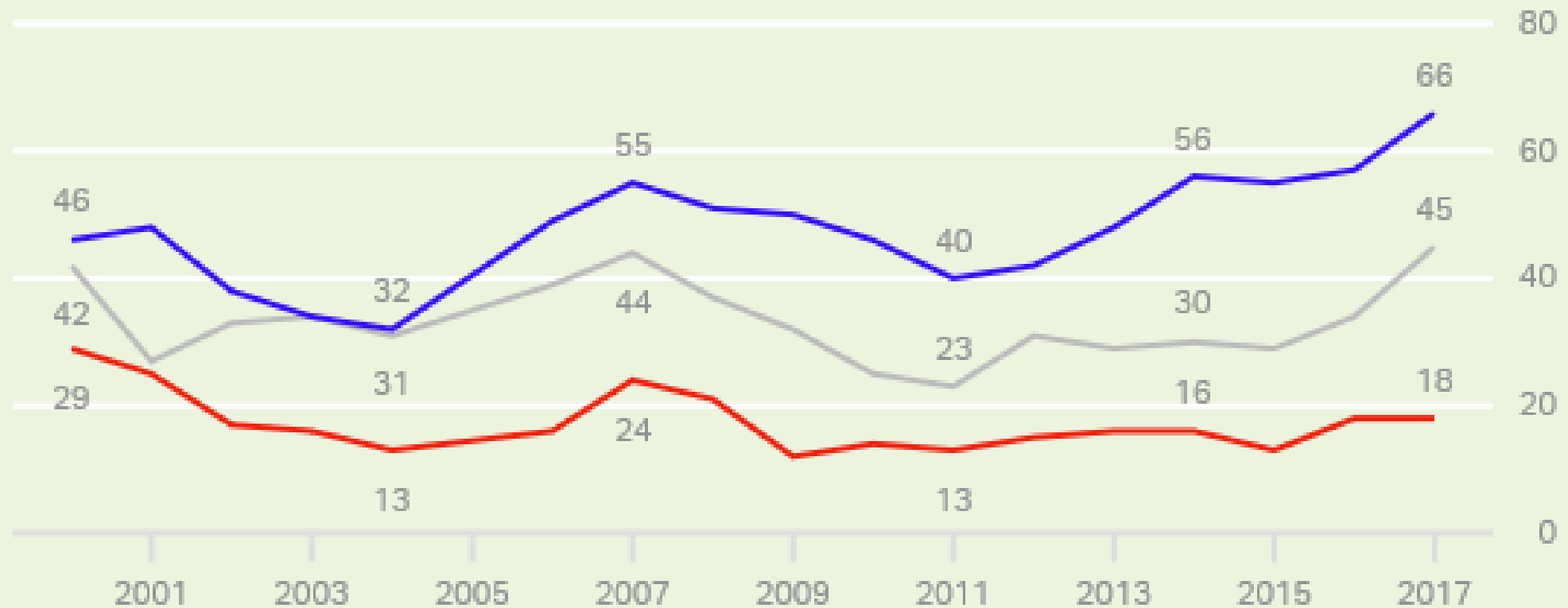
GALLUP

# Partisan Gap Widens on Worries About GW

## Partisan Gap Widens on Worries About Global Warming

Percentage who worry "a great deal" about global warming or climate change

■ Republicans ■ Independents ■ Democrats



GALLUP

# U.S. to Remain in Paris Accord

"Do you think that the U.S. should remain a part of the Paris Accord, which is an international agreement to prevent climate change, or do you think the U.S. should withdraw from the Paris Accord?"

	Remain	Withdraw	Unsure/ No answer
	%	%	%
9/21-26/17	60	30	10

# Level of Concern 2015-2017

"How concerned are you about climate change: very concerned, somewhat concerned, not so concerned, or not concerned at all?"

	Very concerned	Somewhat concerned	Not so concerned	Not concerned at all	Unsure/ No answer
	%	%	%	%	%
9/21-26/17	45	27	10	18	-
8/9-15/17	45	28	12	14	1
5/31 - 6/6/17	49	27	10	13	-
3/30 - 4/3/17	45	31	11	12	1
3/16-21/17	43	30	15	12	-
3/2-6/17	46	25	14	15	1
2/2-6/17	44	28	12	14	-
12/16-20/15	33	33	14	20	-
11/23-30/15	32	33	14	21	1



# Global Warming Caused by Human Activity

"Do you believe that recent climate change is primarily caused by human activity, or not?"

	Primarily human activity	Not primarily human activity	There is no climate change (vol.)	Unsure/ No answer
	%	%	%	%
9/21-26/17	62	31	1	6
8/9-15/17	68	27	-	4
3/30 - 4/3/17	65	28	1	6
3/16-21/17	66	30	-	4

# Will You Be Personally Impacted?

"How concerned are you that you or a member of your family will be personally affected by climate change: very concerned, somewhat concerned, not so concerned, or not concerned at all?"

	<b>Very concerned</b>	<b>Somewhat concerned</b>	<b>Not so concerned</b>	<b>Not concerned at all</b>	<b>Unsure/ No answer</b>
	%	%	%	%	%
9/21-26/17	36	28	13	22	1
8/9-15/17	37	29	14	19	1
3/30 - 4/3/17	37	29	16	17	1

# Yale's "Global Warming's Six Americas"



**A**larmed



**C**oncerned



**C**autious



**D**isengaged

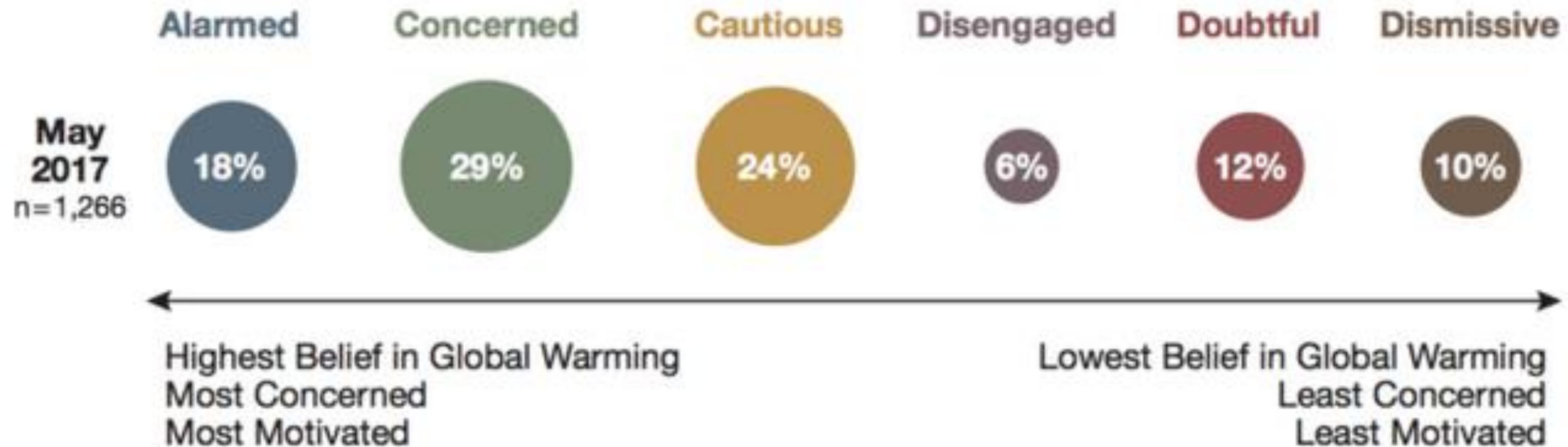


**D**oubtful



**D**ismissive

# Yale's Six Americas 2014-2017





# The Alarmed (The Convinced)

- “They are very certain global warming is occurring, understand that it is human-caused and harmful
- Strongly support societal action to reduce the threat.
- They discuss the issue more often, seek more information about it, and are more likely to act as global warming opinion leaders than other segments.
- They are the most likely of the six groups to have engaged in political activism on the issue, although only about a quarter have done so.”



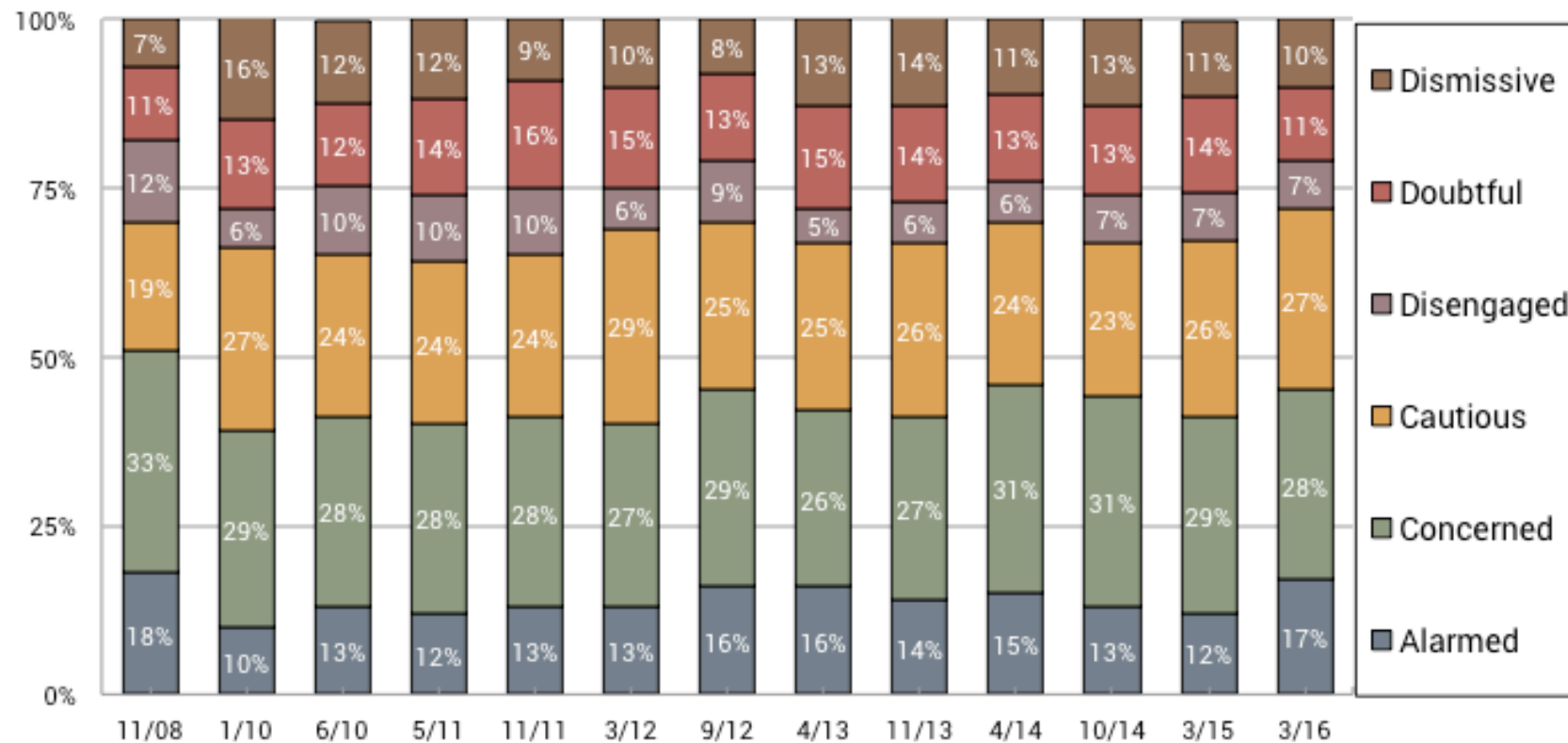
# “The Concerned”

- Concerned about global warming but not active on the issue, and might be unconvinced we can solve the climate crisis.
- From *Six Americas*: “moderately certain that global warming is occurring, harmful and human - caused;
- . . .View global warming as a threat to other nations and future generations, but not as a personal threat or a threat to their community.
- They support societal action on climate change, but are unlikely to have engaged in political action.”
- The largest audience segment is the Concerned (29% nationally)



# Yale's Six Americas Segments

Six Americas Segments,  
2008 - 2016



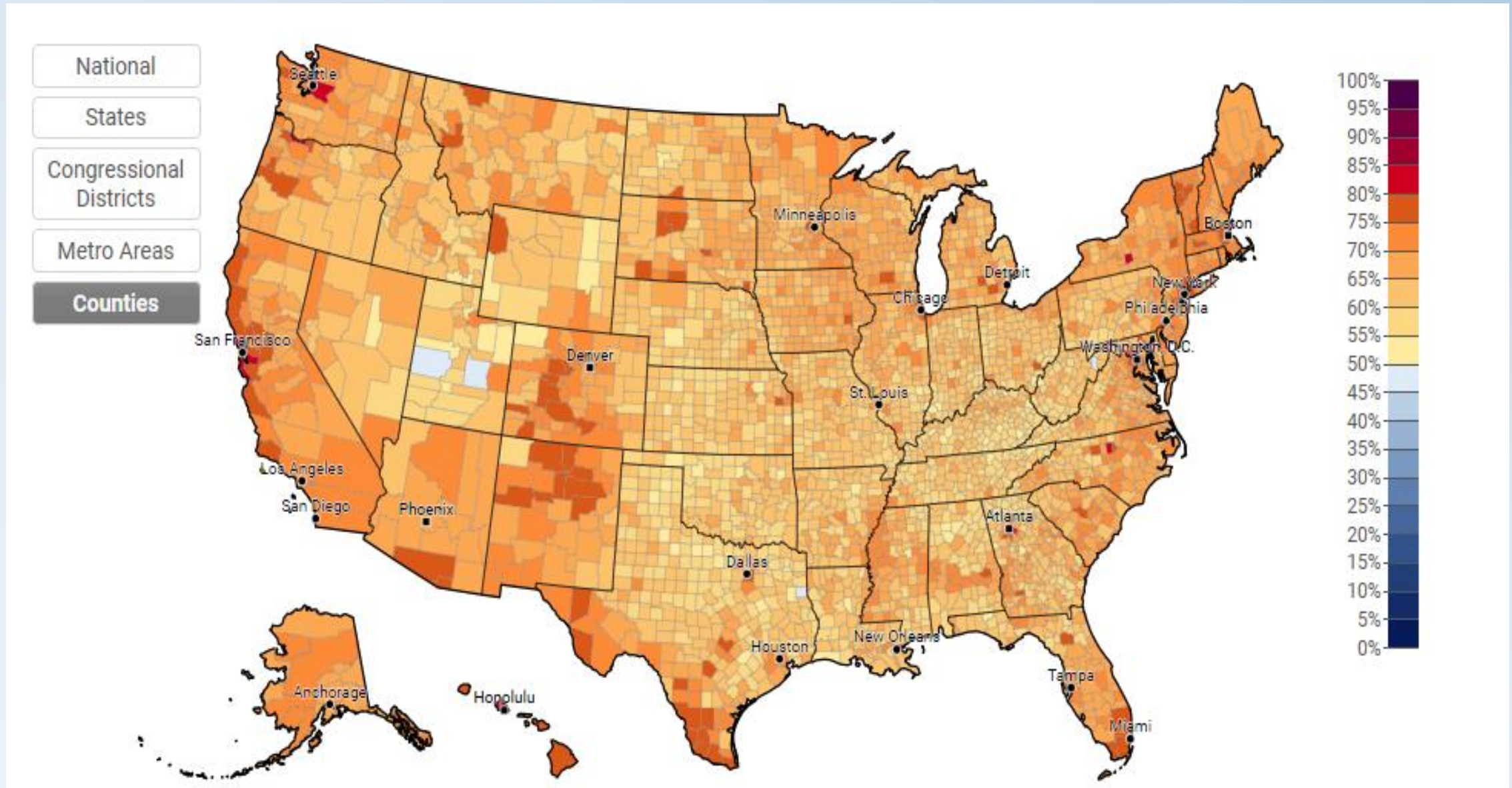
Base: Americans 18+.

# 2014 Yale Data—WA, OR, Nation

QUESTION	US	WA	OR
Believe Global warming is happening	63	68	67
Believe mostly human-caused	48	51	51
Understand scientific consensus	41	47	47
Worried about GW	52	58	57
Believe causing harm now or within 10 yrs	42	45	44
Believe will harm me personally	34	37	36
Believe will harm people in US	51	55	54
Believe will harm people in developing countries	52	58	57
Believe will harm future generations	61	68	67
Support Funding Research into Renewable Energy	77	79	78
Support Regulating CO <sub>2</sub> as pollutant	74	78	78
Support Setting Strict Limits on Existing Coal Plant Emissions	63	69	69
Support Requiring Utilities get 20% from renewables	61	65	64
Support C Tax if Refunded to Households	44	44	44

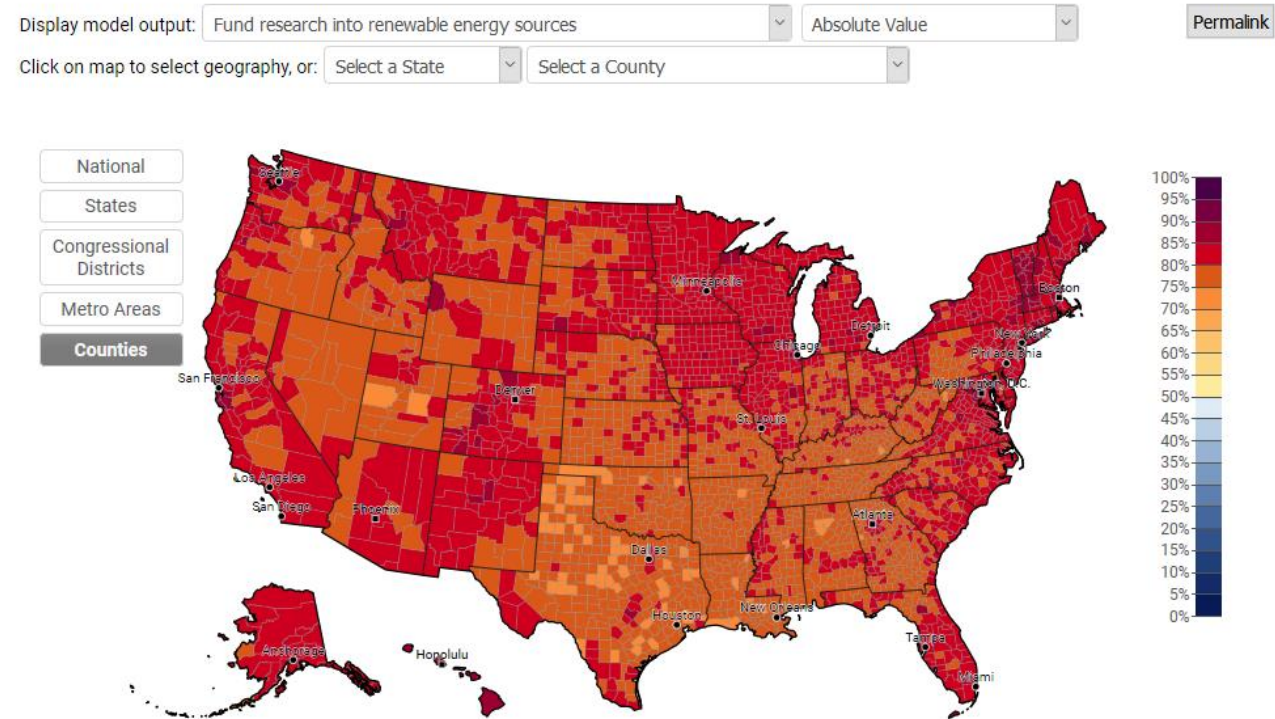


# Americans Who Think GW is Happening

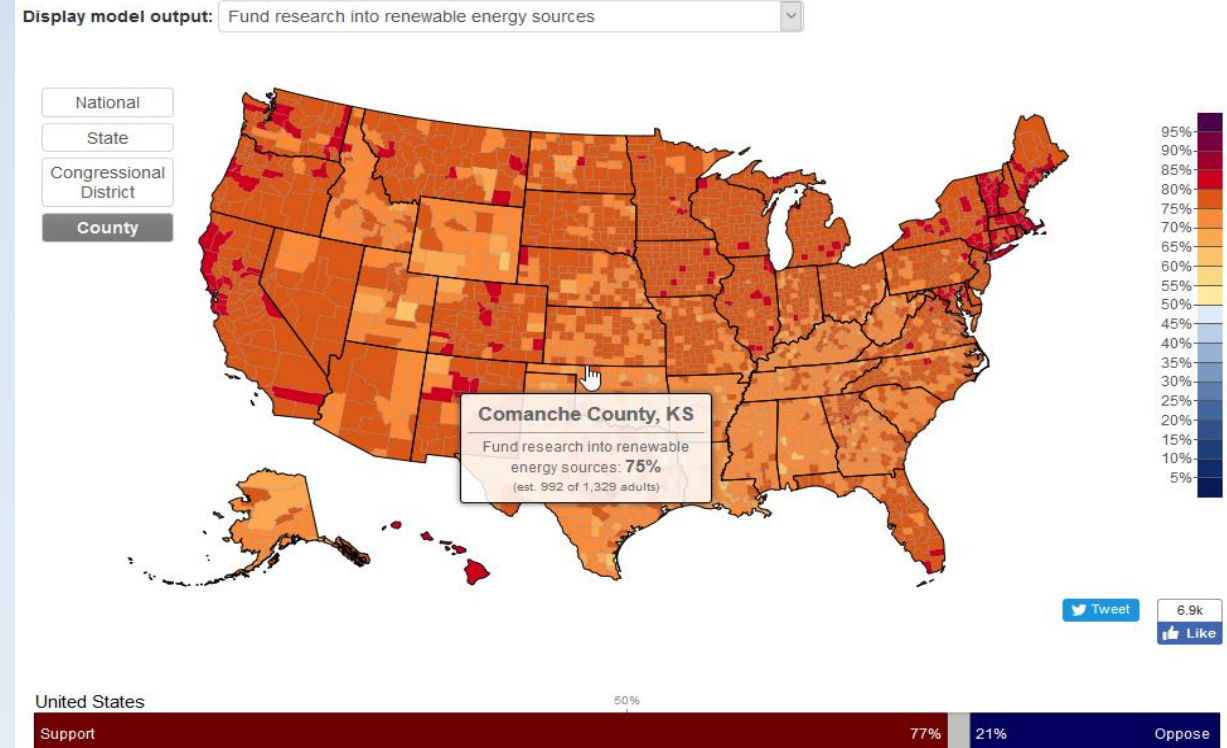


# Support for Funding Research on Renewables

## Estimated % of adults who support funding research into renewable energy sources, 2016



## Estimated % of adults who support funding research into renewable energy sources, 2014





# Favor Regulating Carbon as a Pollutant

Estimated % of adults who support regulating CO2 as a pollutant, 2016

Display model output: Regulate CO2 as a pollutant

Absolute Value

[Permalink](#)

Click on map to select geography, or:

Select a State

Select a County

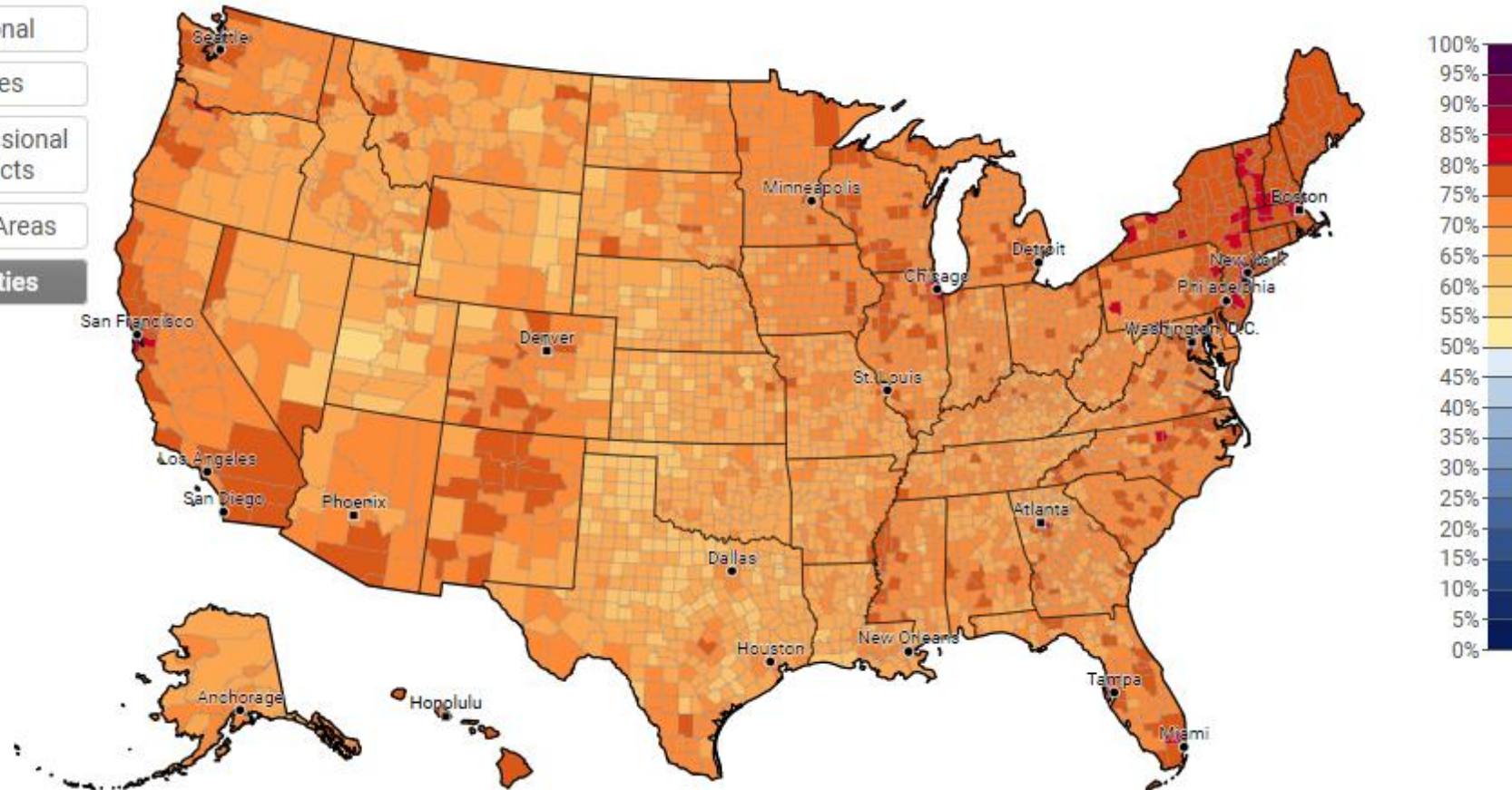
National

States

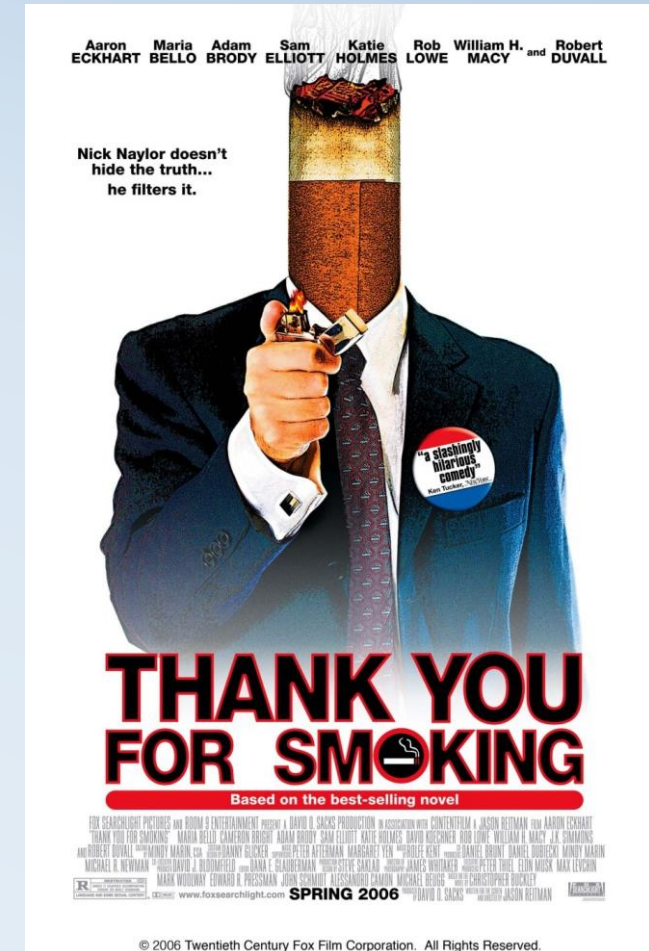
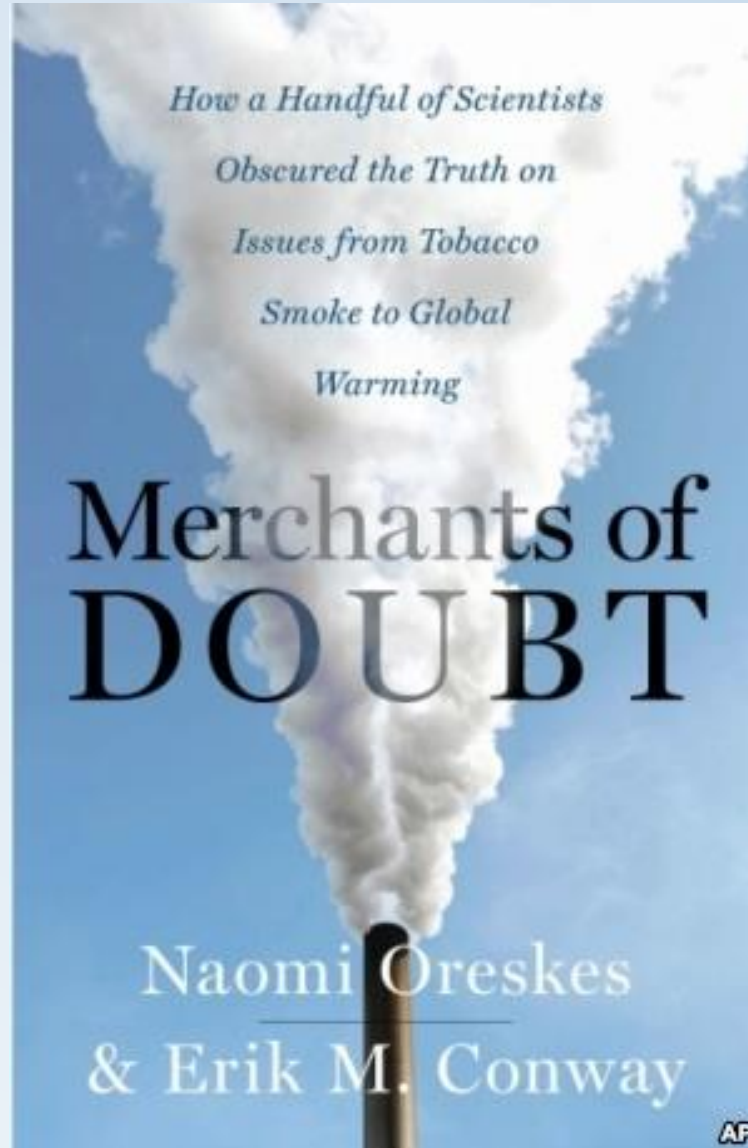
Congressional  
Districts

Metro Areas

**Counties**



# What's Holding Us Back?





# Fossil Fuel Industry Thwarts Progress



[Home](#) > [What We Do](#) > [Stop Global Warming](#) > [PolluterWatch](#) >  
Koch Industries: Secretly Funding the Climate Denial Machine

## Koch Industries: Secretly Funding the Climate Denial Machine

The Koch Brothers have sent at least \$79,048,951 to groups denying climate change science since 1997.

Greenpeace uses 1997 as a benchmark year due to increased coordinated backlash against global climate negotiations leading to the Kyoto Protocol of 1998. We define climate change denial as "anyone who is obstructing, delaying or trying to derail policy steps that are in line with the scientific consensus that says we need to take rapid steps to decarbonize the economy."

### PolluterWatch

#### Koch Indust

- > CASE STUDY
- > CASE STUDY
- > CASE STUDY
- > CASE STUDY
- > Koch Industries
- > Koch Direct
- > Koch PAC
- > Koch Fund
- > Koch Indu



## Secret funding helped build vast network of climate denial thinktanks

Anonymous billionaires donated \$120m to more than 100 anti-climate groups working to discredit climate change science

### ● How Donors Trust distributed millions to anti-climate groups



Climate sceptic groups are mobilising against Obama's efforts to act on climate change in his second term.  
Photograph: Justin Sullivan/Getty Images

# Inhofe's Snowball & Trump's Tweet

February 26, 2015

December 28, 2017



**Donald J. Trump** ✓

@realDonaldTrump



In the East, it could be the COLDEST New Year's Eve on record. Perhaps we could use a little bit of that good old Global Warming that our Country, but not other countries, was going to pay TRILLIONS OF DOLLARS to protect against. Bundle up!

4:01 PM - Dec 28, 2017

♡ 206K 💬 201K people are talking about this



**Unseasonably warm weather across eastern US breaks records for February**

February 22, 2018

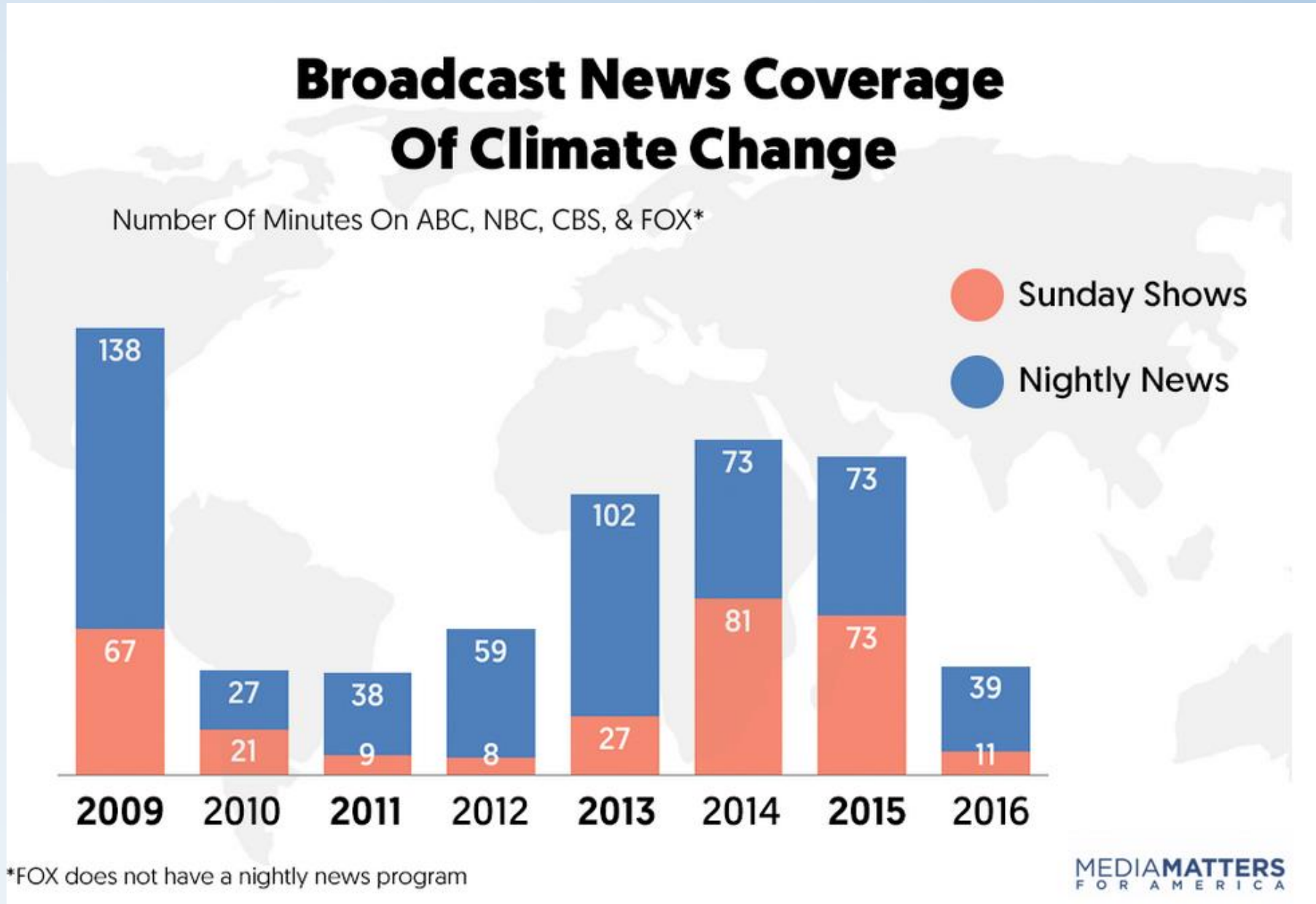
# Media

Climate change is the story you missed in 2017. And the media is to blame

**How Broadcast Networks Covered Climate Change In 2016**

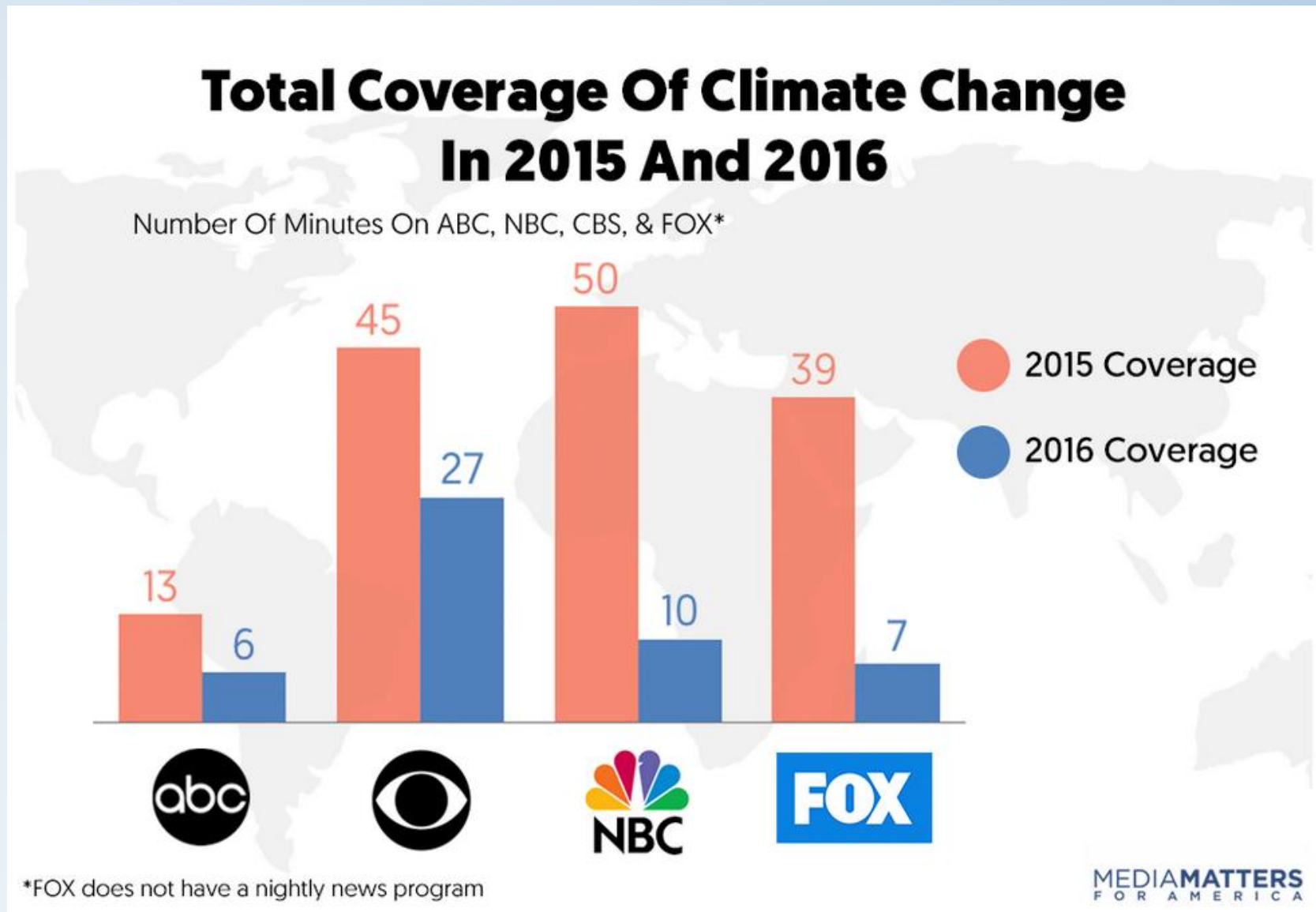
**Covering Climate Change, with Urgency and Creativity**

# Broadcast News





# Total Coverage of Climate Change



# Other Findings from Media Matters

- ABC, CBS, NBC, And Fox Failed To Discuss Climate-Related Ramifications Of A Clinton Or Trump Presidency Until After The Election.
- Tyndall Report: No climate coverage in 2016 until October 25,
- Not one single segment on link to national security
- PBS only network to address economic impacts of CC
- Rarely address climate change impacts public health
- Nieman: Five largest newspapers coverage decreased from ave. 400 stories a month 2007 to less than half 2012; 300 a month 2016-2018

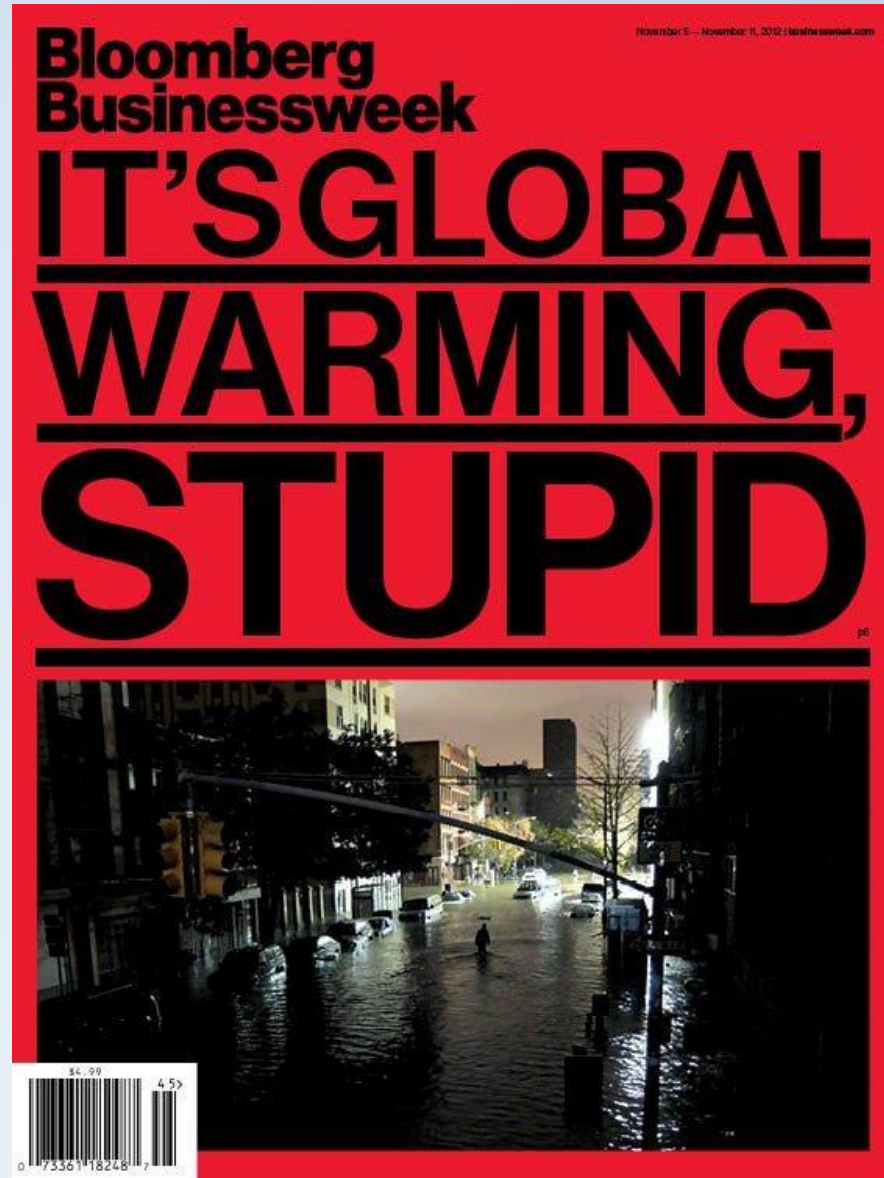


# But It's Not Working Anymore





# Bloomberg Businessweek after Sandy



**"You won't find [climate change skeptics] on the fire line in the American West anymore."**

**Tom Boatner, Chief Fire Operations, BLM July 2013**



Here. Now.





Once the canary in the coal mine  
Now it is the oyster in the ocean



# Weather/Impacts Linked to Urgency





Home > Blogs > Express Blogs > Chennai floods, Delhi smog... Climate change impact couldn't get more urgent

## Chennai floods, Delhi smog... Climate change impact couldn't get more urgent

Whatever said and done, India cannot afford to not take decisive steps on the world stage and risk to what is expected of it.

 Share 19

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 Comments (4)



New Delhi | Updated: December 4, 2015 6:34 pm



Chennai: People wade through flood waters in rain-hit Chennai on Thursday. (Source: PTI photo)

By Priyanka Chaturvedi

Single, married or retired - whoever you are we have policy for



Know more



www.irda.gov.in

	CURRENT	RESULTS	FIXTURES
 NZ	335 (111.10V)		
 AUS	70/1 (20.00V)		

SCORE





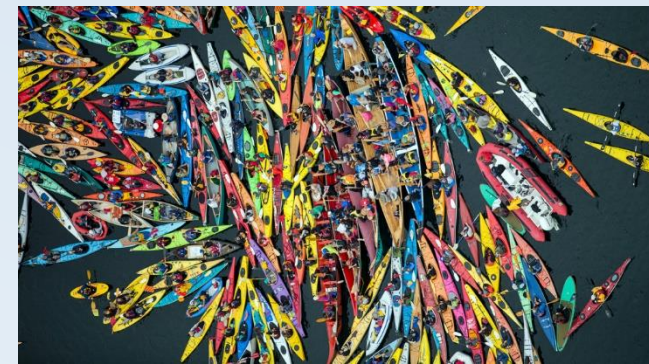
# Climate Movement





# Fossil Fuel Resistance - Grassroots Uprising

- Key turning point
  - ✓ Enormous skepticism at the start, but many fossil fuel projects now defeated and withdrawn
  - ✓ Moratorium on coal leasing; big regional federal shifts
- Keep it in the Ground/Break Free Momentum
  - ✓ Fighting natural gas, oil by rail, coal terminals—a lot to resist and a lot of momentum
- Broad-based Resistance
  - ✓ Tribes, Communities of Color, youth, labor
  - ✓ Many local businesses, elected officials, health professionals, other constituencies **self-organizing**





# Kids Can Sue Over Climate Negligence, Judge Says



# A Moral Awakening



POPE FRANCIS HAS A MESSAGE  
TO THE WORLD LEADERS  
ABOUT CLIMATE CHANGE:

**THE TIME TO FIND  
GLOBAL SOLUTIONS  
IS RUNNING OUT.**

**THERE IS THEREFORE A  
CLEAR, DEFINITE AND URGENT  
ETHICAL IMPERATIVE  
TO ACT."**





# Paris Agreement



# "The riskiest decision a business person can make is to do nothing."

## Businesses stepping up to support state and regional climate action

- <http://www.ceres.org/declaration/sign/washington-business-climate-declaration>



**Tackling climate change is one of Washington's greatest economic opportunities of the 21st Century – and it's simply the right thing to do.**

**Washington Preamble:** There is a clear and present need for action on climate change to protect our region's natural assets, its vibrant communities and its growing economy. We business leaders of the Pacific Northwest endorse the Climate Declaration because we support using energy efficiently, investing in cleaner fuels, advancing renewable energy, and reducing greenhouse gas emissions. Starting today, right here, the Pacific Northwest can lead the way. We can create a healthy climate and a strong, more resilient economy, by fostering innovation, advancing public health, spurring economic development through job creation and speeding technological advancement throughout our region.

**Washington Businesses Support the BICEP Climate Declaration**

**What made America great was taking a stand.** Doing the things that are hard. And seizing opportunities. The very foundation of our country is based on fighting for our freedoms and ensuring the health and prosperity of our state, our community, and our families. Today those things are threatened by a changing climate that most scientists agree is being caused by air pollution. We cannot risk our kids' futures on the false hope that the vast majority of scientists are wrong. But just as America rose to the great challenges of the past and came out stronger than ever, we have to confront this challenge, and we have to win. And in doing this right, by saving money when we use less electricity, by saving money to drive a more efficient car, by choosing clean energy, by inventing new technologies that other countries buy, and creating jobs here at home, we will maintain our way of life and remain a true superpower in a competitive world. In order to make this happen, however, there must be a coordinated effort to combat climate change — with America taking the lead here at home. **Leading is what we've always done. And by working together, regardless of politics, we'll do it again.**

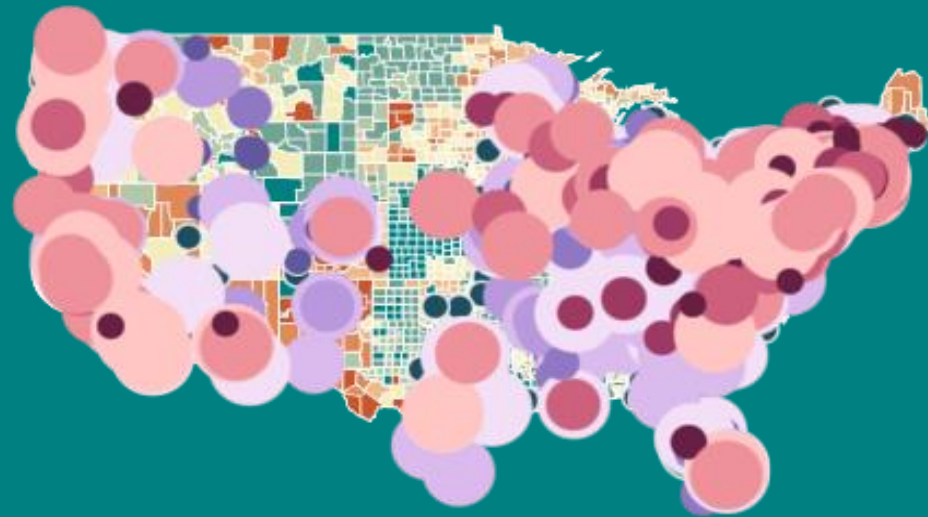


Ceres climatedeclaration.us/washington





## U.S. of Action



# Thank you

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Transitioning from Fossil Fuel to Clean Energy

[www.cleanenergytransition.net](http://www.cleanenergytransition.net)

