



## Tip Sheet: Who are the Six Americas?

From: *Global Warming's Six Americas* by the Yale Project on Climate Change Communication and the George Mason University Center for Climate Change Communication

Researchers at Yale and George Mason Universities identified Global Warming's Six Americas from a nationally representative survey of Americans' climate change beliefs, attitudes, risk perceptions, motivations, values, policy preferences, behaviors and barriers to action. The following chart outlines each segment's level of engagement with climate change, as well as suggested outreach and activation tips:

Audience %*	About	Outreach Tip	Activating the Six Americas
<b>Alarmed</b> 13%	Convinced that global warming is happening, caused by humans, and a serious and urgent threat.	The Alarmed do not need additional information about global warming. What they are looking for is guidance on how they can do more as individuals to conserve energy and reduce harmful climate impacts.	Engage their tendency toward political activism. Only a quarter of the Alarmed have been active in the past year.
<b>Concerned</b> 26%	Believe global warming is a serious problem and support a national response, but are less personally involved.	The Concerned are in need of more information about global warming and are most likely to trust scientific messengers. One of their primary motivations for reducing emissions is to provide a better life for their children and grandchildren.	Guide and spark their tendency for consumer activism. The Concerned don't know yet how best to focus this form of engagement.
<b>Cautious</b> 29%	Believe global warming is a problem, but not urgent, and are unsure whether it is human caused.	The Cautious pay the least amount of attention to environmental news and perceive global warming as a low priority. They are more receptive to messages about cost savings and prefer to receive information via images and video.	Demonstrate the current impacts of climate change on the ground in their community and in other places in America that they care about.
<b>Disengaged</b> 6%	Do not know much about global warming or whether it is happening, and do not think much about it.	The Disengaged are politically inactive, with less education and lower incomes, and are the least knowledgeable about global warming. As a fairly religious segment that is open-minded about the issue, faith-based messages may have traction.	Convince them that people, especially America's least financially well-off people, are the most at risk for being harmed by climate change.
<b>Doubtful</b> 15%	Not sure whether global warming is happening, but believe that, if it is, it is natural and a distant threat.	The Doubtful hold individualistic values and do not see global warming as a problem. However, they do view energy efficiency measures as prudent and support policies that promote U.S. energy security.	Communicate that the vast majority of scientists are convinced by the evidence that climate change is real, and human caused this time. {Note: this is an important objective with all of the audiences.}
<b>Dismissive</b> 10%	Believe global warming is not happening and that it is probably a hoax.	The Dismissive feel informed and are convinced that global warming and its impacts do not exist. They are consumers of political news sources that reflect their existing viewpoints and strongly oppose government intervention.	Do not needlessly anger them by being disrespectful to their views.

\*% of population from *Global Warming's Six Americas, March 2012 & Nov. 2011*

## Getting to Know the Six Americas Research

The following outline provides descriptions of the Global Warming's Six Americas reports to help you navigate the body of research and consider how it can be applied to your communications and public engagement strategies.

[Global Warming's Six Americas 2009](#) is the initial report that identified the six distinct "Americas" when it comes to the issue of global warming: Alarmed, Concerned, Cautious, Disengaged, Doubtful and Dismissive. The report helps practitioners understand their own target audiences by exploring the six segments' climate beliefs, attitudes, risk perceptions, motivations, values, policy preferences, behaviors, and underlying barriers to action.

[Global Warming's Six Americas 2010](#) is a further examination of the Six Americas audience segmentation, including global warming beliefs, issue involvement, policy preferences and behavior. The report provides practitioners with data on specific policy support, environmental attitudes, risk perception and opinions about scientific consensus.

[Global Warming's Six Americas: June 2010](#) is the third report in the Six Americas series that looks at the spectrum of concern and issue engagement. The updated report offers new insights into the informational needs of the six segments, their emotional responses global warming, and their support for climate policies.

[Knowledge of Climate Change Across Global Warming's Six Americas](#) highlights results from a national study of what the American public understands about how the climate system works. The survey findings provide practitioners with an illustration of how knowledge of the issue varies across the six segments and how they comprehend the causes, impacts and potential solutions to global warming.

[Global Warming's Six Americas in May 2011](#) is an update of the Six Americas segmentation, including questions that track concern about climate change, what each segment would ask an expert about global warming and opinions on scientific consensus. The report shows how the segments have shifted over time and includes new insights into the segments' understanding of the health impacts of global warming, beliefs about current U.S. impacts, and support for adaptation policies.

[Global Warming's Six Americas in March 2012 and November 2011](#) reports on shifts in the Six Americas segments, including opinions on how global warming is affecting weather, levels of concern, and support for candidates. The report offers practitioners new data on the segments' beliefs about extreme weather, natural disasters, and the presidential election.

[Global Warming's Six Americas Screening Tools](#) is a manual developed to assist organizations in using the Six Americas audience segmentation typology. The survey instruments are available for use by researchers who are interested in identifying the Six Americans in new data sets.