

“The Challenge to Change”

COP16 Survey on Climate & Communications

**Presentation by:
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PEW CENTER
Global CLIMATE CHANGE

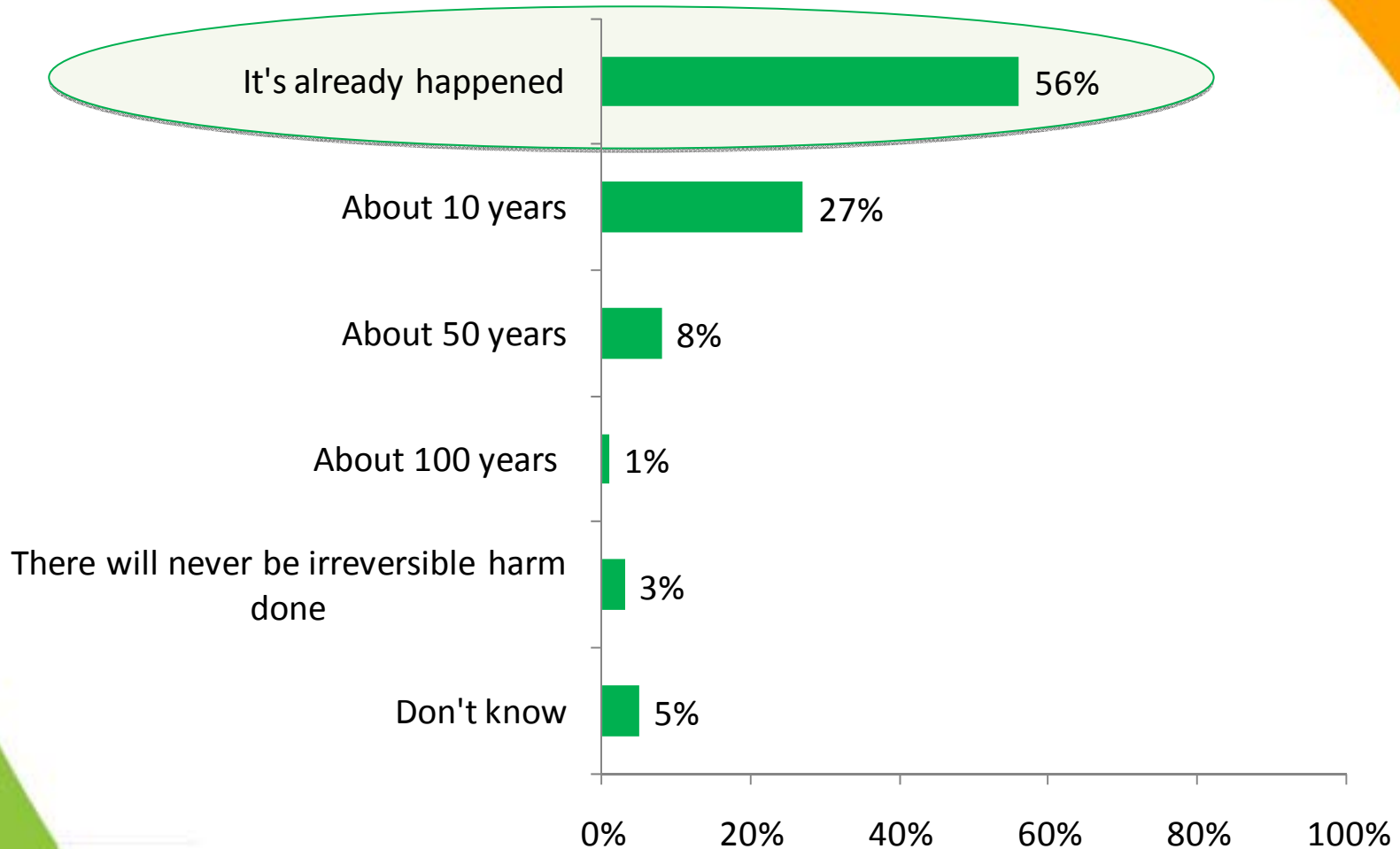


Research Overview & Methodology

- The government of Mexico and the Pew Center on Global Climate Change commissioned a survey to gather insights from COP16 attendees on their attitudes toward climate change.
- The study of 503 COP16 attendees was conducted via iPads and paper surveys between November 27-30, 2010.
- Survey respondents included NGO representatives, government delegates, business/industry leaders, bloggers, climate change experts/scientists, community leaders, and representatives from trade unions, academic institutions, and think tanks who attended the United Nations Climate Change Conference in Cancun, Mexico.
- Only credentialed COP16 participants were included in the survey.



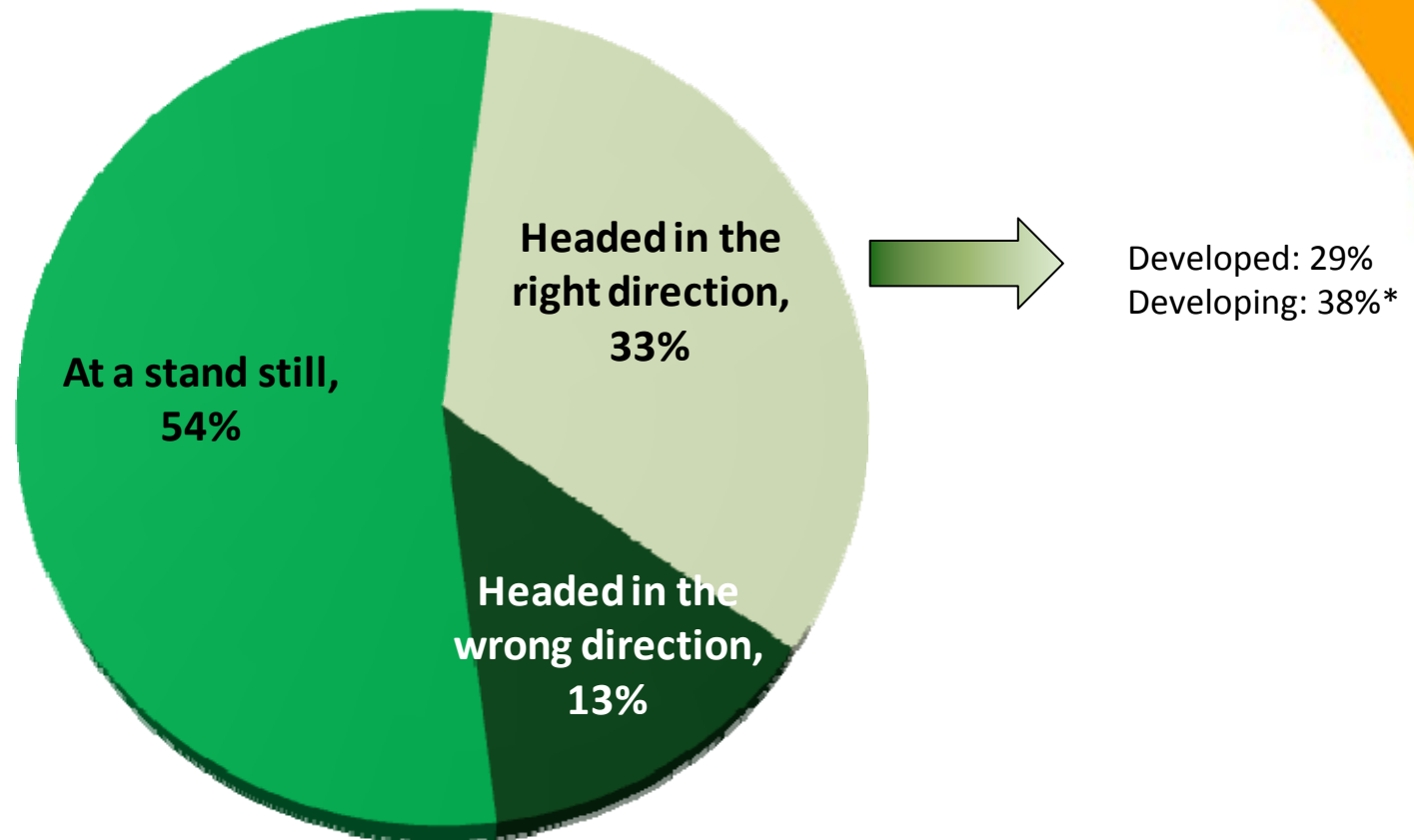
Running Out of Time? - Majority of COP16 Attendees Believe Irreversible Harm Has Already Been Done



Looking at the current impact of human-influenced climate change, how long do you think we have before harm is done to the planet that cannot be reversed? (Base: COP16 Attendees)



Majority Believe Efforts to Limit Human Influence on Climate Change Are Currently Stalled



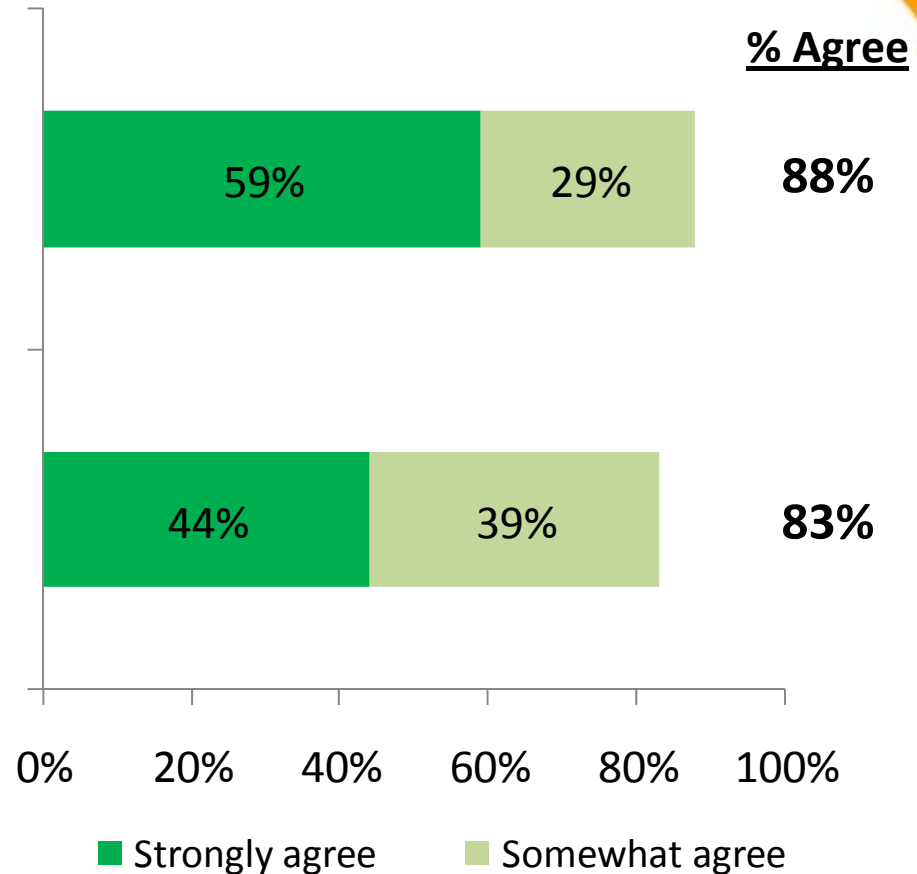
When considering global efforts to limit the human influence on climate change, do you believe we are...? (Base: COP16 Attendees)



Countries Lack the Will to Take Preventative Action

If we do not address climate change now, it will eventually become a trigger for global conflict and possibly war

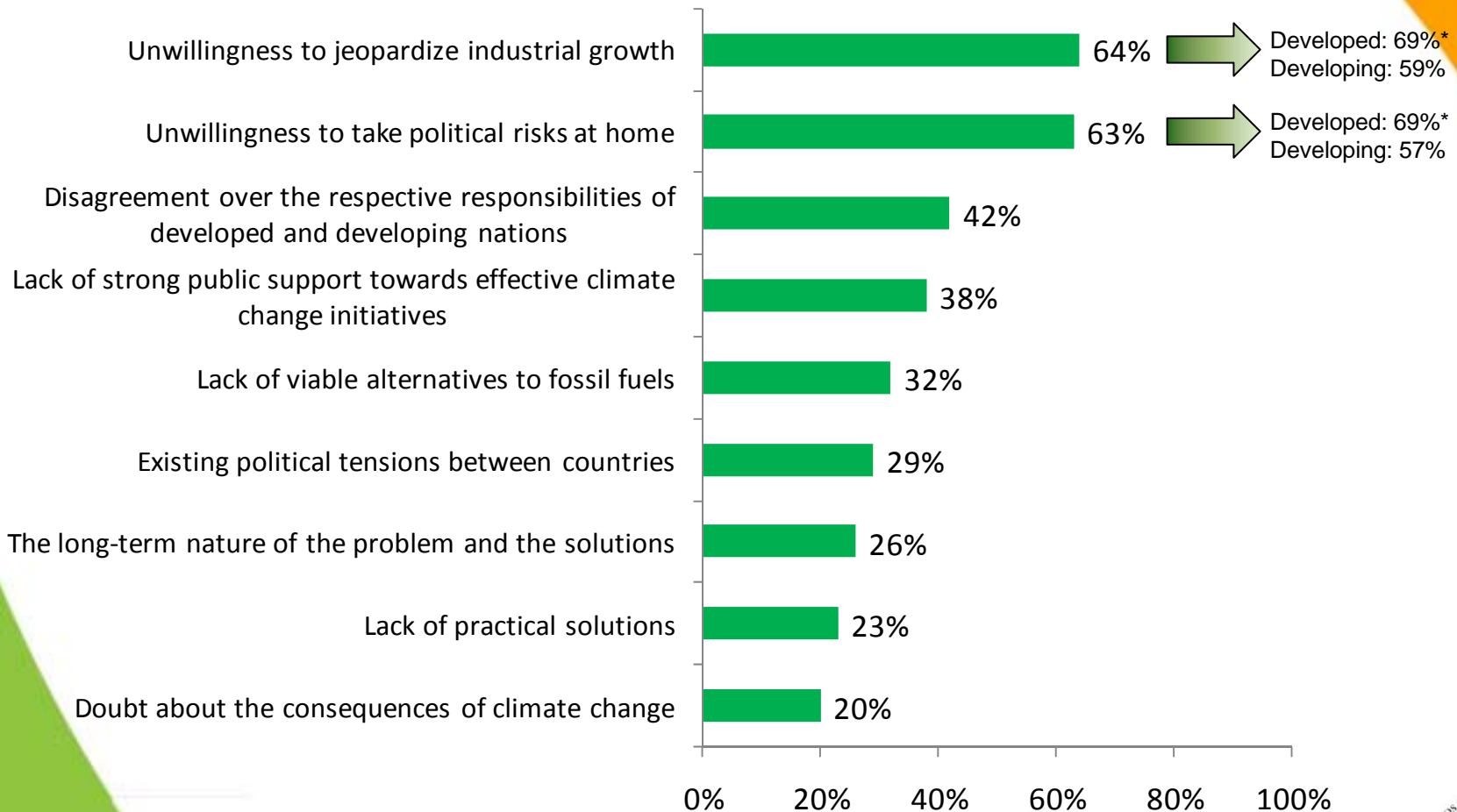
Countries will only undertake ambitious efforts to address climate change once they are actually suffering from the real consequences



To what extent do you agree or disagree with the following statements?
(Base: COP16 Attendees)



Biggest Barriers to Governmental Action Include Reluctance to Take Economic & Political Risks

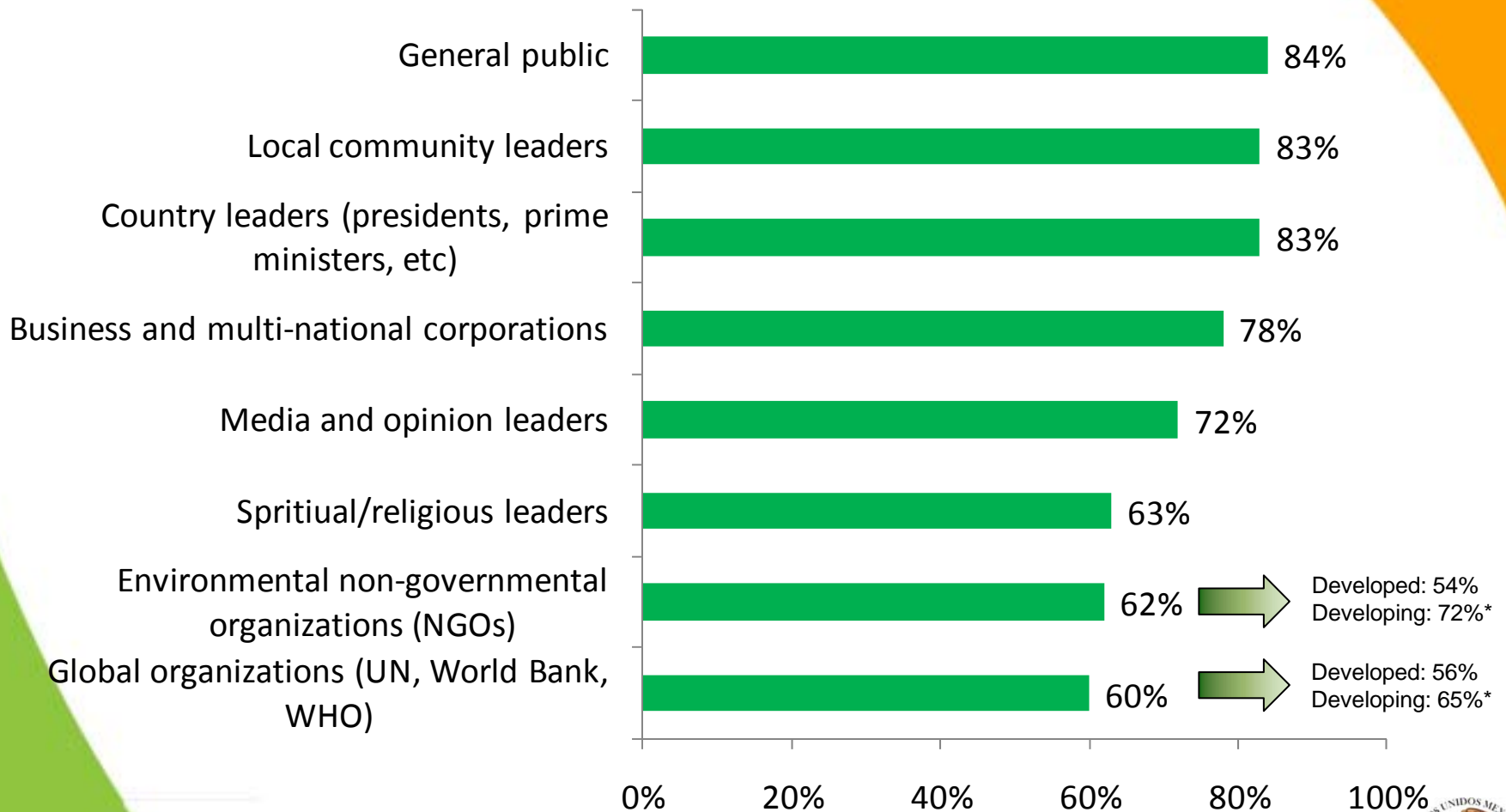


Which of the following do you believe are the biggest barriers to governments taking effective joint action on climate change at COP16?
 (Base: COP16 Attendees)



More Involvement Desired from All Stakeholders, Including the General Public

“Need to be More Involved”



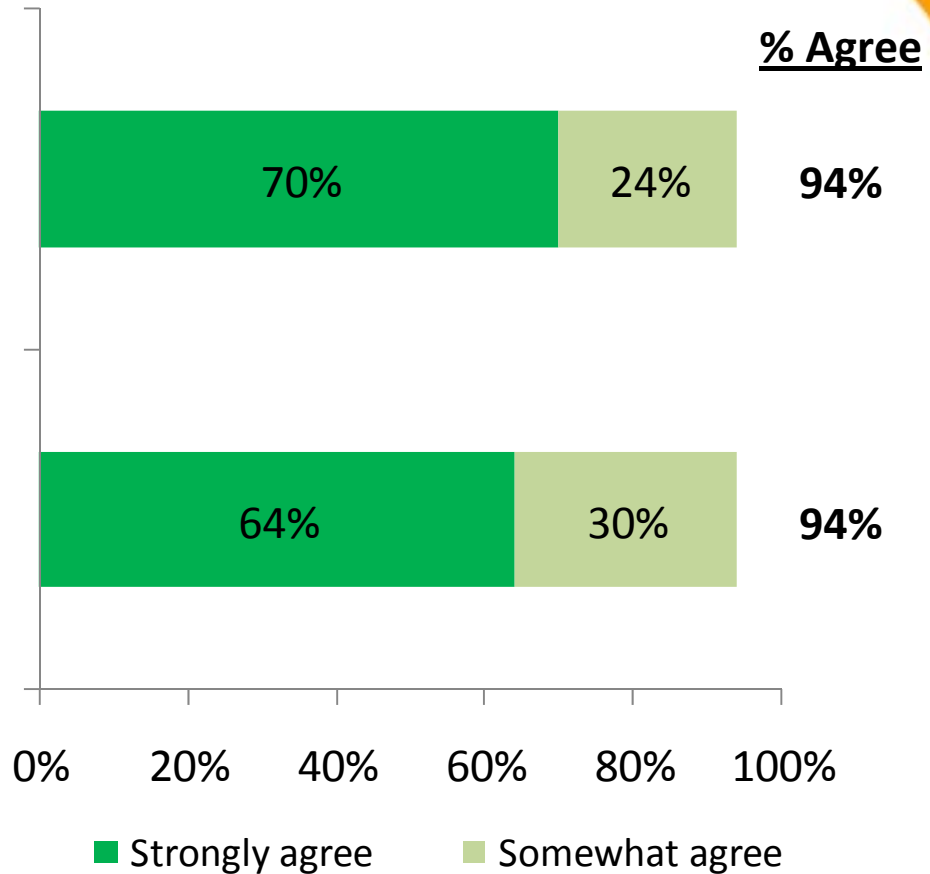
Do you believe the following constituents need to be more, the same or less involved in climate change initiatives? (Base: COP16 Attendees)



Nearly All Believe Real International Progress Will Never Be Made Without Strong Public Support

Climate change initiatives can only be effective with broad support from governments, business, NGOs, scientists and the public

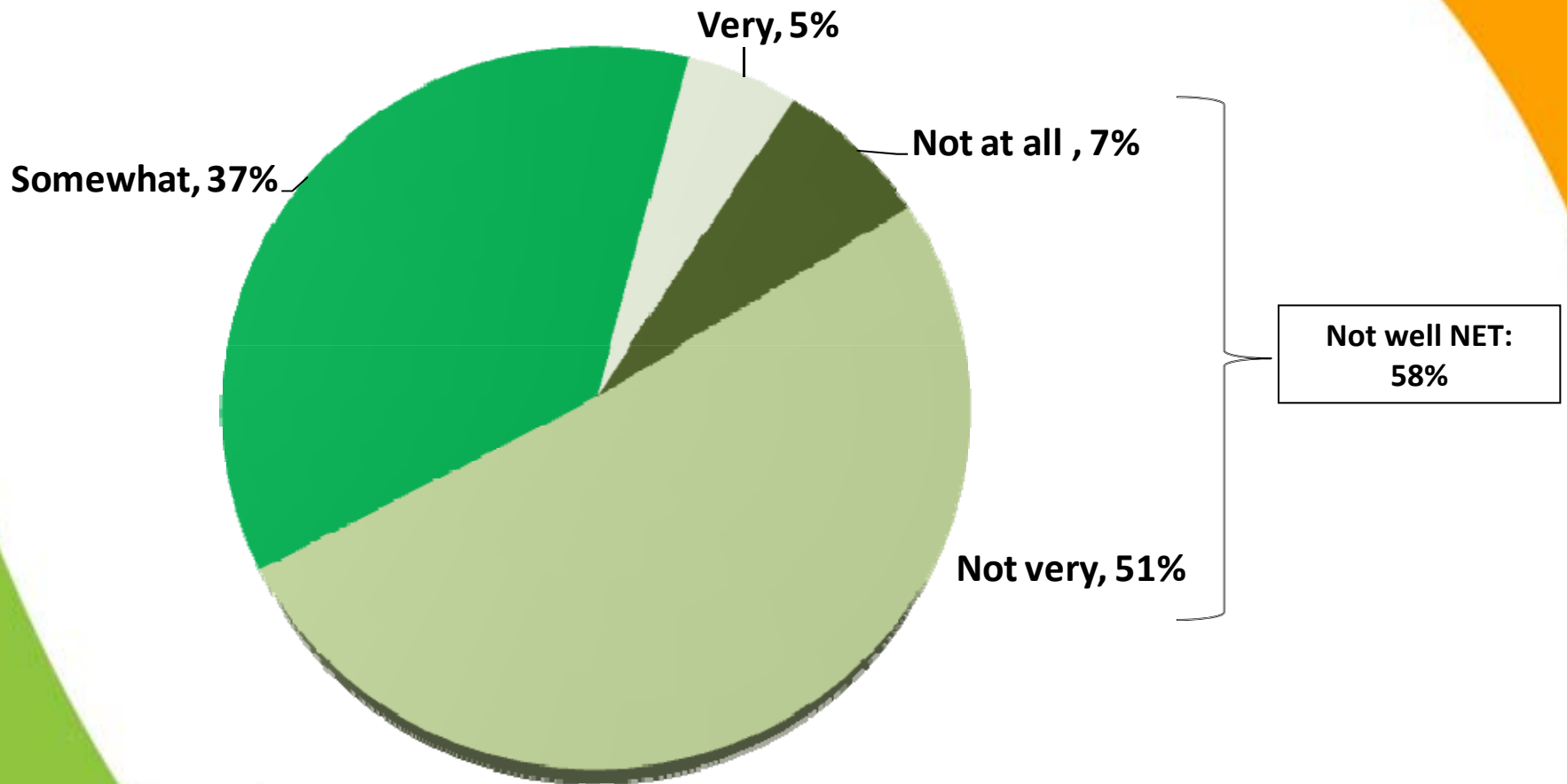
Without strong public support, real action on climate change will never be made at the international governmental level



To what extent do you agree or disagree with the following statements?
(Base: COP16 Attendees)



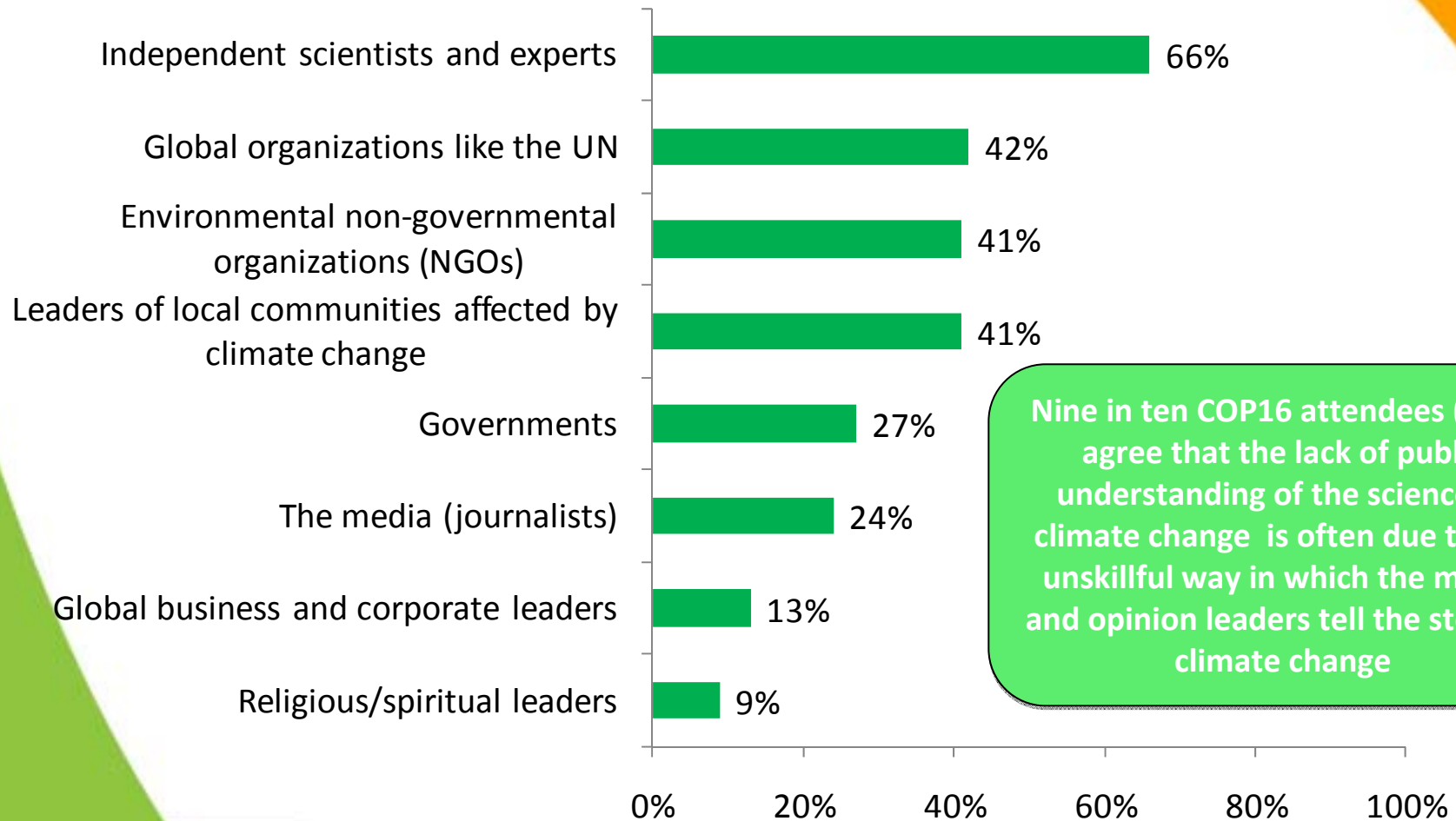
Yet, Most Say the General Public Has A Limited Understanding of “Climate Change”



Thinking about the general public, how well do you think they understand the meaning of “climate change”? (Base: COP16 Attendees)



Many View Journalists As Among the Least Trusted Sources on the Scale and Impact of Climate Change

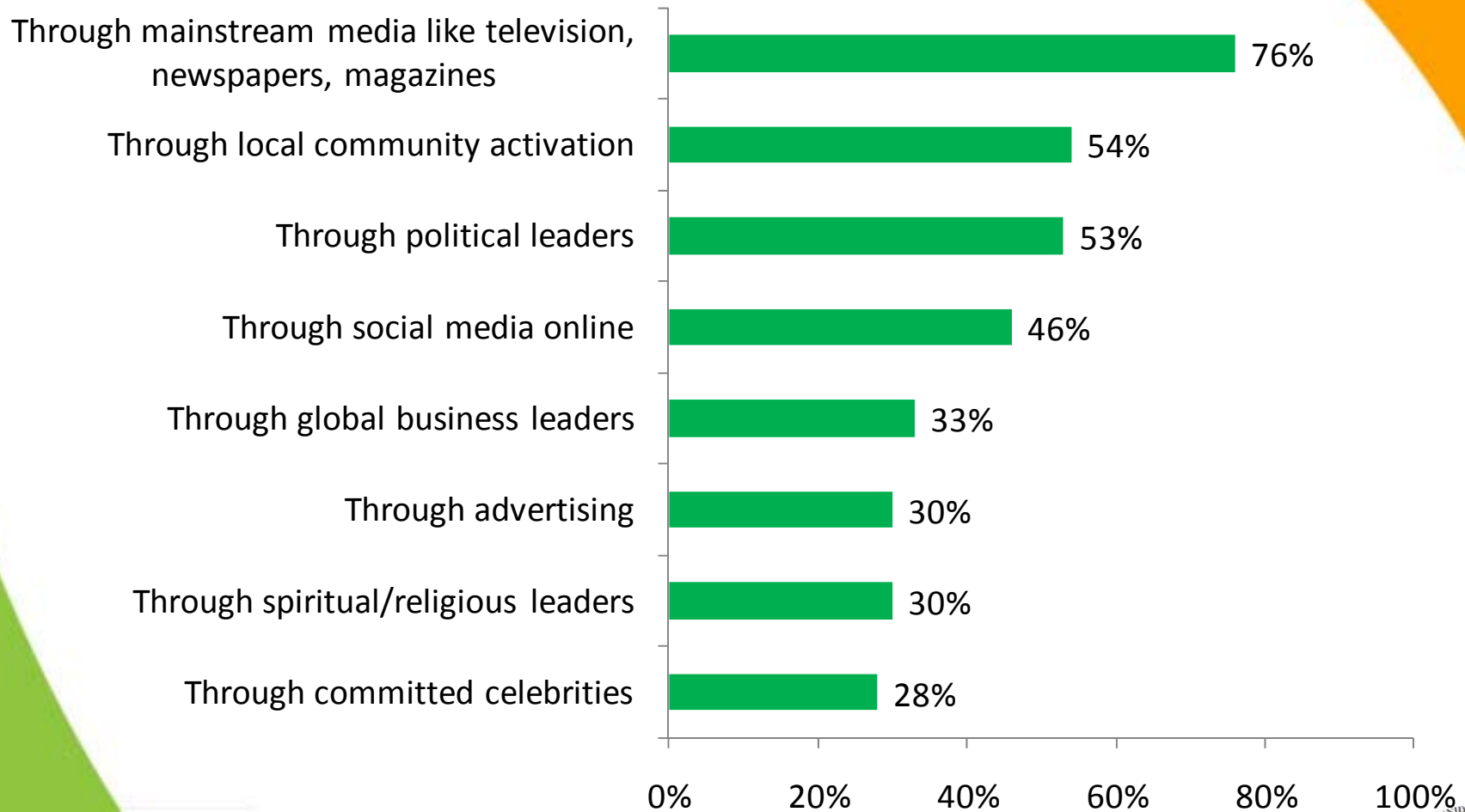


Nine in ten COP16 attendees (87%) agree that the lack of public understanding of the science of climate change is often due to the unskillful way in which the media and opinion leaders tell the story of climate change

Who do you think are the most trusted voices on the scale and impact of climate change globally? (Base: COP16 Attendees)



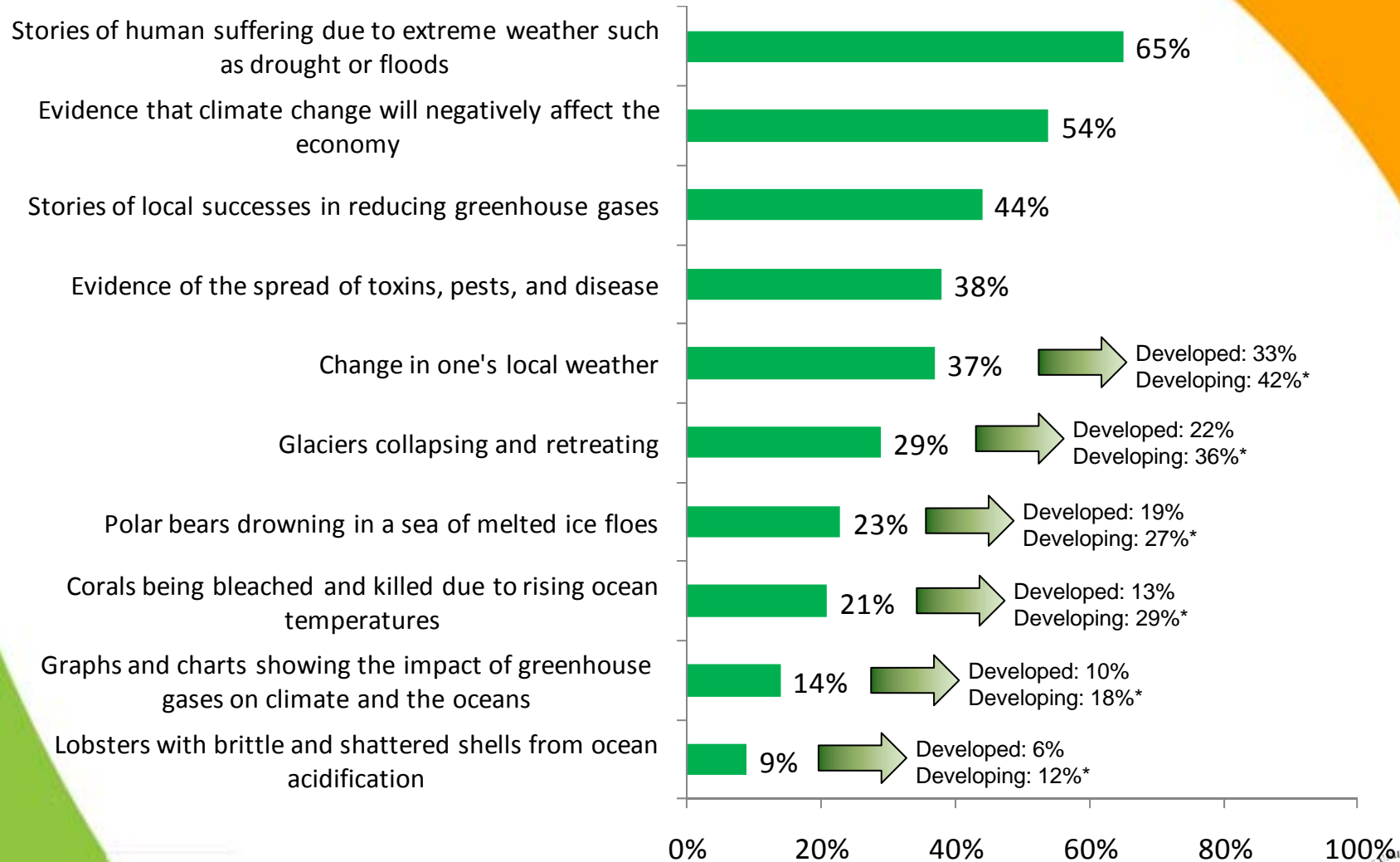
Still, Mainstream Media Viewed as the Best Vehicle for Communicating with the Public on Climate Change



What are the most effective means of reaching the general public to communicate about the need for global action to reduce the human impact on climate change? (Base: COP16 Attendees)



Most Powerful Messages Focus on Human Impact



Thinking about people in general, which of the following do you believe would make the most compelling case for the need to address the human impact on climate change? (Base: COP16 Attendees)



Key Takeaways

- At a standstill in our efforts to limit human-driven climate change
- More involvement needed by all parties, particularly the public
- Engaging the public seen as pivotal to real action on climate change, yet most believe the public has limited understanding of the issue
- Mainstream media viewed as most effective means of communicating with the public, yet currently not among the most trusted voices

