

# Radar 2016: Climate Change eBrief

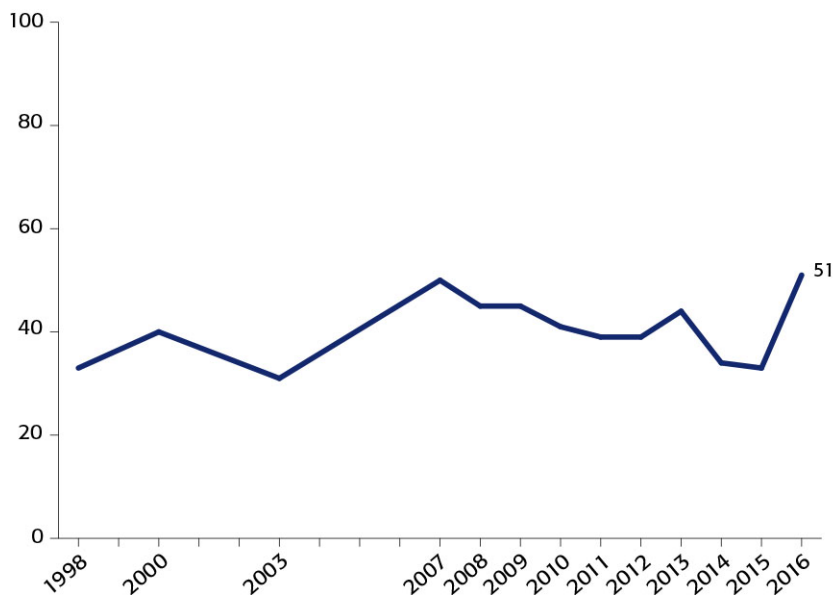
December 2016

## Perceptions of seriousness of climate change at historically high levels in the USA

Despite the possibility of a drastic change in direction on climate change policy after the election of Donald Trump to the presidency in the USA, GlobeScan's tracking shows that the American public now believes more than ever that climate change is a "very serious" problem (since GlobeScan started tracking concern about climate change in 1998). Results from GlobeScan's 2016 Radar research show that Americans' sense that climate change is a serious issue has rebounded after steadily declining in the aftermath of the 2007–2008 financial crisis. Just over half of the public in the USA now say that climate change is a "very serious" issue – the highest level measured in 18 years of tracking.

### Seriousness of Climate Change

"Very Serious," USA, 1998–2016

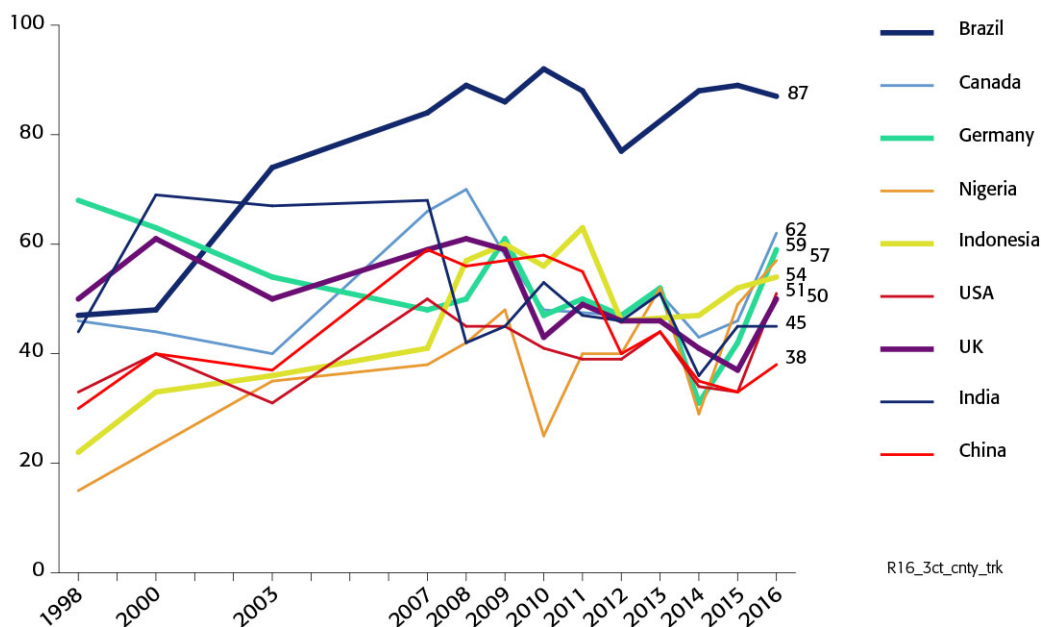


R16\_3ct\_USA\_trk

The trend is mirrored in a range of other key countries, including Canada, Brazil, the UK, Germany, Nigeria, Indonesia, India, and China.

### Seriousness of Climate Change

"Very Serious," by Country, 1998–2016



What might be behind the recent increase in concern about climate change in the USA, as well as in other countries? The successful negotiation of the Paris Agreement at the United Nations Climate Change Conference (COP 21) at the end of 2015 likely inspired a renewed sense of focus around the issue, with national governments finally seen to achieve some degree of leadership, business more openly engaging around the issue (e.g., the We Mean Business coalition), and civil society bringing attention and urgency to reaching a deal in Paris. In the USA, the Obama administration has become particularly serious about tackling climate change, possibly influencing the population with a sense of urgency. Around the world, social movements also tirelessly continue to push the issue.

The strong rebound in public engagement around climate change suggests that the public is likely to be paying greater attention to the issue and can be engaged more effectively now than in years past. This provides an opportunity for companies, NGOs, and governments to educate and perhaps even mobilize segments of the public to commit to action around climate change.

## About GlobeScan

GlobeScan is a strategy and insights consultancy, focused on helping our clients to listen to their stakeholders and build long-term trusting relationships.

Offering a suite of specialist research and advisory services, GlobeScan partners with clients to meet strategic objectives across reputation, sustainability and purpose.

[www.globescan.com](http://www.globescan.com)

---