



UNITED NATIONS  
CLIMATE CHANGE  
CONFERENCE  
DEC 7-DEC 18  
2009

# TRENDSPOTTING'S REVIEW ON GLOBAL WARMING PUBLIC PERCEPTIONS YEAR 2009

*Is there hope for change?*

# Why Should We Care More Today?

Scientists believe  
that global warming is  
*already worse*

than predicted few years ago,  
still - people today show  
*less concern.*



“If the world fails to deliver a political  
agreement at the **UN climate**  
conference it will be “the whole global  
democratic system not being able to  
deliver results in one of the defining  
challenges of our century”

***COP15 president,  
Connie Hedegaard.***

# Why Should We Care More Today?

This updated report will follow  
the decline and the rise  
in interest for the  
*Global Warming Problem*  
during 2009



We have been witnessing a **decline** of interest in the global warming consequences:

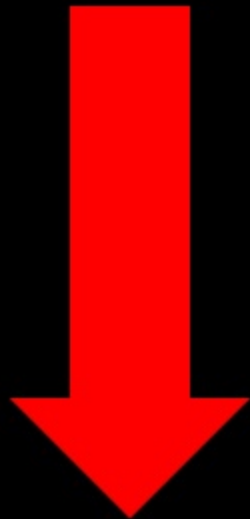
Recent US surveys :

*ABC News/Washington Post*

*Pew research survey*

*Gallup poll*

All show sharp fall in the public concern



But, something else is happening on the world wide web. We have been witnessing a **rise** of interest in “global warming” :

Web Measures:



***Search Trends***

***Blogs discussions***

***Twitter trends***

All show a marked increase in internet  
users interest



# Let's Follow The Global Warming Trend



# The Global Warming Trend

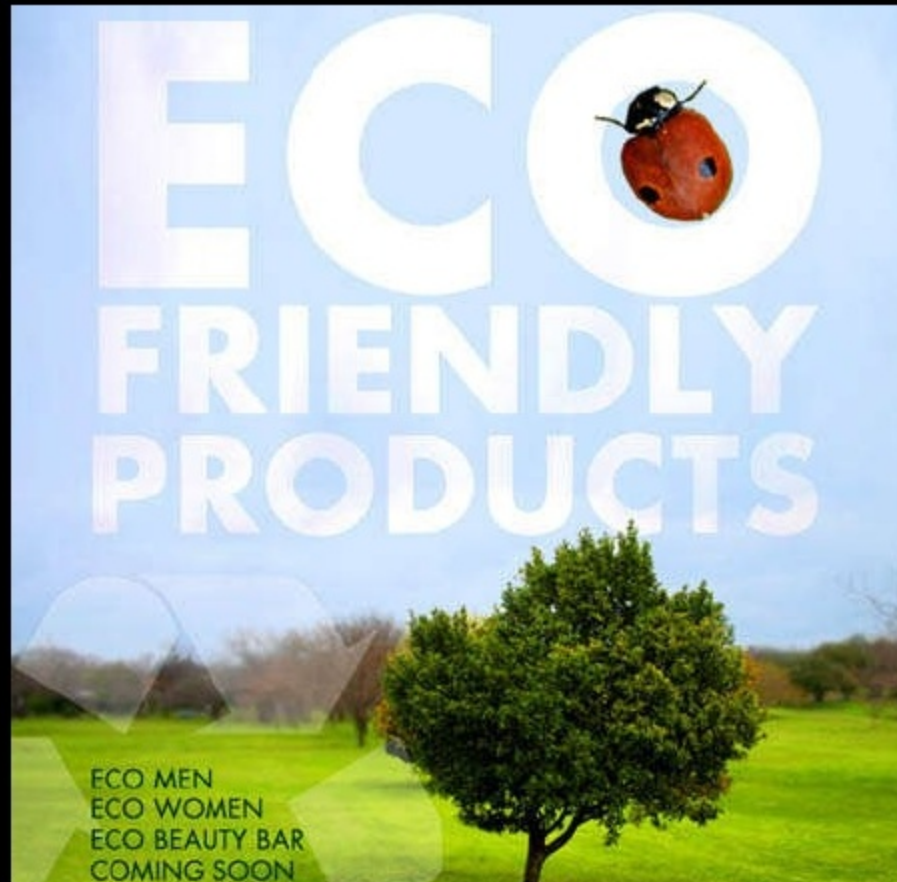
2006, 2007 & most of 2008, Global Warming was a very hot topic

## *Greenwashing*

was 1 of the 5 top words for 2008

Global Language Monitor

Consumer were willing to *pay more* for green products



Many innovations were caring the “*environment*” label.

TrendOriginal

Consumers were adapting new behaviours to cope with *environmental threats*

Trendspotting

# **The Decline In Global Warming Concerns Through Public Surveys: U.S. Case study**



# The Decline In Global Warming Concerns Through Public Surveys

## How Serious a Problem Is Global Warming?

	July 2006	Jan 2007	April 2008	Oct 2009
	%	%	%	%
Very serious	43	45	44	35
Somewhat serious	36	32	29	30
Not too serious	11	12	13	15
Not a problem	9	8	11	17
Don't know (Vol.)	<u>1</u>	<u>3</u>	<u>3</u>	<u>3</u>
	100	100	100	100

Q43. Figures may not add to 100% because of rounding.



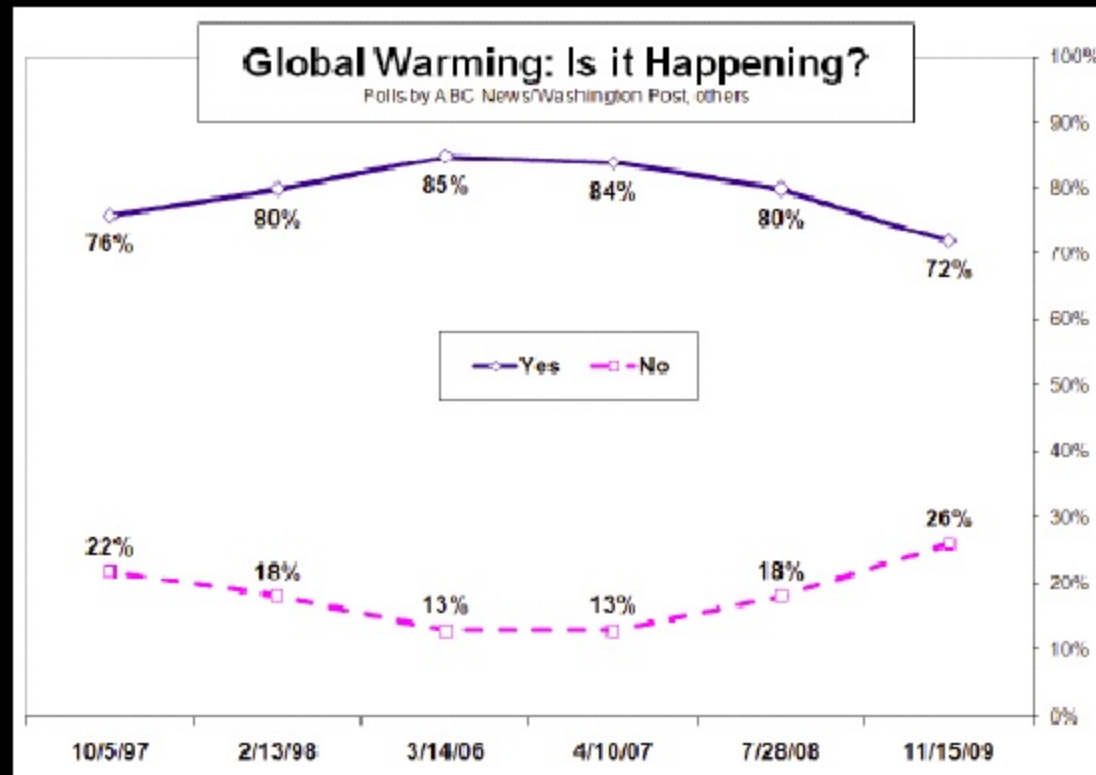
The Pew Research Center for the People & the Press

[Pew Research Center survey](#) points to a *sharp decline* in the percentage of Americans who say there is solid evidence that global temperatures are

rising (**57%** October 09, down from 71% April 08).

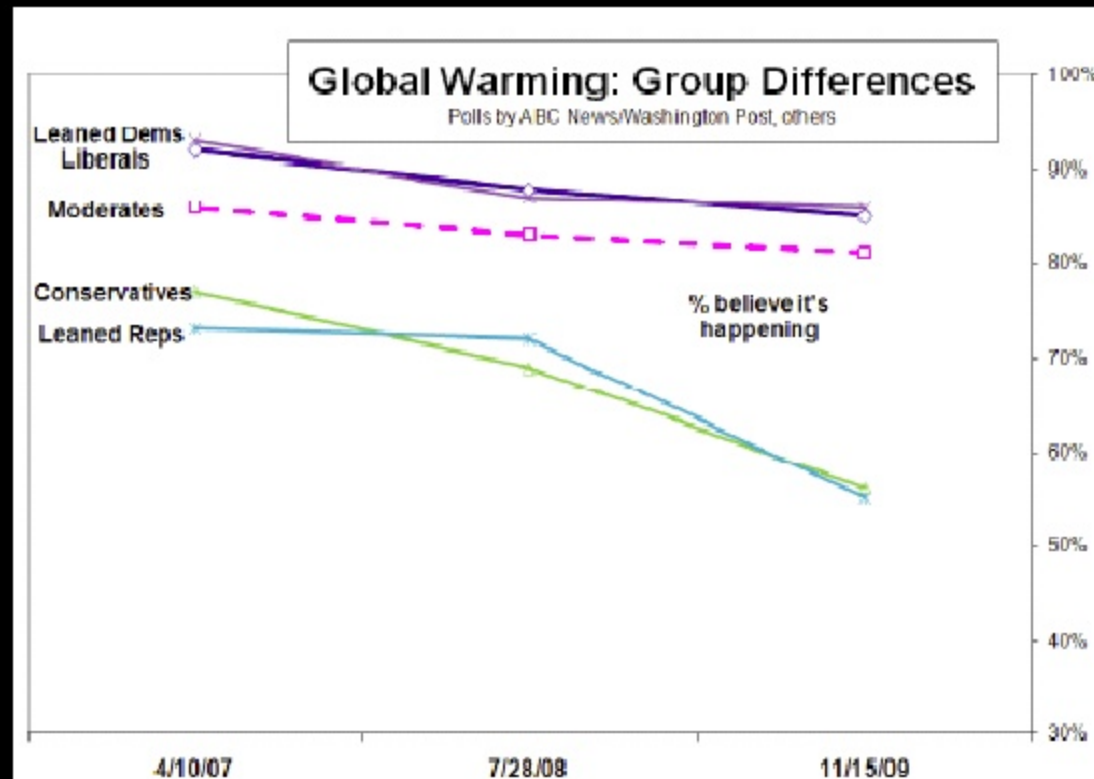
Fewer people see global warming as a very serious problem (**35%** October 09 versus 44% in April 08).

# The Decline In Global Warming Concerns Through Public Surveys



ABC News/ Washington Post, **Nov 09**: **72%** of the Americans believe global warming is occurring. Though, still a majority, it is the **lowest score since 1997**.

# The Decline In Global Warming Concerns Through Public Surveys



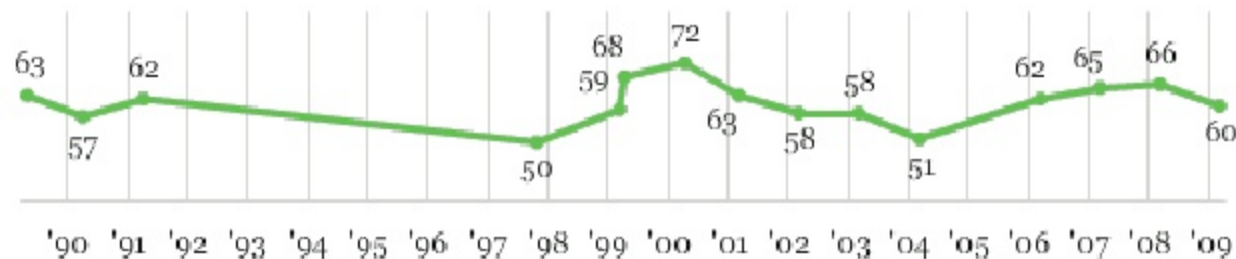
ABC News/ Washington Post, **Nov 09**: The drop has steepened in the last year and a half – mainly among conservatives and Republicans.

# The Decline In Global Warming Concerns Through Public Surveys

*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.*

The "greenhouse effect" or global warming

■ % Great deal/Fair amount



GALLUP POLL

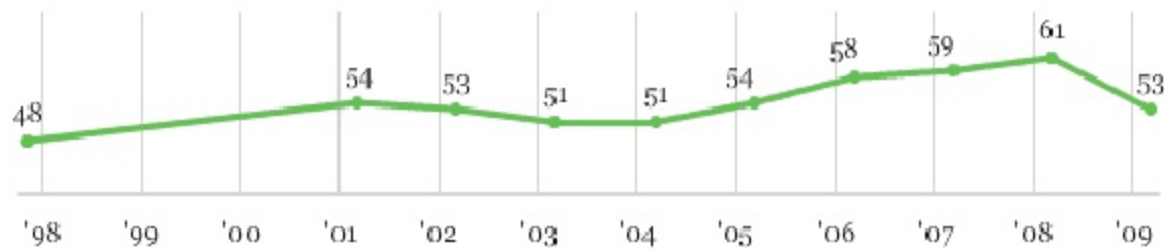
Gallup's March 2009 environment poll shows **less concern** over the Global Warming problem



# The Decline In Global Warming Concerns Through Public Surveys

*Which of the following statements reflects your view of when the effects of global warming will begin to happen -- [they have already begun to happen, they will start happening within a few years, they will start happening within your lifetime, they will not happen within your lifetime, but they will affect future generations, (or) they will never happen]?*

■ % Already begun

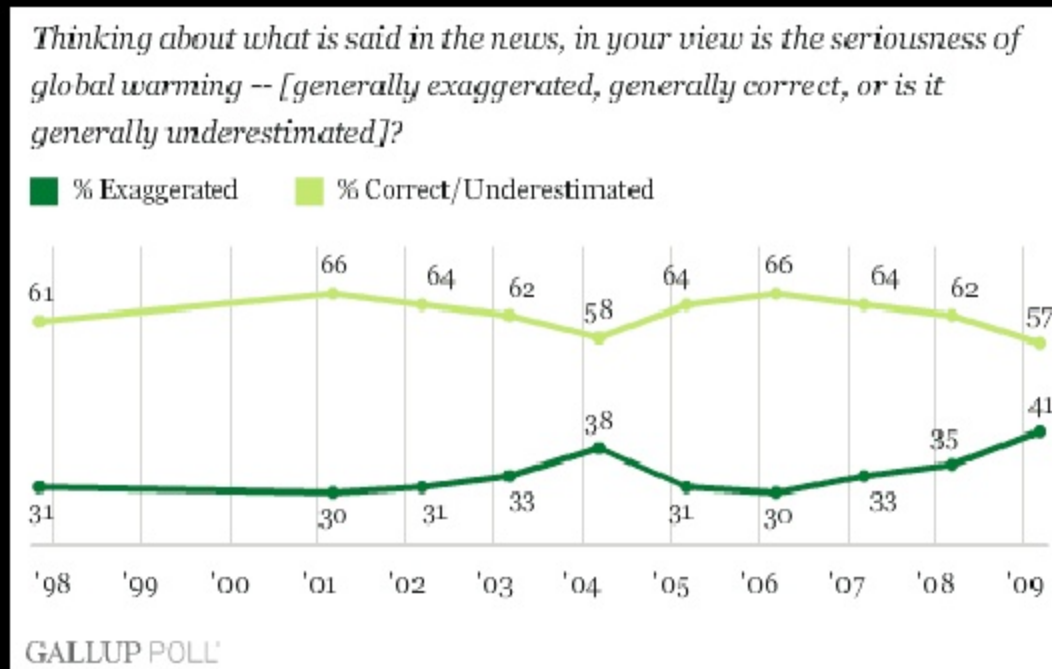


GALLUP POLL

Gallup's March 2009 environment poll: Global Warming problem is perceived **less relevant today**

# The Decline In Global Warming Concerns Through Public Surveys

Highest record ever of **41%** now say global warming issues as reported on the news are exaggerated.

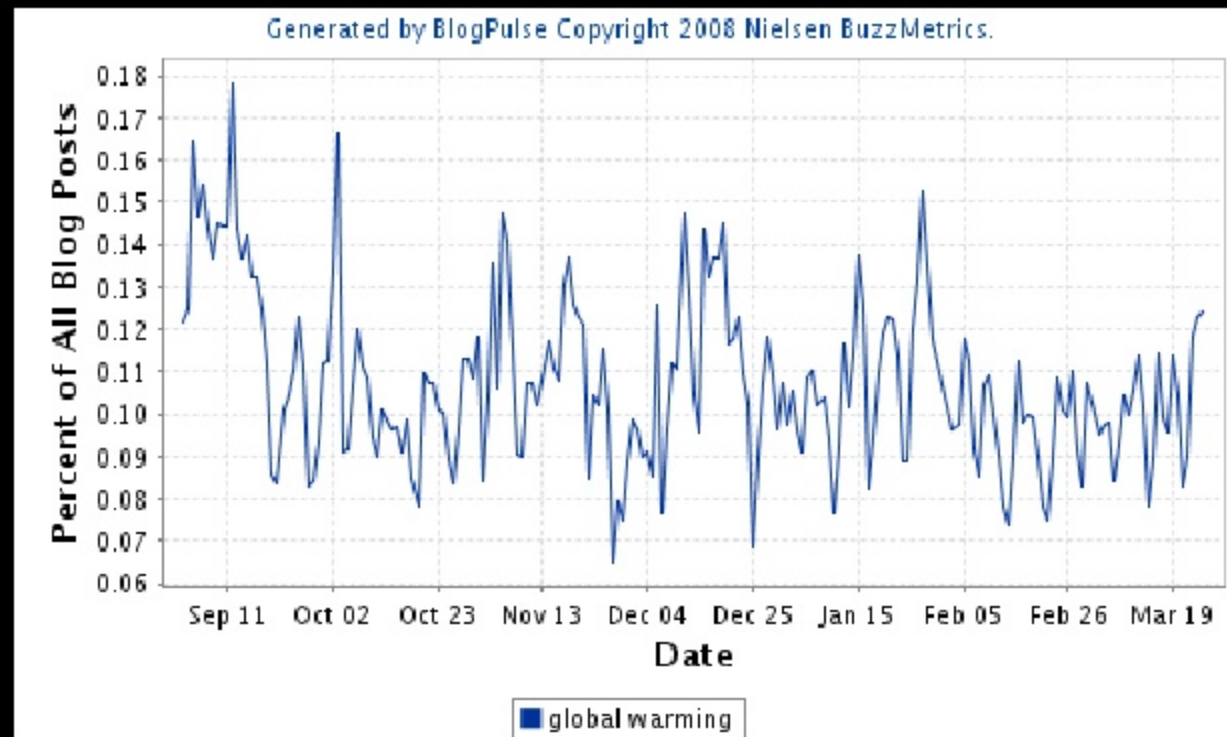


# The Rise In Global Warming Concerns Through Web Metric: blogs, twitter and search indications

*Is there a hope for change?*

# Global Warming Concerns Through Web Measure Indicators

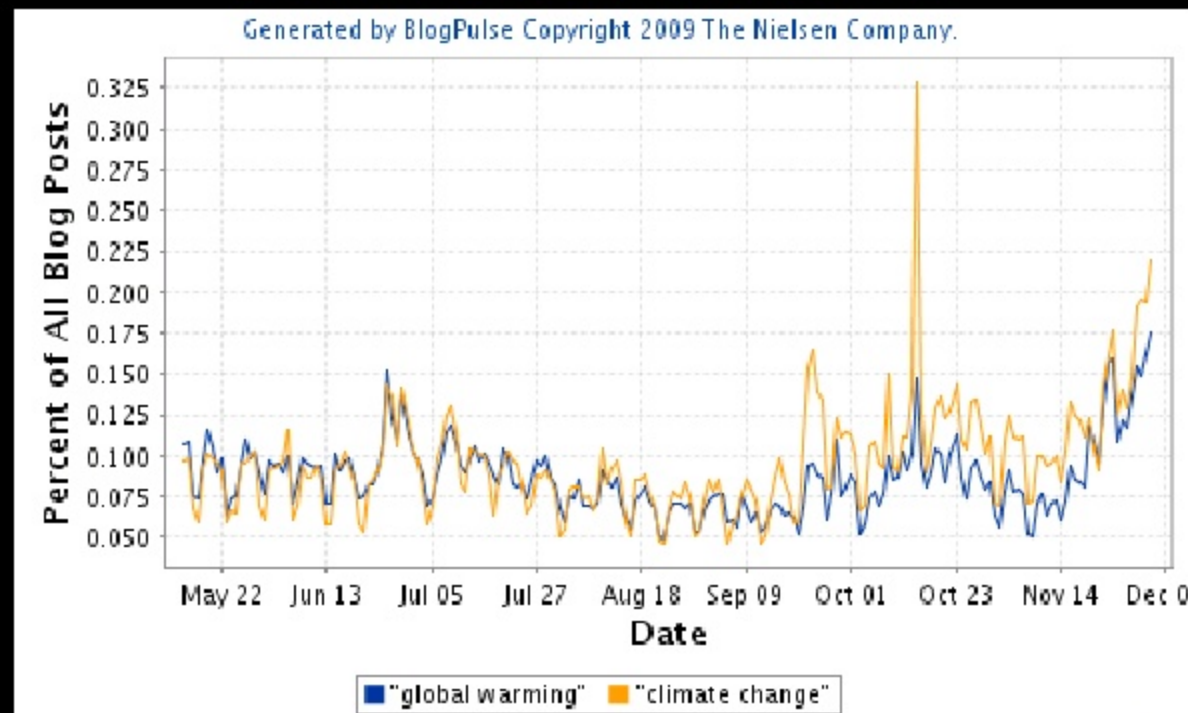
Evidence for the decline in interest was seen in the blogosphere





# The Rise In Global Warming Concerns Through Web Measure Indicators

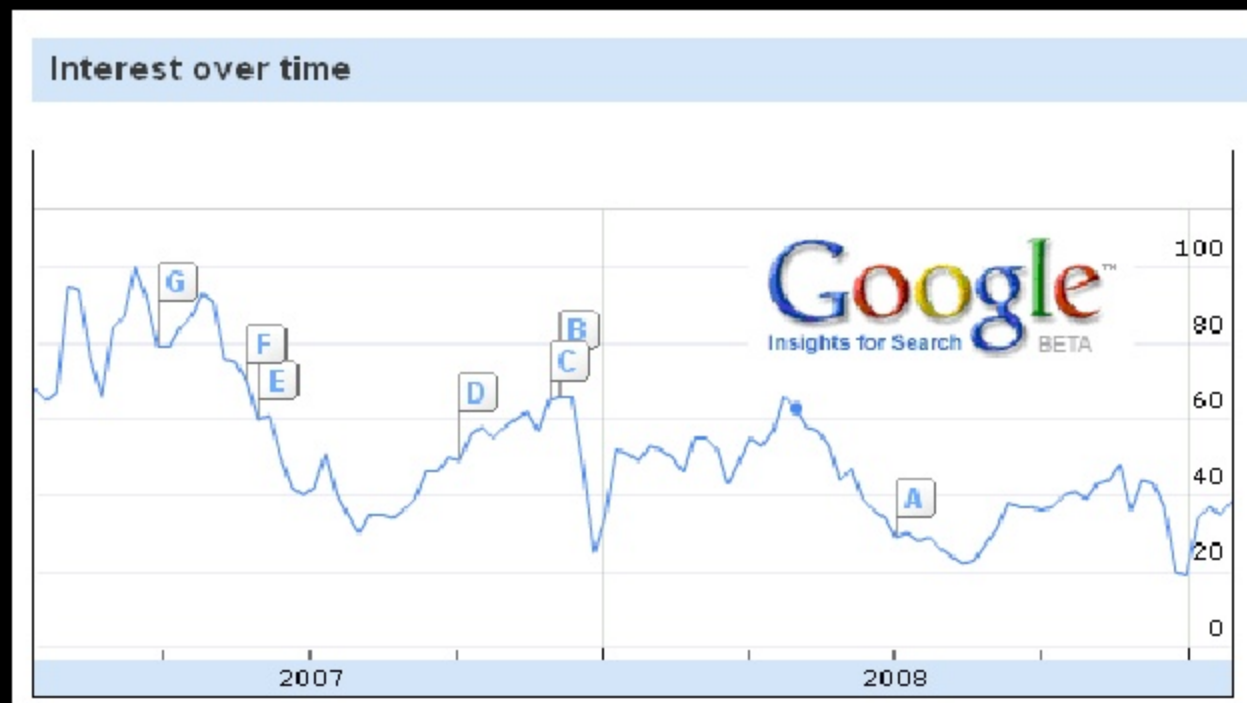
*Is there a hope for change?*



Since October 09— there are indications for a marked **increase** in blogs discussions

# Global Warming Concerns Through Web Measure Indicators

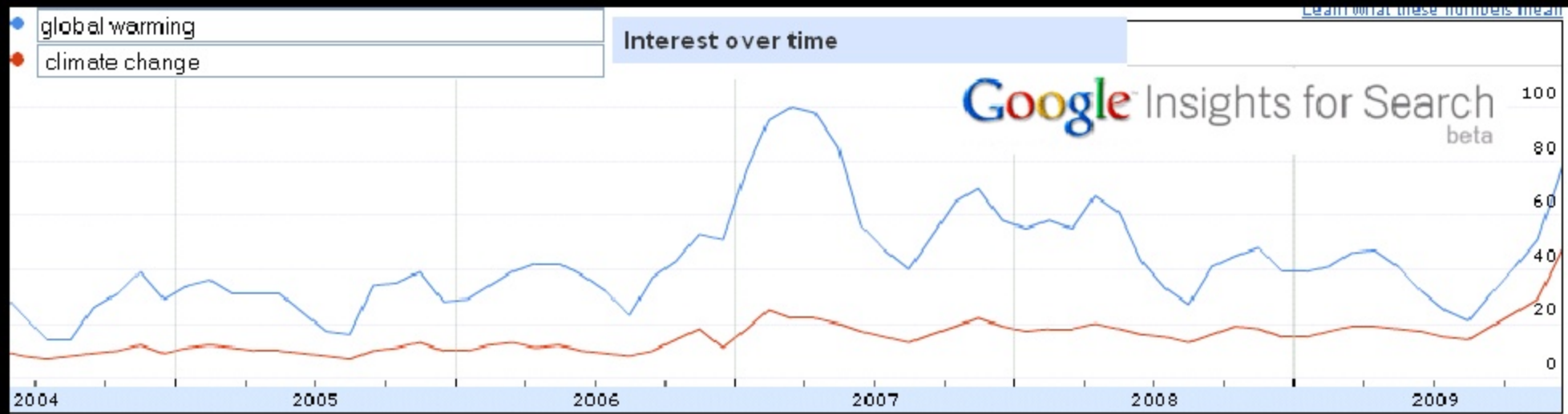
Evidence for the decline in interest can be seen in [Search Volume](#) (world wide)



Follow this trend in [The U.S](#), [Canada](#), [The UK.](#), [Australia](#), and [New Zealand](#)

# The Rise In Global Warming Concerns Through Web Measure Indicators

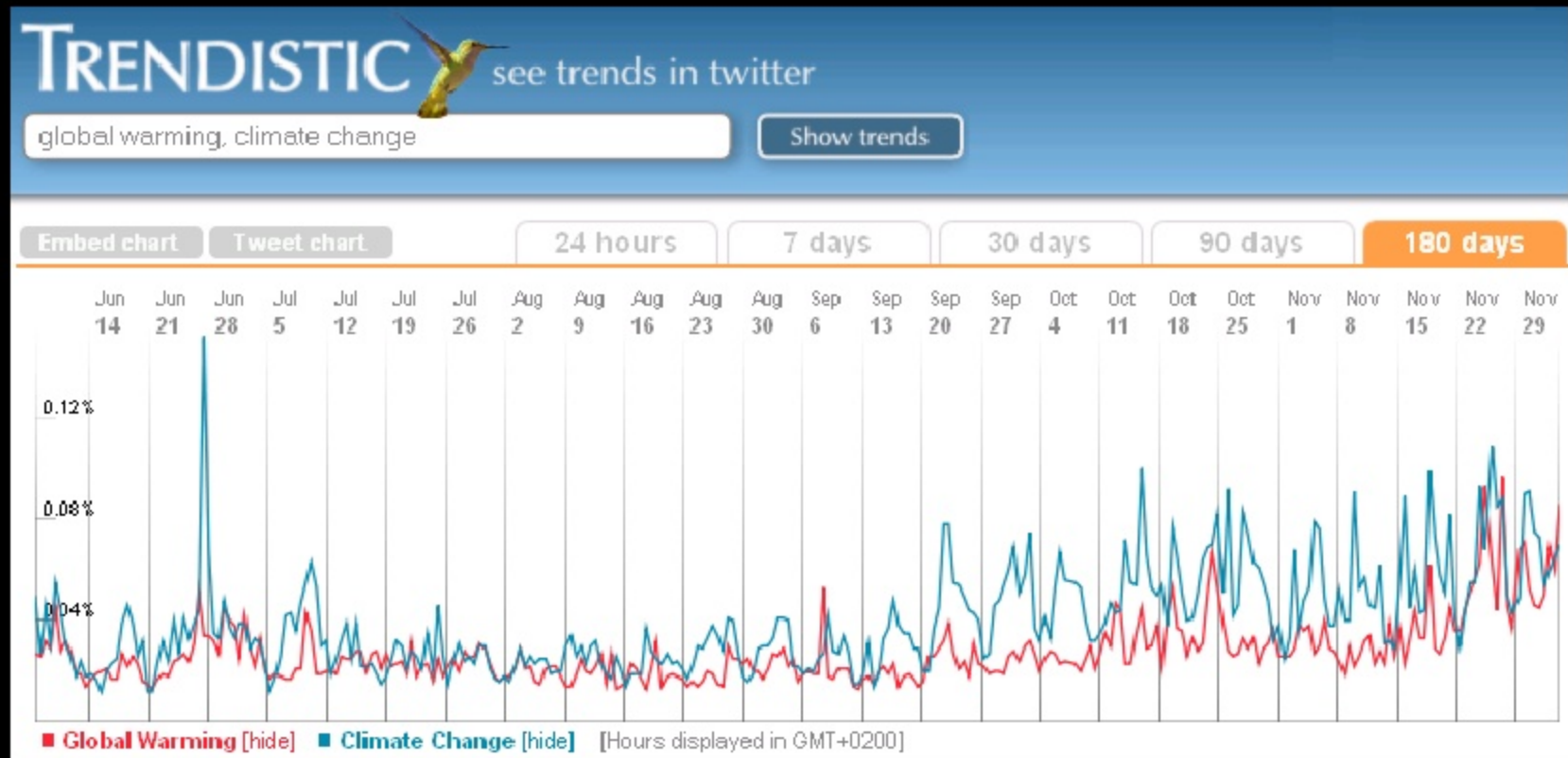
*Is there hope for change?*



Currently the search for “global warming” is climbing up towards its 2007 peak!

# The Rise In Global Warming Concerns Through Web Measure Indicators

*Is there a hope for change?*



Twitter users discuss “Global Warming” and “Climate Change”