

A 2015 NATIONAL SURVEY OF BROADCAST METEOROLOGISTS ABOUT CLIMATE CHANGE

Initial Findings



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Center for Climate Change Communication

Survey Overview

- ⦿ NSF funded research
- ⦿ Partners: AMS, Climate Central, NASA, NOAA, Yale & Mason
- ⦿ Objective: Explore views on climate change, and interests/activities in reporting local climate impacts
- ⦿ Based on the AMS definition of climate change
- ⦿ Attempted a census of everyone currently working in broadcast meteorology in the US
- ⦿ 2162 invited to participate (via an email link to survey)
- ⦿ 464 participated (a 22% participation rate)

Survey Respondents



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Climate change beliefs

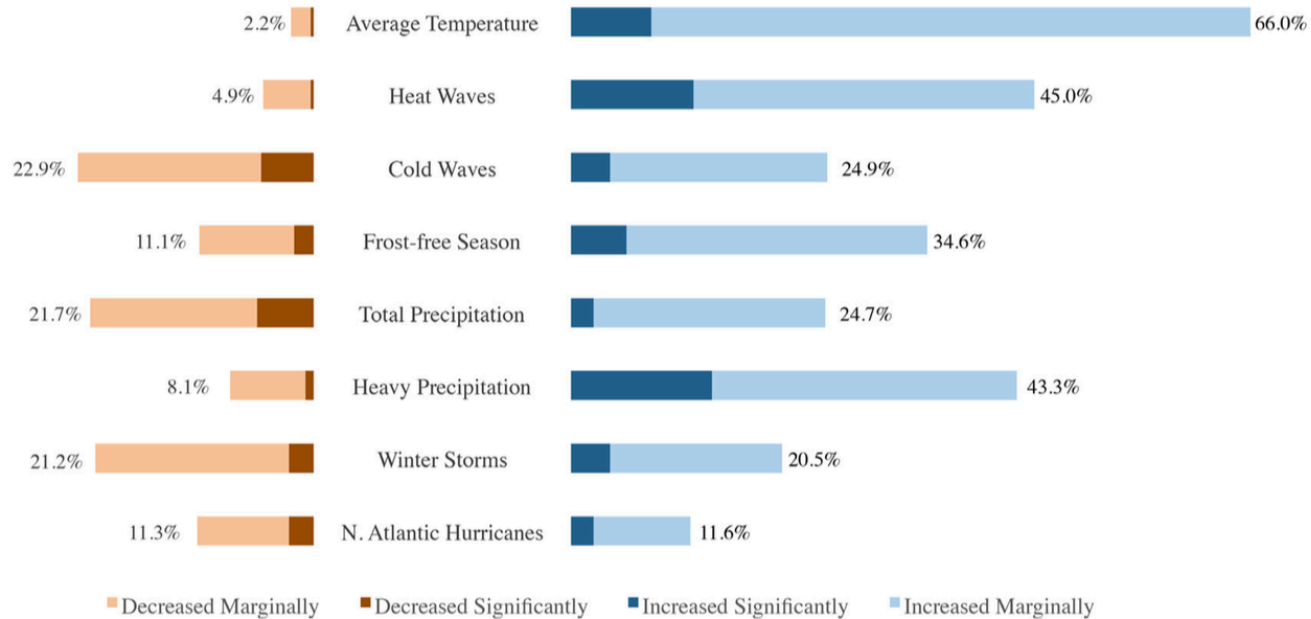
- ⦿ More than 9 in 10 have concluded climate change is happening
- ⦿ Of those, nearly 9 in 10 think human activity is at least partially responsible during the last 50 years
- ⦿ Most believe climate change has influenced their local weather in the past 50 years
- ⦿ Most believe that climate change will influence their local weather in the next 50 years

Influence on weather

Past 50 years

Most TV weathercasters think that climate change has influenced the weather in their area over the past 50 years.

"How much impact, if any, has climate change had on the weather in your local area over the past 50 years?"



Base: TV weathercasters who think climate change is happening (n=372), Winter 2015.



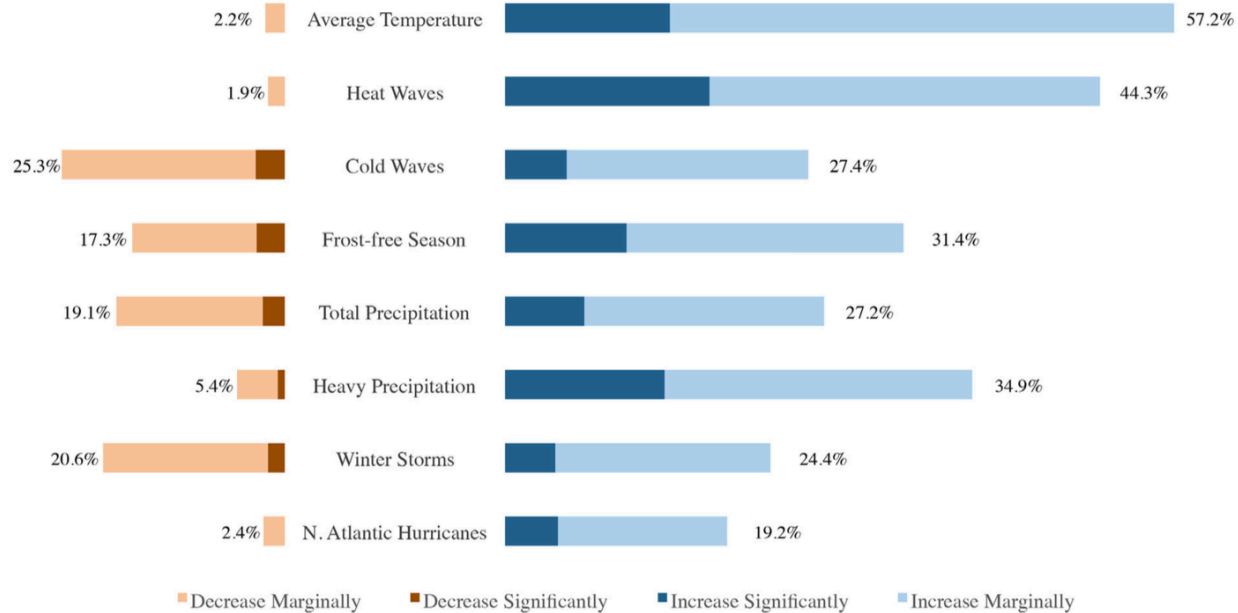
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Influence on weather

Next 50 years

More than three quarters of TV weathercasters think that climate change will influence the weather in their area over the next 50 years.

"How much impact, if any, do you think climate change will have on the weather in your local area over the next 50 years?"



Base: TV weathercasters who think climate change is happening (n=372), Winter 2015.



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Perceptions of other local impacts over the past 50 years

- ⦿ Nearly 50% think that climate change has impacted water resources in their area
- ⦿ Nearly 33% think that climate change has impacted transportation in their area
- ⦿ Almost 50% think that climate change has had harmful impacts on agriculture in their area
- ⦿ Almost 25% think that climate change has harmed the health of people in their area

Perceptions of other local impacts over the next 50 years

- ⦿ More than 50% think that climate change will impact water resources in their area
- ⦿ Almost 50% think that climate change will disrupt transportation in their area
- ⦿ Over 50% think that climate change will have harmful impacts on agriculture in their area
- ⦿ Nearly 50% think that climate change will harm the health of people in their area

Perceptions of mitigation and adaptation potential

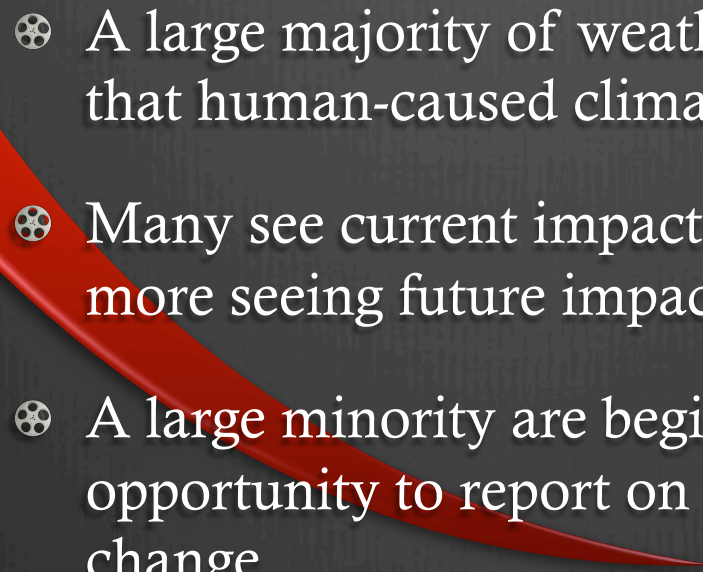
In the NEXT 50 years:

- ⊕ Less than 10% are highly optimistic about limiting additional climate change even if mitigation measures are taken
- ⊕ About 20% are highly optimistic about the potential to avoid harmful impacts of climate change if adaptation measures are taken

Reporting on climate change

- ⦿ Nearly 70% think it is appropriate to report the science of climate change to their TV audience – in some venues
- ⦿ More than 90% think their audience is at least somewhat interested in learning about local impacts of climate change, with over 20% indicating high audience interest.
- ⦿ Many report that they have used one or more venues to talk about local impacts of climate change during the past 12 months (e.g., 33% on-air, 35% on station website, 45% in social media, and 45% at community events)

Trending

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- ❉ A large majority of weathercasters are now convinced that human-caused climate change is happening
 - ❉ Many see current impacts in their community, and more seeing future impacts on the horizon
 - ❉ A large minority are beginning to embrace the opportunity to report on local impacts of climate change
 - ❉ Local climate change reporting may be well on its way to becoming the norm for broadcast meteorologists

Your assistance needed!

- ⊗ 22% response rate? Why?
- ⊗ Did you receive our email request to participate?

If you are a Broadcast Meteorologist please take a minute to fill out the questionnaire and return it to Bernadette, Joe or Sean or place it in the box in the back of the room

Questions?