



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:

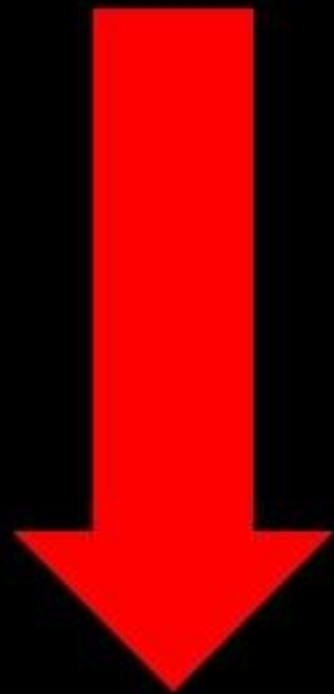
Recent US surveys :

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

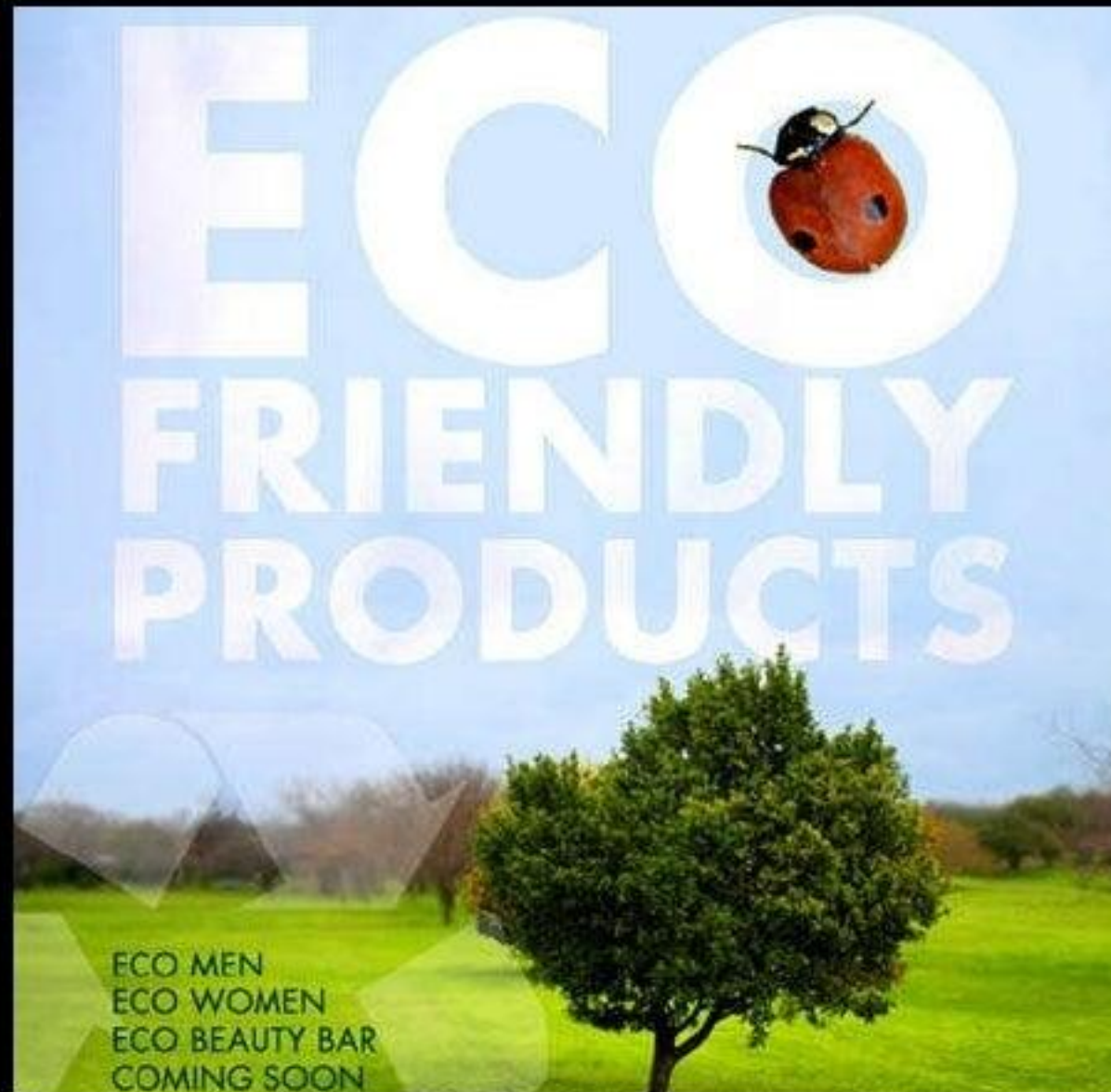
2006, 2007 & most of 2008, Global Warming was a very hot topic

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.)	1	3	3	3
	100	100	100	100

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



The Pew Research Center for the People & the Press

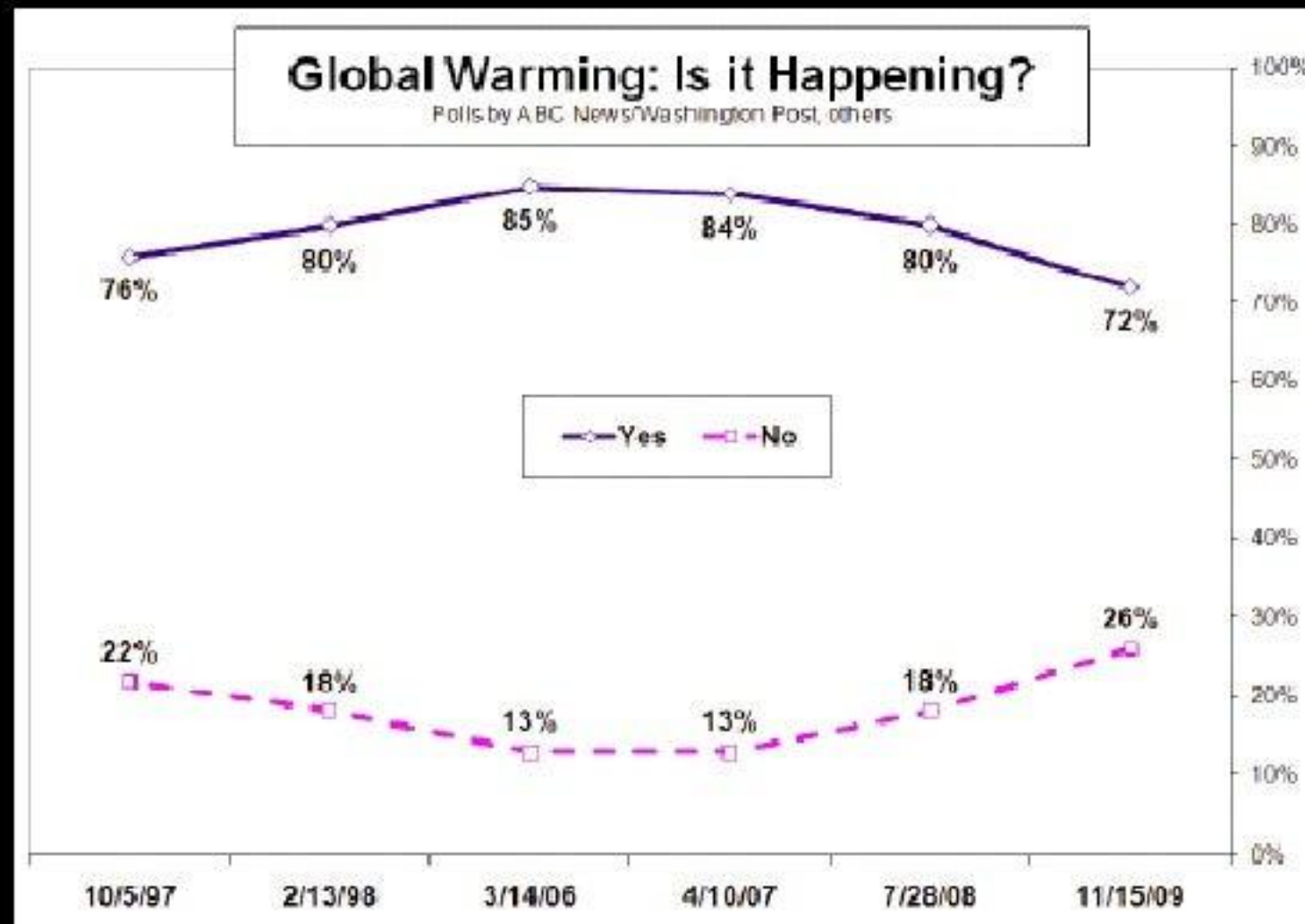
[Pew Research Center survey](#) points to a *sharp decline* in the percentage of Americans who say there is solid evidence that global temperatures are

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

Fewer people see global warming as a

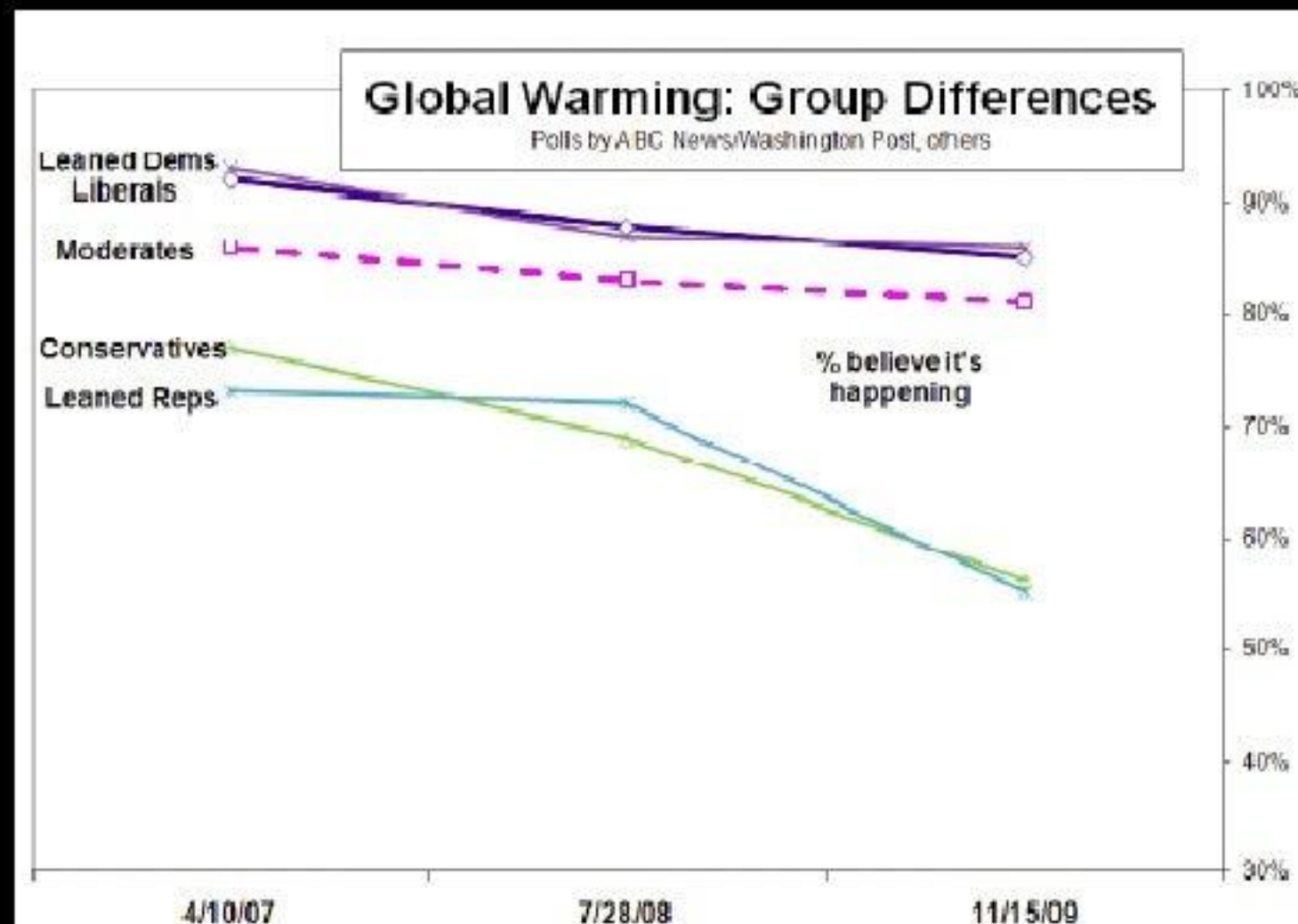
very serious problem (**35%** October 09 versus 44% in April 08).

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



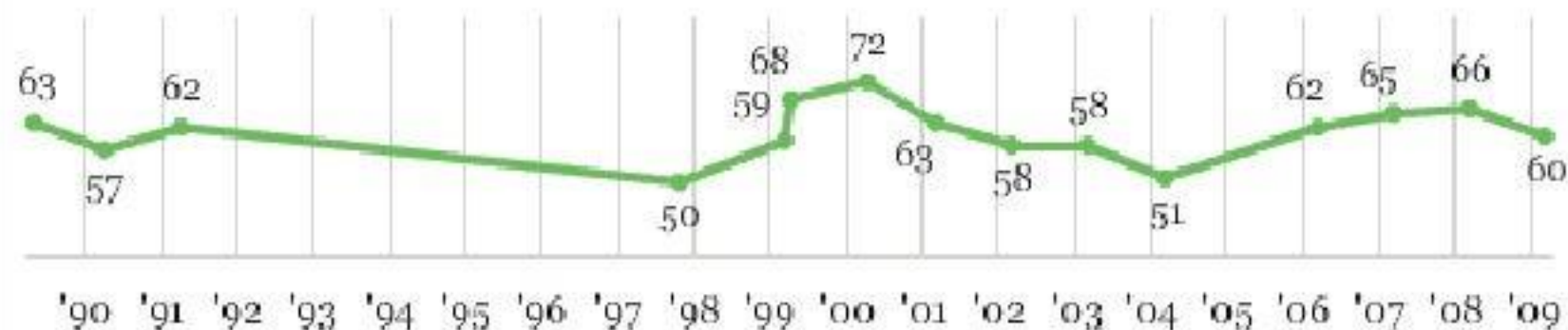
ABC News/ Washington Post, **Nov 09**: The drop has steepened in the last year and a half – mainly among conservatives and Republicans.

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



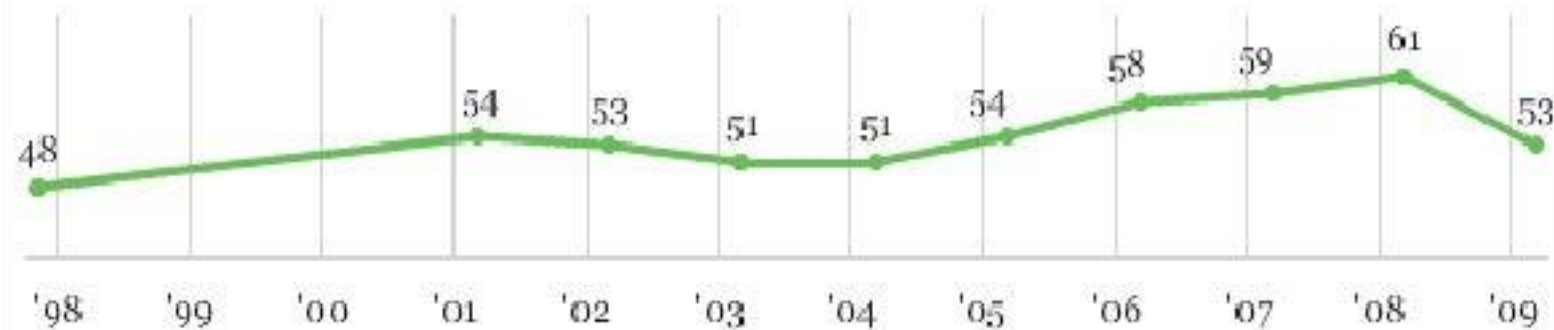
GALLUP POLL

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

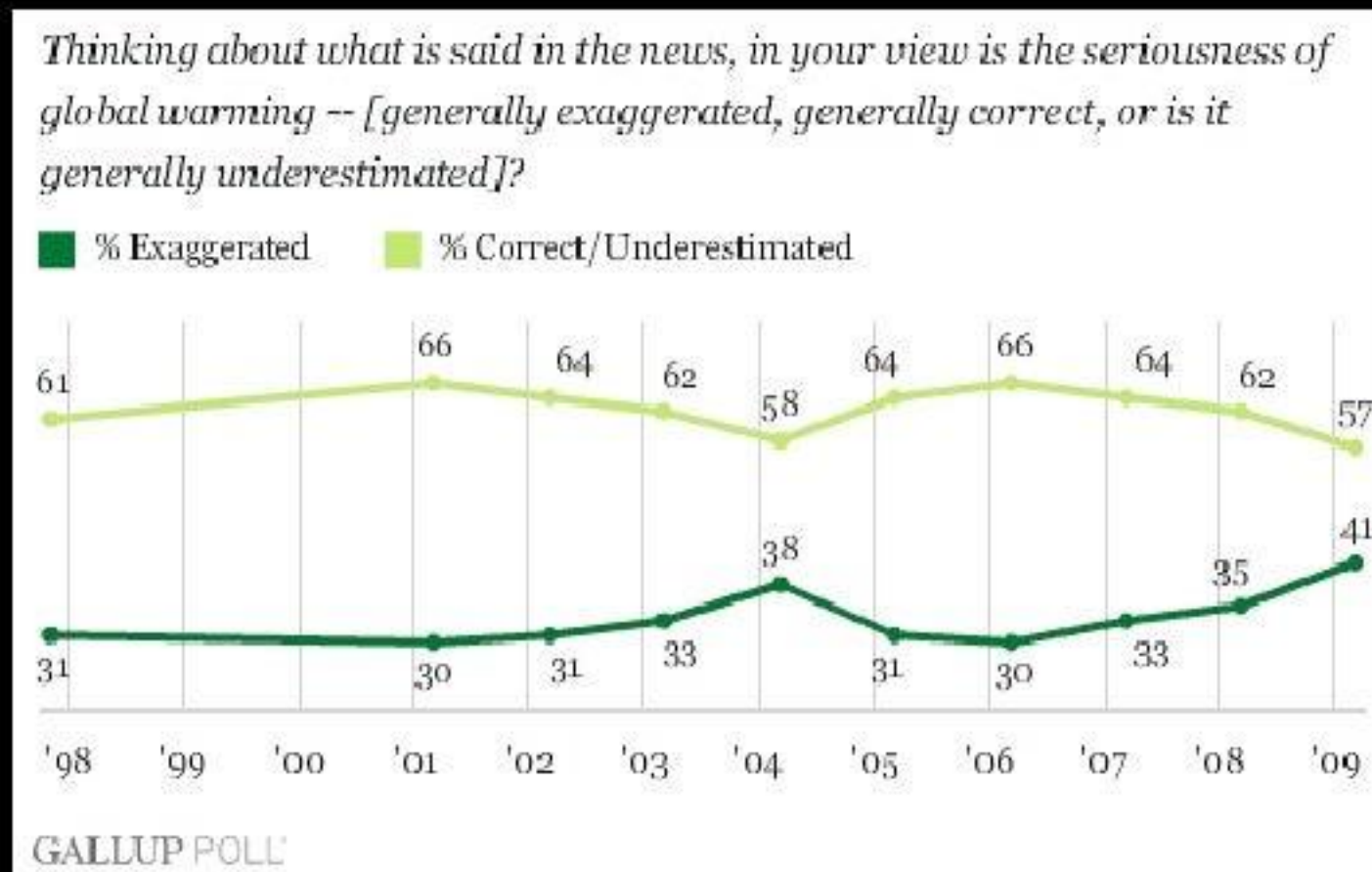


GALLUP POLL

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.

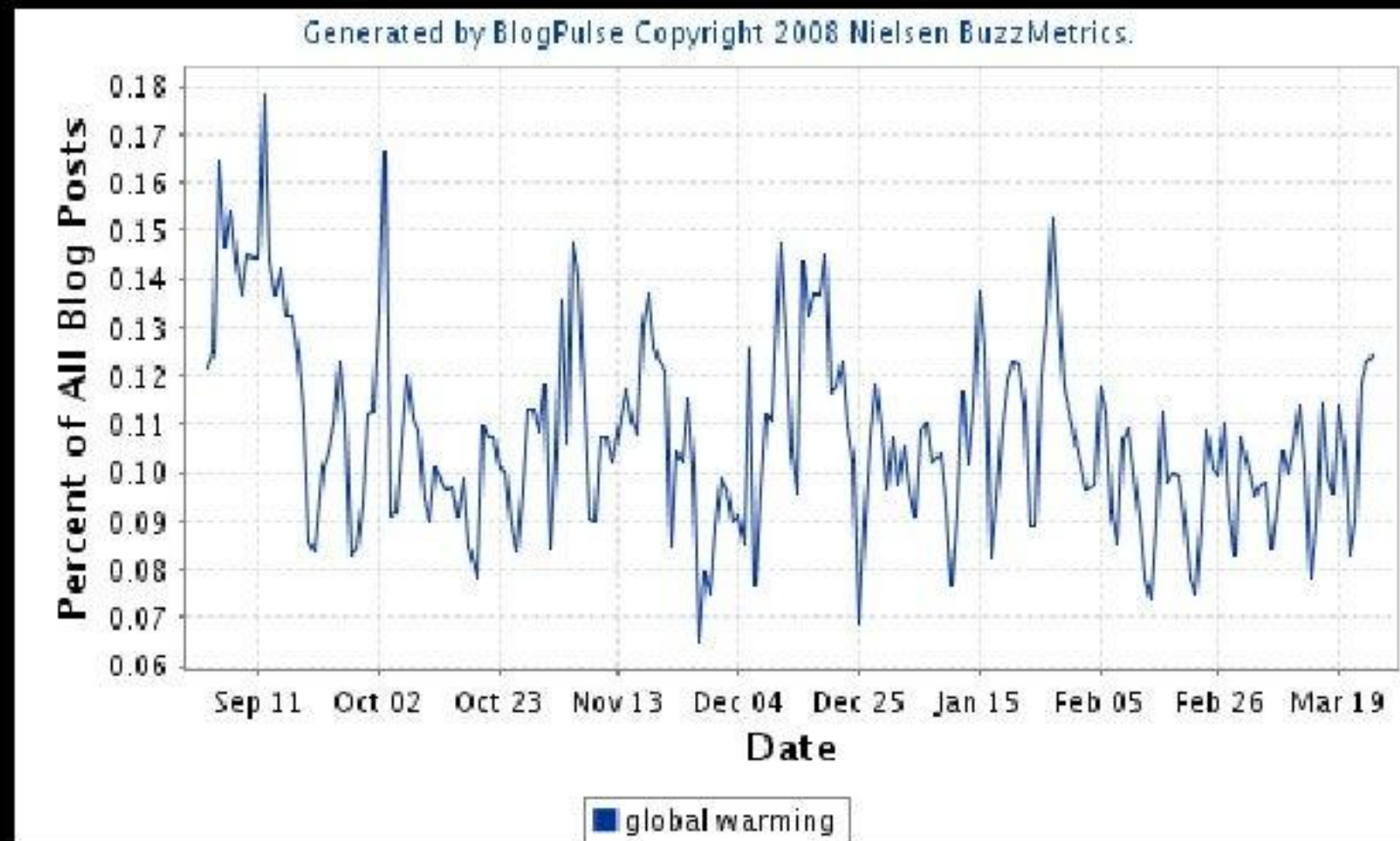


The Rise In Global Warming Concerns Through Web Metric: blogs, twitter and search indications

Is there a hope for change?

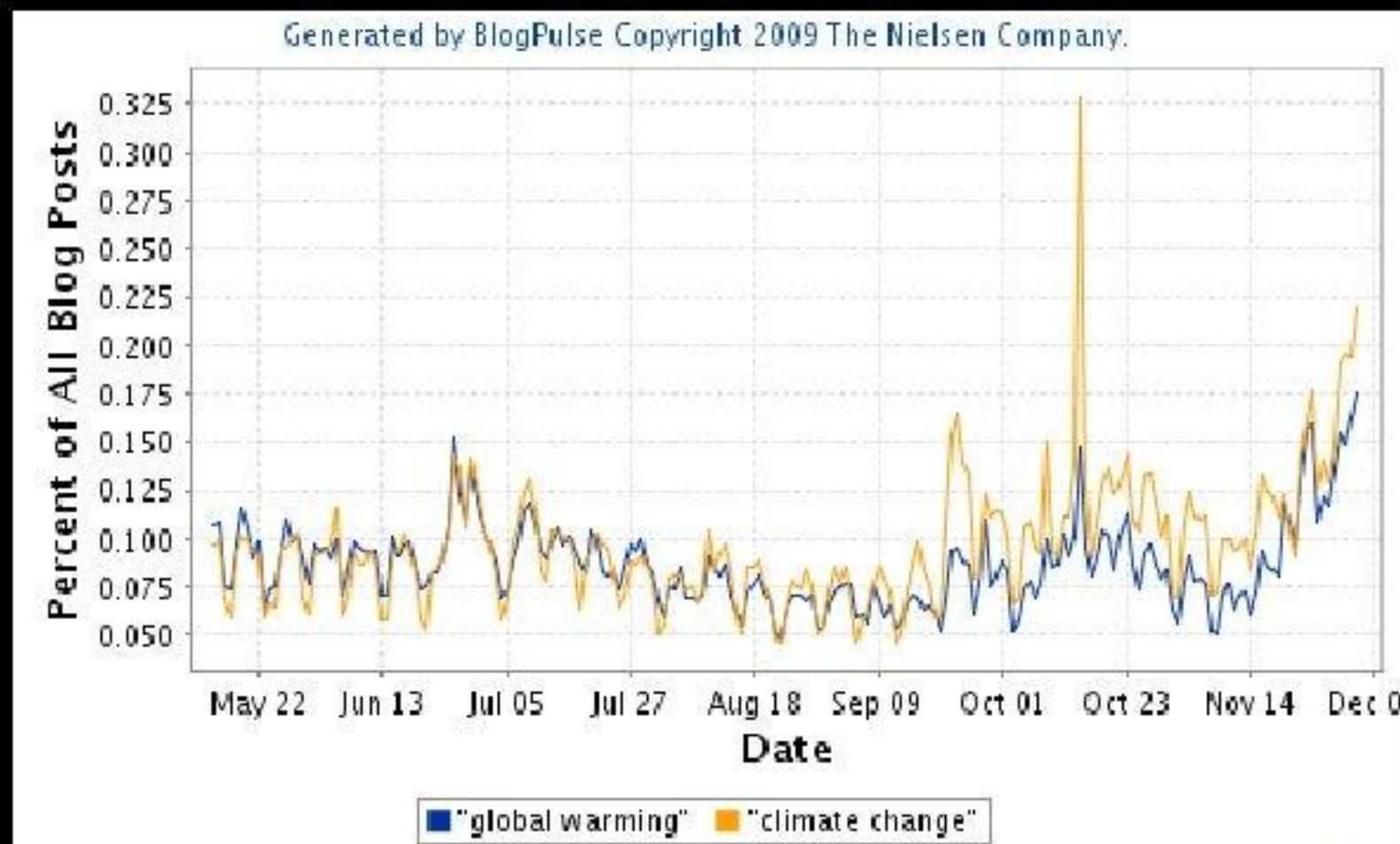
Global Warming Concerns Through Web Measure Indicators

Evidence for the decline in interest was seen in the blogosphere



The Rise In Global Warming Concerns Through Web Measure Indicators

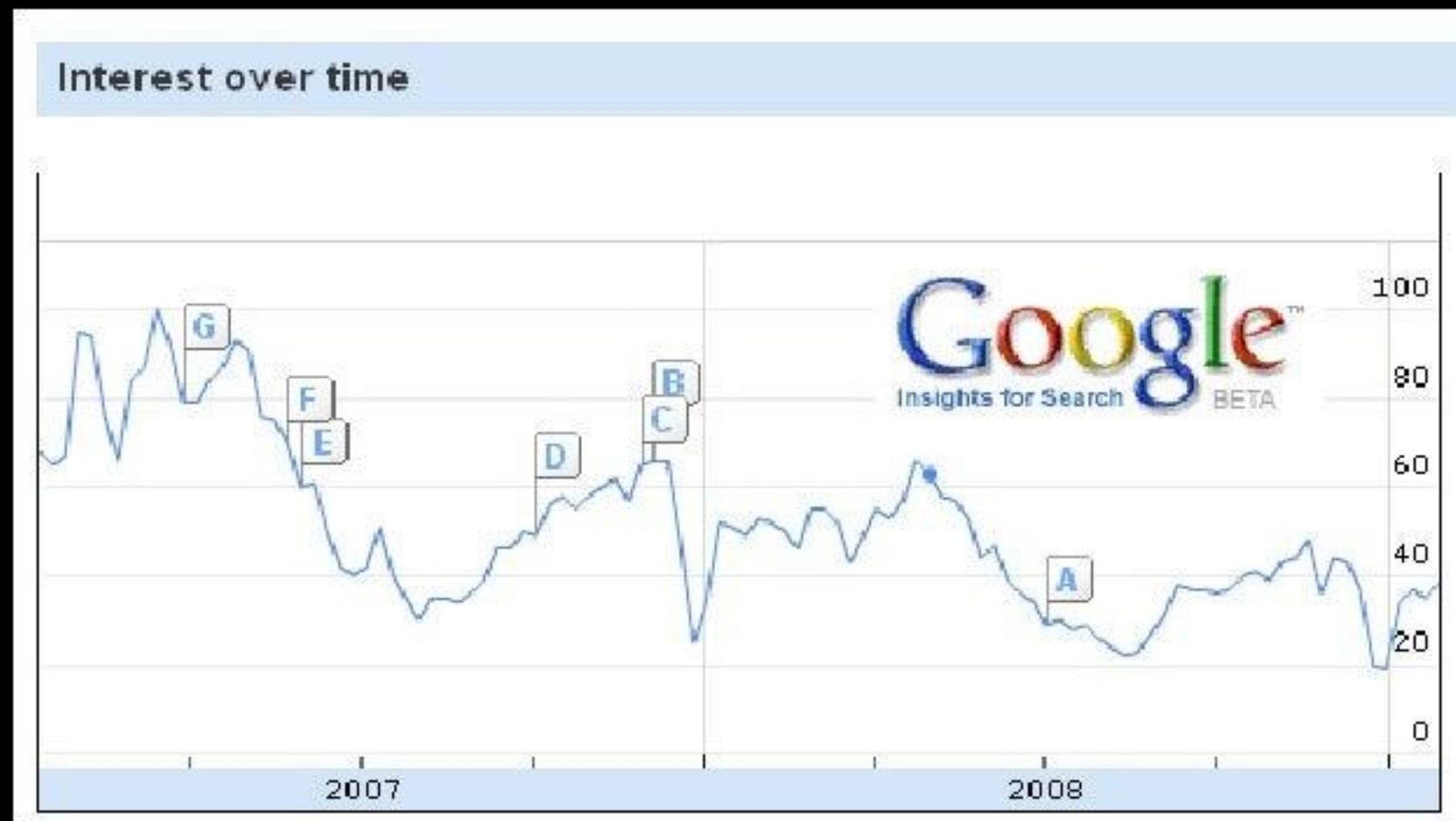
Is there a hope for change?



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

Global Warming Concerns Through Web Measure Indicators

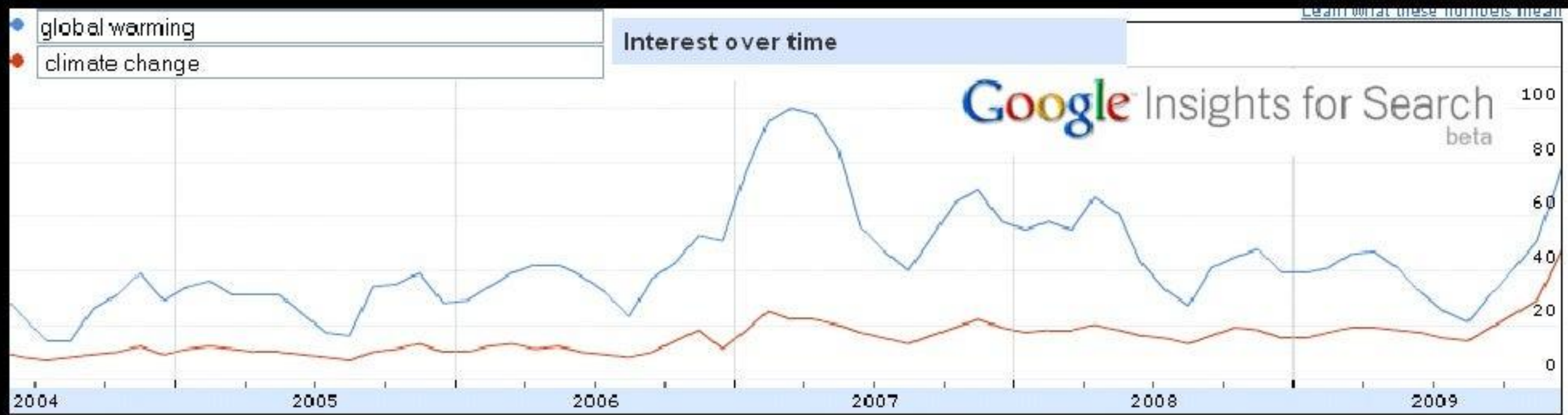
Evidence for the decline in interest can be seen in [Search Volume](#) (world wide)



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

The Rise In Global Warming Concerns Through Web Measure Indicators

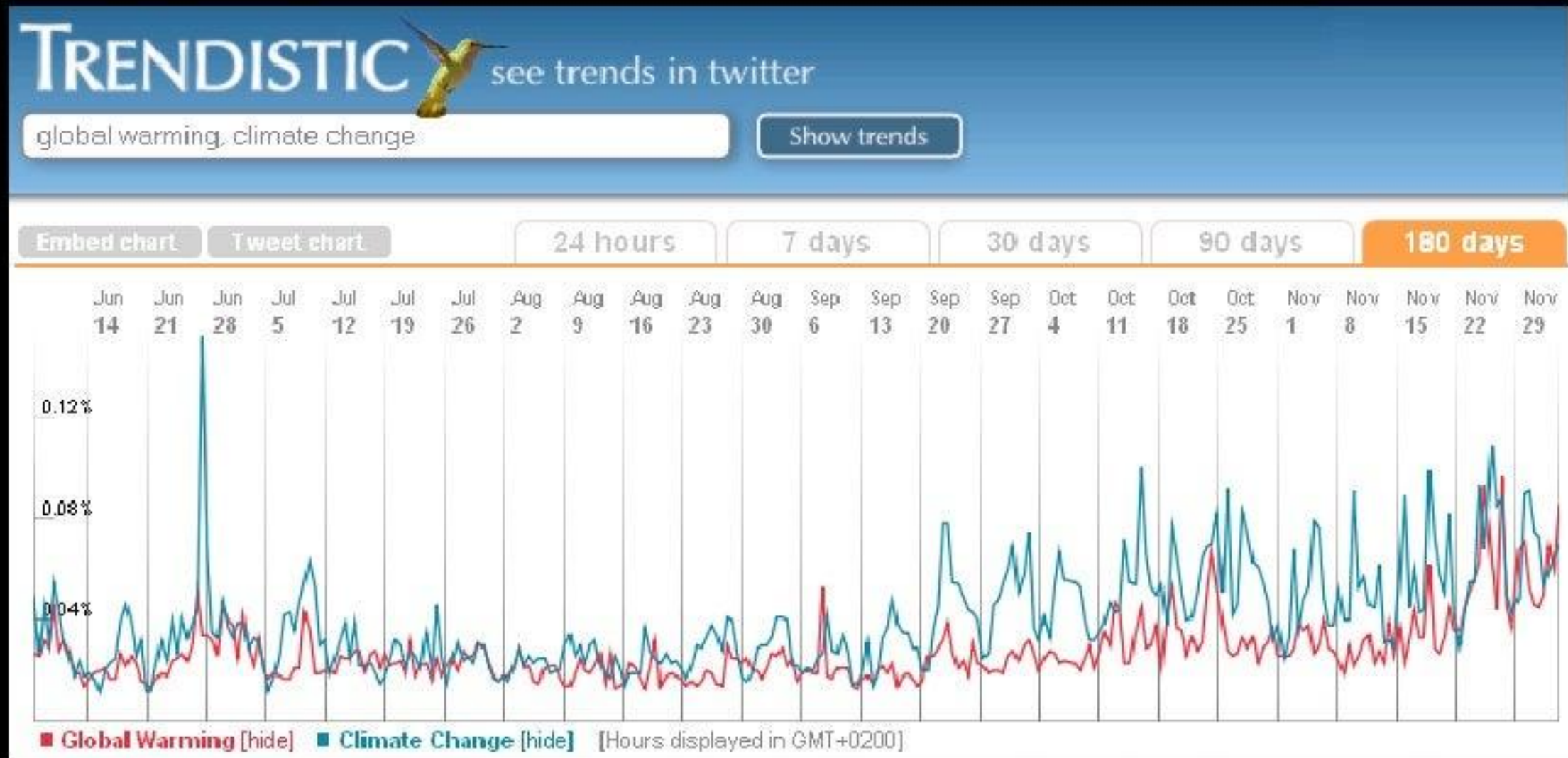
Is there hope for change?



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”