



George Mason University  
Center for Climate Change Communication

## **A National Survey Of Television Meteorologists About Climate Change: Preliminary Findings**

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[http://www.climatechangecommunication.org/resources\\_reports.cfm](http://www.climatechangecommunication.org/resources_reports.cfm)

## Methods

In January and February 2010, using a web-based method, we surveyed all broadcast TV members of the American Meteorological Society (AMS) and the National Weather Association (NWA) using member email lists provided by the two professional associations. All participants were offered \$30 to complete the approximately 20-minute survey.

Of the 1,408 names and email addresses provided by AMS and NWA, 35 people were ineligible because we determined that they no longer worked as TV meteorologists, and 44 email addresses proved to be incorrect (and despite an active search, correct email addresses could not be located). Therefore, the valid initial denominator of our sample was 1,373. Fifty-nine of these people refused to participate, 743 did not respond, and 571 completed at least some portion of the survey, yielding a minimum response rate of 41.6% (which assumes that all non-respondents were eligible to participate).

Using American Association of Public Opinion Research's (AAPOR, 2008)<sup>1</sup> formula for estimating eligibility rate (e) among non-respondents [ $\text{Refusals} / (\text{Refusals} + \text{Known Ineligibles})$ ], we estimated the non-respondent eligibility rate at 62.8%. Applying AAPOR's adjustment for estimated eligibility among non-respondents [ $(\text{Completed and Partial Interviews}) / (\text{Completed and Partial Interview}) + (\text{Refusals}) + e(\text{Unknown Eligibility})$ ] yielded an adjusted response rate of 52.1%.

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<sup>1</sup> American Association of Public Opinion Research, 2008: Standard definitions. Final dispositions of case codes and outcome rates for surveys. Accessed on March 23, 2010 at: [http://www.aapor.org/Response\\_Rates\\_An\\_Overview.htm](http://www.aapor.org/Response_Rates_An_Overview.htm)

## Summary of Findings and Interpretation

**This study was the largest and most representative survey of television weathercasters conducted to date.** The on-line survey of broadcast television members of the American Meteorological Society (AMS) and National Weather Association (NWA) was intended to be a census of the nation's TV weathercasters. A total of 571 respondents completed at least some portion of the survey, a minimum response rate of 42%, and an adjusted response rate of 52%. While consultant research on TV weather and weathercasters abounds, most of that research is proprietary and often the weathercasters themselves don't know the results of that research. Our top-line findings are being distributed directly to survey respondents and their professional associations, and additional detailed analyses are being prepared for submission to peer-reviewed journals and conferences.

**Our findings confirm that TV weathercasters play – or can play – an important role as informal science educators.** Nearly all of our respondents (94%) said they work at stations that do not have anyone else covering science or environmental issues full-time. This number verifies other research showing that only about 10% of TV stations have a dedicated specialist to cover these topics. By default, and in many cases by choice, science stories become the domain of the only scientifically trained person in the newsroom—weathercasters. Two-thirds of our respondents report on science issues once per month or more frequently and one-third would like to report on science issues more frequently. Topics they cover range from astronomy to zoology, and many weathercasters have become the point person for expertise on plate tectonics in local TV newsrooms on the recent earthquakes in Haiti and Chile.

**TV weathercasters embrace the idea of expanding their role beyond forecasting to becoming “station scientists,” a proposal advanced by the AMS to make the weathercasters the “go to” person in a TV newsroom on a variety of science topics.** Four out of five of our respondents (79%) indicated they were comfortable serving in this role and only 9% indicated they weren't. In many cases this means weathercasters will need to seek out more resources and training in order to cover issues outside their own specialty of meteorology.

**Climate change is already one of the most common science topics TV weathercasters discuss.** Nearly all of our respondents (87%) had in some way discussed climate change as part of their duties. The most common venue in which they discuss climate change is in community speaking events (87%), which is also the venue they say is the most appropriate place for them to do so (82%). The second most common way weathercasters discuss the topic is in anchor “chit-chat” (49%), usually going into or out of the on-air weather segment. Often a news producer stacks another weather related story before or after the weather forecast and this is a place weathercasters can face climate change questions or comments from an anchor. Only about a third of weathercasters say they discuss climate change during the on-air weathercast (37%), or in reporter packages (33%), the most important reason being lack of time (79% and 75%, respectively). Only about two-thirds felt that it is appropriate to discuss climate change on-air (62%), and approximately three-quarters felt it appropriate on-line (72%), as many report a concern about audience “backlash.” Many weathercasters also use other avenues to discuss climate change including the news station's blog (31%) and station's web site (28%), on the radio (29%), in personal blogs (25%), and in newspaper columns (14%).

**Two-thirds of weathercasters say they have an interest in reporting on climate change.** Most respondents (62%) indicated that in the future they would like to report on climate change at about the same rate they currently do, but over one quarter (28%) indicated they would like to report on climate change more frequently. Most weathercasters (61%) haven't experienced obstacles to reporting on climate change, but a significant minority have (30%).

In addition to lack of time in the newscast (79%) and lack of time for field reporting (75%), the weathercasters who have experienced obstacles in reporting on climate change pointed to scientific uncertainty about climate change (68%), lack of news management support (64%), lack of access to appropriate visuals/graphics (60%), lack of general management or owner support (55%), lack of viewer support (50%), lack of sufficient knowledge in the subject (48%), and lack of access to trusted scientific information (46%).

**Among the weathercasters who are interested in reporting on climate change, a large majority indicated that various resources would increase their ability to do so.** Over 90% indicated that four resources would be helpful to them in their efforts to report on climate change: (1) access to climate scientists for on camera interviews; (2) access to high-quality graphics/animations to use on-air; (3) access to peer-reviewed journals; and (4) access to Powerpoint presentations to use in community speaking events. Access to high-quality graphics/animations to use on-air was seen as particularly valuable with 73% of respondents rating that resource as “very helpful.” Initial efforts are underway by the National Environmental Education Foundation and the Yale Forum on Climate and the Media to provide some of these resources.

**Weathercasters who are interested in reporting on climate change are interested in covering a wide range of potential local stories in their communities.** These include extreme precipitation and/or flooding (50%), drought and water shortages (48%), extreme heat events (46%), and impacts on local wildlife, crops, air quality and human health (each at 38%). Nearly one quarter of all respondents (24%) indicated that they have already seen evidence of climate change in their local weather patterns, and about half of those sampled expected to see an increasing number of serious weather impacts worldwide, including droughts and water shortages (53%), severe heat waves (52%), floods (51%), extinctions of plant and animal species (51%) and melting of ice caps and glaciers (51%).

**Weathercasters hold a wide range of beliefs about global warming.** Survey participants responded to a variety of questions assessing their beliefs in and attitudes about “global warming,” questions that have been used previously in our public opinion research.<sup>2</sup> More than half of our respondent (54%) indicated that global warming is happening, 25% indicated it isn’t, and 21% say they don’t know yet. About one-third (31%) reported that global warming is caused mostly by human activities, while almost two-thirds (63%) reported it is caused mostly by natural changes in the environment. Half indicated that they have thought “a lot” about global warming, and a large majority said they are fairly or very well informed about the causes of global warming (93%), the consequences of global warming (89%), and the ways to reduce global warming (86%)—numbers that are much higher than public responses to the same questions. Over half of weathercasters indicated that humans could reduce global warming (58%), and that the U.S. should reduce greenhouse gas emissions regardless of what other countries do (63%). Almost half (47%) felt they needed some or a lot more information before forming a firm opinion about global warming, and almost one-third (30%) said they could easily change their mind about global warming. Just over one quarter (27%) agreed with the statement by a prominent TV weathercaster: “global warming is a scam.”

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<sup>2</sup>Leiserowitz, A., E. Maibach, and C. Roser-Renouf, 2010: *Climate change in the American mind: Americans’ global warming beliefs and attitudes in January 2010*. Yale University and George Mason University. New Haven, CT: Yale Project on Climate Change. <http://environment.yale.edu/uploads/AmericansGlobalWarmingBeliefs2010.pdf>

**Only one third of TV weathercasters believe that there is a scientific consensus on climate change.** Despite the strong scientific consensus among climate scientists, almost two-thirds (61%) of TV weathercasters think there is a lot of disagreement among scientists about whether or not global warming is happening. Perhaps partly as a result, 79% of our respondents indicated that coverage of climate change science must reflect a “balance” of viewpoints just as coverage of political or social issues are covered. Prior research conducted by others, however, has shown that “balanced” news coverage about climate change is misleading in that it tends to give audience members the false impression that there is a lot of disagreement among scientists about whether or not global warming is happening.<sup>3</sup>

**Weathercasters express varying degrees of trust in sources of climate change information.** Overall the most trusted sources of climate change information are state climatologists (85%), the NWA (83%), the National Oceanic and Atmospheric Administration and the National Weather Service (82%), peer-reviewed journals (80%), the AMS (79%) and climate scientists (73%). The least trusted climate sources were politicians (4%), religious leaders (11%), mainstream news media (18%), the Intergovernmental Panel on Climate Change (44%), and other TV weathercasters (53%).

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<sup>3</sup> Boykoff, M.T. (2009) We speak for the trees: Media reporting on the environment. *Annual Review of Environment and Resources*, 34:431-57.

## Detailed Findings

NOTE: All results show percentages among all respondents, unless otherwise labeled. Totals may occasionally sum to more than 100 percent due to rounding.

**1. In their professional roles, some meteorologists discuss climate change in different ways. As a weathercaster have you personally discussed climate change in the following ways?**

	Yes
<i>During anchor cross talk on the set</i>	48.9
<i>Speaking before community/civic/school groups</i>	87.2
<i>Reporter packages</i>	32.6
<i>During the on-air weathercast</i>	36.6
<i>On my station's web site</i>	27.6
<i>On my station's blog</i>	31.4
<i>On my personal blog</i>	25.1
<i>On the radio</i>	28.8
<i>In a newspaper column</i>	13.9

*n=571*

**2. How often do you report on Climate Change each month?**

<i>Never</i>	33.4
<i>Less than once a month</i>	47.2
<i>1-2 times a month</i>	14.3
<i>3-4 times a month</i>	2.8
<i>More than 5 times a month</i>	2.3

*n=566*

**3. In the future would you like to report on climate change issues:**

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<i>Less frequently</i>	10.5
<i>About the same</i>	62.0
<i>More frequently</i>	27.5

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*n=563*

**4. How often do you report on science issues other than climate change (e.g., air and water quality, astronomy) each month?**

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<i>Never</i>	7.1
<i>Less than once a month</i>	26.3
<i>1-2 times a month</i>	31.6
<i>3-4 times a month</i>	19.8
<i>5 times a month or more</i>	15.2

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*n=566*

**5. In the future would you like to report on science issues other than climate change :**

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<i>Less frequently</i>	3.9
<i>About the same</i>	62.2
<i>More frequently</i>	33.9

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*n=566*

**6. Here are some questions members of the public sometimes ask about global warming. How often does the public ask you these questions?**

	<b>Often</b>	<b>Sometimes</b>	<b>Rarely</b>	<b>Never</b>	<b>Missing</b>
Do you believe in global warming?	51.4	40.3	7.2	1.1	(3)
Is this (particular) weather event related to global warming?	36.6	47.0	13.9	2.5	(3)
If you can't get the five-day forecast right, how can I trust what you say about global warming?	14.3	25.4	31.0	29.3	(4)
Do you think humans are responsible for global warming?	33.3	47.7	15.5	3.5	(3)
Hasn't the climate always been changing?	30.5	39.4	22.7	7.4	(3)

*n=571*

**7. Here are some questions people in the newsroom sometimes ask about climate change. How often do people in your newsroom ask you these questions?**

	<b>Often</b>	<b>Sometimes</b>	<b>Rarely</b>	<b>Never</b>	<b>Missing</b>
Do you believe in global warming?	19.3	42.7	30.3	7.7	(16)
Is this (particular) weather event related to global warming?	15.2	42.5	30.9	11.4	(18)
If you can't get the five-day forecast right, how can I trust what you say about global warming?	6.3	10.8	29.8	53.1	(17)
Do you think humans are responsible for global warming?	11.0	36.9	37.9	14.2	(16)
Hasn't the climate always been changing?	10.8	33.3	37.8	18.0	(16)

*n=571*

**8. Some TV meteorologists report that they experience obstacles to reporting on climate change. Have you ever experienced any obstacles to reporting on climate change?**

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Yes, I have frequently experienced obstacles to reporting on climate change	4.8
Yes, I have occasionally experienced obstacles to reporting on climate change	24.4
No, I haven't experienced obstacles to reporting on climate change	61.4
Don't know	9.4

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*n=565*

<b>9. How important are the following obstacles for you currently in reporting on climate change?</b>	<b>A very important obstacle</b>	<b>A somewhat important obstacle</b>	<b>Not an obstacle</b>	<b>Missing</b>
Lack of time in the newscast	54.6	24.5	20.8	(0)
Lack of time for field reporting	48.8	26.3	24.9	(3)
My lack of sufficient knowledge in the subject	9.7	38.4	51.9	(0)
Lack of news management support at my station	21.0	42.5	36.4	(2)
Lack of general management or owner support at my station	20.4	35.1	44.5	(5)
Lack of viewer support (i.e., negative reactions by viewers)	16.0	34.4	49.5	(4)
Lack of access to trusted scientific information	15.9	29.9	54.2	(2)
Lack of access to appropriate visuals/graphics to use in reporting	20.6	39.3	40.2	(2)
Scientific uncertainty about climate change	36.0	32.2	31.8	(5)

*n*=216 (Skipped if answer to question 8 was “No”)

<b>10. As a TV weathercaster it is appropriate for me to discuss the science of climate change:</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Missing</b>
On air	19.4	42.4	22.6	12.1	3.4	(10)
On line	23.8	48.5	19.2	7.1	1.4	(8)
Community speaking events	32.0	49.1	15.5	2.5	0.9	(9)

*n*=571

**For the following statements, please indicate your response to each ranging from “strongly agree to “strongly disagree”:**

	<i>Strongly agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly disagree</i>	<i>Missing</i>
11. Global climate models help us understand planetary trends such as increases in global mean temperature.	12.6	39.5	29.1	13.8	5.0	(14)
12. Global warming is a scam.	9.4	16.7	28.8	24.9	20.1	(9)
13. I am comfortable serving in the role as my “station’s scientist.	34.1	44.9	14.0	5.3	1.6	(8)
14. Coverage of climate change science must reflect a “balance” of viewpoints just as coverage of political or social issues should.	45.1	33.7	9.6	8.6	3.0	(10)

*n=571*

**15. Do you have an interest in reporting on climate change?**

<i>Yes</i>	66.4
<i>No</i>	33.6

*n=556*

**16. How helpful would the following resources be in increasing your ability to report on climate change?**

	<i>Very Helpful</i>	<i>Somewhat helpful</i>	<i>Not helpful</i>	<i>Missing</i>
<i>Access to climate scientists for on camera interviews</i>	56.3	37.9	5.9	(0)
<i>Access to high-quality graphics/animations to use on-air</i>	73.2	23.1	3.8	(2)
<i>Access to peer-reviewed science journals</i>	47.3	46.0	6.7	(3)
<i>Access to PowerPoint presentations to use in public speaking events</i>	61.0	31.8	7.2	(1)

*n=384* (Skipped if answer to question 15 was “No”)

**17. What kinds of local climate change stories would you like to report on in your community? (check all that apply)**

<i>Extreme heat events</i>	45.9
<i>Hurricanes</i>	29.2
<i>Extreme precipitation and/or flooding</i>	49.9
<i>Droughts and water shortages</i>	48.0
<i>Impact on crop &amp; livestock production</i>	38.2
<i>Impact on air quality</i>	38.7
<i>Sea-level rise and storm surge</i>	26.3
<i>Forest fires</i>	26.8
<i>Impact on local wildlife (i.e., animals, plants)</i>	38.0
<i>Impact on human health (e.g., mosquito-borne disease water-borne disease)</i>	38.4

*n=384* (Skipped if answer to question 15 was “No”)

**18. Have you seen any evidence of climate change in your local weather patterns?**

<i>Yes</i>	24.0
<i>No</i>	48.6
<i>Don't know</i>	27.4

*n=558*

**19. How much do you trust or distrust the following as a source of information about climate change?**

	<i>Strongly distrust</i>	<i>Somewhat distrust</i>	<i>Somewhat trust</i>	<i>Strongly trust</i>	<i>Missing</i>
<i>Climate scientists</i>	6.3	20.6	48.1	25.0	(14)
<i>Peer-reviewed science journals</i>	2.5	17.6	56.7	23.2	(14)
<i>AMS Conferences/meetings</i>	5.4	15.8	57.6	21.2	(17)
<i>NWA Conferences/meetings</i>	1.5	15.5	63.9	19.1	(48)
<i>Mainstream news media sources</i>	36.5	45.7	17.4	0.4	(15)
<i>Intergovernmental Panel on Climate Change</i>	25.1	30.6	31.0	13.3	(13)
<i>NOAA/NWS</i>	1.8	15.6	53.4	29.1	(15)
<i>State climatologists</i>	1.3	13.6	60.6	24.5	(20)
<i>Other television weathercasters</i>	9.1	37.4	50.7	2.7	(23)
<i>Political leaders</i>	65.4	30.9	3.8	0.0	(11)
<i>Religious leaders</i>	54.7	34.0	10.4	0.9	(24)

*n=571*

**20. Would you air professionally produced, scientifically reviewed, briefs reports on climate change that your station could customize for your viewing audience?**

<i>Yes</i>	34.8
<i>No</i>	21.0
<i>Don't Know</i>	44.3

*n=558*

**21. Research has shown that, regarding attitudes about climate change, there are six distinct groups of Americans. Please estimate – totaling to 100% -- what proportion of your viewers fall into each of these six attitudinal categories.**

	<i>Mean</i>
<i>Alarmed (people who are very certain that climate change is real and are changing their behavior)</i>	10.8
<i>Concerned (people who are certain that climate change is real, but aren't doing much about it)</i>	16.2
<i>Cautious (people who tend to believe that climate change is real, but they aren't completely certain)</i>	18.7
<i>Disengaged (people who haven't given it much thought and don't have an opinion about it)</i>	18.2
<i>Doubtful (people who tend to doubt that climate change is real, but aren't certain)</i>	18.4
<i>Dismissive (people who are very certain that climate change is not real)</i>	17.5

*n=543*

The following questions refer to “global warming” rather than “climate change” because they are questions that have been asked previously in public opinion surveys.

**22. What do you think? Do you think that global warming is happening? How sure are you?**

<b>Yes</b>	<b>53.9</b>
<i>Extremely sure</i>	15.0
<i>Very sure</i>	39.7
<i>Somewhat sure</i>	42.7
<i>Not at all sure</i>	2.7
<b>Don't know</b>	<b>21.2</b>
<b>No</b>	<b>25.0</b>
<i>Not at all sure</i>	1.4
<i>Somewhat sure</i>	42.0
<i>Very sure</i>	45.5
<i>Extremely sure</i>	11.2

*n=558*

**23. Assuming global warming is happening, do you think it is ...**

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<i>Caused mostly by human activities</i>	31.4
<i>Caused mostly by natural changes in the environment</i>	62.7
<i>None of the above because global warming isn't happening</i>	5.9

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*n=510*

**24. How worried are you about global warming?**

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<i>Very worried</i>	7.4
<i>Somewhat worried</i>	34.5
<i>Not very worried</i>	39.5
<i>Not at all worried</i>	18.7

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*n=557*

**25. How much do you think global warming will harm you personally?**

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<i>Not at all</i>	35.7
<i>Only a little</i>	38.2
<i>A moderate amount</i>	15.6
<i>A great deal</i>	2.5
<i>Don't know</i>	7.9

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*n=557*

**26. When do you think global warming will start to harm people in the United States?**

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They are being harmed now	13.6
In 10 years	6.5
In 25 years	14.2
In 50 years	14.3
In 100 years	15.6
Never	35.8

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*n=537*

**27. How much do you think global warming will harm future generations of people?**

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Not at all	20.3
Only a little	19.4
A moderate amount	22.3
A great deal	20.0
Don't know	18.0

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*n=556*

**28. How much had you thought about global warming before today?**

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Not at all	1.3
A little	9.2
Some	39.9
A lot	49.6

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*n=556*

**29. How important is the issue of global warming to you personally?**

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Not at all important	7.4
Not too important	20.9
Somewhat important	41.2
Very important	23.6
Extremely important	7.0

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*n=556*

**30. Do you agree or disagree with the following statement: “I could easily change my mind about global warming.”**

---

Strongly agree	3.2
Somewhat agree	27.0
Somewhat disagree	43.0
Strongly disagree	26.8

---

*n=556*

**31. How many of your friends share your views on global warming?**

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None	0.7
A few	15.3
Some	36.1
Most	46.2
All	1.6

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*n=554*

**32. Which of the following statements comes closest to your view?**

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Global warming isn't happening	10.8
Humans can't reduce global warming, even if it is happening	31.6
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to	13.9
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed	42.2
Humans can reduce global warming, and we are going to do so successfully	1.5

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*n=547*

**33. Do you think citizens themselves should be doing more or less to address global warming?**

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Much less	7.0
Less	11.3
Currently doing the right amount	24.8
More	46.7
Much more	10.2

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*n=540*

**34. Over the past 12 months, how many times have you punished companies that are opposing steps to reduce global warming by NOT buying their products?**

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Never	76.9
Once	1.1
A few times (2 or 3)	7.8
Several times (4 or 5)	1.8
Many times (6 or more)	2.0
Don't know	10.4

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*n=550*

**35. Do you think global warming should be a low, medium, high, or very high priority for the President and Congress?**

Low	48.4
Medium	29.0
High	16.5
Very high	6.1

*n=556*

**36. People disagree whether the United States should reduce greenhouse gas emissions on its own, or make reductions only if other countries do too. Which of the following statements comes closest to your own point of view? The United States should reduce its greenhouse gas emissions...**

Regardless of what other countries do	63.1
Only if other industrialized countries (such as England, Germany and Japan) reduce their emissions	2.9
Only if other industrialized countries and developing countries (such as China, India and Brazil) reduce their emissions	15.5
The US should not reduce its emissions	11.8
Don't know	6.7

*n=550*

**37. Personally, how well informed do you feel you are about...**

	<i>Not at all informed</i>	<i>Not very well informed</i>	<i>Fairly well informed</i>	<i>Very well informed</i>	<i>Missing</i>
The different causes of global warming	0	7.8	59.7	32.5	(18)
The different consequences of global warming	0	12.3	59.0	28.7	(17)
Ways in which we can reduce global warming	0.5	13.1	60.4	26.0	(20)

*n=571*

**38. On some issues people feel that they have all the information they need in order to form a firm opinion, while on other issues they would like more information before making up their mind. For global warming, where would you place yourself?**

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I need a lot more information	13.2
I need some more information	33.7
I need a little more information	32.6
I do not need any more information	20.5

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*n=555*

**39. Which of the following statements comes closer to your own view?**

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Most scientists think global warming is happening	33.1
Most scientists think global warming is not happening	3.2
There is a lot of disagreement among scientists about whether or not global warming is happening	61.2
Don't know enough to say	2.5

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*n=556*

**40. Worldwide over the next 20 years, do you think global warming will cause more or less of the following, if nothing is done to address it?**

	<i>Many Less</i>	<i>A few less</i>	<i>No difference</i>	<i>A few more</i>	<i>Many more</i>	<i>Don't know</i>	<i>Missing</i>
Intense hurricanes	0.5	1.1	51.1	28.7	8.2	10.4	(21)
Extinctions of plant and animal species	0.5	1.1	36.8	37.0	14.2	10.3	(20)
Famines and food shortages	0.9	0.9	43.0	29.3	16.3	9.6	(18)
Droughts and water shortages	0.7	0.5	37.7	30.9	22.2	7.9	(17)
People living in poverty	0.7	0.9	52.4	21.9	10.7	13.4	(19)
Refugees	1.1	0.7	52.6	20.7	12.0	12.9	(20)
Severe heat waves	0.7	0.4	39.5	35.0	17.2	7.2	(19)
Forest fires	0.5	0.2	42.4	30.4	16.4	10.0	(22)
Disease epidemics	0.5	0.2	52.0	23.6	9.6	14.1	(19)
Floods	0.4	0.4	40.0	34.2	16.4	8.7	(21)

*n=571*

<b>41. Worldwide over the next 20 years, how likely do you think it is that global warming will cause each of the following if nothing is done to address it?</b>	<b>Very Unlikely</b>	<b>Somewhat Unlikely</b>	<b>Somewhat Likely</b>	<b>Very likely</b>	<b>Don't know</b>	<b>Missing</b>
Expanding deserts	20.0	21.3	31.9	9.7	17.0	(17)
Melting ice caps and glaciers	15.3	13.3	29.0	32.2	10.2	(22)
Abandoning large coastal cities due to rising sea levels	44.0	26.3	16.3	4.2	9.2	(19)
Increased opportunities for crop production	16.5	27.5	29.7	4.3	21.9	(19)

*n=554*

**42. Have you heard anything in the news recently about controversial emails between climate scientists in England and the US? Some news organizations have called the release of these emails “Climategate.”**

Yes	82.4
No	13.3
Don't know	4.3

*n=556*

**43. How closely have you followed the news stories about the controversial emails?**

Very closely	30.5
Somewhat closely	37.6
A little	25.5
Not at all	6.4

*n=455* (Skipped if answer to question 42 was “No” or “Don't know”)

**44. Would you say the news stories about the controversial emails made you:**

---

Much more certain that global warming IS happening	0.9
Somewhat more certain that global warming IS happening	1.6
Somewhat more certain that global warming IS NOT happening	25.9
Much more certain that global warming IS NOT happening	15.9
They had no influence on my level of certainty	55.6

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*n=428* (Skipped if answer to question 43 was “Not at all”)

**This final set of questions is about you and your station.**

**45. I have (check all that apply):**

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the AMS CBM seal	28.7
the AMS seal of approval	55.0
the NWA seal of approval	33.3
no seal of approval	12.3

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*n=571*

**46. I am**

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Primary anchor/Chief meteorologist	43.2
Weekend anchor	27.6
Morning/Noon anchor	29.2

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*n=521*

**47. I am:**

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Male	81.5
Female	18.5

---

*n=552*

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**48. I am (Age):**

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<29	14.2
30-39	34.8
40-49	28.6
50-59	16.6
>60	5.8

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*n=555*

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**49. In a typical month, how many community speaking events do you participate in?**

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None	9.6
1-3	69.9
4-6	14.3
7-9	2.7
> 10	3.4

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*n=551*

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**50. Does your station have a full-time science reporter?**

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Yes	4.7
No	94.1
Don't know	1.3

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*n=555*

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**51. In general, do you think of yourself as:**

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Very conservative	7.1
Somewhat conservative	30.8
Moderate	35.1
Somewhat liberal	19.0
Very liberal	6.3
Don't know	1.6

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*n=552*