

Framing Peak Petroleum as a Public Health Problem: Audience Research and Participatory Engagement

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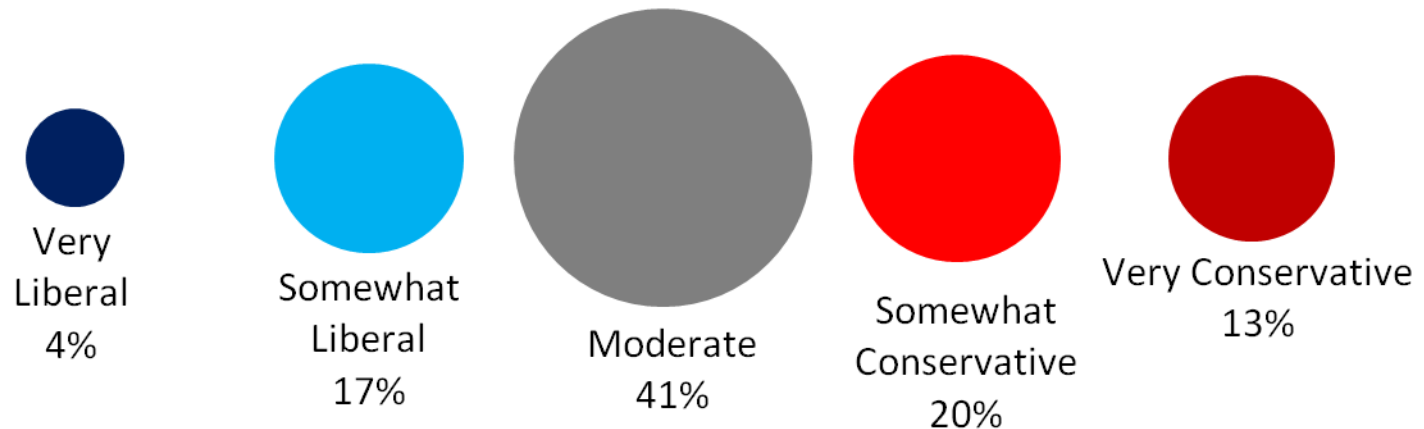
AJPH Online Prepublication August, 2011

Read a PDF of the study at the
[Climate Shift Project web site](#).

Supplementary Graphs Displaying Perceptions by Ideology and Views on Climate Change

Ideological Distribution of Americans, Jan. 2010

* Percentage of respondents self-identifying by category.



Note: Respondents were asked: "In general, do you think of yourself as ...very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative."

Sample size = 1,001. Approximately 5% refused the question.

Percentage of respondents by ideology who believe that oil prices are "very likely" to triple over next five years.

60
50
40
30
20
10
0

Very Liberal
30%

Somewhat Liberal
21%

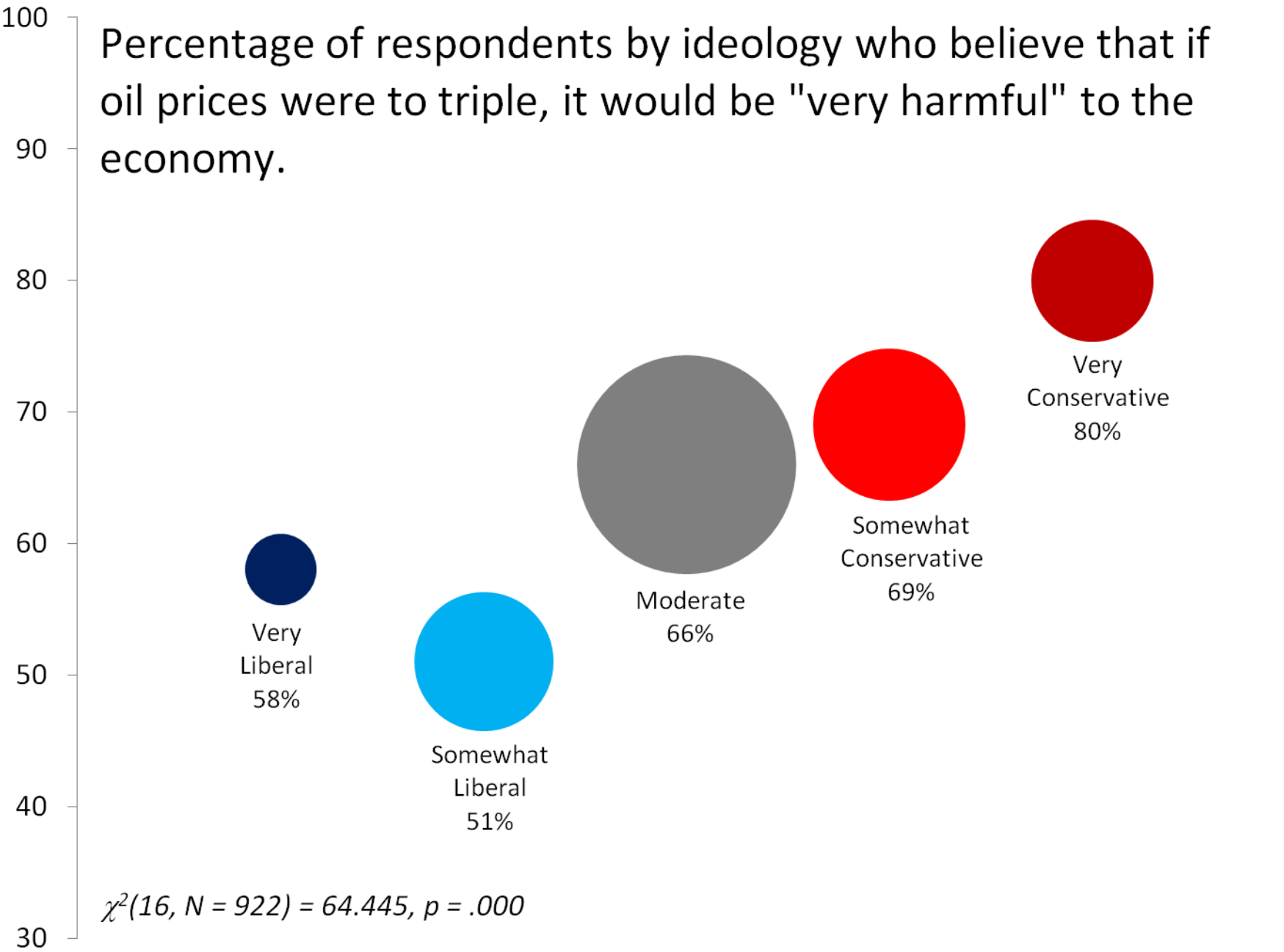
Moderate
25%

Somewhat Conservative
16%

Very Conservative
35%

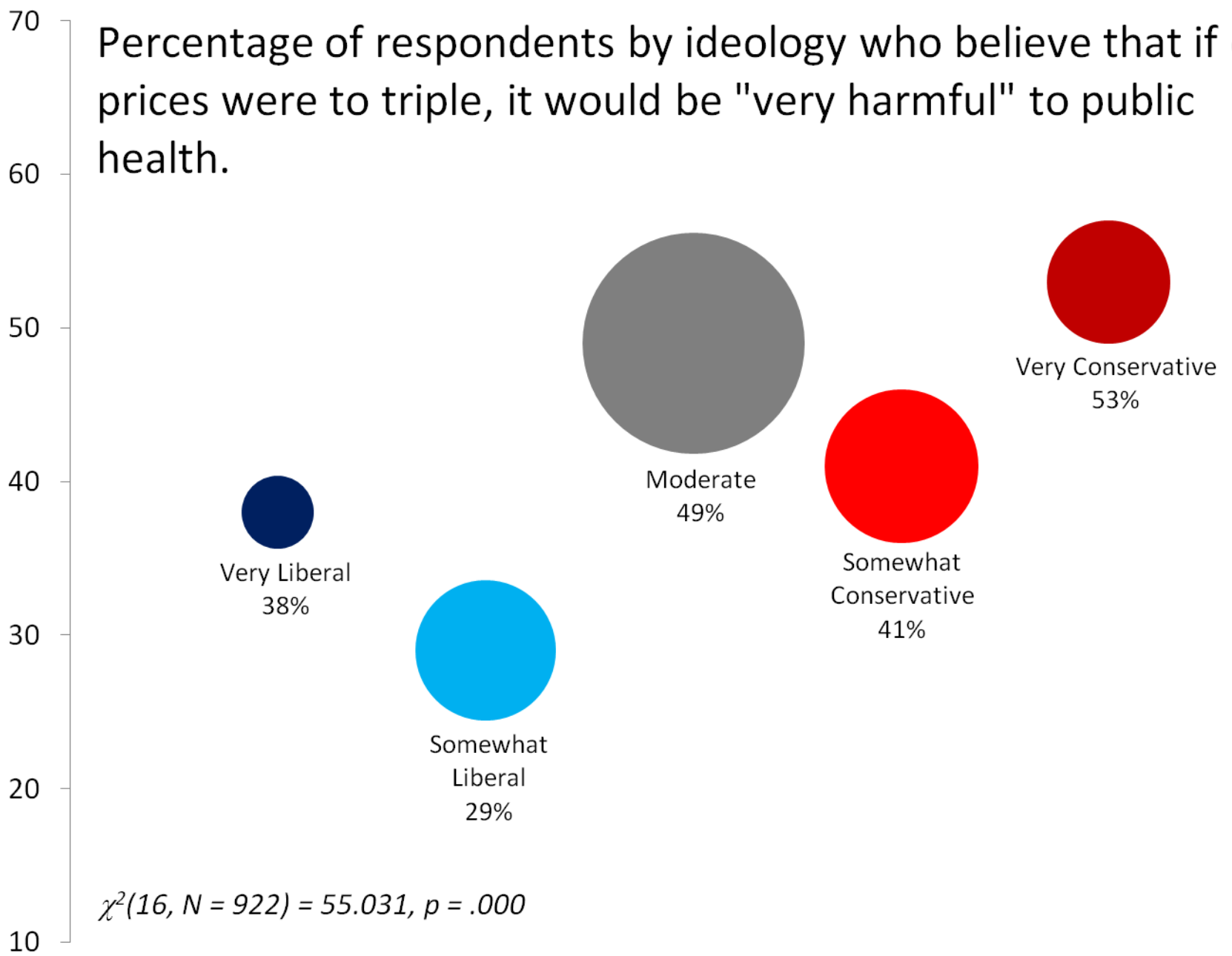
$\chi^2(12, N = 925) = 42.626, p = .000$

Percentage of respondents by ideology who believe that if oil prices were to triple, it would be "very harmful" to the economy.



$\chi^2(16, N = 922) = 64.445, p = .000$

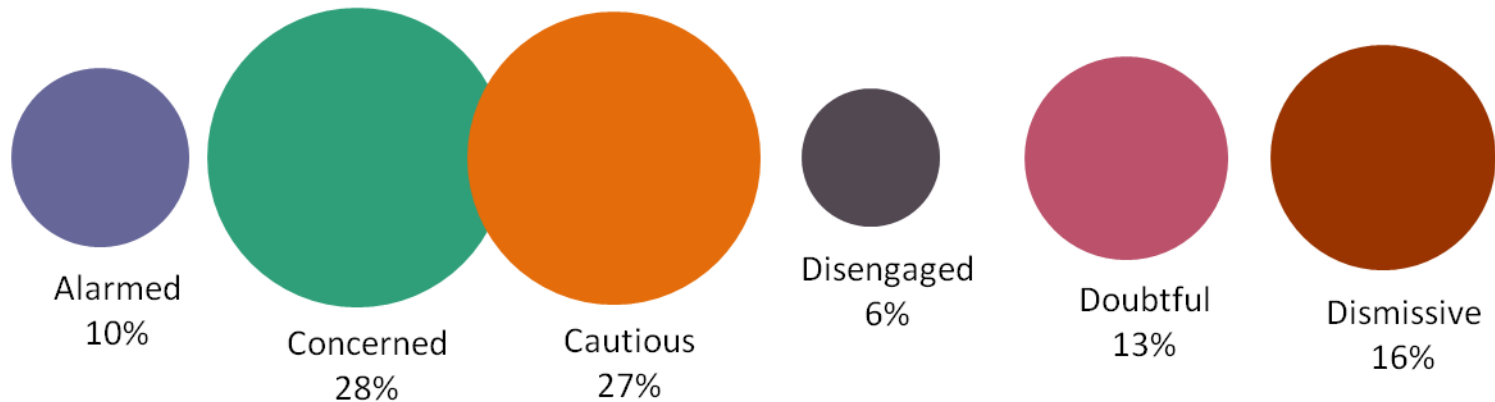
Percentage of respondents by ideology who believe that if oil prices were to triple, it would be "very harmful" to public health.



$\chi^2(16, N = 922) = 55.031, p = .000$

Distribution of Americans Views on Climate Change, Jan. 2010

* Unique audience segments derived from climate change-related attitudes, beliefs, knowledge and behaviors.

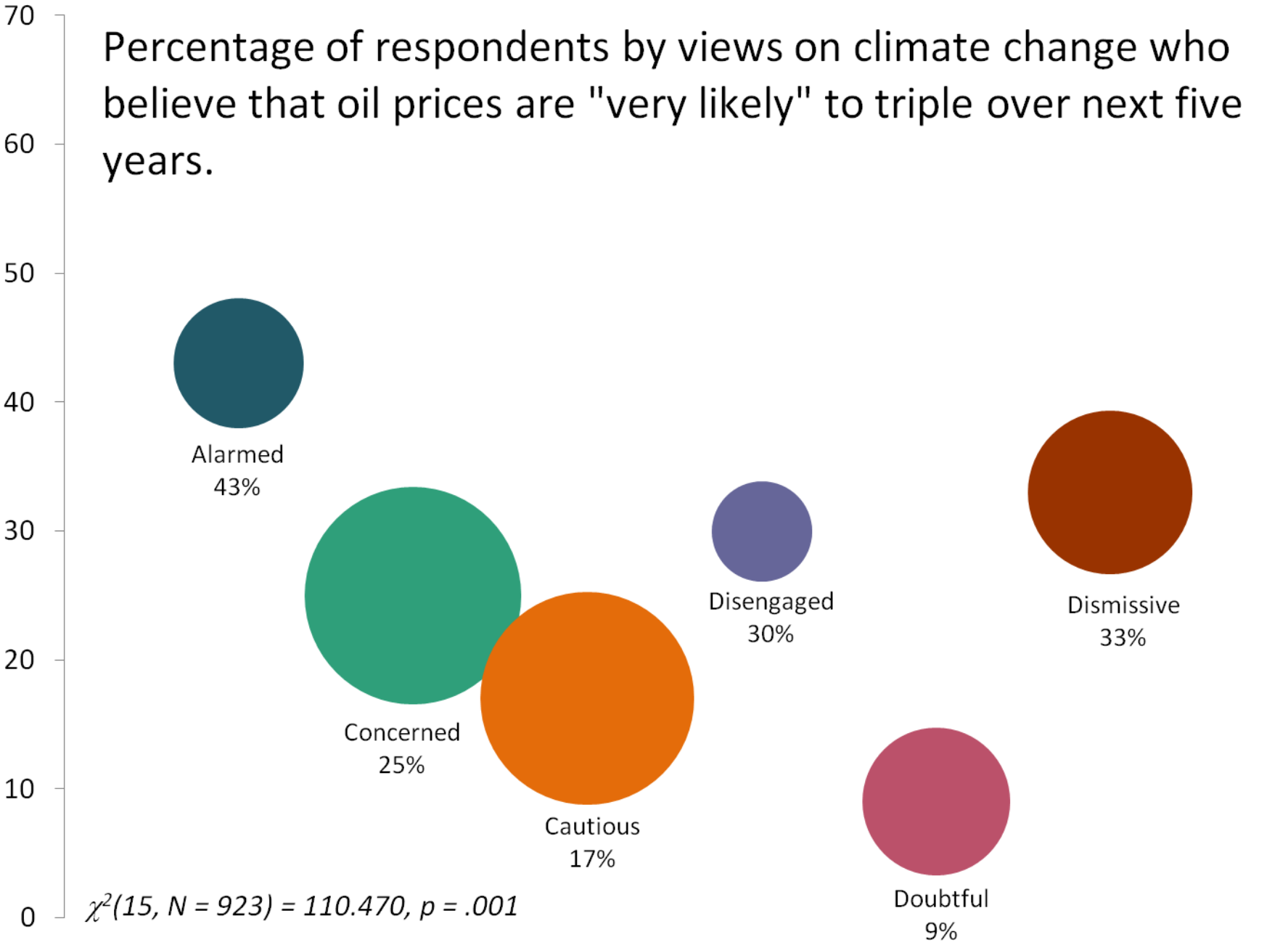


Highest Belief
Most Concerned
Most Motivated

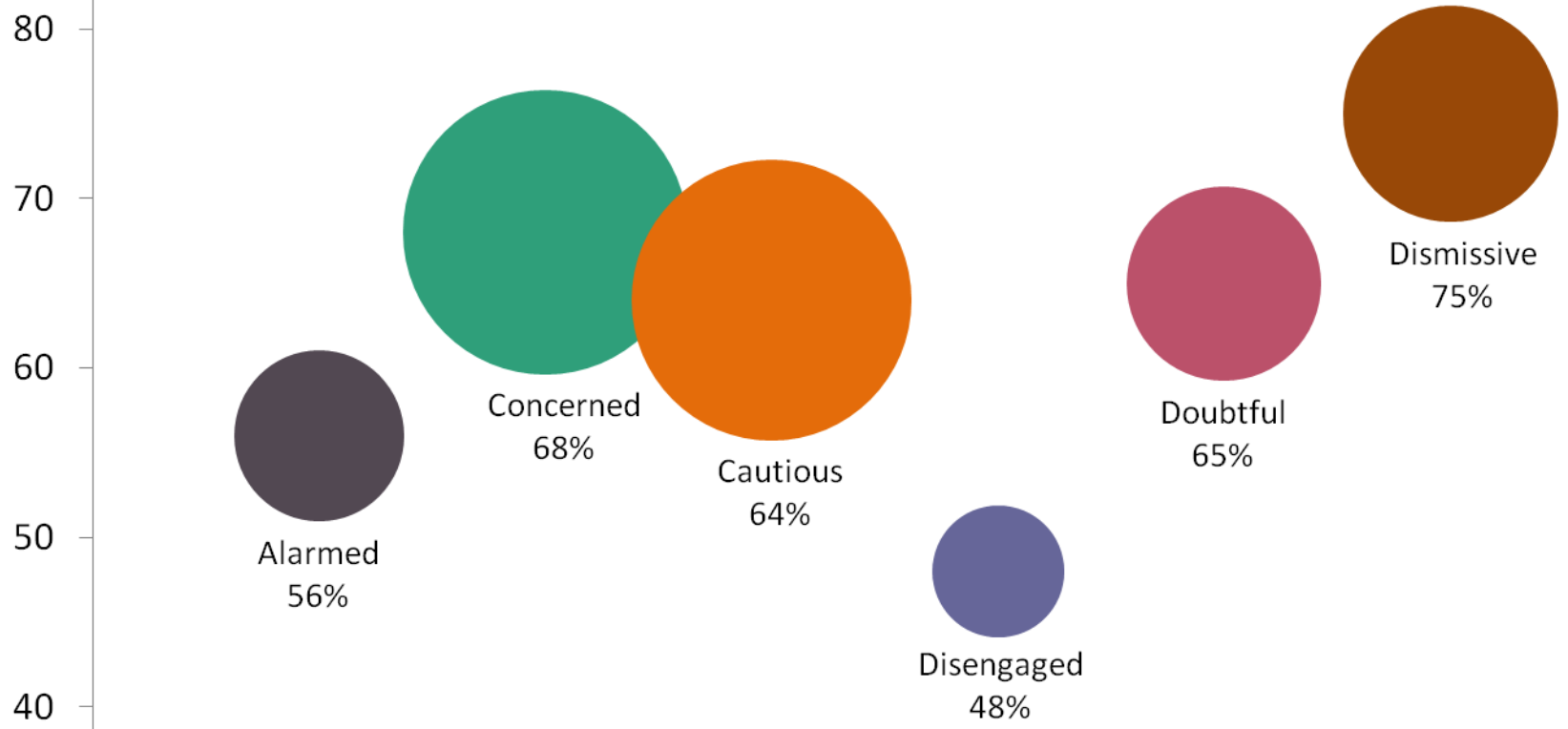
Lowest Belief
Least Concerned
Least Motivated

Note: See Maibach EW et al. (2011). *PLoS One*, 10;6(3):e17571 for segmentation methodology.
Sample size = 1,001.

Percentage of respondents by views on climate change who believe that oil prices are "very likely" to triple over next five years.

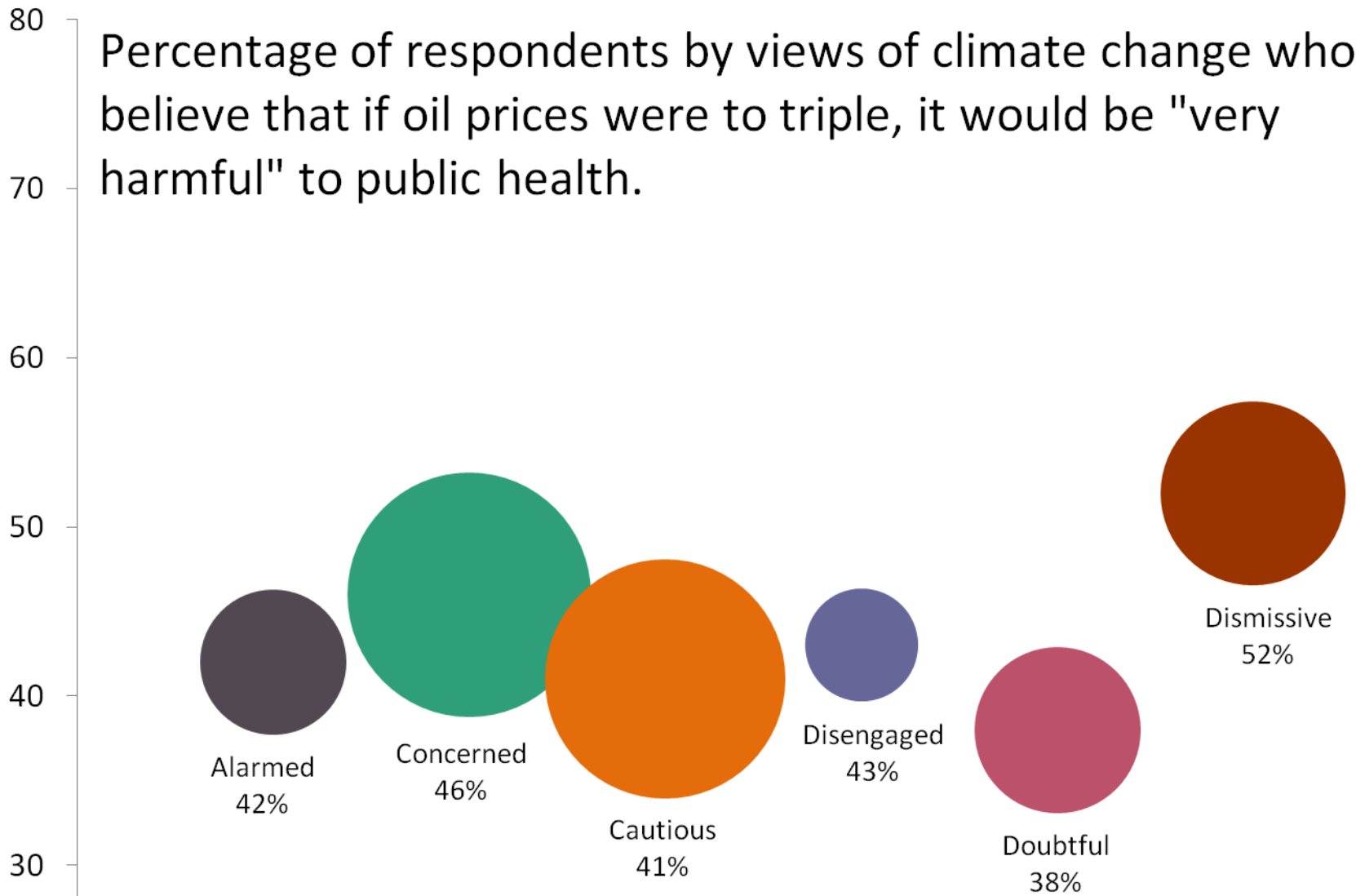


Percentage of respondents by views of climate change who believe that if oil prices were to triple, it would be "very harmful" to the economy.



$\chi^2(20, N = 922) = 69.115, p = .001$

Percentage of respondents by views of climate change who believe that if oil prices were to triple, it would be "very harmful" to public health.



$\chi^2(20, N = 923) = 73.495, p = .001$