

# North Carolina Cooperative Extension Perceptions and the Six Americas of Climate Change

## PINEMAP – Aim 6- Extension

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### 70% of North Carolina Cooperative Extension (NCCE) are Alarmed, Concerned or Cautious about global warming.

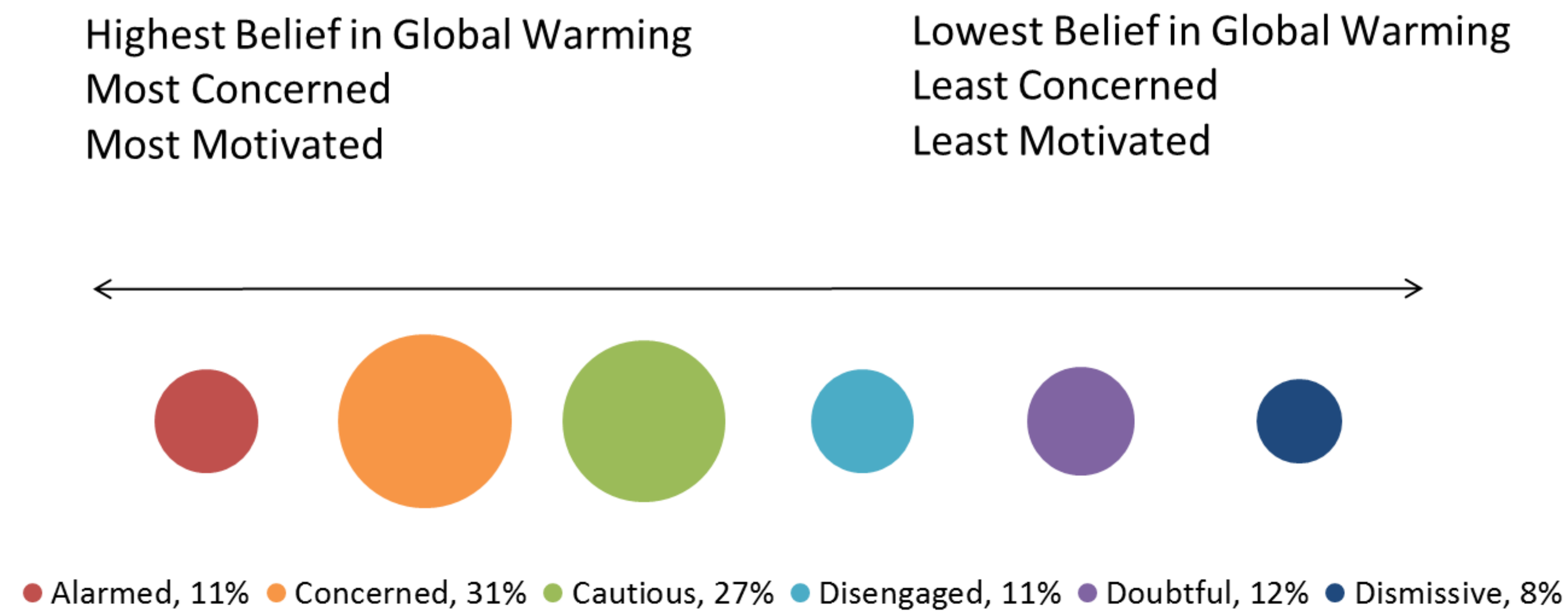
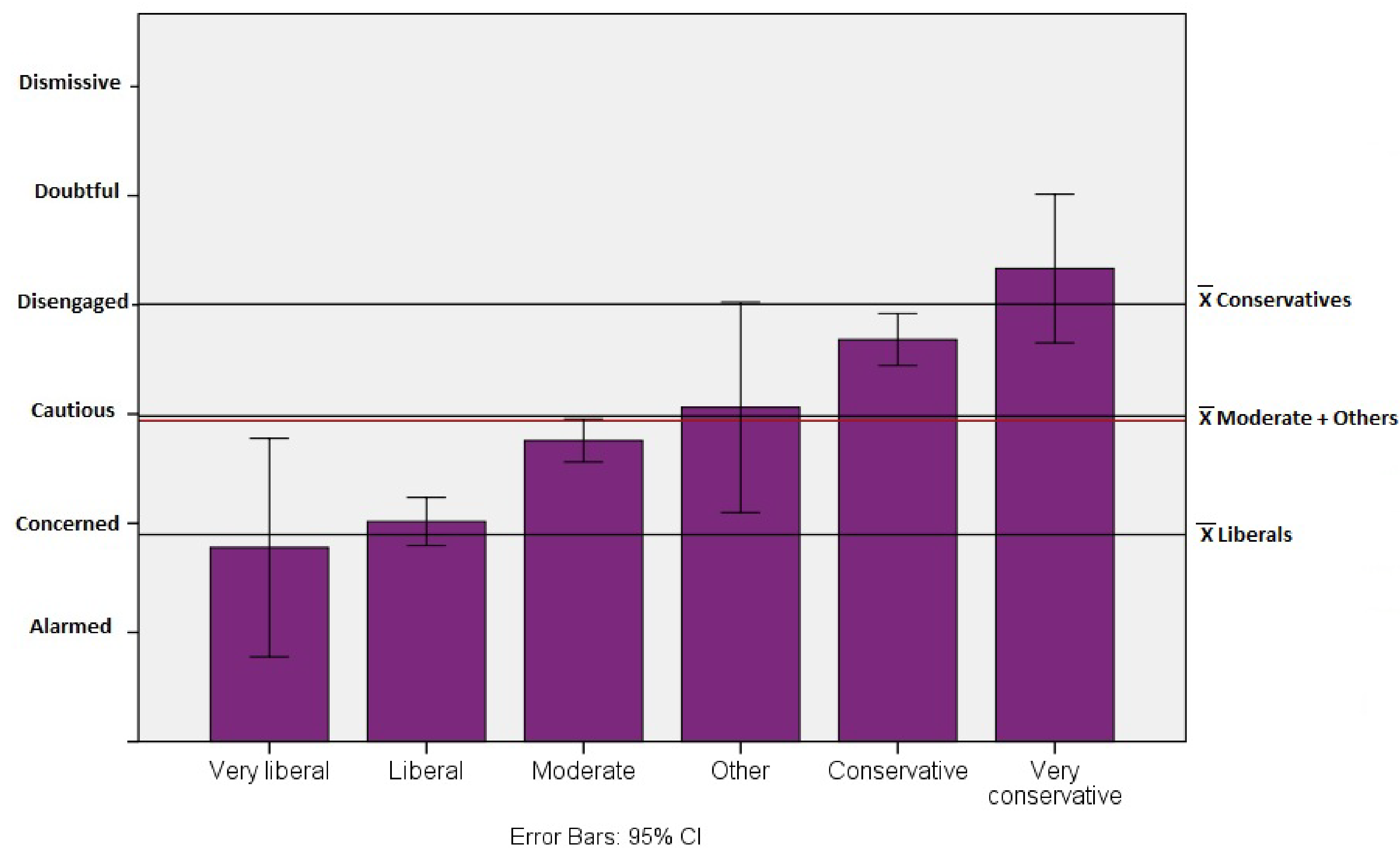


Figure 1: NCCE (n=400) perceptions of Global Warming by Six Americas segments, proportion represented by area.

### Global warming engagement falls with increasingly conservative political views.

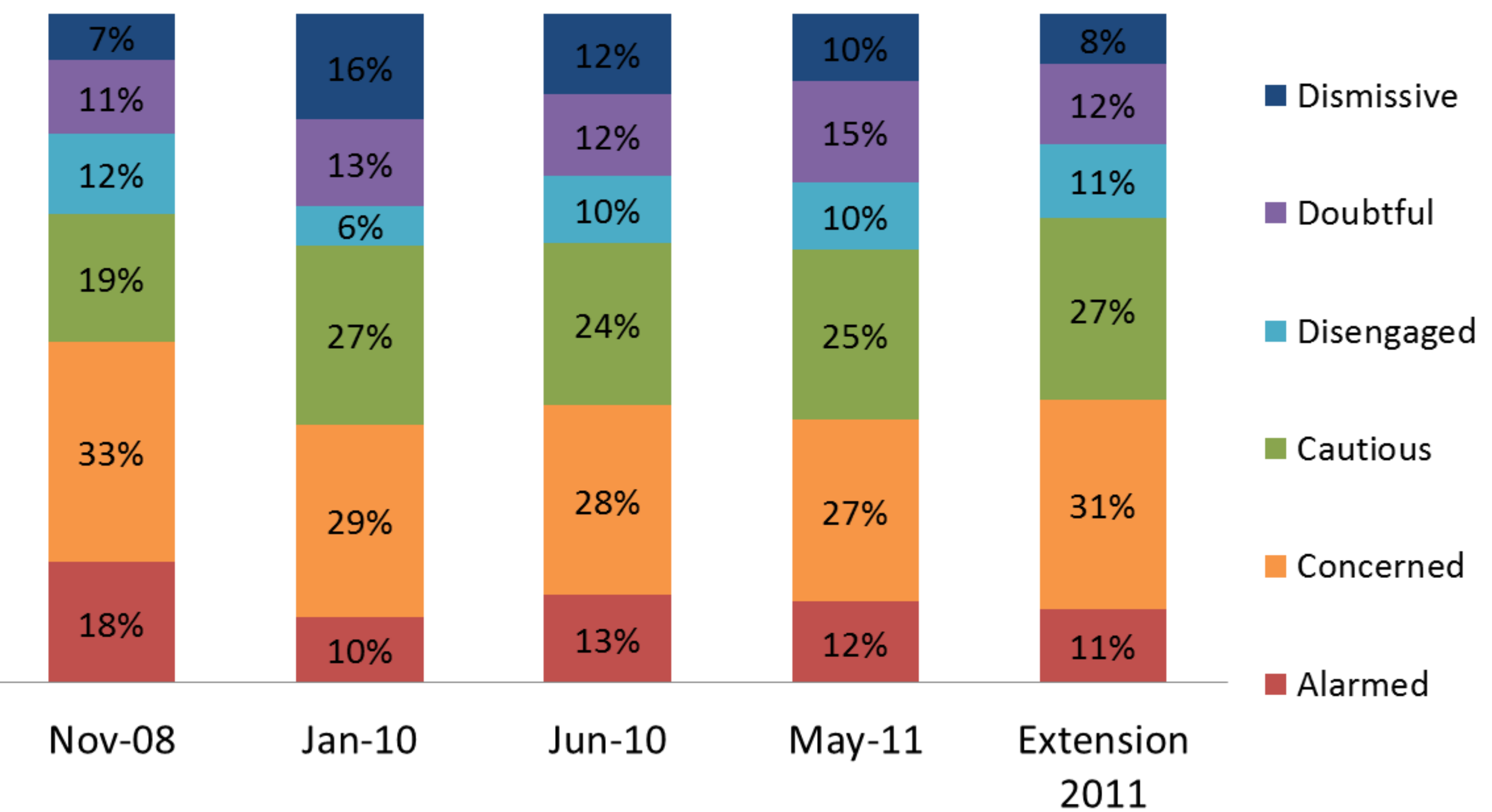


How individual's political view respond to the engagement with global warming (Six Americas segment) among NCCE global warming survey respondents. Error bars indicate the 95% confidence interval, red horizontal line indicates the overall mean and black horizontal lines indicate sub-group means.

### OVERVIEW

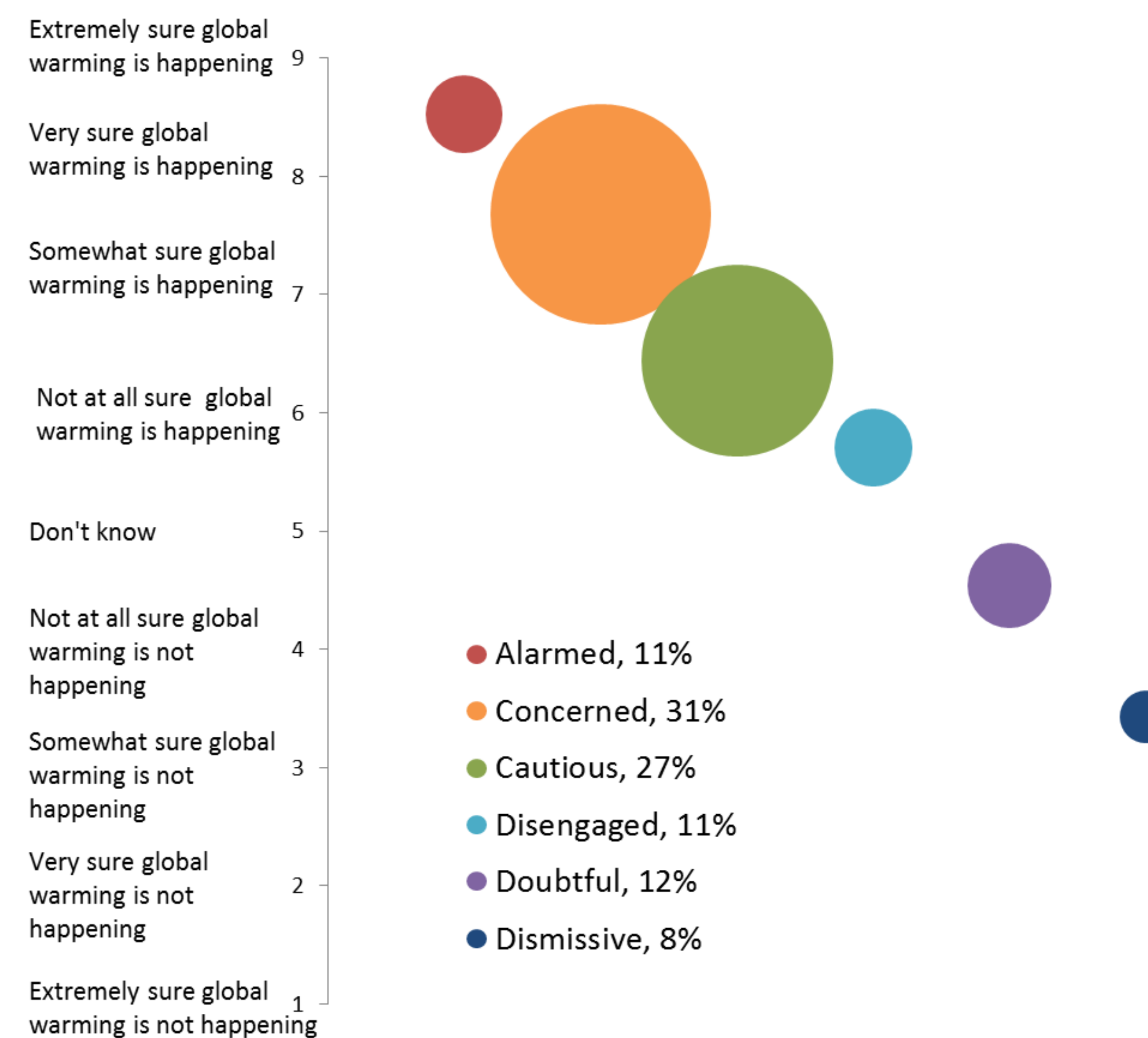
A broad survey among Cooperative Extension professionals in North Carolina was conducted to understand how they perceive global warming as a part of PINEMAP project funded by USDA National Institute of Food and Agriculture. Global warming's Six Americas climate change study and audience segmentation typology provided by Yale and George Mason universities were used as main methods for analyzing survey results.

### NCCE does not differ significantly from the US public (excluding year 2008).



NCCE survey respondents compared to the American public in four Six Americas Climate Change surveys between 2008 and 2011.

### Certainty of belief in global warming decreases with the skepticism.



NCCE's certainty of belief in the reality of global warming by Six Americas segment.

### PINEMAP Extension Goals

Develop Extension programming that combines regional climate expertise and forest management outreach to deliver knowledge and state-of-the-art information, resources and management decision support tools to industrial and family forest landowners, resource managers, and policy makers.



United States Department of Agriculture  
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