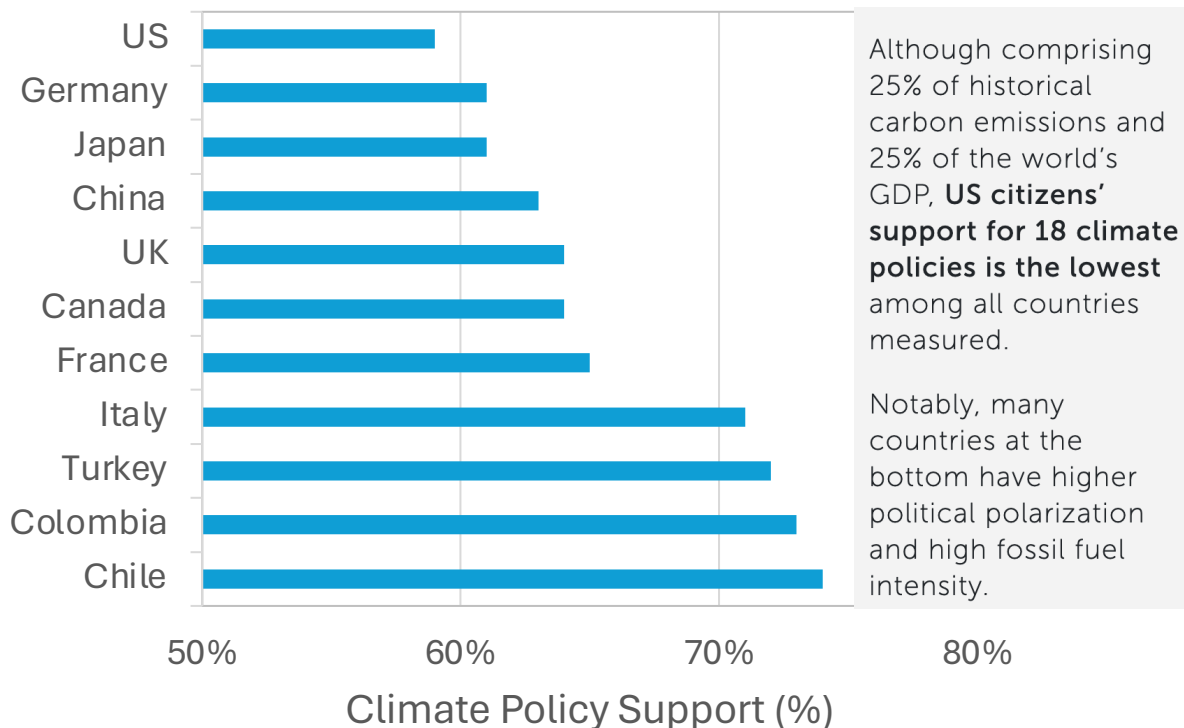
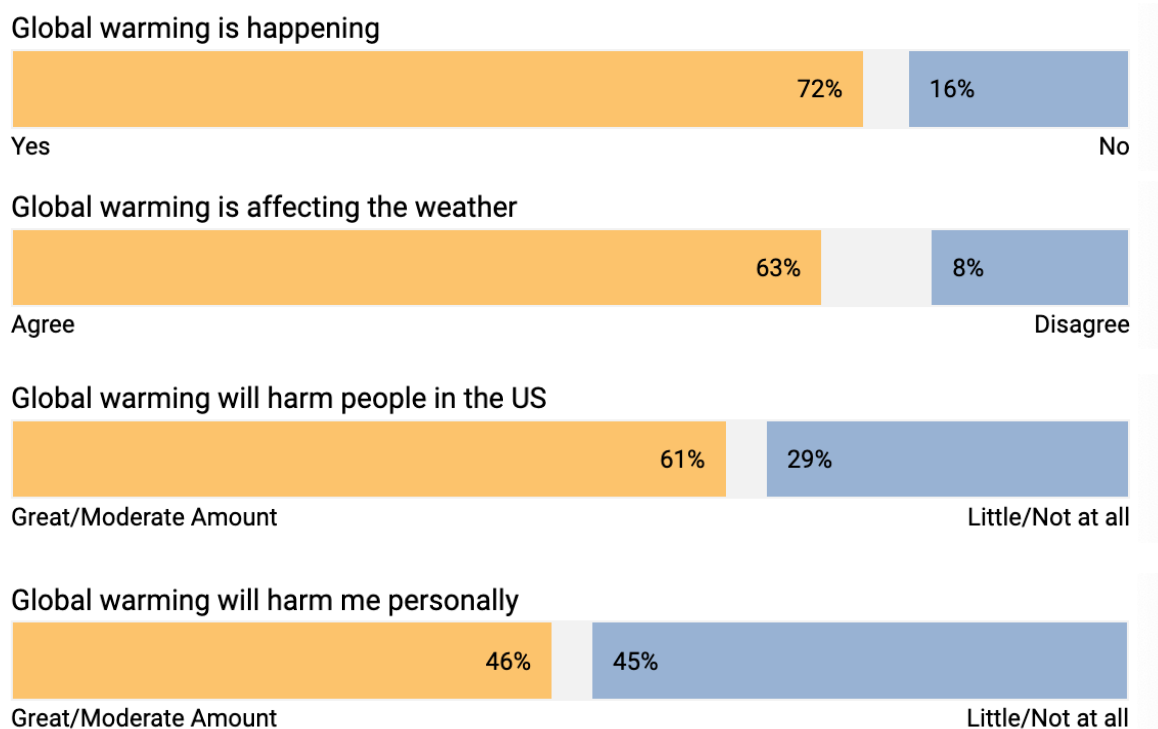


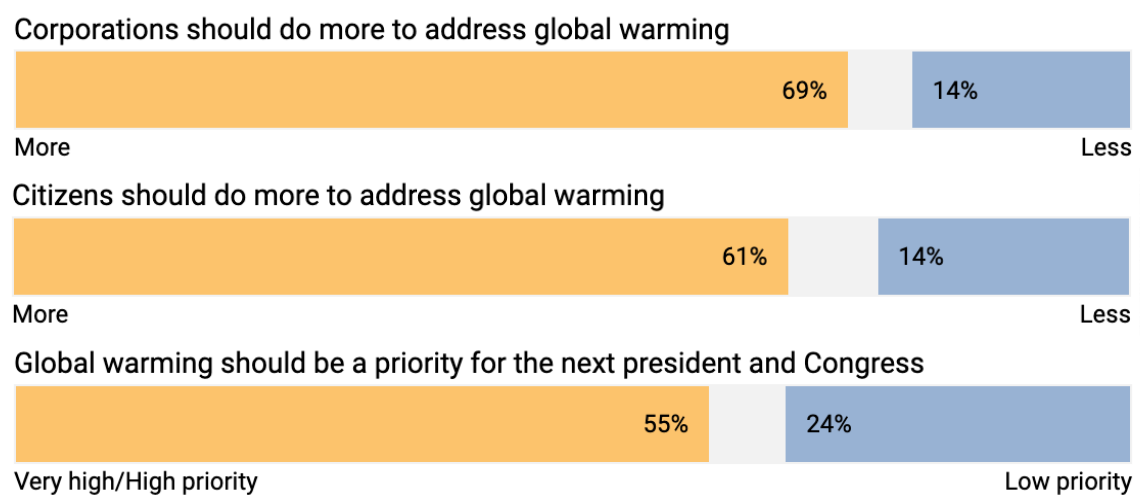
## Why CCL action is crucial in the US



## Climate Change vs Personal Optimism



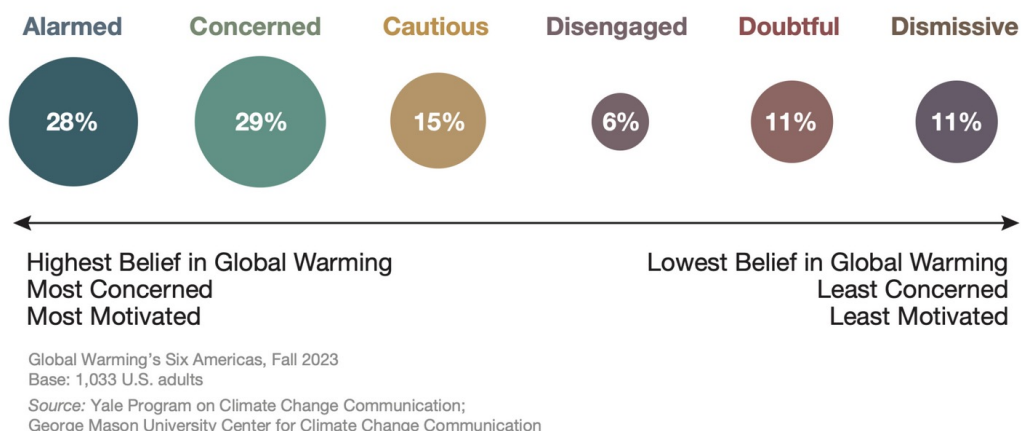
## Underestimation of power of regulatory policies in the US (unlike in the EU)



The good news : the debate is now about the merits of different climate solutions, not whether we should act. If we consciously start talking more about climate change and the actions others are taking, we can help overcome this perception gap among concerned citizens and mobilize change faster!

## Societal Pessimism

80% to 90% of Americans underestimate public support for climate policies. They think only 37-43% support climate change, despite the actual number being 66-80%. Yale's recent Six America's Super Short Survey (SASSY) shows:



The "partisan gap" in the US is bigger than elsewhere, but it's smaller than people think. Interestingly, voters who *opposed* climate policies were most likely to assume that others held the same views.

Often people tend to think that society and their country is heading in the wrong direction, while still being generally quite satisfied with and hopeful about their own lives. This leads to inconsistent beliefs of personal optimism amidst societal pessimism.

Furthermore, social media tends to amplify negative voices because polarizing stories make better headlines.

Such perceptions make us think that our actions won't matter, and our voices won't be heard. This overall feeling of overwhelm and helplessness can result in passiveness.

## Societal Pessimism + Personal Optimism = Personal Complacency

Many Americans say they are willing to engage in climate action, but fewer have done so in the past 12 months



Over the past 12 months, how many times have you done the following?

How likely would you be to do each of the following things if a person you like and respect asked you to?