



Global Warming:

How concerned is the Yale Class of 1969?

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Our 2024 Survey of the Class of '69 used SASSY to measure climate concern.

Global Warming's Six Americas is an audience segmentation that distinguishes six unique groups among the American public who perceive and respond to global warming in different ways.

--Developed by the Yale Program on Climate Change Communication

SASSY — the Six Americas Short Survey, Yay! is their questionnaire and model that sorts respondents based on just four items:

- How important is the issue of global warming to you personally?
- How worried are you about global warming?
- How much do you think global warming will harm you personally?
- How much do you think global warming will harm future generations of people?

The Yale '69 55th Reunion Survey (Spring 2024) included the four SASSY items. Each respondent was then classified into one of the “Six Americas” based on their responses.



The “Six Americas” of Climate Concern:



Alarmed



Concerned



Cautious



Disengaged



Doubtful



Dismissive

The groups range from the **Alarmed**, who are very concerned about global warming and support immediate political action to address it, to the **Dismissive**, who do not believe that the problem is real and thus oppose most climate policies. The **Concerned**, **Cautious**, **Disengaged**, and **Doubtful** are middle groups that differ in their beliefs and knowledge, risk perceptions, political engagement, and behaviors regarding the issue.

Here's how we scored:

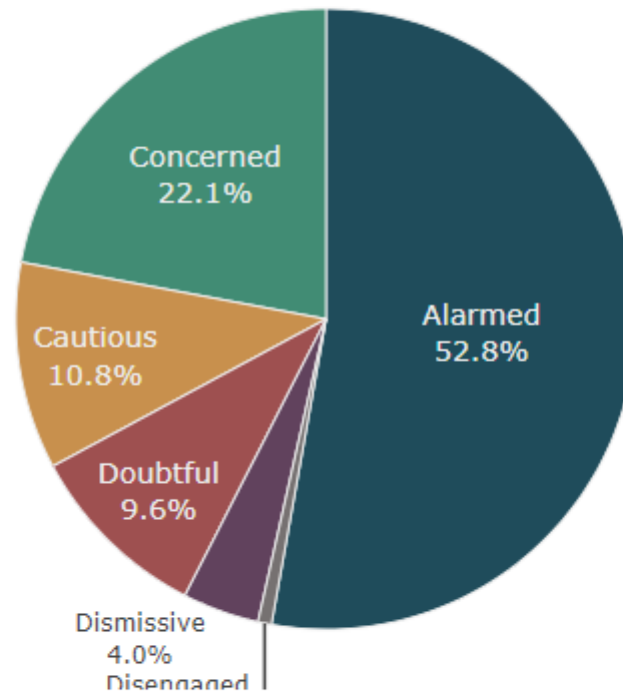
Six Americas Super Short Survey

Group Data

Yale '69 2024 reunion survey

426 codable responses

Audience Segmentation



75% of us are Alarmed or Concerned

225
ALARMED

94
CONCERNED

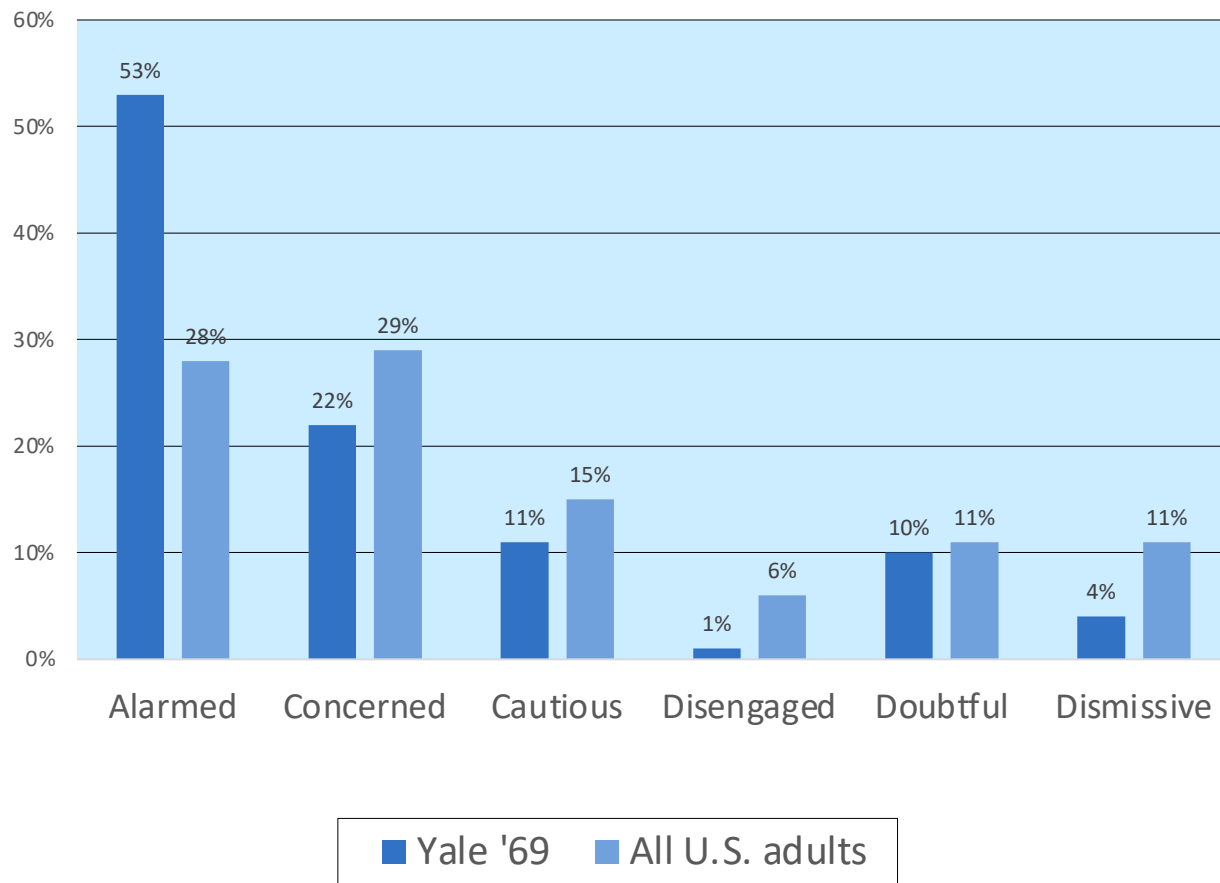
46
CAUTIOUS

3
DISENGAGED

41
DOUBTFUL

17
DISMISSIVE

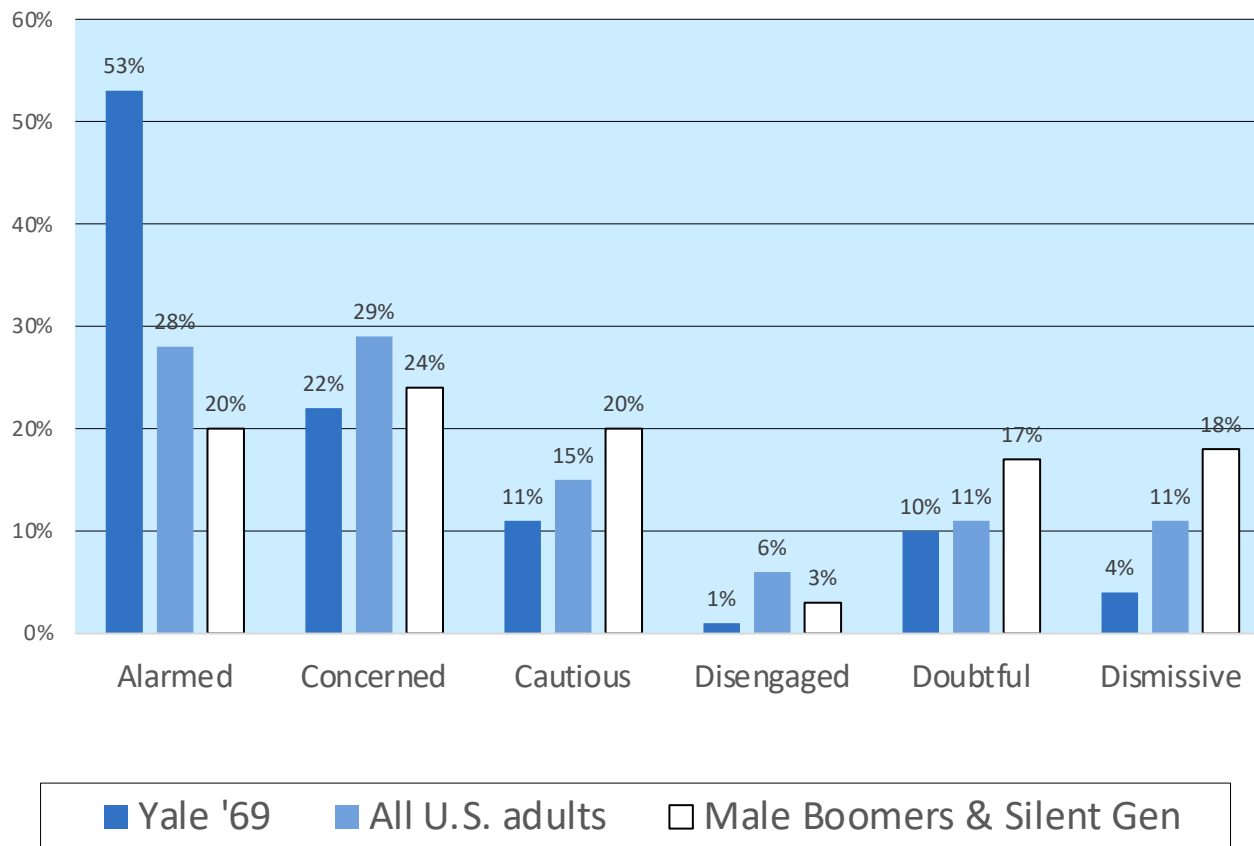
How we compare with all U.S. adults*



Compared to the national average, our class is far more “alarmed” about global warming and less likely to be “dismissive” or “disengaged.” But one in five of us is “cautious” or “doubtful.”

*2020-22 data

How we compare with older men across the U.S.*



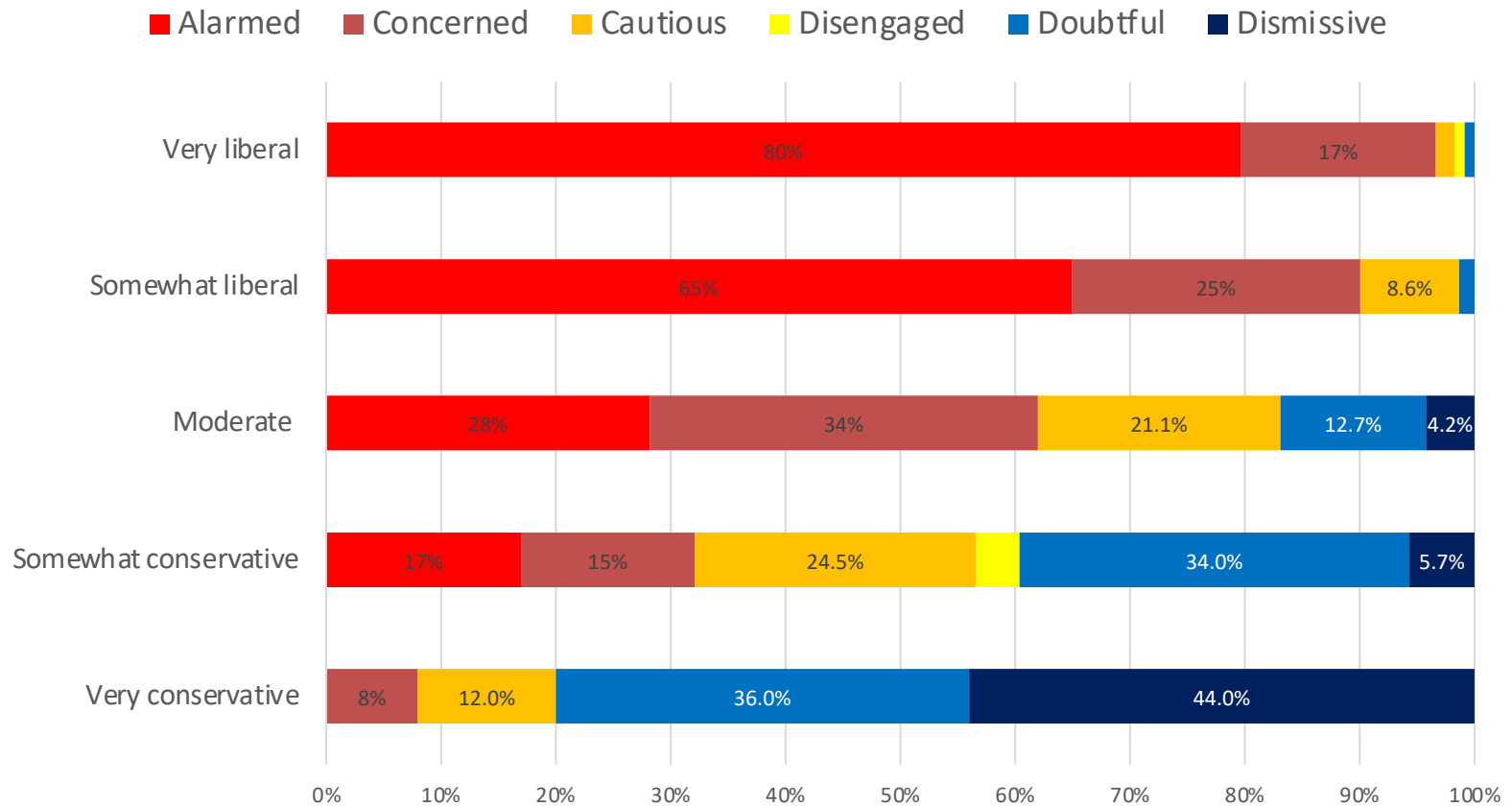
Nationwide, women care more about climate than men do.

Gen X and Gen Z care more than older generations.

*So, **our views contrast even more** with those of older men nationwide.*

* 2020-22 data

Political views shape our classmates' degree of climate concern



97% of the very liberal are Alarmed or Concerned.

80% of the very conservative are Doubtful or Dismissive. Not one is Alarmed.

55% of moderates are Concerned or Cautious.