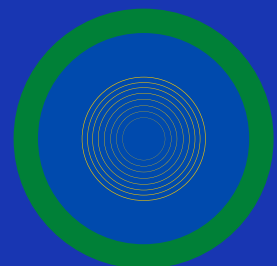


CLIMATE MENTAL HEALTH NETWORK

Survey Results: Responding to Climate
Emotions: Media and Tech-Based Tools



ClimateMentalHealth.Net

About the Survey

6

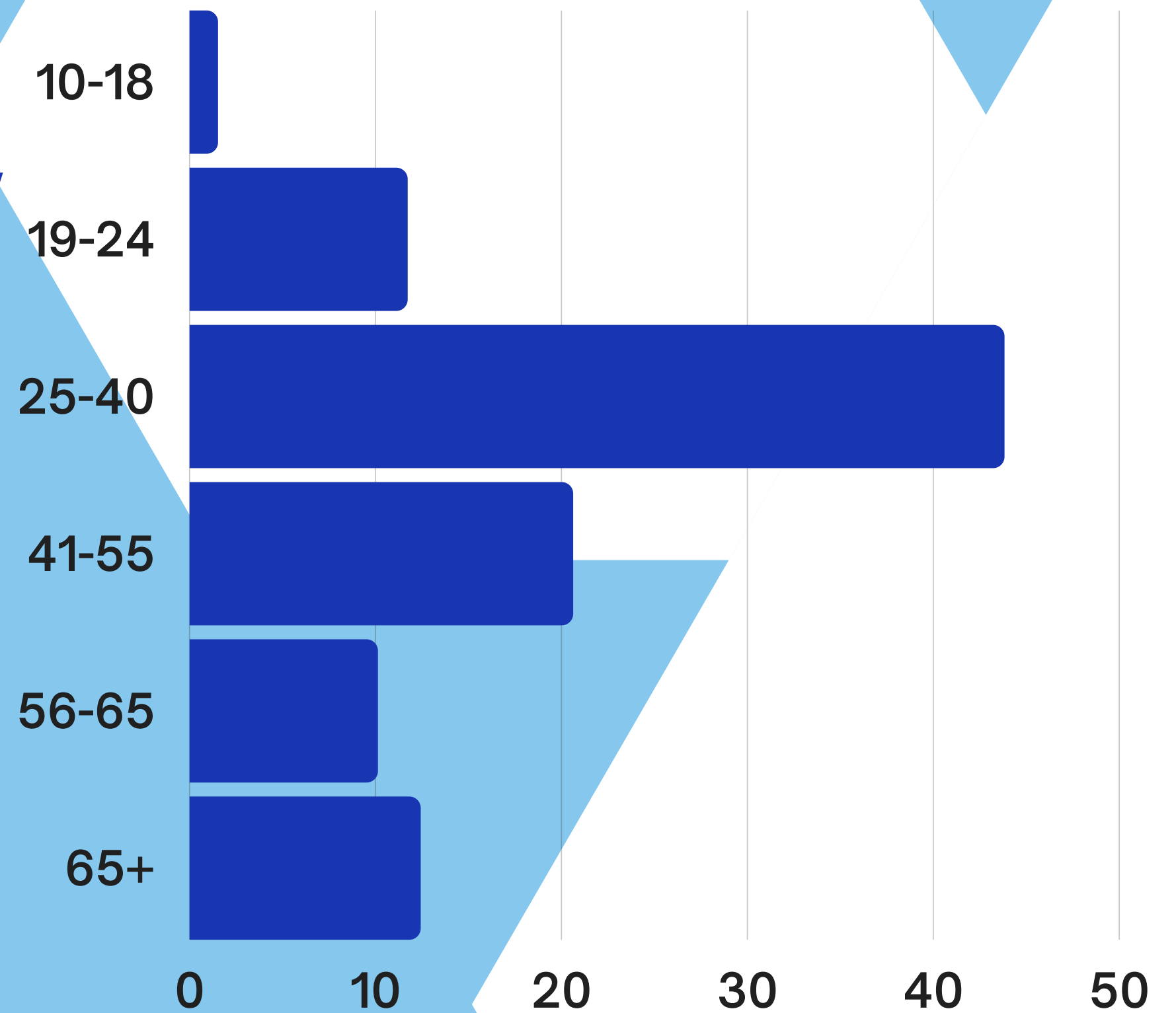
Questions:
Multiple Choice
& Open Ended

1,033
Responses

Respondents:
Ages 10-
65+

% of Respondents by Age

Since 10-18 is less than 2% of overall sample, it will not be included in other comparison slides.



Locations of Respondents

- **82% respondents live in the US**
- **18% respondents are outside the US, including Australia, Canada, Denmark, France, Germany, India, Ireland, Portugal and the UK**

Key Findings

Overwhelmingly, respondents have climate emotions (anxiety, sadness, etc.)

.....

People want: storytelling content, programs, tools, etc. to help them

People need support

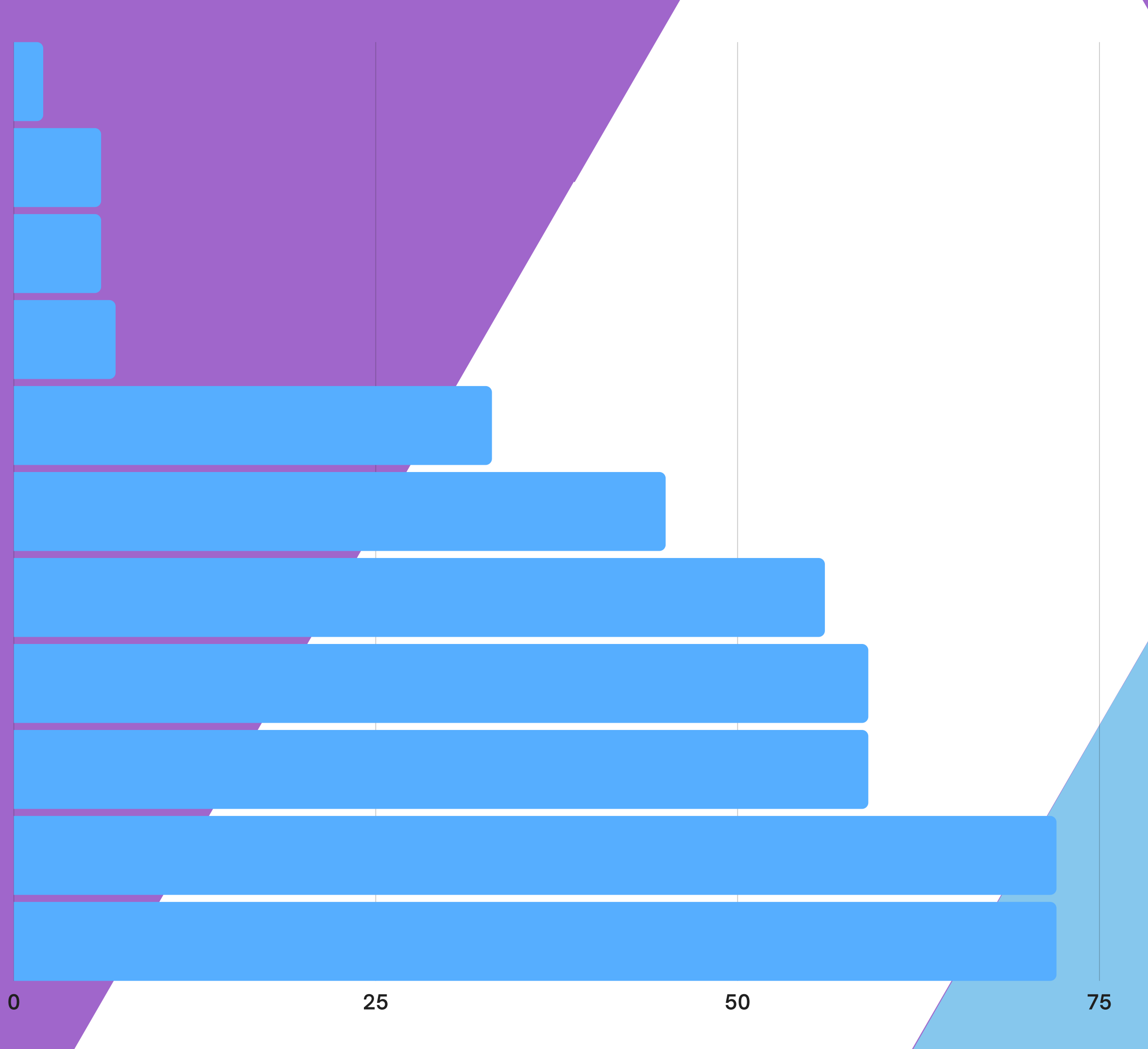
.....

Most of these support resources do not yet exist

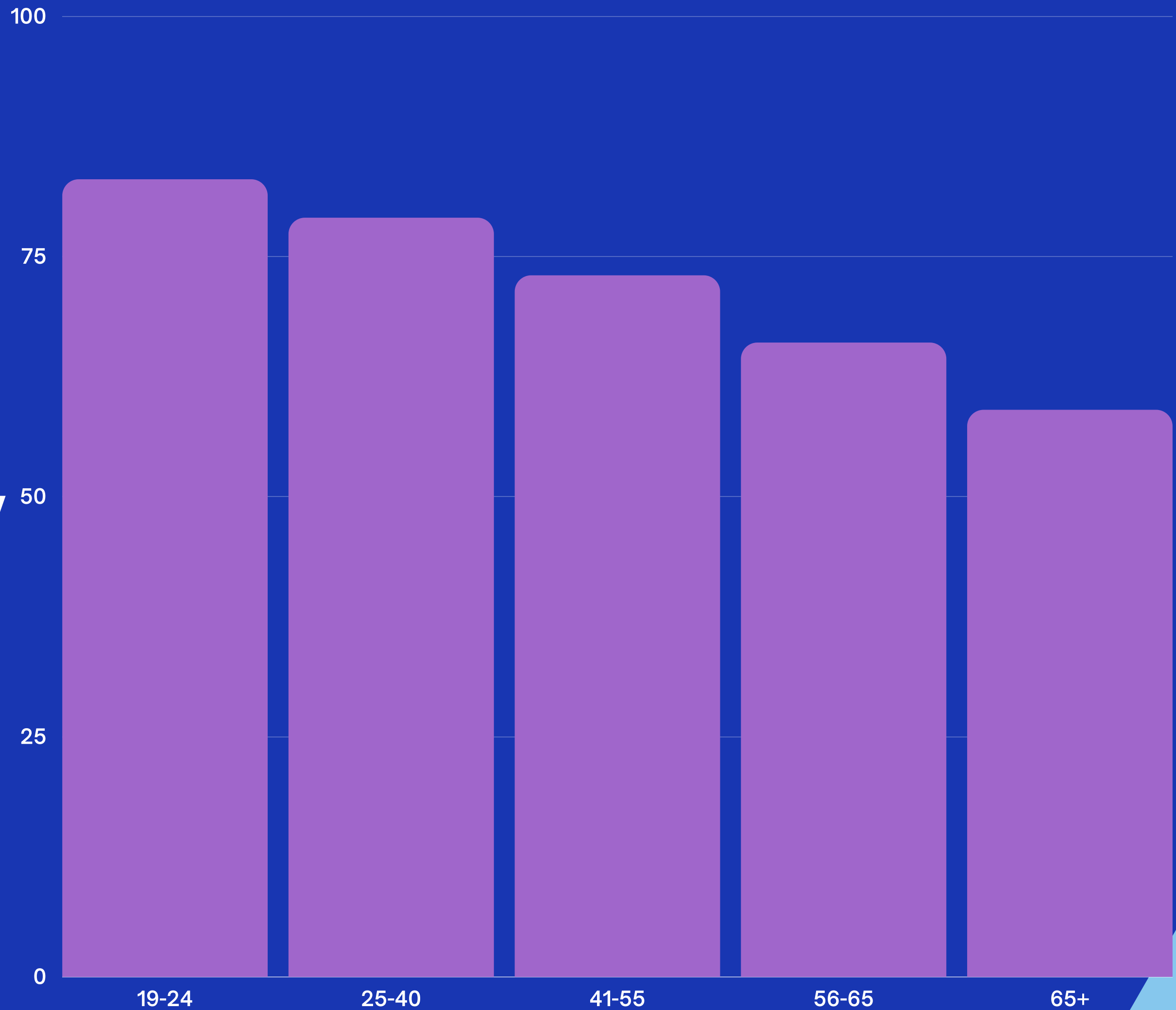
Question 1:

What experiences do you have when you think about climate change?

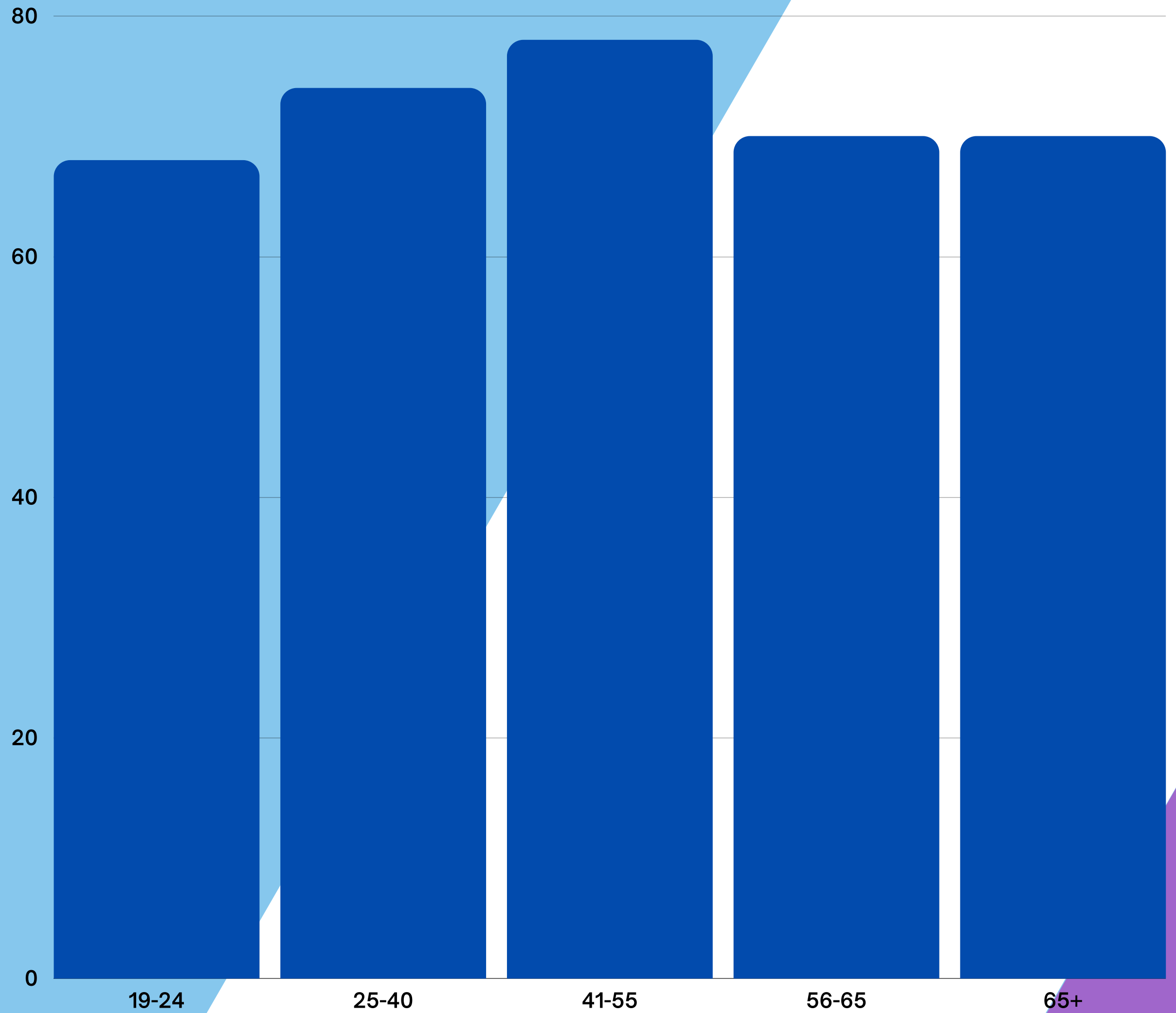
- Other: Frustration
- Other: Violence
- Aggression
- Trauma/PTSD
- Depression
- Grief
- Hopelessness
- Anger
- Fear
- Sadness
- Anxiety



**Question 1:
% climate anxiety
by age**

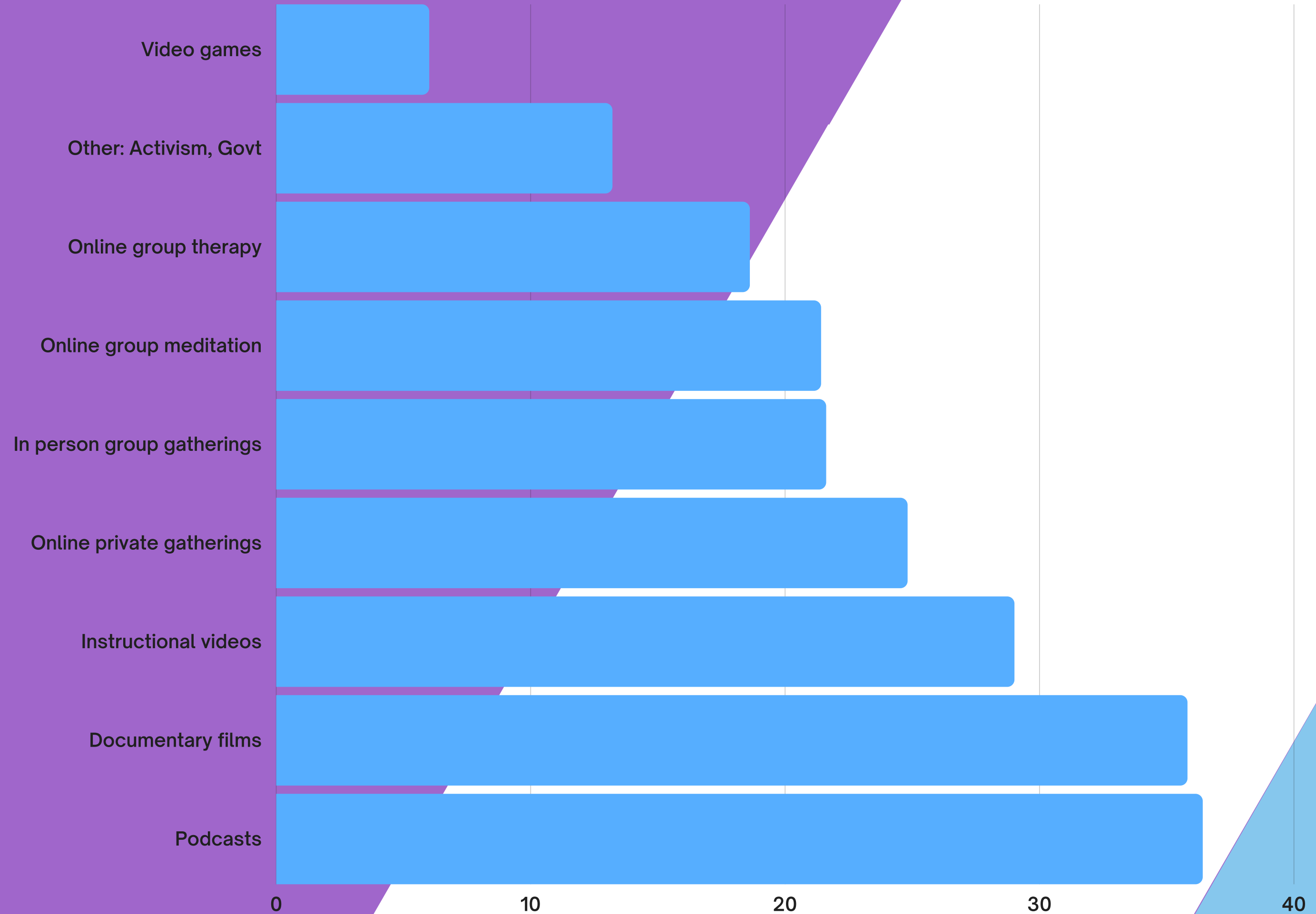


Question 1:
% climate sadness
by age



Question 2:

What resources would be most helpful?



Resources people want to help with climate emotions

Top responses across all ages to Question #2 options



36%

Podcasts



36%

Documentary Films

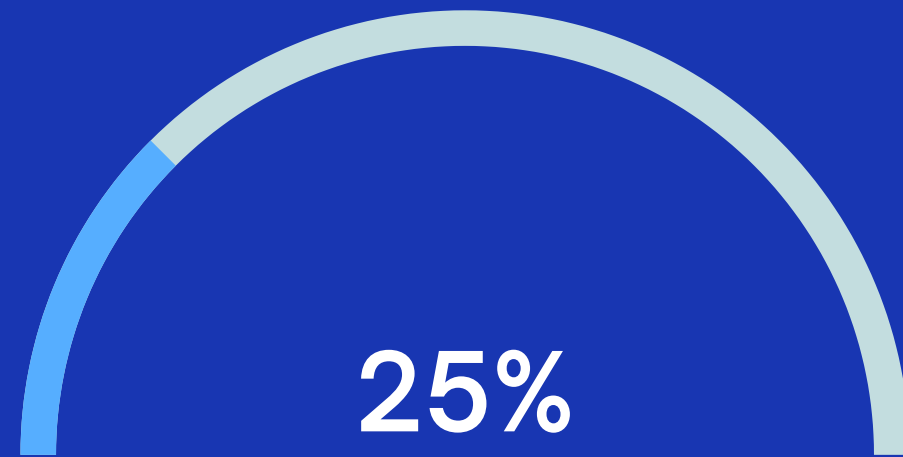


29%

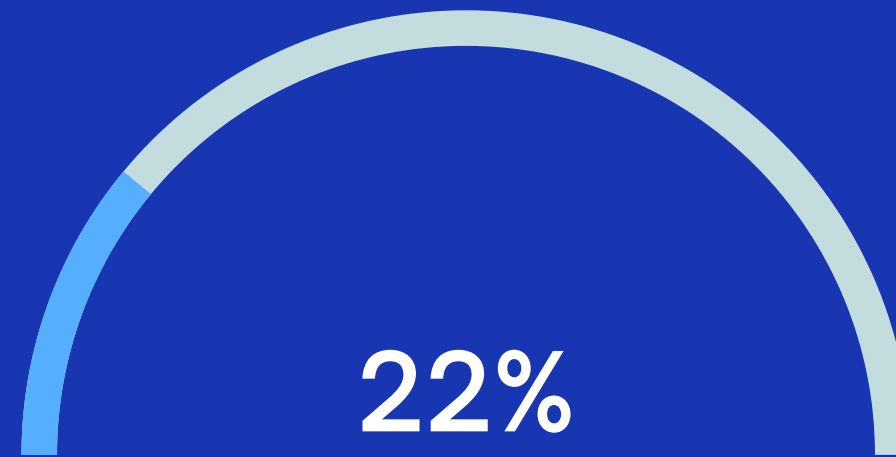
Short guided videos

And, many people want to meet

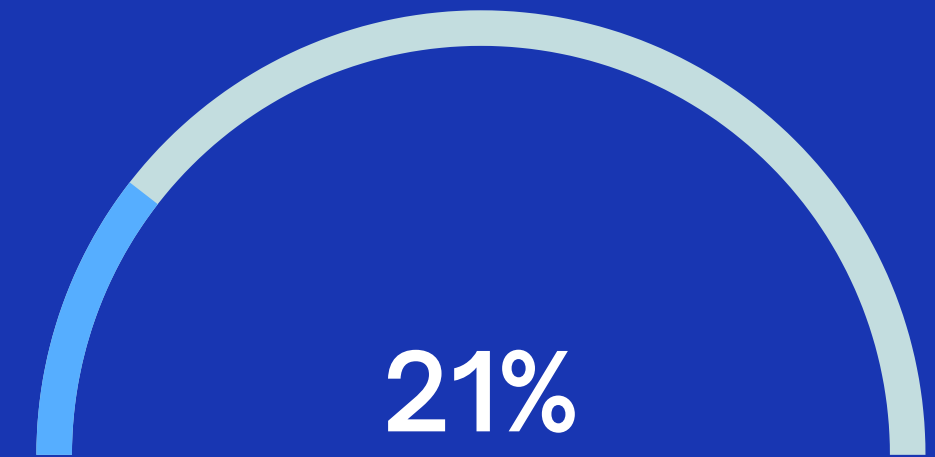
Responses to group gatherings in Question 2



Online private gatherings, led by a certified trainer



In person private gatherings, led by a certified trainer



Online group meditation sessions, led by a certified teacher

Question 2:

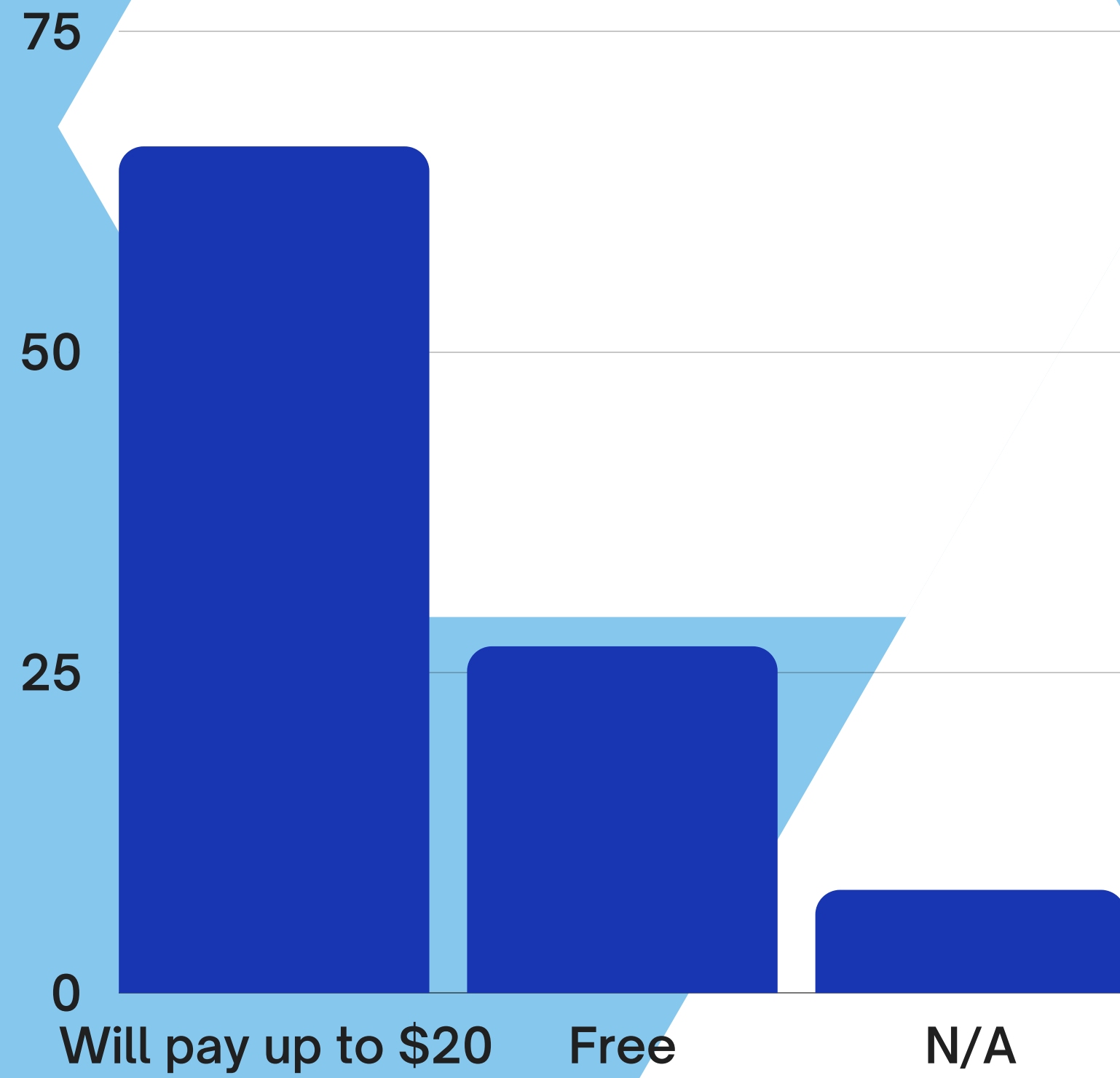
If you do have an emotional response to thinking about climate change, which of the following would be most helpful to you?

Top Response by Age:

- **19-24: 50% podcasts**
- **25-40: 46% podcasts**
- **41-55: 38% podcasts**
- **56-65: 31% podcasts and documentary films**
- **65+: 32% documentary films**

Question 3:

How much are you willing to pay for such services?



Question 4:

Media tools used by respondents, listed in order of most regular use.

- Streaming service
- YouTube
- Podcasts
- Instagram
- Online newspapers
- Facebook
- TED Talks
- Radio
- Online meditation app
- Cable news
- TikTok
- Video games
- Online therapy app
- MeetUp

Top Responses to Question 4

Top responses across all ages



78%

Streaming service



69%

YouTube

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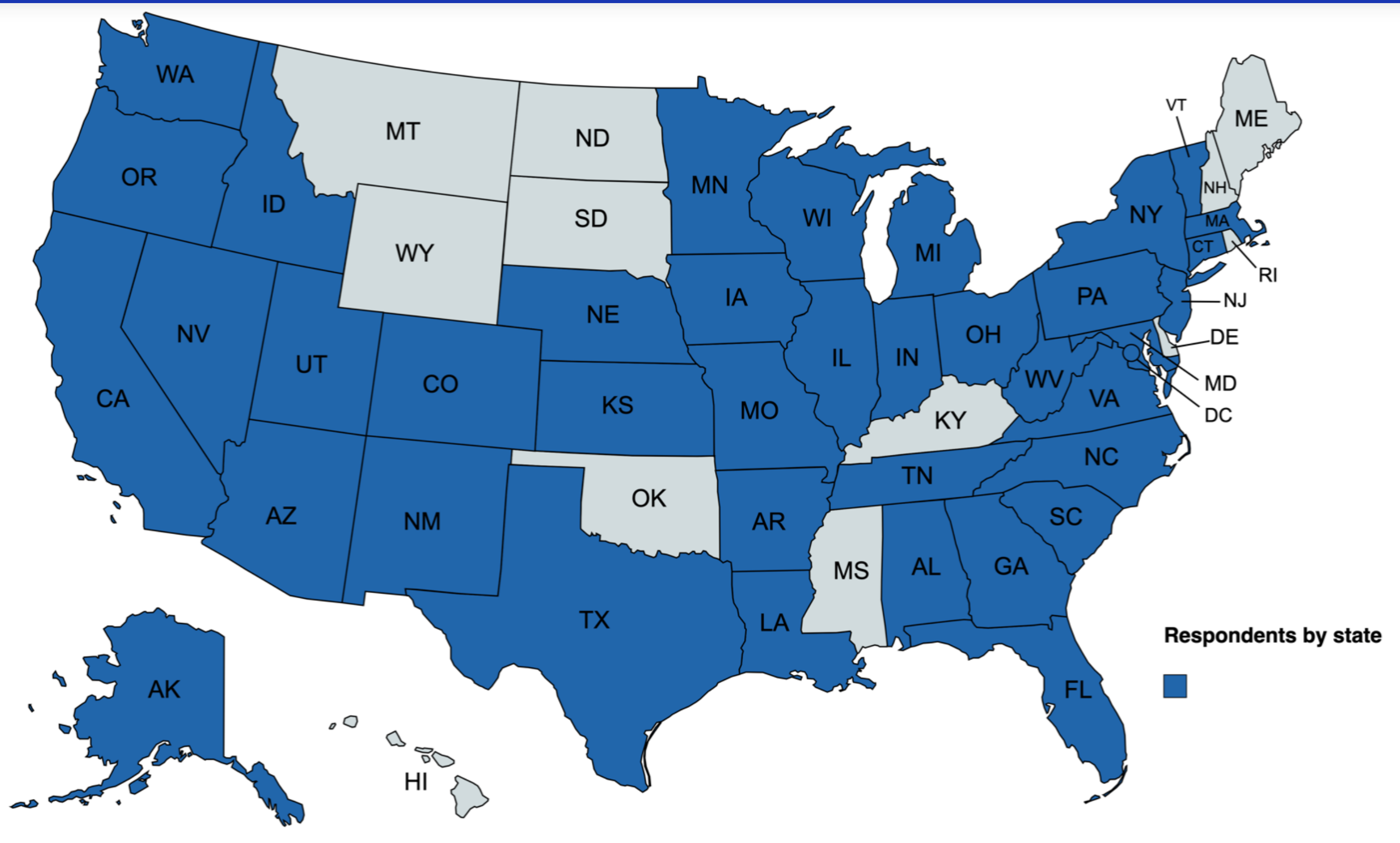



58%

Podcasts

Question 5: Zip code

US states represented by respondents (blue)





**Question 6: Any other
comments or questions?**
Here are some of the 139
responses

"I regularly spend time outside in nature, which helps lessen negative symptoms from thinking about climate instability. Learning about emergency preparedness also helps me feel more in control and lessens the negative feelings." Age 25-40

"I don't know what I need. Singing? To be held? This grief is bigger than anything else I've ever experienced." Age 25-40

"I do feel alone with my emotions on climate change, but I know I'm not... I still don't know how to make it a productive social conversation topic."

Age 41-55

"I feel like somewhere in there solutions need to be taught so that we aren't just being taught by therapy or meditation to 'just live with it' but actually to feel empowered that we can use our voices and actions to do something." Age 41-55

"I've been a sustainability professional for over 25 years, I'm burnt out and failing." Age 41-55

"I'm interested in ways to link mental health to action to build better public opinion and policies."
Age 56-65

Thank you!

Thank you to Rebekah Grossman for
analyzing the data and to the See
Change Institute for informing the
survey process.

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