Figure 4 - Essay evaluations by sentence: Alarmed, Concerned and Cautious segments
Sentence-specific evaluations of the public health essay by respondents in the Alarmed, Concerned and Cautious segments and by a national population estimate.

Note: Scores reflect the difference between the number of times a sentence was marked as “especially clear or helpful” and the number of times it was marked as “especially confusing or unhelpful,” adjusting for unequal numbers of respondents within each segment by re-weighting values to represent n=10. Sentence abbreviations correspond to O = opening section (5 sentences); T = climate change health threat related section (7 sentences); B = mitigation-related policy actions and their health benefits (4 sentences); and C= concluding section (2 sentences). The national population estimate was created by weighting the values for each of the six segments according to their relative proportion of American adults.