Figure 6 - Essay evaluations by section (opening, threat, benefits, closing)

Average section-specific evaluations of the public health essay by respondents in each of the six audience segments and by a national population estimate.

Note: Scores reflect the difference between the number of sentences within each section marked by a respondent as “especially clear or helpful” and those marked as “especially confusing or unhelpful” with those values averaged across the number of sentences per section and rescaled by a factor of 10. Section abbreviations correspond to O = opening section (5 sentences); T = climate change health threat related section (7); B = mitigation-related policy actions and their health benefits (4); and C = concluding section (2). The national population estimate was created by weighting the mean values for each of the six segments according to their relative proportion of American adults.