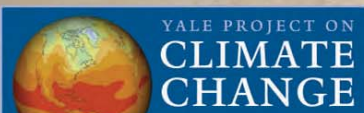


GLOBAL WARMING'S SIX AMERICAS 2009: An Audience Segmentation Analysis



George Mason University
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This study was conducted by the Yale Project on Climate Change and the George Mason University Center for Climate Change Communication.

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EXECUTIVE SUMMARY

One of the first rules of effective communication is to “know thy audience.” Climate change public communication and engagement efforts must start with the fundamental recognition that people are different and have different psychological, cultural, and political reasons for acting – or not acting – to reduce greenhouse gas emissions. This report identifies Global Warming’s Six Americas: six unique audiences within the American public that each responds to the issue in their own distinct way.

The six audiences were identified using a large nationally representative survey of American adults conducted in the fall of 2008. The survey questionnaire included extensive, in-depth measures of the public’s climate change beliefs, attitudes, risk perceptions, motivations, values, policy preferences, behaviors, and underlying barriers to action. The Six Americas are distinguishable on all these dimensions, and display very different levels of engagement with the issue. They also vary in size – ranging from as small as 7 percent to as large as 33 percent of the adult population.

The Alarmed (18%) are fully convinced of the reality and seriousness of climate change and are already taking individual, consumer, and political action to address it. The Concerned (33%) – the largest of the six Americas – are also convinced that global warming is happening and a serious problem, but have not yet engaged the issue personally. Three other Americas – the Cautious (19%), the Disengaged (12%) and the Doubtful (11%) – represent different stages of understanding and acceptance of the problem, and none are actively involved. The final America – the Dismissive (7%) – are very sure it is not happening and are actively involved as opponents of a national effort to reduce greenhouse gas emissions.

This report introduces these Six Americas by briefly describing each audience and highlighting how they differ from one another; it concludes with detailed demographic, attitudinal, and behavioral profiles of each group. This research provides essential knowledge that can be leveraged by climate educators and communicators throughout American society, including local, state, and national governments, academic institutions, environmental organizations, businesses, faith groups, doctors and scientists, and the media. Successfully addressing this challenge will require a diversity of messages, messengers, and methods, each tailored to meet the needs of different target audiences. This research provides a solid foundation, grounded in social science, to facilitate the changes required to achieve a transition to a low-carbon future.

OVERVIEW

Communication about the risks posed by climate change requires messages that motivate constructive engagement and support wise policy choices, rather than engendering indifference, fear or despair.

– Howard Frumkin & Anthony McMichael (2008)

With only five percent of the world’s population, the United States produces about 25 percent of the world’s greenhouse gas emissions. Thus, Americans’ energy use, consumer choices, and support for policies to reduce greenhouse gas emissions will largely influence the success – or failure – of global efforts to limit anthropogenic climate change. Further, protecting Americans’ health and wellbeing from the impacts of climate change will require coordinated and sustained efforts by cities, counties, states, and the nation as a whole. Yet climate change remains a relatively low priority among the American public, many of whom perceive it as a distant problem in both time and space, and who remain largely unaware of the potential threat to the health and welfare of people in the United States and around the world.

To reduce greenhouse gas emissions, avert the worst potential consequences, and prepare for the impacts that can no longer be avoided, the United States and other countries must constructively engage millions of people and thousands of organizations in climate change solutions. Throughout human history, individuals and societies have mobilized to meet and overcome new challenges, but never before has so much rested on the need to change so many so fast.

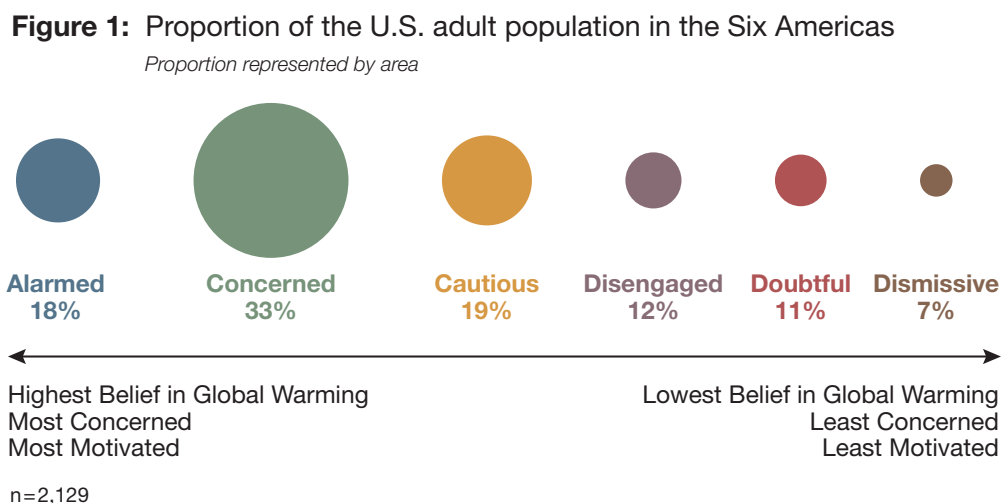
It is critical to recognize, however, that people are different, with widely diverse backgrounds, experiences, knowledge, and values. There is a spectrum from those Americans who know a lot about climate change, to those who have never heard of it. Likewise, some Americans have taken personal action to reduce their own carbon footprint, while others have not. At a deeper level, different groups within American society emphasize different values, which strongly shape their interpretations and preferred solutions to climate change.

Thus, the American public does not respond to climate change with a single voice – there are many different groups that each respond to this issue in different ways. Constructively engaging each of these groups in climate change solutions will therefore require tailored approaches. One of the first rules of effective communication is to “know thy audience” – what they currently understand and misunderstand about the issue; how they perceive the threat; their current and intended behaviors; their values, beliefs and policy preferences; and the barriers to change and underlying motivations that either constrain or can inspire their further engagement with the solutions. Only with this knowledge can effective strategies be designed to help individuals and organizations make more informed decisions, empower them to make and enact better choices, and build public support for policies that institute systemic and structural change.

This report identifies “Global Warming’s Six Americas” – six unique audiences within the American public that each respond to this issue in a different way. It is based upon an extensive nationally representative survey of American adults conducted in the fall of 2008. The survey included questions about Americans’ climate change beliefs, attitudes, policy preferences and actions, including energy efficiency and conservation behavior, consumer behavior, and political behavior. The study also meas-

ured Americans' commitments to different social values and attitudes, civic engagement, media use, and demographic characteristics. The topline results of this research have been published in two prior reports.¹ Using statistical methods described in the appendix, the data were analyzed and used to update and extend our previously published global warming audience segmentation research.²

This analysis identifies six distinct groups of American adults. These groups differ dramatically with regard to what they believe about global warming, how engaged they are with the issue, what they are doing about it, and what they would like to see the United States do about it. They also differ dramatically with regard to size: the largest segment represents 33% of the U.S. adult population, and the smallest only 7% (Figure 1). These six audience segments describe a spectrum of concern and action about global warming, ranging from the Alarmed (18% of the population), to the Concerned (33%), Cautious (19%), Disengaged (12%), Doubtful (11%) and Dismissive (7%).



Overall, the Alarmed are the segment most engaged in the issue of global warming. They are very convinced it is happening, human-caused, and a serious and urgent threat. The Alarmed are already making changes in their own lives and support an aggressive national response.

The Concerned are also convinced that global warming is a serious problem, but while they support a vigorous national response, they are distinctly less involved in the issue – and less likely to be taking personal action – than the Alarmed.

¹ Leiserowitz A, Maibach E & Roser-Renouf C. (2009) Climate change in the American mind: Americans' climate change beliefs, attitudes, policy preferences, and actions. New Haven, CT: Yale University. Available online at: <http://research.yale.edu/environment/climate>. Also see: Leiserowitz A, Maibach E & Roser-Renouf C. (2009) Saving energy at home and on the road: A survey of American's energy saving behaviors, intentions, motivations, and barriers. New Haven, CT: Yale University. Available online at: <http://research.yale.edu/environment/climate>.

² Leiserowitz A, Maibach E & Roser-Renouf C. (2008) Global Warming's Six Americas: An Audience Segmentation. New Haven, CT: Yale University. Available online at: <http://research.yale.edu/environment/climate>

The Cautious also believe that global warming is a problem, although they are less certain that it is happening than the Alarmed or the Concerned; they don't view it as a personal threat, and don't feel a sense of urgency to deal with it.

The Disengaged haven't thought much about the issue at all, don't know much about it, and are the most likely to say that they could easily change their minds about global warming.

The Doubtful are evenly split among those who think global warming is happening, those who think it isn't, and those who don't know. Many within this group believe that if global warming is happening, it is caused by natural changes in the environment, believe global warming won't harm people for many decades into the future, if at all, and say that America is already doing enough to respond to the threat.

Finally, the Dismissive, like the Alarmed, are actively engaged in the issue, but on the opposite end of the spectrum; the majority believe that warming is not happening, is not a threat to either people or non-human nature, and strongly believe it is not a problem that warrants a national response.

This report first describes how these groups differ on key global warming beliefs, attitudes, policy preferences, and behaviors. Second, each of the six audiences is profiled in depth, with individual descriptions of their global warming beliefs and issue involvement, their expectations about the outcomes of individual and national action to reduce global warming, their policy preferences, demographics, social characteristics, values, media use, and information seeking behavior. Appendix I contains detailed data tables for the audience segments, and the research methodology is described in Appendix II. Complete text of the questions may be obtained from our websites: <http://climatechange.gmu.edu> or <http://research.yale.edu/environment/climate/>.

HOW THE SIX AMERICAS DIFFER

Beliefs & issue involvement

Overall, the degree of certainty that global warming is happening is one of the central characteristics that distinguish Global Warming's Six Americas. At one end of the spectrum are the Alarmed, who are very certain that global warming is happening, declining steadily through groups that are highly uncertain – the Cautious and the Disengaged – to the Dismissive, who are very sure it is not happening. This linear pattern is found across a number of measures, with the Alarmed at the high end and the Dismissive at the low end.

A second general pattern is also apparent, however: a V-shape that reflects higher levels of involvement with the issue by the two groups that disagree most (the Alarmed and Dismissive), and a lower level of involvement among the others. The Alarmed and Dismissive both think and talk about global warming a lot, and they both care about it, although they disagree strongly. The other segments, to a greater or lesser degree, are less interested in the issue and give it less thought and attention.

More specifically, the segments differ as follows:

The Alarmed are the segment most convinced that global warming is happening (Figure 2; figures begin on p. 7). Global warming is very important to them and they are very worried about it (Figures 3 and 4). The Alarmed have thought a lot about the issue, believe they are well informed about the causes, consequences, and potential solutions, and are highly unlikely to change their minds (Figures 5, 6, and 7). The Alarmed believe there is a scientific consensus that global warming is happening, and overwhelmingly believe that human activities are the primary cause (Figures 8 and 9). Compared to the other five segments, they are the most likely to view it as a threat to them personally and to future generations (Figures 10 and 11), and as already harming people in the United States, rather than in the distant future (Figure 12).

The Concerned are also convinced that global warming is happening, although they are less certain than the Alarmed (Figure 2). The issue is also less important to them than the Alarmed (Figure 3), yet they are relatively worried about it (Figure 4). The Concerned have thought some about global warming, believe they are somewhat informed about the causes, consequences, and potential solutions, and are somewhat unlikely to change their minds about the issue (Figures 5-7). Most believe there is a scientific consensus that global warming is happening and that human activities are the primary cause (Figures 8 & 9). Compared to the Alarmed, they are less likely to perceive it as a threat to them personally or to future generations (Figures 10 & 11), but distinctly more so than members of the other four segments. Finally, they believe global warming will start harming people in the United States in the next 10 years (Figure 12).

The Cautious are somewhat convinced that global warming is happening (Figure 2), but this belief is relatively weak, with many saying they could change their minds (Figure 5). The Cautious have only thought a little about global warming (Figure 6), do not consider it personally important (Figure 3), and tend not to worry about it (Figure 4). They are only somewhat informed about the causes, consequences, and potential solutions (Figure 7). About half believe that human activities are the primary cause (Figure 8), and well over a third believe there is a lot of disagreement among scientists over whether global warming is happening (Figure 9). The Cautious do not perceive global warming as a significant personal threat, but do believe it will have a moderate to great impact on fu-

ture generations (Figures 10 & 11). Likewise, they believe global warming will not start to harm people in the United States for roughly 35 years (Figure 12).

The Disengaged are not at all sure that global warming is happening (Figure 2) and are the group most likely to say they could easily change their minds (Figure 5). The Disengaged have hardly thought about global warming at all (Figure 6), do not consider it personally important (Figure 3), and tend not to worry about it (Figure 4). They say they know only a little about the causes, consequences, and potential solutions (Figure 7). Just over a third believe that human activities are the primary cause (Figure 8) and a majority simply don't know enough to say whether scientists agree or disagree that global warming is happening (Figure 9). Likewise, the Disengaged overwhelmingly say they don't know whether global warming will harm them personally or future generations (Figures 10 & 11). Further, they believe global warming will not start to harm people in the United States for roughly 30 years (Figure 12).

The Doubtful say they don't know whether global warming is happening or not (Figure 2). They also say the issue is not personally important to them (Figure 3) and they are not worried about it (Figure 4). The Doubtful have thought only a little about global warming, say they are informed only a little about the causes, consequences, and potential solutions, yet say they are somewhat unlikely to change their minds about the issue (Figures 5-7). Most believe there is a lot of disagreement among scientists over whether global warming is happening and believe that if global warming is happening, natural changes in the environment are the primary cause (Figures 8 & 9). A majority of the Doubtful say global warming will harm them personally or future generations only a little or not at all, although some simply say they don't know (Figures 10 & 11). Finally, they believe global warming will not start harming people in the United States for at least 100 years (Figure 12).

The Dismissive are sure that global warming is not happening (Figure 2). They say the issue is not at all important to them personally (Figure 3) and are not worried about it at all (Figure 4). The Dismissive, however, say that they have thought some about global warming and believe they are well-informed about the causes, consequences, and potential solutions – i.e., that there are none, because it doesn't exist (Figures 6 & 7). They are very certain about their views, saying they are very unlikely to change their minds about the issue (Figure 5). Many flatly reject the proposition that global warming is happening, while a majority believe that if global warming is happening, natural changes in the environment are the primary cause (Figure 8). Likewise, a majority believe there is a lot of disagreement among scientists over whether global warming is occurring, while over a fifth of the Dismissive believe there is a scientific consensus that global warming is not happening (Figure 9). They overwhelmingly say that global warming will not harm them personally or future generations at all (Figures 10 & 11). Finally, they believe global warming will never harm people in the United States.

Figure 2: Certainty of belief in the reality of global warming

*Do you think that global warming is happening?
How sure are you that global warming is happening? or
How sure are you that global warming is not happening?*

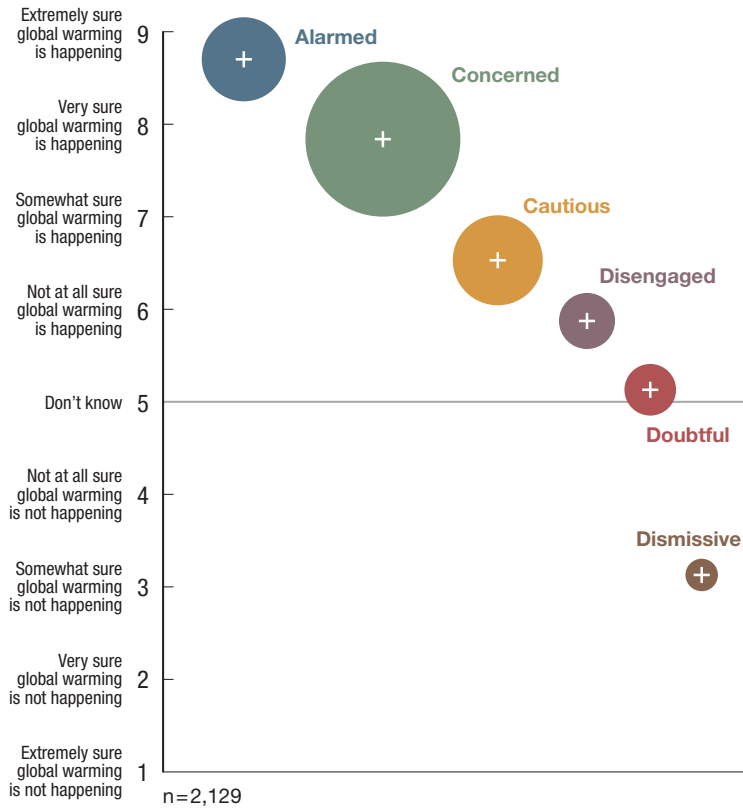
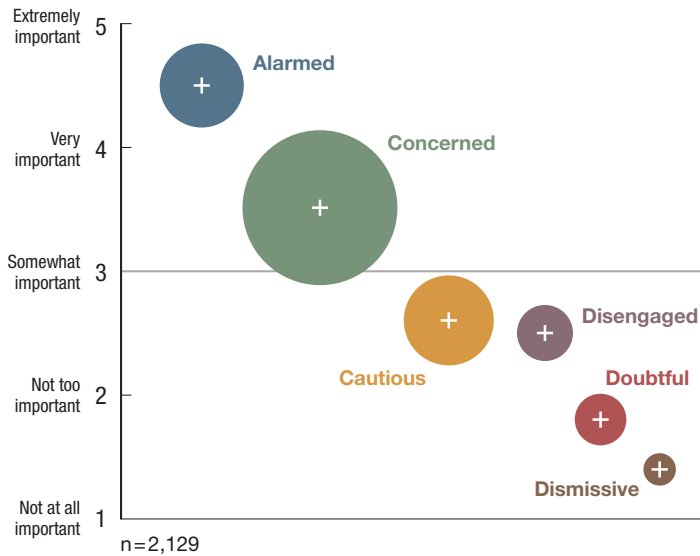


Figure 3: Personal importance of global warming

How important is the issue of global warming to you personally?



NOTE: In these and all subsequent figures, the size (area) of the circles and width of the columns represent the proportion of the American public in each audience segment. The small cross at the center of each circle represents the segment average response to the question.

Figure 4: Worry

How worried are you about global warming?

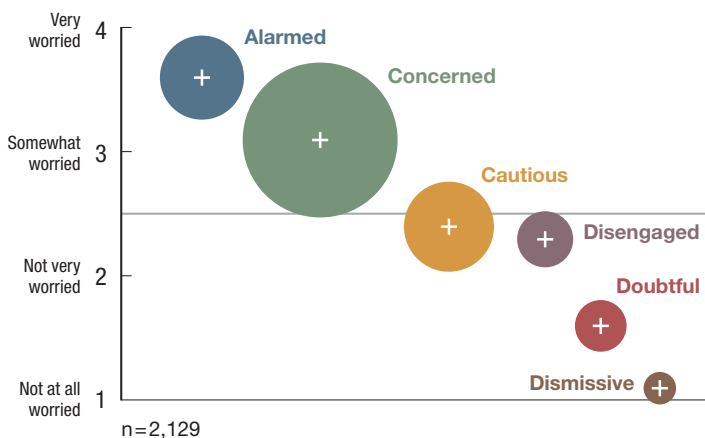


Figure 5: Attitudinal certainty

"I could easily change my mind about global warming."

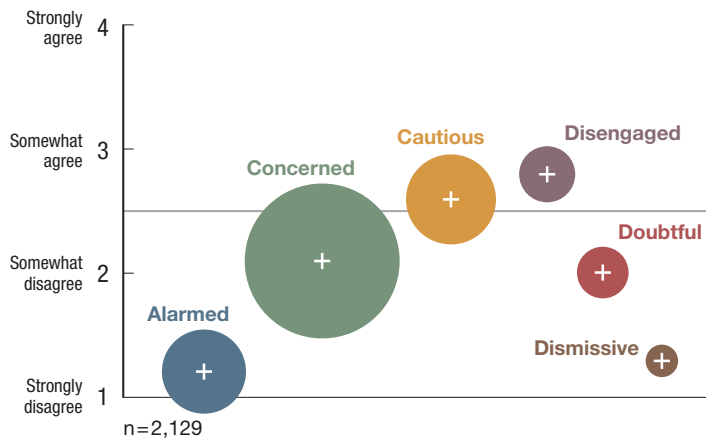


Figure 6: Amount of thought about global warming

How much had you thought about global warming before today?

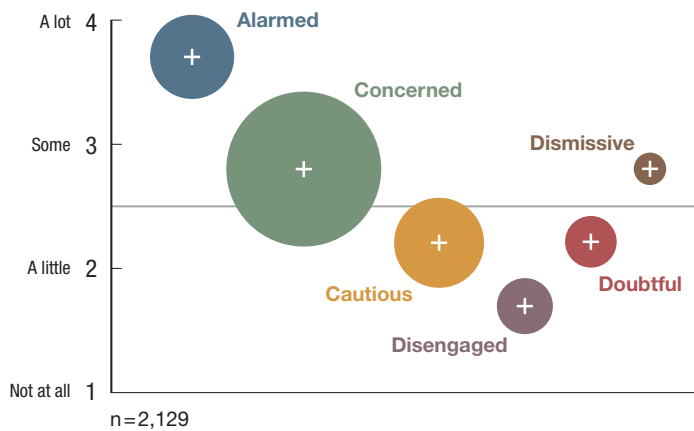


Figure 7: Self-assessed knowledge

Personally, do you think that you are well informed or not about ...

- ... the different causes of global warming
- ... the different consequences of global warming
- ... ways in which we can reduce global warming.

Results shown below are the average of the three responses.

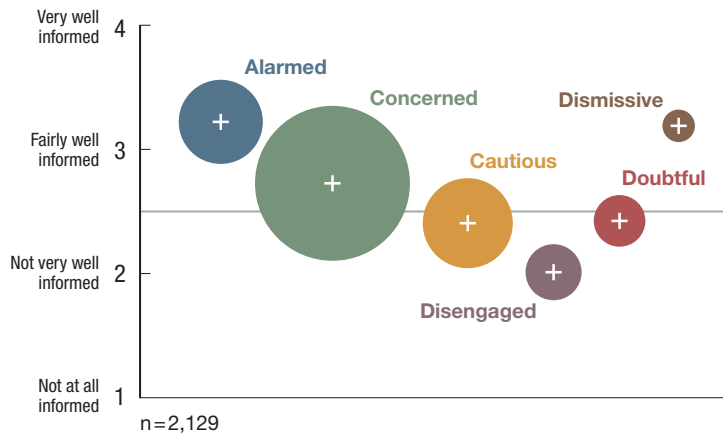
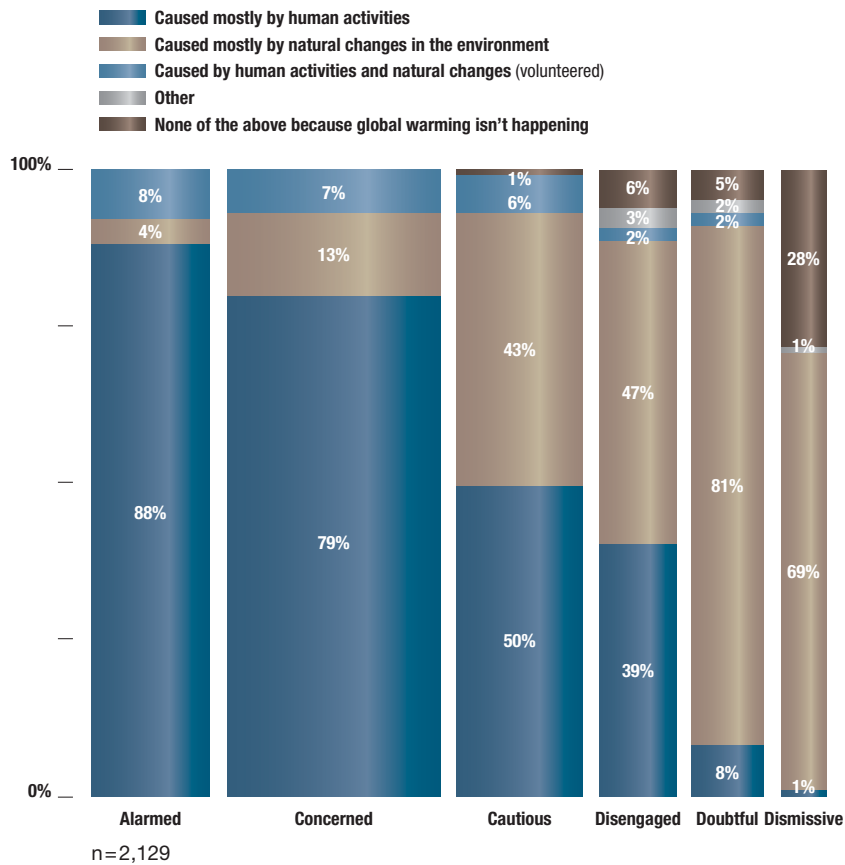


Figure 8: Beliefs regarding the causes of global warming

If global warming is happening, do you think it is:

- Caused mostly by human activities
- Caused mostly by natural changes in the environment
- Other (Please specify)
- None of the above because global warming isn't happening



Note: In this figure (and all subsequent figures with columns), the column width accurately represents the proportion of the American public in each segment.

Figure 9: Beliefs about the scientific consensus

Which comes closer to your own view?

- Most scientists think global warming is happening
- Most scientists think global warming is not happening
- There is a lot of disagreement among scientists about whether or not global warming is happening
- Don't know enough to say

■ Most scientists think global warming is happening
■ Most scientists think global warming is not happening
■ There is a lot of disagreement
■ Don't know enough to say

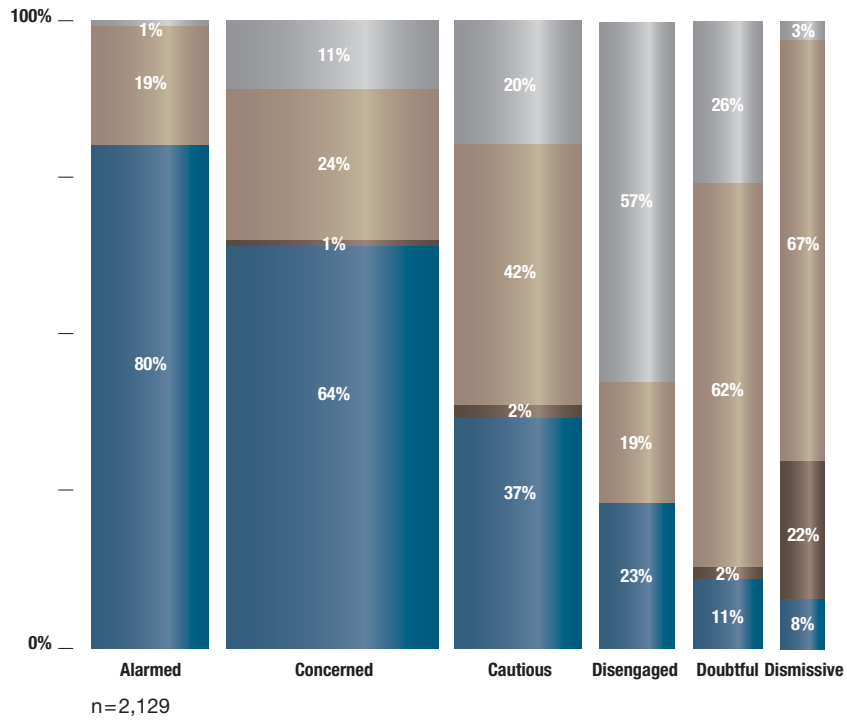


Figure 10: Personal threat of global warming

How much do you think global warming will harm you personally?

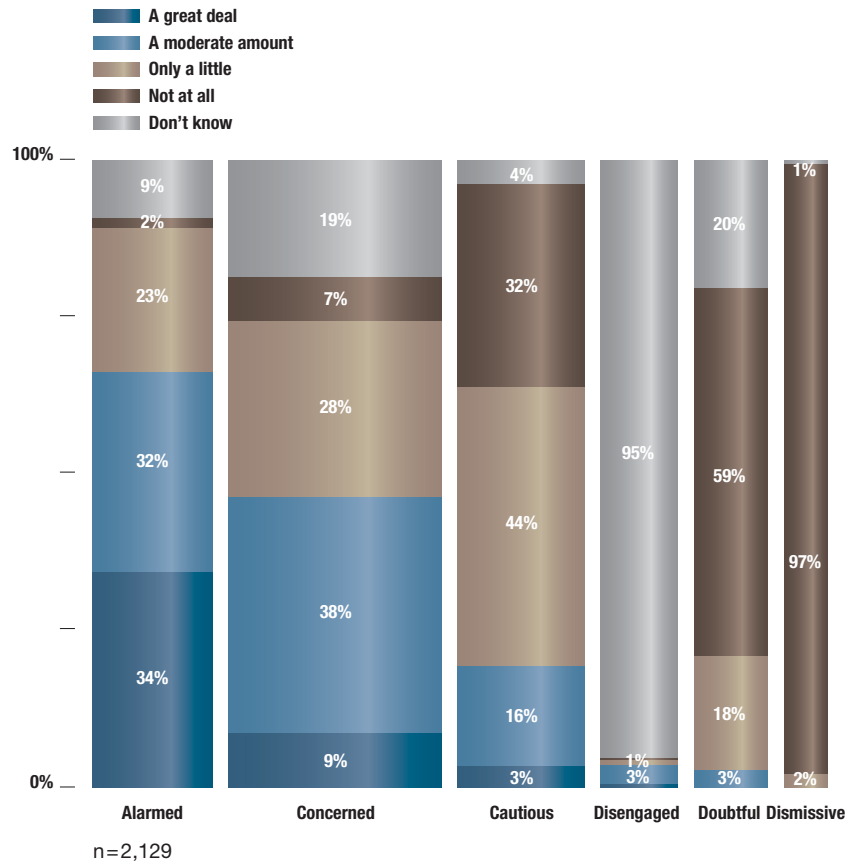


Figure 11: Threat to future generations

How much do you think global warming will harm future generations of people?

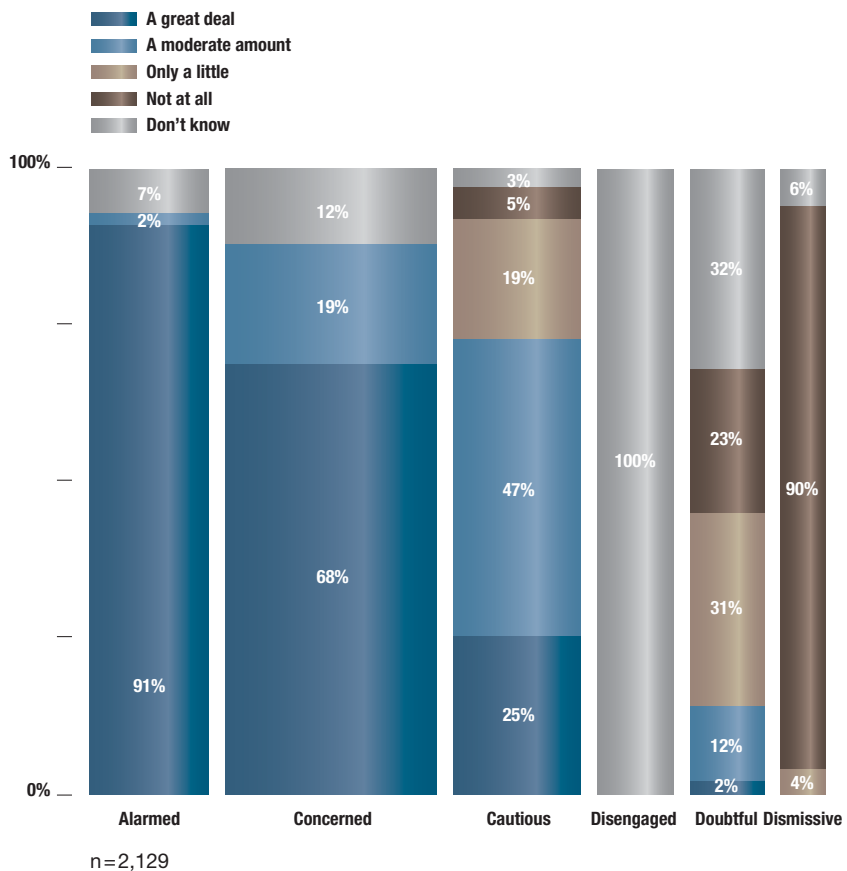
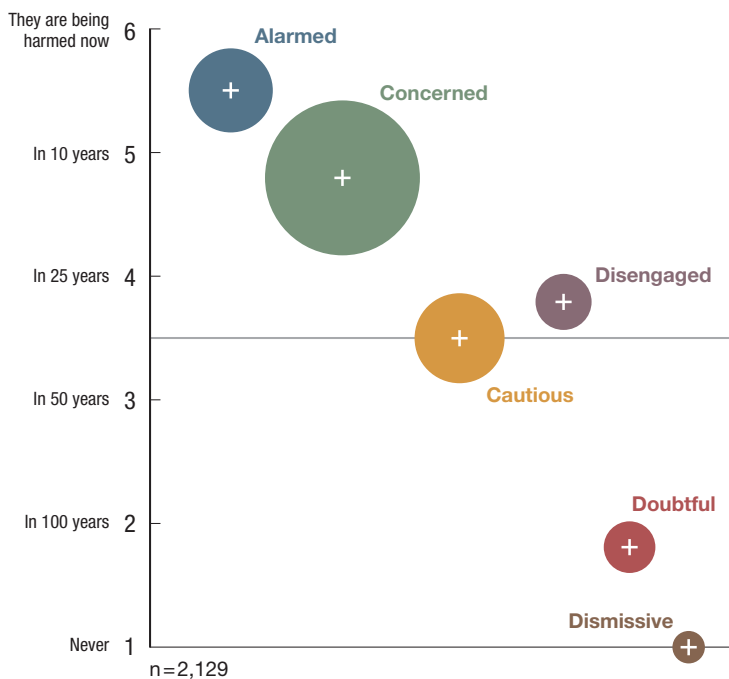


Figure 12: Timing of harm to people in U.S.

When do you think global warming will start to harm people in the United States?



EXPECTED OUTCOMES FROM ACTION TO REDUCE GLOBAL WARMING

None of the six Americas are fully confident that humans both can and will successfully reduce global warming (Figure 13). They have dramatically different beliefs, however, about the possibility of reducing global warming and in the number of positive and negative outcomes they expect if the United States takes action (Figures 13-15). The more concerned segments also express much more confidence that if the actions they are personally taking were widely adopted throughout the modern industrialized world, it would significantly reduce global warming (Figure 16).

A majority of the Alarmed, Concerned, Cautious, and Disengaged Americas believe that it is possible for humans to reduce global warming, but feel it is still unclear whether we will do so (Figure 13). The Doubtful and Dismissive disagree, believing either that global warming is not happening or that humans can't reduce it, even if it is occurring.

The Alarmed and the Concerned expect an average of 6 to 8 positive benefits (selected from a list of 10) if the United States acts to reduce warming, including providing a better life for our children and grandchildren, saving many plant and animal species from extinction, improving people's health, the creation of green jobs, and strengthening of the economy (see Table 5 in Appendix I). By contrast, the Dismissive and Doubtful expect an average of 0 to 2 positive benefits if the nation acts. In general, the more concerned a segment is, the more positive outcomes they expect (Figure 14).

The Doubtful and Dismissive instead expect 2 to 3 negative outcomes if the nation acts, including increased government regulation, rising energy prices, lost jobs, and economic harm (Figure 15). These are the only two groups that anticipate multiple negative outcomes: the other four groups expect only one negative outcome, typically increased government regulation, which may actually be viewed as a positive outcome by some people.

The Alarmed, Concerned, Cautious, and Disengaged all believe that if most people in the industrialized countries around the world took individual action, it would reduce global warming some to a great deal (Figure 16). The Doubtful believe that widespread individual action would only reduce global warming a little, while the Dismissive say these actions would make no difference at all.

Figure 13: Expected outcome of human action to reduce global warming

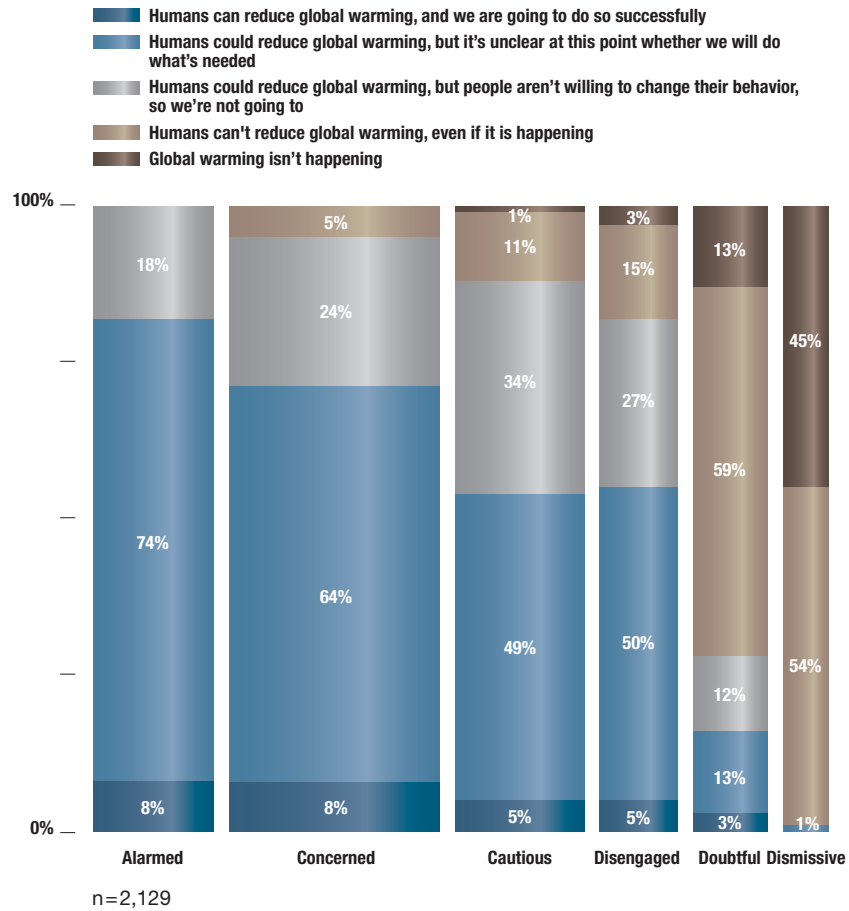
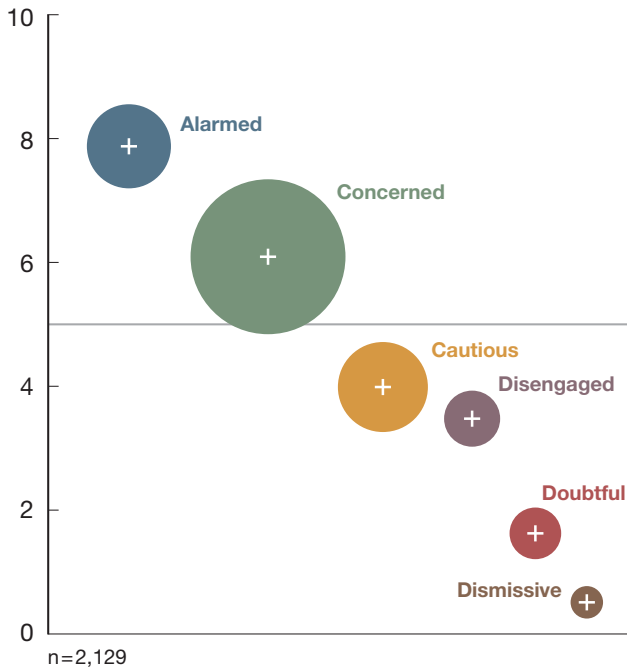


Figure 14: Number of positive outcomes expected from national action to reduce global warming

Average number of positive outcomes selected from the list of 10 shown below this figure.



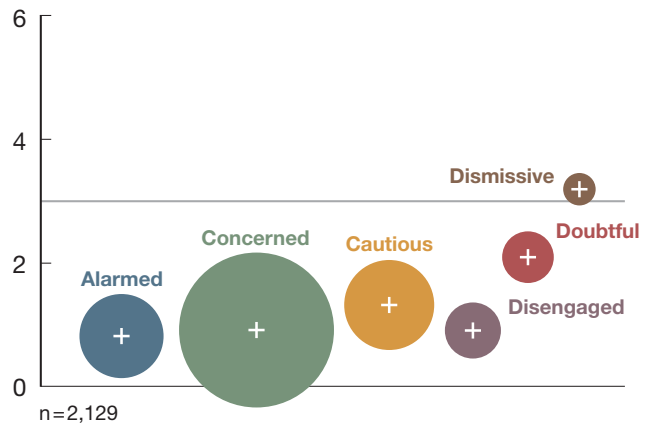
Please check all of the answers below that you believe are true. If our nation takes steps to reduce global warming, it will....

- Help free us from dependence on foreign oil
- Improve people's health
- Improve our national security
- Create green jobs and a stronger economy
- Save many plant and animal species from extinction
- Protect God's creation
- Save many people around the world from poverty and starvation
- Provide a better life for our children and grandchildren
- Prevent the destruction of most life on the planet
- Protect the world's poorest people from harm caused by the world's richest people

Outcomes were presented in a random order and included the six negative outcomes listed below Figure 15.

Figure 15: Number of negative outcomes expected from national action to reduce global warming

Average number of negative outcomes selected from the list of 6 shown below this figure.



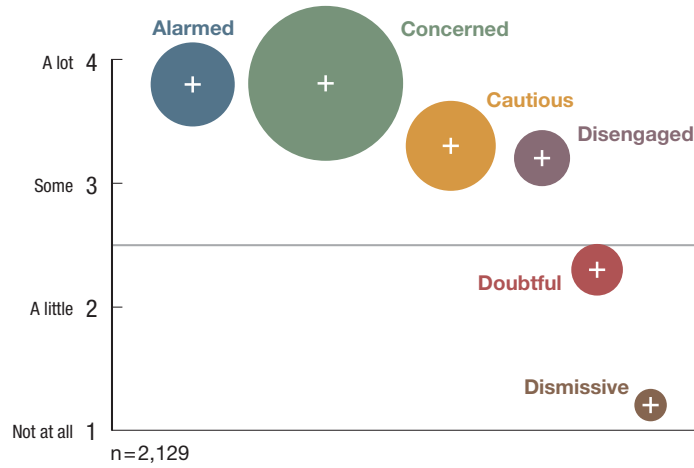
Please check all of the answers below that you believe are true. If our nation takes steps to reduce global warming, it will....

- Cost jobs and harm our economy
- Lead to more government regulation
- Undermine American sovereignty
- Cause energy prices to rise
- Interfere with the free market
- Harm poor people more than it helps them

Outcomes were presented in a random order and included the ten positive outcomes listed above in Figure 14.

Figure 16: Expected effectiveness of one's own actions, if adopted by most people in industrialized nations

"If most people in the modern industrialized countries around the world did these same actions,* how much would it reduce global warming?"



*This question followed a bank of questions that asked the respondent about his or her energy-saving actions, and a question that asked the respondent to estimate how much these actions reduced his or her own contribution to global warming.

Note: This question was skipped if the respondent was "very sure" or "extremely sure" that global warming is not occurring. Nine percent of the Doubtfuls and 58% of the Dismissives were not asked the question. In the remaining four segments, less than 1% were skipped.

POLICY AND NATIONAL RESPONSE PREFERENCES

In line with their different beliefs about the reality and seriousness of global warming, the six Americas generally have different levels of support for or opposition to a variety of national policies to address the problem. Overall, the segments with a higher sense of threat and more positive expectations about action view global warming as a higher issue priority, and express stronger support for a variety of climate change policies.

Within this general pattern, however, certain policies receive much greater support or opposition across all groups. All six Americas, for example, favor funding more research into renewable energy and providing tax rebates to individuals who purchase solar panels or fuel-efficient vehicles (Figure 21). Conversely, support for a market-based cap and trade system to reduce greenhouse gas emissions is currently weak across all six segments, including the Alarmed, who are otherwise the most supportive of climate change policies (Figure 22).

The Alarmed rate global warming as a very high national priority and strongly support almost all policies that would reduce carbon emissions, with the exception of a cap and trade system (Figures 17-22) and a gasoline tax (Table 8). They want citizens, industry, and government to do much more to address the threat. **The Concerned** share these views, although they rate global warming as a high priority and somewhat to strongly support all policies, with the exception of a cap and trade system (Figures 17-22) and gas tax (Table 8).

The Cautious, however, do not believe that climate change is particularly dangerous or threatening, and they're less optimistic about outcomes; thus they rate it as a lower issue priority and express weaker support for climate and energy policies. They desire more action from corporations, government, and citizens, but not much more, and many say that government is already doing the right amount.

The Disengaged rate global warming as a low policy priority and the policies they support most strongly would generate new sources of oil through offshore drilling or drilling in the Arctic National Wildlife Refuge, rather than reducing carbon emissions. A third do, however, strongly support the funding of research into renewable energy sources, and many express a desire for corporations, government and citizens to do more to reduce global warming.

The Doubtful do not view global warming as a serious threat to people and are decidedly pessimistic about efforts to reduce it. In line with these views, they do not rate the issue as a top-tier national priority, although fully three-quarters do feel America should make some effort to address it. Many show modest levels of support for climate and energy policies; however, about half or more say that citizens, industry, and government are already doing the right amount to address the issue.

The Dismissive believe global warming should be a low priority for the government, and say that government, corporations and citizens should not be taking action to reduce it. They strongly favor increased drilling for oil and the building of nuclear power plants, while opposing most policies aimed at reducing greenhouse gas emissions.

Figure 17: National issue priority of global warming

Here are some issues now being discussed in Washington, D.C. Do you think each of these issues should be a low, medium, high, or very high priority for the next president and Congress?

- Global warming

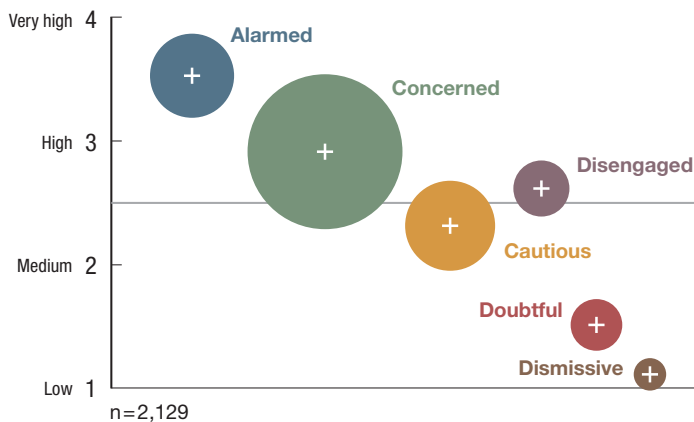


Figure 18: Support for signing an international treaty to reduce greenhouse gas emissions

How much do you support or oppose the following policies?

- Sign an international treaty that requires the United States to cut its emissions of carbon dioxide 90% by the year 2050.

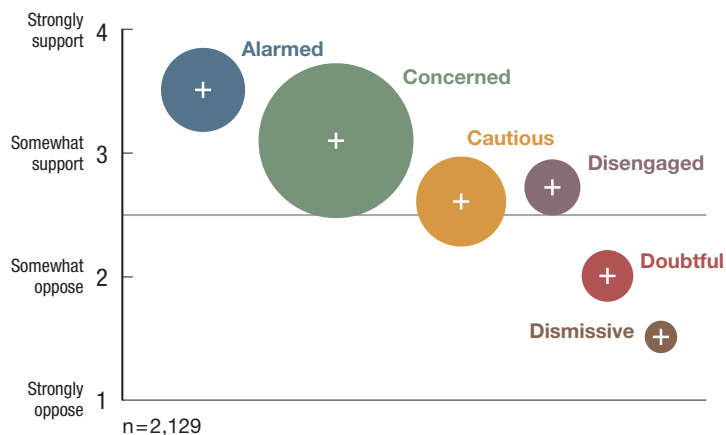


Figure 19: Support for regulation of CO₂ as a pollutant

How much do you support or oppose the following policies?

- Regulate carbon dioxide (the primary greenhouse gas) as a pollutant.

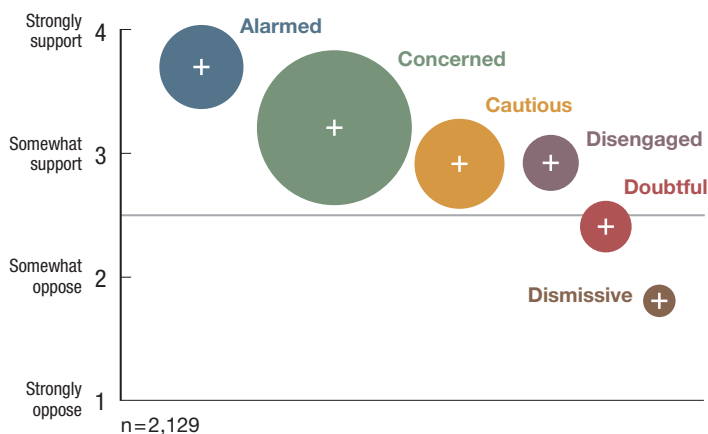


Figure 20: Support for requiring automakers to increase fuel-efficiency to 45 mpg

How much do you support or oppose the following policies?

- Require automakers to increase the fuel efficiency of cars, trucks, and SUVs, to 45 mpg, even if it means a new vehicle will cost up to \$1,000 more to buy.

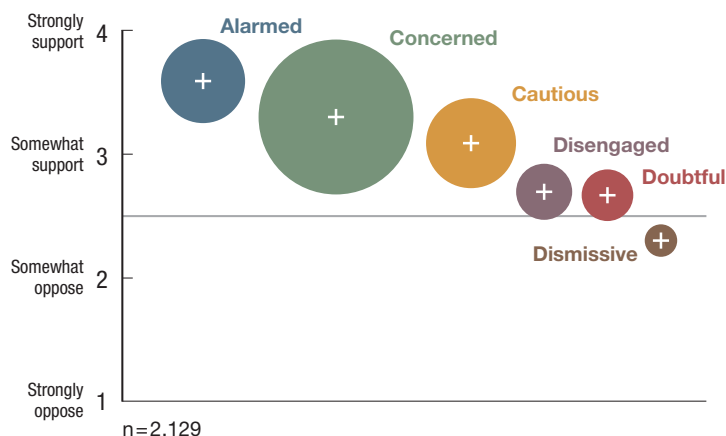


Figure 21: Support for providing rebates for purchases of solar panels and fuel-efficient vehicles

How much do you support or oppose the following policies?

- Provide tax rebates for people who purchase energy-efficient vehicles or solar panels.

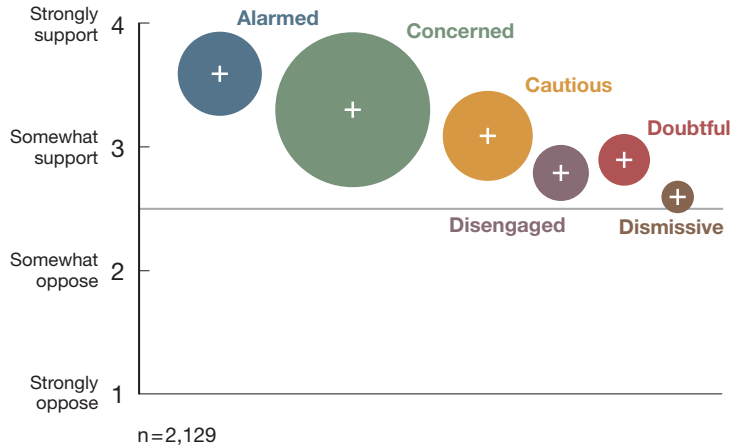
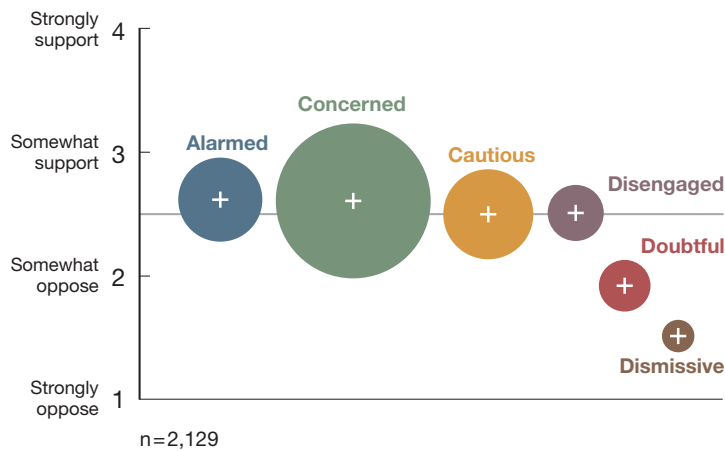


Figure 22: Support for a cap and trade policy

How much do you support or oppose the following policies?

- Create a new national market that allows companies to buy and sell the right to emit the greenhouse gases said to cause global warming. The federal government would set a national cap on emissions. Each company would then purchase the right to emit a portion of this total amount. If a company then emitted more than its portion, it would have to buy more emission rights from other companies or pay large fines.



PERSONAL ACTIONS AND INTENTIONS

There are numerous ways in which people can take action to reduce global warming: political and consumer activism; adoption of energy-efficient technologies; energy conservation at home and on the road; and attempting to influence their friends and families of their views. Some of these actions save people money, while others are costly; some require considerable investment of time and energy, while others are simple and become more or less automatic with repetition. These differences are reflected in the degree to which concern about global warming drives a particular behavior: If people can save money by an action, all six Americas are relatively likely to take that action regardless of their concern about global warming. Conversely, political activism is an action typically limited to only the highly committed, and therefore this action is reported by only one of the six Americas. Consumer activism, on the other hand, is a relatively easy way for people to express their desire for change, and is undertaken by large numbers of Americans who are concerned about global warming. Overall, 58 percent of Americans intend to engage in consumer activism over the coming year – which translates to approximately 134 million people – and within segments, we see large differences in these intentions.

Despite their desire for a stronger national response to global warming, only about a quarter of **the Alarmed** segment report having contacted elected officials to urge them to take action to reduce global warming. They are, however, far more likely than the other segments to have contacted elected officials (Figure 23). Their desire for greater action by corporations manifests in very high rates of consumer activism (Figure 24), and almost all intend to engage in consumer activism over the coming year (Figure 25). The Alarmed, however, are only slightly more likely than average to have invested in energy efficiency improvements to their homes or to engage in home energy conservation (Figures 26 & 27). Like the rest of the population, they also are relatively unlikely to be using alternative forms of transportation. While higher than average, they still report relatively low rates of biking, walking, or using mass transit and carpools (Table 14). They cite numerous barriers to engaging in these actions more often, such as long travel distances and a lack of options (Table 15). Finally, the Alarmed discuss global warming more often and are more likely to provide information on the topic than any other group (Figure 28).

The Concerned segment's actions resemble those of the Alarmed, although at markedly lower levels. They report low rates of political activism; their rates of consumer activism, however, are higher than all other segments, except the Alarmed. The Concerned are about average in terms of investing in energy efficiency improvements and energy conservation in their homes, and, like the rest of the population, they are relatively unlikely to be using alternative forms of transportation.

The Cautious have low levels of political and consumer activism. They express little intention to increase their level of political activity in the coming year, but a fifth say they intend to increase their consumer activism over the coming year (Table 11). They are slightly less likely than average to have made energy-efficiency improvements to their homes, and are much less likely to have installed compact fluorescent lighting (Table 12). Like the rest of the nation, they also are unlikely to use alternative forms of transportation, citing numerous barriers that inhibit them from doing so.

The Disengaged also report little political and consumer activism related to global warming. They are the segment least likely to have made energy efficiency improvements to their homes, but exceed national averages on their use of alternative forms of transportation (likely because they also

have lower household incomes; Table 14). They are the least likely of the six segments to discuss global warming with other people (Table 18).

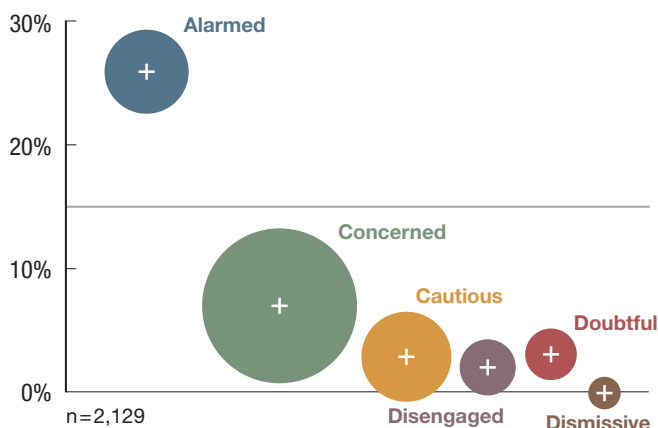
The Doubtful also report very low rates of political and consumer activism related to global warming. Conversely, they report high rates – the highest of any segment – for certain household energy efficiency actions, but only average or below average rates of energy conservation actions (Tables 12 & 14).

The Dismissive have not engaged in any political activities aimed at reducing global warming and report low rates of consumer activism. They have, however, made many energy efficiency improvements to their homes – with the exception of installing compact fluorescent lights – and they are likely to conserve energy at home as well (Tables 12 & 14). Few, however, conserve energy in their transportation choices. Finally, they are more likely to discuss global warming and provide information on the topic than any other group, with the exception of the Alarmed (Table 18 & Figure 28).

Figure 23: Proportion who have contacted elected officials to urge action on global warming

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

- Written letters, emailed, or phoned government officials to urge them to take action to reduce global warming?

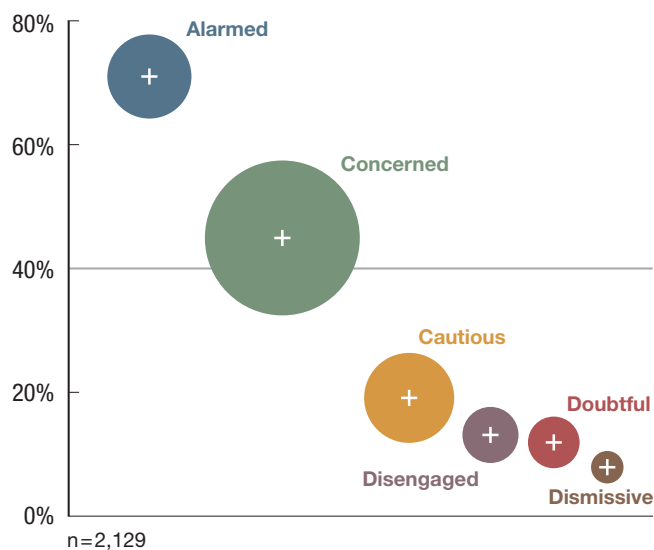


Note: Figure shows the proportion who have contacted officials one or more times over the past 12 months.

Figure 24: Proportion who have rewarded companies that support action to reduce global warming

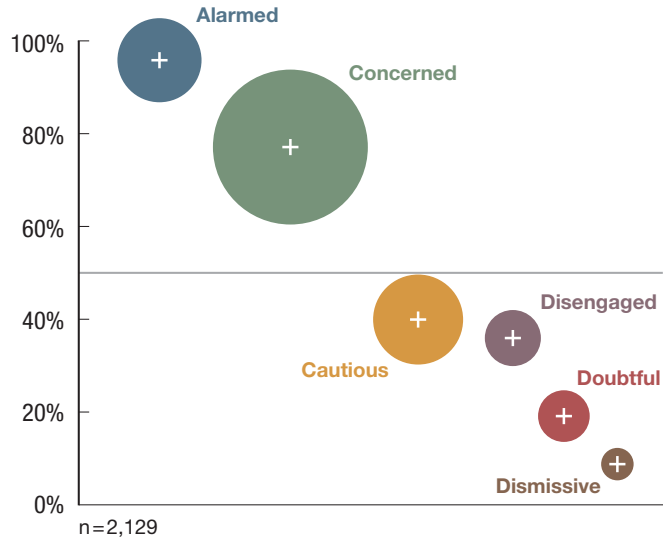
Over the past 12 months, how many times have you done these things?

- Rewarded companies that are taking steps to reduce global warming by buying their products.



Note: Figure shows the proportion who have rewarded companies one or more times over the past 12 months.

Figure 25: Proportion intending to engage in consumer activism over coming year



Note: Percentages show the proportion who intend to (1) reward companies that are taking steps to reduce global warming by buying their products; or (2) punish companies that are opposing steps to reduce global warming by NOT buying their products; or (3) both of these actions.

Figure 26: Number of energy efficiency improvements made to home

Number of improvements made from the following list of five: Insulating the attic; caulking and weather-stripping the home; installation of an energy-efficient water heater; installation of an energy-efficient furnace; installation of an energy-efficient air conditioner.

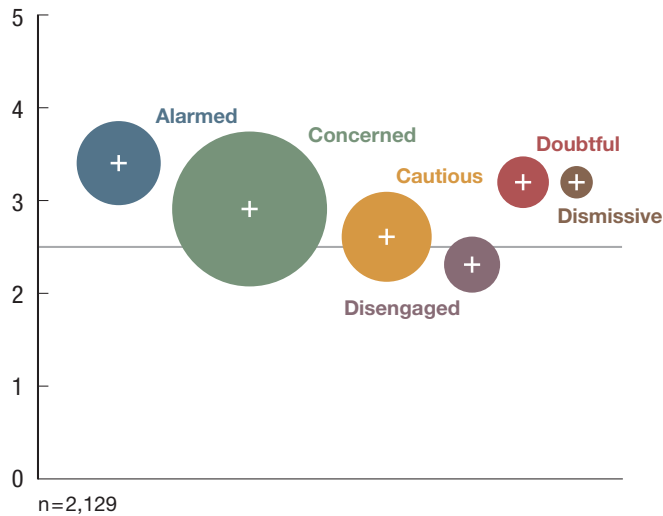


Figure 27: Number of habitual conservation actions

Number of actions that respondent does "always" or "often" from the following list of five: turning off unneeded lights; raising the thermostat to 76 or higher or using less air conditioning in summer; lowering the thermostat to 68 or cooler in winter; walking or biking instead of driving; using public transportation or car pools.

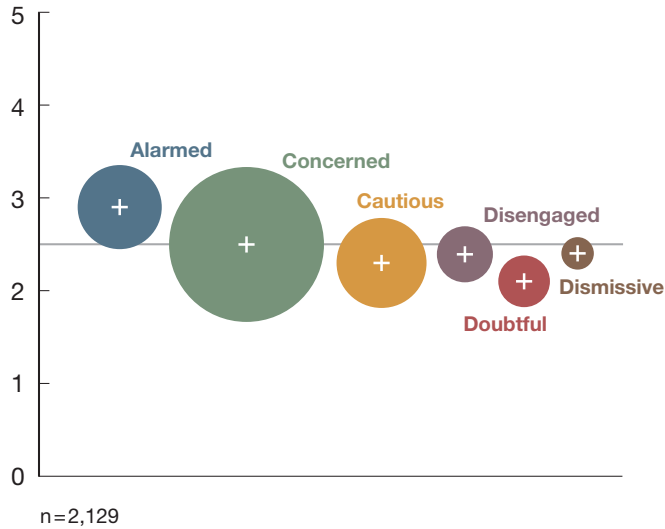
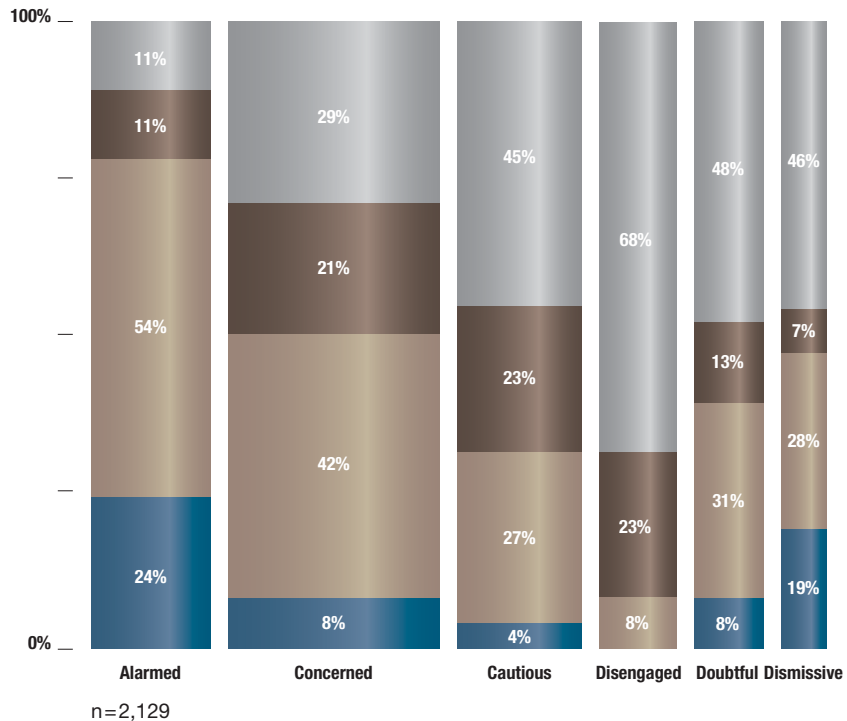


Figure 28: Giving and receiving information on global warming

When you talk to other people about global warming, do you usually ...

- Give more information than you receive?
- Give and receive about the same amount of information?
- Receive more information than you give?
- Don't know



DEMOGRAPHICS, SOCIAL CHARACTERISTICS AND VALUES³

There are demographic differences among the six Americas, but they are not typically large. The six groups differ dramatically, however, in their values, political ideology, and religious beliefs. The segments that are more concerned about global warming tend to be more politically liberal and to hold strong egalitarian and environmental values. The less concerned segments are more politically conservative, hold anti-egalitarian and strongly individualistic values, and are more likely to be evangelical with strongly traditional religious beliefs.

The Alarmed tend to be moderate to liberal Democrats who are active in their communities (Figures 29 & 30). They are more likely to be women, older middle-aged (55-64 years old), college educated, and upper income, and hold relatively strong egalitarian values, favoring government intervention to assure the basic needs of all people (Figure 31 & Table 21). They are less likely than other segments to use possessions as a measure of status. The Alarmed believe it is more important to protect the environment than privilege economic growth (Figure 32), and are the least likely to be evangelical Christians of the six segments (Figure 33).

The Concerned – who are very representative of the full diversity of America in terms of gender, age, incomes, education, and ethnicities – tend to be moderate Democrats who have an average rate of involvement in civic activities. They hold values and attitudes that in many ways are similar to the American norm, although they are somewhat more likely to hold moderate egalitarian values and prefer environmental protection over economic growth.

The Cautious are evenly divided between moderate Democrats and Republicans, with relatively low levels of civic engagement, and have traditional religious beliefs. In general, their values and demographic characteristics closely track American averages.

The Disengaged tend to be moderate Democrats who are politically inactive. They hold egalitarian values, traditional religious beliefs, and are likely to prefer economic growth over environmental protection. They are more likely than average to be minority women with less education and lower incomes.

The Doubtful – who are more likely than average to be male, older, better educated, higher income, and white – tend to be Republicans with an average rate of involvement in civic activities. They hold strongly individualistic values, are more likely than average to say they are “born again” or evangelical Christians, and are very likely to prefer economic growth over environmental protection.

The Dismissive are more likely than average to be high income, well-educated, white men. They are much more likely to be very conservative Republicans. The Dismissive are civically active, hold strongly traditional religious beliefs, and are the segment most likely to be evangelical Christian. They strongly endorse individualistic values, opposing any form of government intervention, anti-egalitarian, and almost universally prefer economic growth over environmental protection.

³ In addition to the figures cited in the text, data cited in this section are taken from Table 19: Civic engagement; Table 20: Party identification; Table 21: Values; Table 22: Environmental beliefs; Table 23: Religion; and Table 24: Demographics.

Figure 29: Party identification

Generally speaking, do you think of yourself as a...

- Republican
- Democrat
- Independent
- Other (please specify)
- No party/not interested in politics

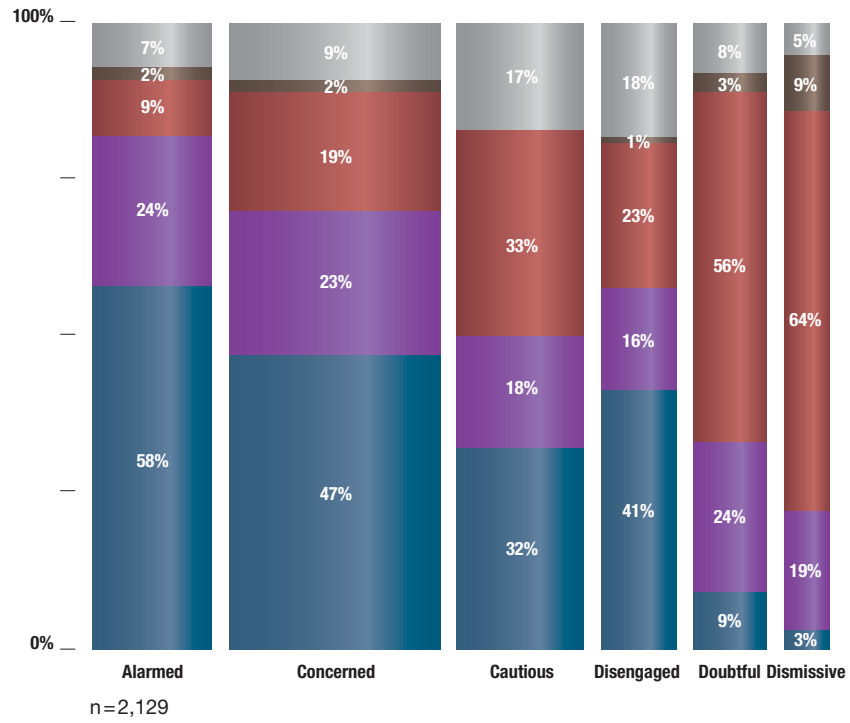
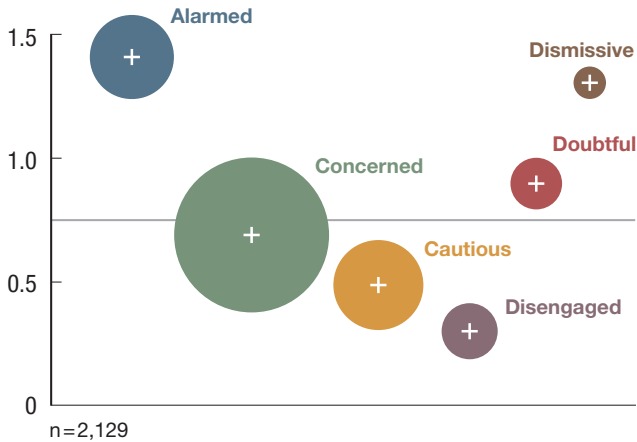


Figure 30: Civic engagement

Number of types of action taken over the past year from the list of 11 possible actions shown at the bottom of this page.



Which, if any, of the following have you done in the past 12 months? (Select all that apply)

- Written or called any politician at the state, local, or national level.
- Attended a political rally or speech or organized protest of any kind.
- Attended a public meeting on town or school affairs.
- Held or run for political office.
- Served on a committee of a local organization.
- Served as an officer of a local club or organization.
- Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion.
- Written an article for a magazine or newspaper.
- Worked for a political party.
- Made a speech.
- Been an active member of any group that tries to influence public policy or government.

Figure 31: Egalitarian values

Average agreement with the four statements shown at the bottom of this page.

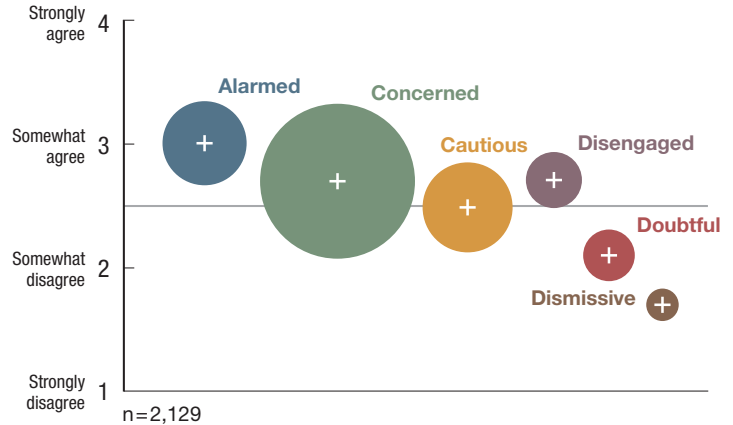


Figure shows average agreement with the following four assertions:

- The world would be a more peaceful place if its wealth were divided more equally among nations.
- In my ideal society, all basic needs (food, housing, health care, education) would be guaranteed by the government for everyone.
- I support government programs to get rid of poverty.
- Discrimination against minorities is still a very serious problem in our society.

Figure 32: Environment vs. economy

Which do you think is more important?

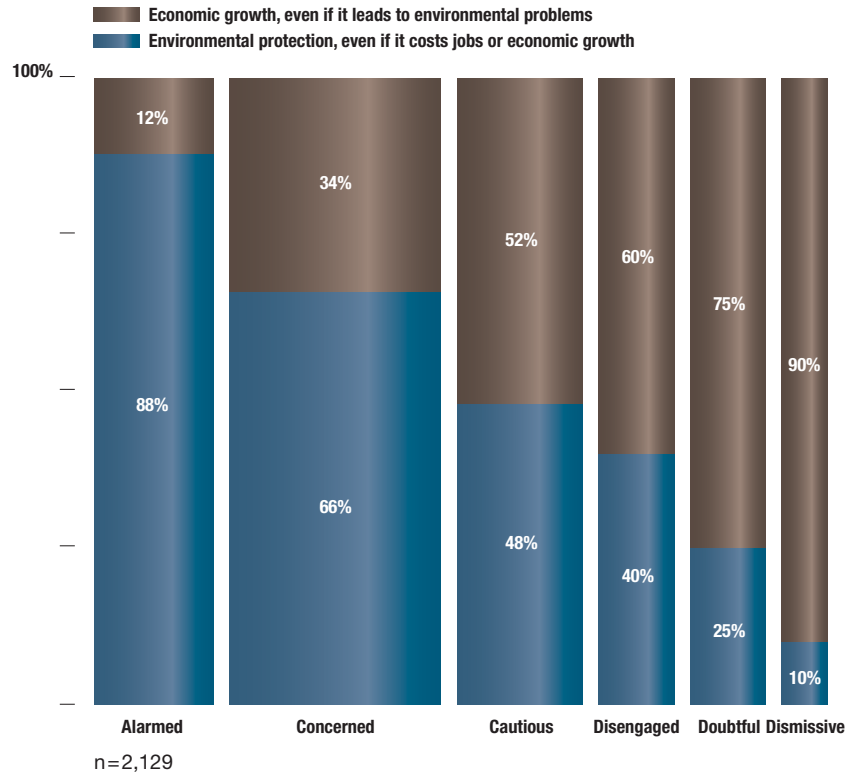
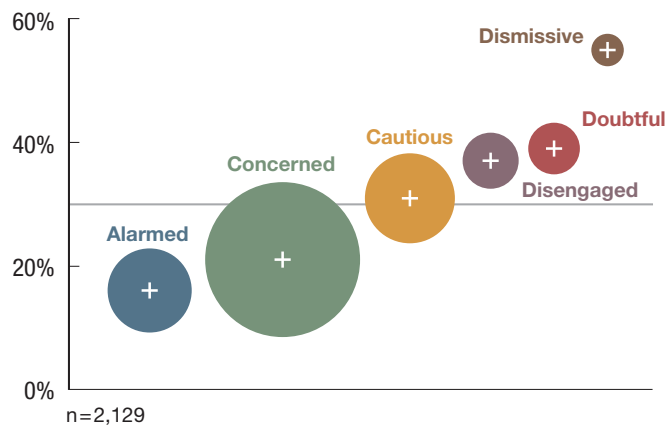


Figure 33: Proportion “born again” or evangelical

Would you describe yourself as “born-again” or evangelical?



ON MEDIA USE AND INFORMATION SEEKING⁴

Overall levels of media use do not vary much among the six Americas, but attention to specific forms of news differ – particularly environmental, political, and scientific news – as do information seeking, trust in information sources, and the frequency with which particular programs or genres are viewed, read, or heard.

The Alarmed follow news on global warming closely and seek it out (Figure 34). They are highly attentive to political, environmental and scientific news, and higher than average users of most media, including online newspapers, the Internet and magazines. Their most trusted sources of information on global warming are scientists (Figure 35), environmental organizations, and Al Gore (Table 26).

The Concerned have average rates of media use. They say that they need additional information about global warming before firmly making up their minds about the issue, but they tend not to pay much attention to information about global warming or to take steps to seek it out. They are most likely to trust scientists as a source of information about global warming, followed by environmental organizations, Al Gore, and Barack Obama.

The Cautious have average exposure to the mass media. Like the Concerned, the Cautious express a need for more information on global warming, but they do not seek out information or attend closely to the information they encounter. They pay the least attention of all the groups to news on the environment and pay lower than average attention to most types of news. They are most likely to trust scientists as a source of information about global warming, followed by their own family and friends, and television weather reporters.

The Disengaged tend to be high television viewers, watching more entertainment programming than average, but less news and public affairs. They do not follow political news very closely. While they say they need more information on global warming to make up their minds on the issue, they are unlikely to seek out this information. They are equally likely to trust scientists and their own friends and families as sources of information about global warming, followed by television weather reporters.

The Doubtful have more-or-less average rates of media use. About one-third say they need additional information about global warming before they can firmly make up their mind, but they are extremely unlikely to pay attention to information about the issue. The Doubtful are most likely to trust their own friends and families as sources of information about global warming, followed by scientists, with religious leaders a more distant third.

The Dismissive have a specialized media diet, with a higher than average preference for media sources that reflect their own political point of view. While they are high consumers of political news, they do not trust most sources of information on global warming, including the mainstream news media (Figure 34), and they are more likely than average to turn to conservative news commentators and the Internet. They are most likely to trust their own friends and families as a source of information about global warming, with scientists and religious leaders well behind.

⁴ In addition to the figures cited in the text, this section draws on data from Table 25: Information seeking and attention; Table 26: Source trust; Table 27: Media exposure; and Table 28: Attention to sources.

Figure 34: Attention to global warming information

How much attention do you pay to information about global warming?

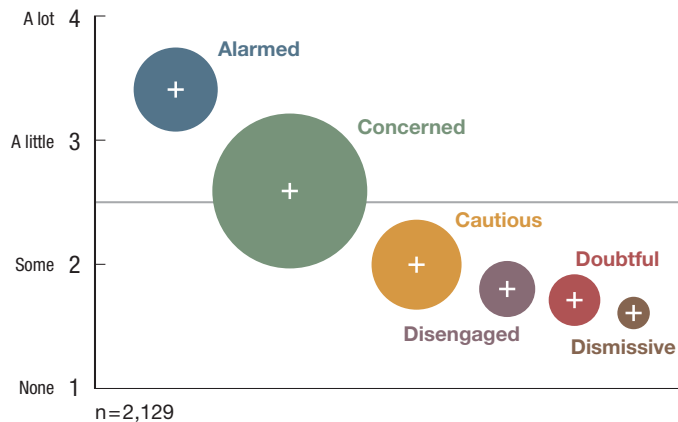


Figure 35: Trust in scientists as sources of global warming information

How much do you trust or distrust the following as a source of information about global warming?

- Scientists

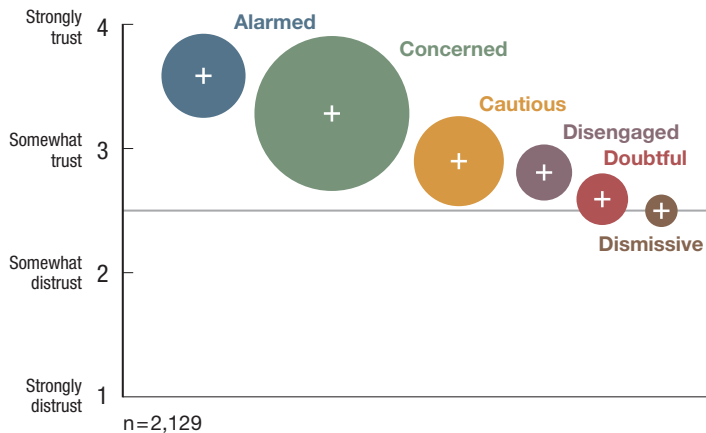
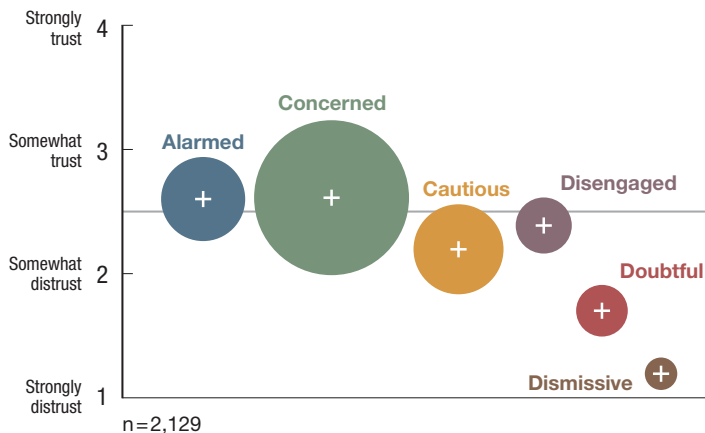


Figure 36: Trust in the mainstream news media as sources of global warming information

How much do you trust or distrust the following as a source of information about global warming?

- The mainstream news media



AUDIENCE PROFILES



THE ALARMED

(18% of American Adults)

Beliefs & Issue Involvement

The Alarmed are the audience segment most convinced that global warming is happening. They are the most involved with the issue and the most worried about it. They recognize the scientific consensus on the issue, and overwhelmingly believe human activities are the cause of the problem. Compared to the other five segments, they're most likely to view it as personally threatening, and as happening here and now, rather than in the distant future.

Certainty (Table 1)

Almost all members of the Alarmed say they are either extremely (74%) or very sure (24%) that global warming is occurring. Further, almost everyone in this group (99%) disagrees that they could easily change their mind about global warming.

Involvement (Table 2)

Almost all members of the Alarmed say they have thought a lot (68%) or some (30%) about global warming. Likewise, almost everyone in this group says the issue is either extremely (48%) or very important (47%) to them personally. All are either very (65%) or somewhat worried (35%), while a large majority (79%) says they have personally experienced the effects of global warming.

Perceived Knowledge & Beliefs (Table 3)

The vast majority of the Alarmed believe they are well informed about the causes, consequences, and ways to reduce global warming, with over 90 percent saying they are either very or fairly well informed on all three topics. Almost all this group believe that human activities cause global warming (88%), while 8 percent say it is caused by a combination of human activities and natural changes in the environment. Likewise, most of the Alarmed are convinced that most scientists believe global warming is occurring (80%), while 19 percent believe there is still a lot of disagreement among scientists.

Almost all of the Alarmed hold one of three conceptual models about how the climate system works. The most widely held model is that of a slow, linear warming trend that will gradually lead to dangerous effects (42%). Other members of this group believe in either a fragile model in which the Earth's climate system is delicately balanced, and where small amounts of global warming will have abrupt and catastrophic impacts (27%) or a threshold model, in which the climate system is stable, but only within certain limits or tipping points, beyond which there will be dangerous effects (25%).



Risk Perceptions (Table 4)

The Alarmed perceive global warming as a very significant threat. Almost all of them say that global warming will cause a great deal of harm to plant and animal species (91%), future generations of people (91%), people in developing countries (82%), and people in the United States and other modern industrialized countries (over 60%). They are also more likely than members of other segments to believe it will cause a great deal of harm to them personally (34%), their own family (41%), and their own community (46%). Likewise, a large majority believe that global warming is already harming people around the world (75%) or will within the next 10 years (13%).

Large majorities of the Alarmed believe that if nothing is done to address it, over the next 20 years global warming will cause many more famines and food shortages (90%), droughts and water shortages (90%), severe heat waves (88%), extinctions of plant and animal species (88%), intense hurricanes (86%), floods (86%), forest fires (79%), refugees (79%), people living in poverty (77%), and disease epidemics (73%) worldwide. Likewise, large majorities believe that it is very likely that over the next 20 years, global warming will cause melting ice caps and glaciers (98%), expanding deserts (72%), and the abandonment of large coastal cities due to rising sea levels (65%).

The Alarmed are also much more likely to believe that global warming is already having or will have serious impacts on human health. A substantial proportion estimate that thousands (33%) or millions (11%) of people worldwide currently die each year due to global warming and estimate these numbers will rise dramatically in 50 years. Likewise, roughly similar numbers of the Alarmed believe that global warming is currently or will cause thousands or millions of injuries and illnesses worldwide. However, roughly 33 percent of the Alarmed say they simply don't know and can't guess how many fatalities, injuries, or illnesses are currently or will be caused by global warming, demonstrating that, even among the Alarmed, many do not understand the human health implications.

Outcomes Expected from National Action to Reduce Global Warming (Table 5)

Almost all of the Alarmed believe that taking national action to reduce global warming will provide a better life for our children and grandchildren (96%), save many plant and animal species from extinction (96%), improve people's health (92%), create green jobs and a stronger economy (92%), prevent the destruction of most life on the planet (83%), help free us from dependence on foreign oil (80%), save many people around the world from poverty and starvation (76%), protect the world's poorest people from environmental harm caused by the world's richest people (73%), and protect God's creation (65%). Only 39 percent, however, believe that taking national action to reduce global warming will improve our national security. When asked which reason for action was most important to them personally, the Alarmed were most likely to select preventing the destruction of most life on the planet (31%) and providing a better life for our children and grandchildren (20%).

The Alarmed are much less likely to believe that national action to reduce global warming would lead to more government regulation (44%), cause energy prices to rise (19%), cost jobs and harm our economy (4%), interfere with the free market (7%), harm poor people more than it helps them (3%), or undermine American sovereignty (3%). Of these potential outcomes, the Alarmed are most concerned that national action will cause energy prices to rise (38%) or lead to more government regulation (33%).

Almost half of the Alarmed foresee only positive outcomes from national action to reduce global warming, while 51 percent see both positive and negative outcomes. When provided their top reasons for and against national action and asked to weigh them, this 51 percent of the Alarmed overwhelmingly (98%) said that the United States should nonetheless take steps to reduce global warming.

Beliefs about Potential Outcomes and the Effectiveness of Actions (Table 6)

Most of the Alarmed (74%) believe that humans could reduce global warming, but it remains unclear at this point whether we will do what is needed. Only 8 percent are confident that we are going to do so successfully, while 18 percent believe we could, but people aren't willing to change their behavior, so we're not going to.

When asked to consider the energy saving actions they have already taken or would like to take over the next 12 months, only 29 percent of the Alarmed believe that these actions would reduce their own contribution to global warming a lot, suggesting that many believe they could be doing more as individuals. Large majorities of the Alarmed, however, believe global warming could be reduced a lot if most people in the U.S. took these actions (72%) or if most people in modern industrialized countries did so (82%). The Alarmed strongly believe that individual actions can make a difference in reducing global warming (90%), but do not believe that new technologies can solve the problem without individuals having to make big changes in their lives (84%).

Policy and National Response Preferences

In line with their sense that global warming is a serious threat to themselves and others, the Alarmed consider the issue a high national priority, strongly favor multiple policy solutions to the problem, and want government, industry, and citizens to do much more to address the threat.

Issue Priorities for the President and Congress (Table 7)

At the time of the survey, the Alarmed rated global warming as the 4th most important national priority for the President and Congress, after the economy, health care, and the federal budget deficit; 60 percent said it should be a very high priority for the new administration and Congress, and another 34 percent said it should be a high priority. Compared to other environmental issues, a large majority of the Alarmed (74%) rated global warming as a very high priority, while a majority said that global warming was their most important environmental issue (55%).

Support for a National Response (Table 8)

Almost all the Alarmed believe the United States should act to reduce its greenhouse gas emissions, regardless of what other countries do (94%). Almost four out of five (79%) believe that this should be a large-scale effort, even if it has large economic costs.

The Alarmed overwhelmingly support a variety of climate and energy policies, including funding research into renewable energy sources, such as solar and wind power (99%); regulating carbon dioxide as a pollutant (96%); providing tax rebates to people who install solar panels or purchase fuel-efficient vehicles (96%); requiring auto makers to increase fuel-efficiency to 45 mpg (94%); signing an international treaty requiring the U.S. to cut its emissions of carbon dioxide 90% by the year 2050 (94%); requiring electric utilities to produce at least 20 percent of their energy from re-

newable sources (91%), and providing a government subsidy to replace old water heaters, air conditioners, light bulbs and insulation (92%).

Less popular policies among this segment are: Creating a national cap-and-trade market (60% support – but only 23% support strongly); increasing taxes by 25 cents per gallon and returning the revenues to taxpayers by lowering the federal income tax (51% – but only 22% support strongly); expanding off-shore drilling (50% – 20% strongly support), building more nuclear power plants (50% – 13% strongly support); and drilling in the Arctic National Wildlife Refuge (27% – 8% strongly support).

Expectations of Elected Officials, Corporations, and Citizens Themselves (Table 9)

In line with their concerns, the Alarmed say they want to see more action by elected officials, corporations and citizens themselves to reduce global warming. Very large majorities say that the U.S. Congress (100%), citizens themselves (100%), corporations and industry (98%), their governor (97%), state legislators (97%), and local officials (88%) should be doing more to address global warming.

Personal Actions and Intentions

Despite their desire for more political action on global warming (yet like most members of the general public), the Alarmed report relatively low rates of political activism. Conversely, their desire for more action by corporations manifests in very high rates of consumer activism. Many also appear to be actively working to influence others interpersonally.

The Alarmed are only slightly more likely than average to have invested in energy efficiency improvements to their homes or to engage in home energy conservation. These are predominantly actions that most members of the population overall say they are already taking, and thus, on these behaviors the Alarmed are not that different from the other segments.

Like the rest of the population, they also are relatively unlikely to be using alternative forms of transportation. While higher than the average, they still report relatively low rates of biking, walking, or using mass transit and carpools. They cite numerous barriers to engaging in these actions more often, such as long travel distances and a lack of available alternatives to the automobile.

Political Activism (Table 10)

Over a quarter (26%) of the Alarmed have contacted government officials at least once through letters, emails, or phone calls to urge them to take action on global warming. Over a third (37%) plan to increase their level of political activism in the coming year, and two-thirds (65%) of these are moderately or completely confident in their ability to do so. The barriers that might prevent them from contacting officials more often are: they are too busy (22%); they don't see themselves as activists (20%); or they don't know how (20%). Significantly, a third (33%) say that nothing would prevent them from contacting elected officials about global warming.

Almost a third (32%) of the Alarmed have volunteered with or donated money at least once to organizations working to reduce global warming, while 41 percent plan to increase their volunteerism and donations in the coming year. About half (49%) are moderately or completely confident that they will be able to do so. The single largest barrier that prevents members of this group from vol-

unteering or donating is that they can't afford to (49%). Close to a third (31%) say, however, that nothing prevents them from taking these actions.

Nearly half of the Alarmed (47%) believe that volunteering and donating to organizations working on global warming are "pretty effective" or "highly effective" ways to get government officials to take action, while 34 percent believe that contacting officials directly through letters, emails or the phone is effective.

Consumer Activism (Table 11)

The Alarmed engage in very high levels of consumer activism on global warming: 71 percent have rewarded companies at least once in the past year by buying their products if the company is taking steps to reduce global warming; while 59 percent have punished companies that oppose steps to reduce global warming by not buying their products. The primary barrier preventing even higher rates of consumer activism by this segment is knowledge: 79 percent of the Alarmed say they don't know which companies to punish, while 22 percent say they can't afford to do so.

Energy Efficiency Improvements (Tables 12 & 13)

In terms of energy-efficiency improvements, the Alarmed are generally similar to the rest of the population. Like Dismissives and Doubtfuls, they are somewhat more likely than average to have invested in energy-efficiency improvements in the home. The Alarmed, however, are much more likely to have installed compact fluorescent light bulbs (CFLs): 60 percent of the Alarmed have replaced most or all of their bulbs with CFLs, compared to 46 percent of the population as a whole. An additional 30 percent intend to replace their light bulbs in the coming year. And although the Alarmed are only slightly more likely than the population overall to have purchased a fuel-efficient vehicle (23% vs. 21%), they express the greatest intentions to buy one in the next year (29% vs. 20%).

The primary barrier preventing the Alarmed from making efficiency improvements is cost: between 36 percent and 58 percent of those who had not made a variety of home energy efficiency improvements said that cost was a barrier. The single exception was installation of compact fluorescent bulbs; the primary barriers for this action were not liking them (33%) or not needing new ones yet (27%).

Energy Conservation (Tables 14, 15 & 16)

Most of the Alarmed say they turn off unneeded lights all the time (73%), and almost a third (30%) said that they intend to do so more often in the future. Half say they lower their thermostats in winter all the time, and 40 percent say they raise their thermostats in summer or limit their use of air conditioning. The primary barrier to both actions is a preference for a more comfortable temperature in the house.

The Alarmed are somewhat more likely to conserve energy in their transportation choices than the average American, although their rates are still low: only 13 percent always use public transportation or car pools; and 12 percent always walk or bike instead of driving. They cite a number of barriers to increasing their use of public transportation and carpools: 39 percent say they don't have the option; 34 percent cite lack of availability; and 22 percent say that it's too inconvenient. Half (50%) say they would walk or bike instead of driving more often, but the distances they travel are too far. A minority (21%) say they don't intend to bike or walk more often or to increase their use of public transportation and carpools because they drive fuel-efficient cars, and many say they are already doing these things as much as they can (23% for public transport and 32% for biking and walking).

When listing the benefits they see in conservation actions, the Alarmed are much more likely than other segments to cite reducing global warming as a benefit.⁵ For each of the energy conservation actions, between 68 percent and 87 percent of the Alarmed chose reducing global warming as a benefit of the action, as compared to 34 percent to 57 percent for the population overall.

Interpersonal Communication and Social Influence (Table 18)

Almost two-thirds (62%) of the Alarmed say they like to discuss global warming with other people, and 86 percent say that they discuss it with family and friends very often or occasionally. Sixteen percent have spoken with five or more people about the topic in the last two weeks. A quarter (24%) of the Alarmed say that when discussing global warming, they give more information than they receive. One in five (20%) believes that others consider them a good source of information, and 12 percent say that people come to them for advice on the issue.

Demographics, Social Characteristics and Values

The Alarmed tend to be moderate to liberal Democrats who are active in their communities. Compared to national averages, they are more likely to be female, middle-aged (55-64 years old), and college educated. They are slightly more likely to have higher incomes. The Alarmed also tend to have stronger egalitarian values, favoring government intervention to assure the basic needs of all people. They are also less likely than to use possessions as a measure of status. They hold strong environmental values, and are less likely to be “born again” or evangelical Christians.

Demographics (Table 24)

The Alarmed are more likely to be women (61%) and a quarter are 55-64 years old. They are slightly more likely to have higher incomes (28% earn more than \$85K annually) and a college degree (38%). Their ethnicity closely mirrors the population as a whole.

Civic Engagement (Table 19)

The Alarmed tend to be more engaged in civic affairs than most Americans, averaging 1.4 different types of civic activity (from a list of 11) in the past year. Only the Dismissives approach this level of civic engagement, reporting 1.3 types of civic action. The actions the Alarmed are most likely to have taken are: contacting politicians (35%); attending public meetings on town or school affairs (24%); or attending a political rally, speech, or organized protest (17%).

Political Affiliation and Ideology (Table 20)

Most in the Alarmed segment are moderate to liberal Democrats; 58% identify themselves as Democrats, and another 24% say they are Independents. Almost half (48%) say they are somewhat to very liberal, while over a third (38%) say they are moderates. Only 14% identify themselves as conservatives.

Values and General Attitudes (Table 21)

The Alarmed hold strongly egalitarian values, believing more strongly than national averages and the other segments in a more equal distribution of wealth, and in government programs to help people

⁵ The questions about benefits (as well as all the other questions on energy efficiency and conservation actions) were asked early in the survey before the respondents became aware that global warming was the primary focus of the survey. Thus, their answers were not biased by an awareness of the primary focus of the survey.

in poverty and provide for basic needs for all people. They are also more likely to believe that discrimination against minorities is still a serious problem. They are much less likely than national averages or the other segments to hold strong individualistic values: they are least opposed to government intervention and the regulation of businesses. They are also less likely to agree that some people should be allowed to make as much money as they can, while others live in poverty.

In areas where religion and science conflict, most of the Alarmed hold to the scientific perspective: Two-thirds believe in evolution, in contrast to 47 percent of the population as a whole, and only 30 of the Alarmed agree that the world was created in six days, in contrast to 54 percent of all Americans. Regarding the overall value of science, 85 percent of Alarmists disagree with the statement, “Overall, modern science does more harm than good.”

Consumption and social appearances are of less importance to the Alarmed. They are less likely than the other segments to follow fashion trends, to believe that success can be judged by one’s possessions, or to say that it is important to have a home as well equipped and furnished as other people or to rely on particular brands and products to gain acceptance by others. Over half say they would rather make something than buy it.

Environmental Beliefs and Concern (Table 22)

Eighty-seven percent of the Alarmed consider themselves environmentalists, compared to 57 percent of all Americans. They overwhelmingly believe that protecting the environment is more important than the economy, even if it costs jobs or economic growth (88% of the Alarmed vs. 55% of the population). Asked about the impact of global warming on other species of plants and animals, on humans, and on themselves, they express far higher concern than the other segments on every question.

Religious Affiliation and Participation (Table 23)

The Alarmed are slightly less likely to attend religious services than members of other segments. They are also less likely to describe themselves as “born again” or evangelical (16% Alarmed vs. 27% population), and slightly more likely to say that they have no religion (19% Alarmed vs. 14% population), or that they are Catholic (26% Alarmed vs. 22% population).

Media Use and Information Seeking

The Alarmed follow news on global warming closely and seek it out. They’re highly attentive to political, environmental and scientific news, and higher than average users of most media, including online newspapers, the Internet, and magazines. Their most trusted sources of information on global warming are scientists, environmental organizations, and Al Gore.

Information Seeking and Attention (Table 25)

Sixty percent of the Alarmed say they don’t need any more information about global warming to make up their minds – their views are already firmly decided. They do, however, pay a great deal of attention to the information they encounter: 94 percent say they pay “a lot” or “some” attention to information on global warming, and in the past month, over a third have actively looked for information. The Alarmed also report higher than average attention to information on conserving energy and close to half have actively looked for information on this topic.

Trust in Information Sources (Table 26)

The most trusted sources of information on global warming for the Alarmed are scientists: 61 percent strongly trust scientists and another 35 percent somewhat trust them. Environmental organizations are trusted by 95 percent of the Alarmed, and Al Gore, by 92 percent. During the fall presidential campaign, when these data were gathered, 77 percent said they trusted Barack Obama. Television weather reporters are trusted by 79 percent and the mainstream news media are trusted by 61 percent. The Alarmed, however, are less trusting of corporations, religious leaders, and John McCain than the national average.

Media Exposure (Table 27)

The Alarmed are slightly greater than average users of most media. They are more likely to turn to the Internet (9.3 hours per week vs. the 8.8 national average), read online newspapers (4.2 days per week vs. the 3.7 national average), and have the highest number of magazine subscriptions of the six segments (1.7 vs. 1.4 nationally). During the week, they watch slightly more television than average (17.6 hours vs. 17.0 nationally); however on the weekend they watch less (8.4 hours vs. 9.0).

Media Attention (Table 28)

The Alarmed are more likely than average to follow political news and world affairs. They are three times as likely as average to say they follow news of the environment very closely (24% vs. 7% overall), and they attend more closely to news about science and technology, with 54 percent saying they follow these topics somewhat or very closely. They also pay closer than average attention to local weather forecasts and news about health, business and finance, and people and events in their communities. They are less likely than average to follow sports.

In terms of specific media content, the Alarmed watch national network news and the Sunday morning news programs, such as *Meet the Press*, more often than the average. They are greater than average users of CNN and National Public Radio (NPR). The Alarmed are also greater than average users of more liberal media programming – including *The Daily Show* with Jon Stewart, *The Colbert Report* with Stephen Colbert, *Countdown* with Keith Olbermann, and MSNBC. By contrast, they are less frequent users of more conservative programming – including *The Fox News CABLE Channel*, *Hannity & Colmes*, *The O'Reilly Factor* with Bill O'Reilly, and *Rush Limbaugh's* radio show.



THE CONCERNED

(33% of American Adults)

Beliefs & Issue Involvement

The Concerned are convinced that global warming is happening, although they are less certain than the Alarmed. They are distinctly less involved with the issue than the Alarmed, yet they still have high levels of concern. Most of the Concerned believe there is a scientific consensus that global warming is happening, and overwhelmingly say human activities are the cause of the problem. They are less likely to view global warming as personally threatening or happening here and now than the Alarmed, but still distinctly more than members of the other four segments.

Certainty (Table 1)

Nearly all of the Concerned believe that global warming is occurring, but not all are completely certain: 30 percent say they are extremely sure, 43 percent say they are very sure, and 21 percent say they are somewhat sure; only 5 percent are not at all sure or don't know if global warming is occurring. While a large majority (72%) say they could not easily change their minds on the issue, 28 percent say they could.

Involvement (Table 2)

Only 12 percent of the Concerned have thought about global warming "a lot," while 54 percent have thought about it "some," and 31 percent "a little." Only 37 percent of the Concerned say the issue is either very or extremely important to them, with 61 percent that say it is "somewhat important." Likewise, only 15 percent are very worried about global warming, while 78 percent are somewhat worried. Over a third (38%) say that they have personally experienced the impacts of global warming.

Perceived Knowledge & Beliefs (Table 3)

A majority of the Concerned say they are well informed on the causes, consequences, and ways to reduce global warming, although few indicate that they feel very well informed. Almost all believe that human activities cause global warming, with 79 percent saying it is mostly caused by human activities, and 7 percent saying it is caused by a combination of human activities and natural changes in the environment. Nearly two-thirds (64%) think that most scientists believe global warming is occurring, 24 percent think there is a lot of disagreement, and 11 percent don't know.

Nearly three-quarters of the Concerned hold one of two conceptual models about how the climate system works. The most widely held model is that of a gradually changing climate that will eventually lead to dangerous impacts (43%). The other common model is that the climate system has thresholds or tipping points that – if crossed – will have dangerous effects (30%).

Risk Perceptions (Table 4)

The Concerned believe global warming poses a significant threat to people. They are less likely than the Alarmed, but more likely than members of other four segments, to believe it will harm them per-



sonally, and they believe global warming to be an even bigger threat to people in distant locales and to future generations of people.

Half of the Concerned (50%) think that global warming is harming people in other parts of the world now, 44 percent think that people in the United States are already being harmed, although relatively few believe that they themselves (9%) or their families (10%) are in a great deal of danger. Over two-thirds (68%) believe that future generations of people face a great deal of danger due to global warming.

The majority of the Concerned believe a range of bad outcomes will become more common over the next 20 years if nothing is done to address global warming.

For example, most believe there will be many more severe heat waves (62%), droughts and water shortages (62%), extinctions of plant and animal species (58%), floods (56%), more intense hurricanes (55%), forest fires (54%), famines and food shortages (52%), and large minorities believe there will be many more people living in poverty (45%) or as refugees (42%), and that it's very likely that global warming will cause melting ice caps and glaciers (79%), and that large coastal cities will have to be abandoned due to rising sea levels (48%).

Finally, nearly a fifth (18%) of the Concerned believe that thousands of people are currently dying each year due to global warming, another 3 percent believe that millions are currently dying, but over half of this group say they don't know. Over a third (38%) believe that in 50 years, thousands or millions of people will die annually from global warming.

Outcomes Expected from National Action to Reduce Global Warming (Table 5)

Almost all the Concerned believe that taking national action to reduce global warming will provide a better life for our children and grandchildren (84%), save many plant and animal species from extinction (86%), improve people's health (75%), create green jobs and a stronger economy (70%), prevent the destruction of most life on the planet (69%), and protect God's creation (60%). When asked which reason for action was most important to them personally, the Concerned were most likely to select providing a better life for our children and grandchildren (30%), protecting God's creation (18%), and preventing the destruction of most life on the planet (13%).

The Concerned are much less likely to believe that national action to reduce global warming would lead to more government regulation (39%), cause energy prices to rise (23%), cost jobs and harm our economy (9%), interfere with the free market (5%), harm poor people more than it helps them (5%), or undermine American sovereignty (3%). Of these potential outcomes, the Concerned are most concerned that national action will cause energy prices to rise (33%) or lead to more government regulation (22%).

Almost half of the Concerned foresee only positive outcomes from national action to reduce global warming (48%), while 51 percent see both positive and negative outcomes. When provided their top reasons for and against national action and asked to weigh them, this 51 percent of the Concerned overwhelmingly (98%) conclude that the United States should nonetheless take steps to reduce global warming.

Beliefs about Potential Outcomes and the Effectiveness of Actions (Table 6)

Most members of the Concerned are uncertain about the potential for humans to successfully reduce global warming. Nearly two-thirds (64%) say we could reduce warming, but it's unclear if we

will, while 24 percent say we could, but we won't. Only 8 percent express confidence that humans will reduce global warming successfully.

When asked to consider the energy saving actions they have already taken or would like to take over the next 12 months, only 15 percent of the Concerned believe that these actions would reduce their own contribution to global warming a lot, suggesting that many believe they could be doing more as individuals. A majority of the Concerned, however, believe global warming could be reduced a lot if most people in the U.S. took these actions (55%) or if most people in modern industrialized countries did so (79%). The Concerned strongly believe that individual actions can make a difference in reducing global warming (81%), but do not believe that new technologies can solve the problem without individuals having to make big changes in their lives (74%).

Policy and National Response Preferences

In line with their sense that global warming is a serious threat to others, the Concerned consider the issue a high national priority, strongly favor multiple policy solutions to the problem, and want government, industry, and citizens to do more to address the threat. Their views on these issues, however, are not nearly as strong as those of the Alarmed.

Issue Priorities for the President and Congress (Table 7)

At the time of the survey, the Concerned rated global warming as the 8th (of 11) most important issue for the President and Congress; 21 percent said it should be a very high priority for the new administration and Congress, and another 50 percent said it should be a high priority. Among other environmental issues, 30 percent of the Concerned rated global warming as a very high priority (2nd only to water pollution). When asked to select which one environmental issue was most important to them, 36 percent said global warming – above all other issues.

Support for a National Response (Table 8)

The vast majority of the Concerned believe the United States should act to reduce its greenhouse gas emissions, regardless of what other countries do (87%). Forty percent say that this should be a large-scale effort, even if it has large economic costs, and 55 percent say it should be a medium-scale effort, even if it has moderate economic costs.

The Concerned support a variety of climate and energy policies, including funding research into renewable energy sources, such as solar and wind power (98% “somewhat” or “strongly support”); providing tax rebates to people who install solar panels or purchase fuel-efficient vehicles (94%); regulating carbon dioxide as a pollutant (92%); requiring auto makers to increase fuel-efficiency to 45 mpg (87%); signing an international treaty requiring the U.S. to cut its emissions of carbon dioxide 90% by the year 2050 (83%); requiring electric utilities to produce at least 20 percent of their energy from renewable sources (82%), and providing a government subsidy to replace old water heaters, air conditioners, light bulbs, and insulation (82%).

Less popular policies among this segment are: creating a national cap-and-trade market (64% – but only 12% support strongly); building more nuclear power plants (57%); drilling in the Arctic National Wildlife Refuge (47%); and increasing taxes by 25 cents per gallon and returning the revenues to taxpayers by lowering the federal income tax (36%).

Expectations of Elected Officials, Corporations, and Citizens Themselves (Table 9)

Most members of the Concerned want to see more action to reduce global warming from elected officials, corporations and citizens. Nearly all (92%) say that corporations and industry and citizens themselves should be doing more or much more. A large majority (89%) say the U.S. Congress should be doing more or much more to reduce global warming, and over 80 percent say their state legislators and Governor should be as well.

Personal Actions and Intentions

Despite their desire for greater political action on global warming (yet like most members of the general public), the Concerned report relatively low rates of political activism. Conversely, they report considerably higher rates of consumer activism. The Concerned are about average in terms of investing in energy efficiency improvements to their homes and engaging in home energy conservation, and, like the rest of the population, are relatively unlikely to be using alternative forms of transportation.

Political Activism (Table 10)

Only 7% of the Concerned have contacted government officials at least once through letters, emails, or phone calls to urge them to take action on global warming, although 13 percent plan to do so more frequently over the next year. This is not a role that appears to come easily to the Concerned: Over a third say they don't see themselves as being "activists" and less than half are moderately or completely confident that they could take such action in the next year. Additional barriers they cite that prevent them from contacting officials more often are: they aren't sure it would make a difference (23%); they don't know how (21%); they are too busy (21%); and it takes too much effort (19%).

Sixteen percent of the Concerned volunteer for or donate money to organizations working to reduce global warming, and 17% plan to increase their volunteerism and donations in the coming year. The single largest barrier that prevents members of this group from volunteering or donating is that they can't afford to (56%).

About a quarter of the Concerned (27%) believe that volunteering and donating to organizations working on global warming are "pretty effective" or "highly effective" ways to get government officials to take action, while only 16 percent believe that contacting officials directly through letters, emails or the phone is effective.

Consumer Activism (Table 11)

The Concerned engage in high levels of consumer activism on global warming: 43 percent have rewarded companies at least once in the past year by buying their products if the company is taking steps to reduce global warming; while 25 percent have punished companies that oppose steps to reduce global warming by not buying their products. These rates are likely to increase, as 54 percent plan to reward companies more frequently in the next 12 months, and 56 percent plan to punish companies more frequently. The primary barrier preventing even higher rates of consumer activism is knowledge: 80 percent of the Concerned say they don't know which companies to punish, while 24 percent say they can't afford to do so.

Energy Efficiency Improvements (Tables 12 & 13)

In terms of energy-efficiency improvements, the Concerned are generally similar to the rest of the population. They report slightly above average rates of purchasing energy efficient water heaters

(63%) and compact fluorescent light bulbs (50%), and they are the segment most likely to be planning to change most of their light bulbs to CFLs in the next year (33%). Like all other segments, the primary barrier preventing the Concerned from making efficiency improvements is the cost: between 28 percent and 53 percent of those who had not made these improvements said that cost was a barrier.

Energy Conservation (Tables 14, 15 & 16)

Most of the Concerned say they turn off unneeded lights all the time (66%).⁵ A third (37%) say they lower their thermostats in winter all the time, and 35 percent say they raise their thermostats in summer or limit their use of air conditioning; the primary barrier to both of these actions is a preference for a more comfortable temperature in the house.

The Concerned report average – which is to say low – rates of conserving energy in their transportation choices: only 7 percent always use public transportation or car pools; while only 6 percent always walk or bike instead of driving. They cite a number of barriers to increasing their use of public transportation and carpools: 34 percent say they don't have the option; 33 percent cite lack of availability; 30 percent say that it's too inconvenient. Over half (57%) say they would walk or bike instead of driving more often, but the distances they travel are too far. A small minority (13%) do not intend to bike or walk more often or to increase their use of public transportation and carpools because they drive fuel-efficient cars, and many indicate they are already doing these things as much as they can (20% for public transport and 20% for biking and walking).

When listing the benefits they see in conservation actions, the Concerned are less likely than the Alarmed, but much more likely than other segments to cite reducing global warming as a benefit. For each of the energy conservation actions, between 35 percent and 64 percent of the Concerned cite reducing global warming as a benefit.

Interpersonal Communication and Social Influence (Table 18)

Fewer than one-third (30%) of the Concerned say they like to discuss global warming with other people, although 47 percent say that they discuss it with family and friends occasionally, and 42 percent have spoken with at least one person about the topic in the last two weeks. Only 8 percent say that when discussing global warming, they give more information than they receive, and few believe that others consider them a good source of information (7%), or that people come to them for advice on the issue (5%).

Demographics, Social Characteristics and Values

The Concerned – who are fairly representative of the full diversity of America in terms of gender, age, incomes, education, and ethnicities – are somewhat more likely to be moderate Democrats with an average rate of involvement in civic activities. They hold values and attitudes that are in many ways similar to the American norm, although they are somewhat more likely to have moderately strong egalitarian values and to identify themselves as environmentalists.

⁵ The questions about benefits (as well as all the other questions on energy efficiency and conservation actions) were asked early in the survey before the respondents became aware that global warming was the primary focus of the survey. Thus, their answers were not biased by an awareness of the primary focus of the survey.

Demographics (Table 24)

Just over half (52%) of the Concerned are women. Their other demographics – including age, income, education, and ethnicity – are quite similar to the national averages.

Civic Engagement (Table 19)

The Concerned have engaged, on average, in 0.7 types of civic activity (from a list of 11) in the past year, which is similar to national averages. The types of action they are most likely to have taken are: attending public meetings on town or school affairs (13%); contacting politicians (12%); and serving on a committee of a local organization (10%).

Political Affiliation and Ideology (Table 20)

Forty-seven percent of the Concerned identify themselves as Democrats, and another 23 percent say they are Independents. About one-third (35%) say they are somewhat to very liberal, nearly half (45%) say they are moderates, while only 20 percent identify themselves as conservatives.

Values and General Attitudes (Table 21)

The Concerned hold moderate egalitarian values, believing somewhat more strongly than average in a more equal distribution of wealth, and in government programs that help people in poverty and guarantee people's basic needs; they believe that discrimination against minorities is still a serious problem. They are less likely than average to hold individualistic values.

In areas where religion and science conflict, the Concerned have a relatively centrist perspective: About half (53%) believe in human evolution, yet 53 percent also agree that the world was created in six days. Regarding the overall value of science, 82 percent disagree with the statement, "Overall, modern science does more harm than good," all of which are consistent with national averages.

Environmental Beliefs and Concern (Table 22)

Over two-thirds (68%) of the Concerned identify themselves as environmentalists, compared to 57 percent of all Americans. They strongly believe that protecting the environment is more important than the economy, even if it costs jobs or economic growth (66% of the Concerned vs. 55% of the population). They have greater than average concern about the impact of global warming on other species, on humans, and on themselves, but their level of concern is not nearly as high as members of the Alarmed segment.

Religious Affiliation and Participation (Table 23)

The Concerned have the lowest rates of religious attendance of all the segments.

They are less likely than average to describe themselves as "born again" or evangelical (21% of the Concerned vs. 27% population), but are otherwise distributed among the religions in similar proportions as the public as a whole.

Media Use and Information Seeking

The Concerned report average rates of media use. They also say that they need additional information about global warming before firmly making up their mind about the issue, but tend not to pay much attention to information about global warming or to take steps to seek it out.

Information Seeking and Attention (Table 25)

Most members of the Concerned segment say that they need more information – a little more (26%), some more (42%), or a lot more (25%) – before firmly making up their mind about global warming. Ironically, however, they tend not to pay a great deal of attention to information about global warming: 10 percent say they pay “a lot” of attention and 44 percent pay “some” attention, and in the past month, only 5 percent have actively looked for information “a lot” or “some.” They also report paying average rates of attention to information on conserving energy, and nearly one-quarter (24%) have looked for information on this topic in the past 30 days.

Trust in Information Sources (Table 26)

The most trusted source of information on global warming for the Concerned are scientists: 36% strongly trust scientists and another 57% somewhat trust them. Environmental organizations are trusted by 84 percent of the Concerned, as are family and friends (81%). The next most trusted sources are TV weather reporters (76%), Al Gore (75%), Barack Obama (64%), and mainstream news media (61%).

Media Exposure (Table 27)

The Concerned have average rates of use of most media, except radio, on which they spend less time than the national average. In an average week, they read a newspaper 3.7 times, read news online 3.9 times, listen to radio 6.9 hours, watch 26.4 hours of TV, and use the Internet 9.2 hours.

Media Attention (Table 28)

The Concerned pay roughly average attention to political news of all types, with the exception of health news and the local weather, to which they pay a bit more than average amounts of attention. They are somewhat more likely than average to watch national nightly news on (or use the websites of) CBS, ABC, or NBC, to watch MSNBC, CNN, local TV news, and are somewhat less likely than average to listen to Rush Limbaugh.



THE CAUTIOUS

(19% of American Adults)

Beliefs and Issue Involvement

The majority of the Cautious say they believe that global warming is occurring, but this belief is relatively weak, with the majority saying they could easily change their minds. They haven't thought much about global warming, and do not view it as personally important. Almost half, however, say that they do worry about the issue. They perceive themselves as having some information on global warming, but not as being very well informed. About half believe it has human causes, and over a third believe that scientists disagree a great deal on the topic. They do not perceive it as being dangerous to themselves or to other people alive today, but expect greater harm to future generations and to plant and animal species.



Certainty (Table 1)

A majority (59%) of the Cautious say they believe that global warming is occurring, while 31 percent say they don't know. They are relatively uncertain, however, with only 5 percent saying they are "extremely sure" and 27 percent saying they are "very sure" global warming is happening. Almost 60 percent say they could easily change their minds on the issue.

Involvement (Table 2)

The Cautious have not given global warming much thought. Two-thirds say they have thought about it "a little" (56%) or "not at all" (13%). They do not see global warming as very important personally and none say the issue is extremely important to them. Although almost half say they worry about the problem, they are not very worried: 47 percent say they are "somewhat worried," while 49 percent say they are "not too worried." More than eight in ten (83%) say they have not personally experienced global warming.

Perceived Knowledge & Beliefs (Table 3)

The Cautious say they have some knowledge about global warming, but not a great deal: Close to 90 percent say they are either "not very well informed" or "fairly well informed" on the causes, consequences, and ways to reduce global warming. Half believe it is caused mostly by human activities, while the rest believe it is caused by natural changes in the environment (43%) or a combination of the two (6%). Forty-two percent believe that there is "a lot of disagreement" among scientists over whether global warming is occurring, while a slightly smaller number (37%) believe that scientists are in agreement that warming is occurring. One in ten say they don't know.

The Cautious are largely divided among three different conceptual models of how the climate system works. Almost a third (31%) believe that the Earth's climate is random and unpredictable. Just over a quarter (29%) believe that climate change will gradually lead to dangerous effects, while another quarter (24%) believe that the climate has thresholds or tipping points that – if crossed – will have dangerous effects.

Risk Perceptions (Table 4)

The Cautious largely see global warming as a distant problem. Three-quarters of the Cautious believe that climate change will have little (44%) or no (32%) impact on them personally. Half say that people in developing countries will experience moderate to great harm, while close to 90 percent believe that future generations and other species will be harmed. Fifty-two percent say that global warming won't start to harm people around the world until 50 or 100 years from today. A quarter expect "a great deal" and almost half expect "a moderate amount" (47%) of harm to future generations of people.

Majorities of the Cautious believe a range of bad outcomes will become more common over the next 20 years if nothing is done to address global warming, but most do not expect large increases in the numbers of these events, saying that they expect "a few more," rather than "many more." About two-thirds believe we will see more droughts (68%), famines (67%), and severe heat waves (66%), extinctions of plant and animal species (64%), forest fires (62%), intense hurricanes (61%), and floods (61%). Less than half expect increased numbers of people living in poverty (46%), disease epidemics (46%), or refugees (45%). Majorities of the Cautious believe global warming will cause the melting of ice caps and glaciers (80%), expanding deserts (63%), and the abandonment of large coastal cities due to rising sea levels (53%), though most rate these as "somewhat likely," not "very likely."

Finally, many of the Cautious admit they don't know much about the potential human health consequences of climate change, with 44 percent answering "don't know" when asked to estimate current deaths, injuries and illness; and 49 percent saying they "don't know" when asked for estimates for 50 years from now. Close to a third believe there are no injuries, illnesses or deaths being caused by global warming today; and similar numbers project that only hundreds to thousands will be hurt or killed in 50 years.

Outcomes Expected from National Action to Reduce Global Warming (Table 5)

Majorities of the Cautious believe that taking national action to reduce global warming will provide a better life for our children and grandchildren (65%), save many plant and animal species from extinction (60%), and improve people's health (54%). When asked which reason for action was most important to them personally, the Cautious were most likely to select providing a better life for our children and grandchildren (32%) or protecting God's creation (19%).

Their primary concerns are that national action to reduce global warming will lead to more government regulation (45%) or cause energy prices to rise (38%). Of these potential concerns, the Cautious are most concerned that national action will cause energy prices to rise (37%), or lead to more government regulation (31%).

While just over a third of the Cautious foresee only positive outcomes from national action to reduce global warming (35%), 55 percent expect both positive and negative outcomes. When provided their top reasons for and against national action and asked to weigh them, this 55 percent of the Cautious overwhelmingly (93%) said that the United States should nonetheless take steps to reduce global warming.

Beliefs about Potential Outcomes and the Effectiveness of Actions (Table 6)

Half of the Cautious say that humans could reduce global warming, but it's unclear if we will, and another third believe we could but won't. Only 5 percent express confidence that humans can and

will reduce global warming, while another 11 percent say it's not possible for humans to reduce warming, even if it is occurring.

When asked to consider the energy saving actions they have already taken or would like to take over the next 12 months, almost half of the Cautious (48%) believe that their personal energy-saving actions would reduce their own contribution to global warming only "a little," while another third believe their actions would reduce their contribution "some" (31%). They also believe, however, that if most people in modern industrialized nations were to take these same actions, it would reduce global warming "a lot" (48%) or "some" (39%). Sixty-two percent believe that the actions of a single individual can make a difference in global warming, while 40 percent believe that new technologies will solve the problem, without individuals having to make big changes in their lives.

Policy and National Response Preferences

In line with their beliefs that global warming is not particularly dangerous or threatening, the Cautious rank it as a relatively low issue priority and express weak support for climate and energy policies. They desire more action from corporations, government, and citizens, but not much more, and many feel that government is already doing the right amount.

Issue Priorities for the President and Congress (Table 7)

The Cautious ranked global warming last of 11 issue priorities for the new administration and Congress. Eight percent said it should be a very high priority, while twice as many (16%) said it should be a low priority. Close to half (47%) believed it should be a medium priority, and somewhat less than a third (29%) rated it as a high priority. Among nine environmental issues, the Cautious ranked global warming fifth, and only 14 percent said it should be the top environmental priority for the president and Congress.

Support for a National Response (Table 8)

Over half of the Cautious (56%) say that the United States should reduce greenhouse gas emissions on its own, regardless of what other countries do. A quarter say they don't know, and another 12 percent say the U.S. should act only if other industrialized nations also do so. Only 19 percent believe the U.S. should make a large-scale effort, even if it has large economic costs. By contrast, over half (53%) believe the U.S. should make a "medium-scale effort, even if it has moderate economic costs, while a quarter (26%) believe the nation should make only a small-scale effort.

The Cautious support a variety of climate and energy policies, including funding research into renewable energy sources, such as solar and wind power (90% "somewhat" or "strongly support"); providing tax rebates to people who install solar panels or purchase fuel-efficient vehicles (84%); requiring auto makers to increase fuel-efficiency to 45 mpg (81%); regulating carbon dioxide as a pollutant (80%); providing a government subsidy to replace old water heaters, air conditioners, light bulbs, and insulation (71%); drilling in the Arctic National Wildlife Refuge (70%); requiring electric utilities to produce at least 20 percent of their energy from renewable sources (66%), building more nuclear power plants (64%); and signing an international treaty requiring the U.S. to cut its emissions of carbon dioxide 90% by the year 2050 (62%). Only about a third of the Cautious, however, "strongly support" these policies.

Less popular policies among this segment are: creating a national cap-and-trade market (55% – but only 8% support strongly); and increasing taxes by 25 cents per gallon and returning the revenues to taxpayers by lowering the federal income tax (29% – 6% strongly support).

Expectations of Elected Officials, Corporations, and Citizens Themselves (Table 9)

Most members of the Cautious want to see more action to reduce global warming from elected officials, corporations and citizens, but are not demanding an aggressive effort, saying they want “more” – but not “much more” – action; many say that the current levels of action are “the right amount.” Their strongest desire for increased effort is from corporations and industry: 29 percent say corporations should be doing “much more,” and 42 percent say they should be doing “more.” Two-thirds say citizens themselves should be doing more, while a quarter say citizens are doing the right amount (28%). Over 45 percent say that all levels of government – federal, state, and local – are doing the right amount or too much.

Personal Actions and Intentions

The Cautious have low levels of political and consumer activism regarding global warming. They also express little intention to increase their level of political activity in the coming year, but a fifth say they intend to increase their consumer activism. They are slightly less likely than average to be making energy-efficiency improvements to their homes, and they are much lower in the adoption of compact fluorescent lighting. Like the rest of the population, they also are unlikely to be using alternative forms of transportation, citing numerous barriers that inhibit them from doing so.

Political Activism (Table 10)

Levels of political activism among the Cautious are low: Only 4 percent have contacted government officials through letters, emails, or phone calls to urge them to take action on global warming at least once over the past year; 5 percent have attended a meeting or rally on the issue; and 6 percent have volunteered or donated money to an organization working to reduce global warming. Between 6 percent and 10 percent intend to increase their activities over the coming year, however, of this group, only a third or less are confident in their ability to follow-through on their intentions. Conversely, 20 percent say they intend to engage in these three political activities less frequently in the coming year. The Cautious cite numerous barriers that prevent them from political activism: a third to almost half say they are not activists; a third believe it wouldn’t make any difference if they contacted officials or attended meeting or rallies; almost half say they can’t afford to make donations; and about one in five say they are too busy, it’s too much effort, or they don’t know how to take one or more of these three actions. Almost a fifth, however, say that none of the barriers listed would stop them from contacting officials, volunteering, or donating, suggesting the potential for increased action if their motivation to do so increases.

Few of the Cautious believe that donating and volunteering are “pretty effective” or “highly effective” ways to get government officials to take action on global warming; only 1 percent believe contacting officials is highly effective, and 3 percent believe volunteering and donating is highly effective. A quarter to a third believe these actions have no effect, and one in five says they don’t know whether political activism has an effect.

Consumer Activism (Table 11)

While the Cautious report among the lowest levels of consumer activism of the six segments, some do reward and punish companies through their purchases: 19 percent say they have rewarded companies taking action to reduce global warming by buying their products, while 13 percent say they have punished companies that oppose steps to reduce global warming by avoiding their products. Over 20 percent, however, say they intend to engage in these actions more frequently over the coming year. Almost three-quarters say a primary barrier to consumer activism is not knowing which companies to punish (73%); about a third believe their actions won't have any influence on a company (32%); and 29 percent say they can't afford to do this.

Energy Efficiency Improvements (Tables 12 & 13)

In terms of energy-efficiency improvements, the Cautious are only slightly less likely than most other segments of the population to have made home improvements, and they are about average in their intentions for the coming year. Just over a third have installed compact fluorescent light bulbs (CFLs) – 9 percent below the national adoption rate. An additional 24 percent intend to replace their bulbs in the coming year. The Cautious also have among the lowest ownership of fuel-efficient vehicles (18%), and slightly lower than average intentions to purchase one in the coming year (18%).

The primary barrier inhibiting the Cautious from making major investments in energy-efficiency improvements is the cost: between 29 percent and 46 percent of those who had not made each of the improvements said that cost was a barrier. Many also said that they “don't need a new one yet,” ranging from 32 percent for CFLs to 46 percent for a new car. A quarter of the Cautious say they have not caulked and weather-stripped their homes because they don't know how, the highest rate in the country.

Energy Conservation (Tables 14, 15 & 16)

Over half of the Cautious say they turn off unneeded lights all the time (56%). A third say they raise the thermostats in summer or use less air conditioning all the time, and a third say they always lower their thermostats in winter. The primary barrier to both actions is a preference for a more comfortable temperature in the house.

Like other segments of the population, the Cautious do not use alternative forms of transportation much: only 7 percent always bike or walk instead of driving; while only 7 percent always use public transportation or car pools. They cite a number of barriers to increasing their use of public transportation and carpools: 32 percent say they don't have the option; 35 percent cite lack of availability; 26 percent say that it's too inconvenient. Almost two-thirds say that the distances they travel are too far for them to bike or walk (61%). Over a fifth say they can't walk or bike due to their health or physical condition (21%), or because the weather makes it too uncomfortable (20%). A minority do not use alternative forms of transportation because they drive fuel-efficient cars (11% for walking and biking; 13% for public transportation), and a few indicate they are already doing these things as much as they can (14% for public transport and 18% for biking and walking).

When listing the benefits they see in conservation actions, the Cautious focus primarily on saving money and energy. Reducing global warming was cited as a reason by between 15 percent (walk or bike) and 29 percent (using less cooling in the summer).

Interpersonal Communication and Social Influence (Table 18)

A third of the Cautious say they never discuss global warming with their family and friends (35%), and three-quarters say they haven't talked to anyone about it in the last two weeks (78%). Only 11 percent say they like to talk to other people about global warming. Over 90 percent say that people do not come to them for advice on global warming (92%), and two-thirds say that other people do not consider them a good source of information on the issue (69%). Over half say that most of their friends are not trying to act in ways that reduce global warming (58%).

Social and Demographic Characteristics

The Cautious are evenly divided between moderate Democrats and Republicans, with relatively low levels of civic engagement, and traditional religious beliefs. In general, their values and demographic characteristics closely track American averages.

Demographics (Table 24)

Fifty-three percent of the Alarmed are men, and they are somewhat more likely to be under 45 (55% vs. 47% in the population). They are most likely to be high school graduates (37%) or to have some college (28%) and to have incomes between \$40K and \$60K. Their ethnicity closely mirrors the population as a whole.

Civic Engagement (Table 19)

The Cautious report lower than average civic engagement, averaging .5 different types of civic activity (from a list of 11) in the past year. The types of actions the Cautious are most likely to have taken are: contacting politicians (10%); attending public meetings on town or school affairs (10%); or serving on a committee of a local organization (7%).

Political Affiliation and Ideology (Table 20)

The Cautious are evenly split between the Democratic and Republican parties (32% and 33%, respectively), with 18 percent Independents, and 17 percent saying they have no political party. Ideologically, they cluster near the middle of the spectrum, with only 9 percent saying they are very conservative and 3 percent very liberal. Forty percent describe themselves as moderates.

Values and General Attitudes (Table 21)

The Cautious do not express strongly held values on any of the dimensions measured, with most responses near the middle of the scale, neither strongly agreeing or disagreeing, and generally similar to national averages. Over half disagree that wealth should be more equally divided among nations and that government should guarantee all basic needs; but the Cautious support government programs to eradicate poverty and agree that discrimination among minorities is a serious problem. They express stronger opinions on government intervention in people's lives and in business, with majorities opposing intervention, and agreeing that people should be allowed to make as much money as they can.

In areas of conflict between science and religion, the Cautious tend to hold traditional religious beliefs: 60 percent do not believe that humans evolved from other species, and a similar proportion believe that the world was literally created in six days (59%). Nonetheless, they believe in the positive contributions of science, with 79 percent disagreeing with the statement that "overall, modern science does more harm than good."

Environmental Beliefs and Concern (Table 22)

Just under half of the Cautious consider themselves environmentalists (47%), compared to 57 percent of the full population, and slightly more than half believe that economic growth is more important than environmental protection, even if it causes environmental problems (52%). Asked about their concern over the impact of global warming on other species of plants and animals, on humans, and on themselves, they express slightly lower than average concern on every question, with the single exception of “your children,” where their responses equal the population average.

Religious Affiliation and Participation (Table 23)

Despite the traditional religious beliefs expressed by the Cautious, they do not attend religious services any more than the national average and are no more likely to identify themselves as “born-again” or evangelical.

Media Use and Information Seeking

The Cautious report average rates media use. Like the Concerned, the Cautious say they need more information on global warming, but do not attend closely to the information they encounter or take steps to seek it out, and they pay the least attention of all the groups to news on the environment. They are not very trusting of most sources of information, and pay lower than average attention to most types of news.

Information Seeking and Attention (Table 25)

The Cautious say they need more information on the issue of global warming to make up their minds: 39 percent say they need “a lot more” information, and another 38 percent say they need “some more.” They do not, however, pay a great deal of attention to the information they encounter: 64 percent say they pay “a little” attention to information on global warming, and 17 percent say they pay “none.” None of this group say they pay “a lot” of attention to global warming information. They do, however, attend to information on conserving energy (8% “a lot” and 33% “some”). In the past month, however, only 5 percent have actively looked for energy conservation information “some,” while 79 percent say they have not done this at all.

Trust in Information Sources (Table 26)

The Cautious do not strongly trust any sources of information on global warming. Their most trusted source of information is scientists, but only 29 percent strongly trust them, 12 percent lower than the population average. Here as elsewhere, they do not express strongly held opinions one way or the other. They trust environmental organizations less than average, with 43 percent saying they do not trust them. And they are less trusting of both Barack Obama (7% strongly trust, while 13% in the population say they strongly trust him) and Al Gore (6% vs. 15%) than the national average.

Media Exposure (Table 27)

The Cautious are slightly less likely than average to read a newspaper, either in print (3.4 vs. 3.6 days per week) or online (3.3 vs. 3.7). They spend more time listening to the radio, however, (10.7 hours per week vs. 8.9), and slightly more time watching television (26.7 hours per week vs. 26.0).

Media Attention (Table 28)

Like the majority of Americans, the Cautious turn most often to television for news (58%), and to the Internet for information on products they want to buy (49%). The majority say they understand major news events better if they see pictures and video showing what happened, instead of reading or hearing about it (58% prefer pictures).

They follow most types of news less closely than the average, and their attention to environmental news is the lowest of the segments: only 1 percent of the Cautious say they follow environmental news closely, compared to 7 percent of the population, while 86 percent say they follow environmental news only a little (63%) or not at all (23%). They pay lower than average attention to news about the nation (9% lower); world affairs (5% lower); health (5% lower); the weather (5% lower); state politics (4% lower); local politics (3% lower); and science and technology (3% lower).

In terms of specific media content, their media habits strongly follow national averages, with exposure levels that mirror or are slightly lower than average. Forty-two percent say they often watch local TV news, their highest reported viewership of specific programs or genres. Close to a quarter say they often watch prime-time dramas (22%), and 18 percent say they often watch the Weather Channel. They are slightly more likely than average to closely follow news about sports (15% vs. 13%) and fashion and style trends (4% vs. 2%).



THE DISENGAGED

(12% of American Adults)

Beliefs and Issue Involvement

The central distinguishing feature of the Disengaged is their lack of knowledge or opinions about global warming – as many as 100 percent of this group respond “I don’t know” to a range of questions about global warming, and most say they have given the issue little thought or attention. The majority say they don’t know whether global warming is occurring and don’t know what its effects will be on themselves or others.

Certainty (Table 1)

Over half the Disengaged simply say they don’t know whether global warming is happening (53%), while another 28 percent are either “not at all” or only “somewhat sure” it is happening. Only 16 percent are either “very” or “extremely sure.” Close to three-quarters of the Disengaged say they could easily change their mind on the issue (72%).

Involvement (Table 2)

Almost 90 percent of the Disengaged say they’ve thought about global warming only “a little” (48%) or “not at all” (41%); almost none say they have thought about it “a lot.” None say the issue is extremely important to them and only 6 percent say it is “very important.” Just over half say only that it is “somewhat important.” Likewise, they are not very worried about the issue: none say they are “very worried,” while only 39 percent say they are “somewhat worried.” Most of the rest say they are “not too worried” (52%). Eighty percent say they have not personally experienced global warming.

Perceived Knowledge & Beliefs (Table 3)

The Disengaged rate their knowledge about global warming lower than any other segment does. Only 1 percent say they are “very well informed” about the causes and consequences, while only 2 percent say so about ways to reduce global warming. A quarter or more say they are “not at all informed” on all three topics, while approximately half rate themselves as “not very well informed.” Almost half believe global warming is caused mostly by natural changes in the environment (47%), while 39 percent say it is caused mostly by human activities. Over half say they don’t know whether scientists are in agreement on the issue (57%), while a quarter believe scientists are in agreement that warming is occurring (23%), and 19 percent believe that there is “a lot of disagreement.”

Over half of the Disengaged believe that the Earth’s climate is random and unpredictable (54%). Twenty-one percent believe that the climate has thresholds, beyond which dangerous effects will occur, while 20 percent believe that climate change will only gradually lead to dangerous effects.

Risk Perceptions (Table 4)

When asked how much they think global warming will harm them, other people, and other species, 93 to 100 percent of the Disengaged say they simply don’t know. The highest number of actual an-



swers was to a question on the potential harm to plant and animal species: 7 percent of the Disengaged say they would be harmed “a great deal” (3%) or “a moderate amount” (4%). Only 3 percent believe that they personally or people in the United States will be harmed; none ventured an estimate of harm to future generations.

Large majorities of the Disengaged also have little idea what other types of impacts global warming will have, with 65 to 80 percent saying they don’t know whether these impacts will occur. They are most likely to make estimates about the melting of ice caps and glaciers: a third believe this is very likely (18%) or somewhat likely (16%). Between 20 percent and 25 percent believe global warming will cause more extreme heat waves, intense hurricanes, plant and animal extinctions, forest fires, floods, and droughts. The lowest estimates are for potential impacts on humans: only 15 percent believe there will be increased numbers of refugees, people living in poverty, or disease epidemics.

Only two questions on the threat of global warming did not include a “don’t know” option, and on these questions we can observe what the Disengaged think when forced to respond: Asked about the timing of impacts, 29 percent say that people are being harmed now in the U.S. or around the world (31%); other responses are fairly evenly distributed across the response categories.

When asked to estimate the numbers of injuries, illnesses, and deaths caused by global warming, both now and 50 years in the future, about 95 percent of the Disengaged say they don’t know.

Outcomes Expected from National Action to Reduce Global Warming (Table 5)

The Disengaged anticipate both fewer positive outcomes of action to reduce global warming and they have fewer concerns about negative outcomes: About half expect action will save many plant and animal species from extinction (56%); provide a better life for our children and grandchildren (52%); and improve people’s health (50%). Close to a quarter (23%) foresee no positive outcomes at all. When asked which reason for action was most important to them personally, the Disengaged were most likely to say protecting God’s creation (27%) and providing a better life for our children and grandchildren (24%).

Over half of the Disengaged express no concerns about negative outcomes of action (54%). One-quarter believe it will lead to more government regulation (27%) and cause energy prices to rise (24%). Of those with multiple concerns, the top concern is that it will cost jobs and harm our economy (39%). Twenty-nine percent say their top concern is that it will cause energy prices to rise, while 21 percent say they are most concerned that it will lead to more government action.

Only a third of the Disengaged foresee both positive and negative outcomes of action to reduce global warming. Of this group, 88 percent conclude that our nation should act to reduce global warming, in spite of their concerns.

Beliefs about Potential Outcomes and the Effectiveness of Actions (Table 6)

Half of the Disengaged believe that humans could reduce global warming, but it’s unclear if we will, and another quarter believe we could, but won’t. Only 5 percent express confidence that humans can and will reduce global warming, while another 15 percent say it’s not possible for humans to reduce warming, even if it is occurring.

When asked to consider the energy saving actions they have already taken or would like to take over the next 12 months, only 9 percent of the Disengaged believe that their personal energy-saving actions would reduce their own contribution to global warming “a lot.” Three-quarters believe their actions would reduce their contributions to warming “some” (39%) or “a little” (36%), while 16 percent believe their actions would not reduce their personal contribution at all. They also believe, however, that if most people in the developed nations were to engage in these same actions, it would reduce global warming “a lot” (46%) or “some” (37%). Roughly two-thirds believe that the actions of a single individual can make a difference in global warming, while less than a quarter (23%) believe that new technologies will solve the problem, without individuals having to make big changes in their lives.

Policy and National Response Preferences

The Disengaged rate global warming as a low policy priority. The energy and climate policies they support most strongly are offshore drilling and drilling in the Arctic National Wildlife Refuge. A third do, however, strongly support the funding of research into renewable energy sources, and many express a desire for corporations, government and citizens to do more to reduce global warming.

Issue Priorities for the President and Congress (Table 7)

While the Disengaged may show little interest in global warming, they are not neutral or disengaged on other issues: On all 11 national issues they rated as priorities for the incoming president and Congress, the Disengaged rated every issue as a higher priority than the national average, with the single exception of global warming. Only 13 percent of the Disengaged said it should be a very high priority, compared to 21 percent in the nation as a whole, and they ranked it last of the 11. Among nine environmental issues, the Disengaged rated global warming fifth; 13 percent said it should be the top environmental priority for the president and Congress, compared to the 31 percent national average.

Support for a National Response (Table 8)

Asked about the conditions under which the United States should act to reduce greenhouse gas emissions – whether alone, or only if other countries do so as well – over half the Disengaged (55%) say they don’t know. Over a third believe the U.S. should reduce its emissions, regardless of what other countries do (38%), while none believe the U.S. should not reduce its emissions. Regarding the magnitude of action the U.S. should take, 22 percent believe the U.S. should make a large-scale effort, even if it has large economic costs, almost half (49%) believe the nation should make a “medium-scale effort, even if it has moderate economic costs, and 18 percent believe the U.S. should make only a small-scale effort. Ten percent believe the U.S. should make no effort to reduce its emissions.

Like the Cautious, the Disengaged offer some support to most proposed climate and energy policies, with majorities saying that they “somewhat support” the policies, but less than a third offering strong support. The policy they support most strongly is expanding offshore drilling, which is strongly supported by 35 percent and somewhat supported by an additional 46%. A third strongly support increased funding for research into renewable energy sources, and a quarter strongly support drilling for oil in the Arctic National Wildlife Refuge (24%). The majority oppose increasing taxes on gasoline by 25 cents (73%), and almost half oppose a national carbon market (48%).

Expectations of Elected Officials, Corporations, and Citizens Themselves (Table 9)

Half or more of the Disengaged desire more action to reduce global warming from elected officials, corporations and citizens, but they are not demanding an aggressive effort, saying they desire “more” – but not “much more” – action. A third or more say that the current levels of action are “the right amount;” the proportion desiring “much more” action are 5 to 22 percent lower than the national average. Their strongest desire for increased effort is from corporations and industry: 19 percent say corporations should be doing “much more,” and 38 percent say they should be doing “more.” Over half believe that more or much more should be done by citizens (57%) and the U.S. Congress (55%). Like the Cautious segment, large numbers believe that all levels of government – federal, state, and local – are doing the right amount or too much, ranging from 45 percent for the U.S. Congress to 53 percent for local government.

Personal Actions and Intentions

The Disengaged report little political and consumer activism related to global warming. They are the least likely of the six segments to discuss global warming with other people. They are also the least likely to have made energy efficiency improvements to their homes, but they exceed population averages in their use of alternative forms of transportation.

Political Activism (Table 10)

Levels of political activism among the Disengaged are very low: Only 2 to 3 percent have engaged in any of the three political activities measured (contacting government officials, attending meetings or rallies, and volunteering with or donating to an organization). Between 3 percent and 10 percent intend to increase their activities over the coming year, but of this small group, none are completely confident of their ability to follow-through on their intentions. As with the Cautious segment, large numbers say they intend to engage in these three political activities less frequently in the coming year (between 23% and 26%).

A third of the Disengaged say they do not contact officials or attend rallies and meetings because they are not activists. Almost a quarter say they don’t know how to contact officials, and 44 percent say they can’t afford to volunteer or donate money. Like the Cautious, however, many express confidence that none of the listed barriers would stop them from contacting officials (25%) or volunteering or donating money (29%).

Only 4 percent of the Disengaged believe that the three political activities are “pretty effective” and none believe they are “highly effective.” A quarter say they don’t know whether these actions have an effect, and the largest numbers – between 39 and 46 percent – say the actions will have no effect.

Consumer Activism (Table 11)

Thirteen percent of the Disengaged say they have rewarded companies that are taking action to reduce global warming by buying their products, while 9 percent say they have punished companies that oppose steps to reduce global warming by avoiding their products. One in five, however, say they intend to engage in these actions more frequently over the coming year. Two-thirds say a primary barrier to consumer activism is not knowing which companies to punish (66%); almost a quarter say they can’t afford to take these actions (23%); 18 percent believe their actions won’t have any influence on a company (32%); and 29 percent say they can’t afford to do this.

Energy Efficiency Improvements (Tables 12 & 13)

The Disengaged are the least likely of the segments to have made major home energy-efficiency improvements – by insulating their attics, caulking, and installing energy-efficient water heaters, furnaces, and air conditioners – and only small proportions intend to make these improvements in the coming year. Forty percent have installed compact fluorescent light bulbs (CFLs), while an additional 24 percent are planning to do so. The Disengaged have among the lowest ownership of fuel-efficient vehicles (18%) and lower than average intentions to purchase one in the coming year (16%).

The primary barrier inhibiting the Disengaged from making major investments in energy-efficiency improvements is the cost: between a quarter and half of those who have not made each of the improvements say that cost was a barrier. Many also say that they “don’t need a new one yet,” ranging from 18 percent for an energy-efficient furnace to 36 percent for a new car.

Energy Conservation (Tables 14, 15 & 16)

Two-thirds of the Disengaged indicate they turn off unneeded lights all the time (65%). Almost 30 percent say they raise their thermostats in summer or use less air conditioning all the time (29%), and over a third say they always lower their thermostats in winter (35%). The primary barrier to both of the latter actions is a preference for a more comfortable temperature in the house.

Transportation is one arena in which the Disengaged are conserving more than other segments of the population: 9 percent say they always walk or bike instead of driving; this is 2 percent higher than the population average, and is exceeded only by the Alarmed (12%). Seventeen percent say they always use public transportation or car pools, 8 percent higher than the national average, and the highest of any segment. Like other segments, they cite multiple barriers to increasing their use of alternative forms of transportation: long travel distances, lack of availability, inconvenience, and the amount of time it would require.

Like the Cautious, the Disengaged cite saving money and energy as the primary benefits of conservation. Reducing global warming is seen as a benefit by few within this segment, with averages far below the national average, ranging from a low for walking and biking, cited by only 4 percent as compared to 48 percent of the population. The highest recognition of global warming reduction as a benefit of conservation by the Disengaged is in turning off the lights: 26 percent cite it as a benefit, compared to 36 percent of the population.

Interpersonal Communication and Social Influence (Table 18)

The Disengaged are the least likely of the segments to discuss global warming with family and friends; almost three-quarters say they never discuss it, and the remaining quarter say they rarely do. Only 11 percent have discussed it with anyone in the past two weeks, and only 7 percent say they like to talk about it. None say that others come to them for advice on global warming, and none believe that others perceive them to be good sources of information on the issue.

Demographics, Social Characteristics and Values

The Disengaged tend to be moderate Democrats who are politically inactive. They hold egalitarian values, traditional religious beliefs, and are not strong environmentalists. They are more likely than average to be minority women with less education and lower incomes.

Demographics (Table 24)

Almost two-thirds of the Disengaged are women (62%). They are slightly more likely than average to be 65 or older (20% vs. 16% nationally). They tend to have lower incomes, with over a third earning less than \$25K annually (37% vs. 21% nationally), and to have only a high school education (49%) or less (19%). Only 10 percent have a bachelor's degree. One-quarter are non-Hispanic Blacks (26% vs. 11% nationally), and 17 percent are Hispanics (17% vs. 13%). They are the least likely of the segments to be non-Hispanic Whites (55% vs. 69%).

They are less likely than average to be working as a paid employee (44% vs. 52%), and more likely to be retired (23% vs. 10%) or disabled (17% vs. 10%). The Disengaged are the most likely of the segments to rent their homes (40% vs. 24%), and 30 percent live in apartments, compared to 18 percent nationally.

Civic Engagement (Table 19)

The Disengaged are the least likely of the segments to be registered voters: 78 percent say they are registered, compared to 85 percent nationally. They also have the lowest level of civic engagement, averaging only 0.3 different types of civic activity (from a list of 11) in the past year. The types of action the Cautious are most likely to have taken are: contacting politicians (5%); attending public meetings on town or school affairs (4%); or serving on a committee of a local organization (4%).

Political Affiliation and Ideology (Table 20)

The Disengaged are more likely to be Democrats (41%). Almost a quarter are Republicans (23%); 16 percent are Independents; and 18 percent say they have no party, the highest proportion of the six segments (11% nationally have no party). The Disengaged cluster near the middle of the ideological spectrum, with 44 percent describing themselves as moderates. Only 8 percent say they are very conservative and 6 percent describe themselves as very liberal.

Values and General Attitudes (Table 21)

The Disengaged agree more strongly with egalitarian principles than the population as a whole: 58 percent say that in their ideal society, all basic needs would be met, compared to 46 percent nationally; 51 percent believe the world would be more peaceful if wealth were divided more equally (43% nationally); 76 percent say that discrimination against minorities is a serious problem (70% nationally); and 77 percent support government poverty programs (73% nationally).

Their support for individualistic values varies from population averages in both directions. The Disengaged are more likely to say that government regulation of business usually does more harm than good, (67%, compared to 49% nationally). On other issues, however, they are less likely to say that people should be allowed to make as much money as they can, even if it means some people make millions while others live in poverty (48% agree, compared to 61% nationally).

In areas of conflict between science and religion, the Disengaged tend to hold traditional religious beliefs: Almost two-thirds do not believe that humans evolved from other species (65%), and nearly three-quarters believe that the world was literally created in six days (71%). Although two-thirds believe that science does more good than harm (68%), they are the weakest supporters of science of the six segments, with 32 percent saying that science does more harm than good, compared to only 20 percent nationally.

The consumption attitudes of the Disengaged parallel those of the average American, with one exception: They are more likely to say that it is important to them to have a home as well-equipped and furnished as that of other people they know. Ten percent strongly agreed with this statement, compared to only 4 percent nationally.

Environmental Beliefs and Concern (Table 22)

Only 37 percent of the Disengaged identify themselves as environmentalists, compared to 57 percent of the population. Sixty percent believe that economic growth is more important than environmental protection, even if it causes environmental problems, compared to 45 percent nationally. Their concern about the impact of global warming on other species (plants, marine life, animals and birds) is also lower than the national average, while their concern for humans (all people, all children, your children and people in the U.S.) is on par with national averages. Their concern, however, about the impact of global warming on themselves and their own health, lifestyle, and future, all exceed the national average. These differences are not large, but are consistent across all twelve questions.

Religious Affiliation and Participation (Table 23)

The Disengaged are slightly more likely to attend religious services than the national average, with 15 percent saying they attend services more than once a week, compared to 12 percent in the population. Over a third identify themselves as “born-again” or evangelical (37% vs. 27% nationally). One-quarter are Baptists (26%), 8 percent higher than the national average.

Media Use and Information Seeking

The Disengaged do not follow political news very closely and while they say they need more information on global warming to make up their minds on the issue, they are unlikely to seek out this information. They tend to watch more television, watching more entertainment programming than average, but less news and public affairs.

Information Seeking and Attention (Table 25)

The Disengaged feel the highest need for more information on the issue of global warming to make up their minds: 64 percent say they need “a lot more” information, while another 18 percent say they need “some more.” Like the Cautious and Concerned, however, they do not pay much attention to the information they do encounter: 49 percent say they pay “a little” attention to information on global warming, and 37 percent say “none.” They do, however, attend to information on conserving energy: 29 percent pay “a lot” or “some” attention. Over the past month, 81 percent say they have not looked for information on global warming, and 63 percent say they have not looked for information on conserving energy.

Trust in Information Sources (Table 26)

Like the Cautious, the Disengaged have lower than average trust in all the sources of information on global warming. Only 12 percent strongly trust scientists, compared to 29 percent nationally; 63 percent somewhat trust scientists, and the remaining quarter say they do not trust them (26% vs. 18% nationally). They tend to trust their own family and friends as highly as scientists. Although a large number of the Disengaged are Democrats, they have lower than average trust in Al Gore – 5 percent strongly trust him, compared to 15 percent of the population.

Media Exposure (Table 27)

The Disengaged read printed newspapers 3.6 days a week, the national average; they're less likely, however to read on online newspaper (2.4 days vs. 3.7 nationally) or to use the Internet (8.0 hours per week vs. 8.8). They are more likely to watch television, watching 28.4 hours per week, compared to the 26-hour national average. They are also less likely to subscribe to magazines (.8 subscriptions vs. the 1.4 national average).

Media Attention (Table 28)

The Disengaged tend to rely on television as their primary news source (71% vs. 59% nationally), while they are less likely to use the Internet for information on products (28% vs. 49% nationally). The majority say they understand major news events better if they see pictures and video showing what happened, instead of reading or hearing about it (57% prefer pictures).

The Disengaged are less likely to follow most types of news than average. They pay the smallest amount of attention to national politics of the six segments, with only 8 percent saying they follow it closely, compared to 21 percent nationally. The media content they follow most closely is the local weather (25%), while 12 percent say they follow sports closely; less than 10 percent say they follow any other form of news closely.

Their high levels of television viewing are reflected in higher than average exposure to a variety of programming: the Disengaged are greater than average viewers of daytime talk shows, such as "Oprah" (34% say they watch "always" or "sometimes," compared to 24% nationally); religious programs, such as "Focus on the Family" (19%, vs. 12% nationally); soap operas (20%, vs. to 14% nationally); and network news programs (60% vs. 55% nationally).



THE DOUBTFUL

(11% of American Adults)

Beliefs & Issue Involvement

The Doubtful are almost evenly split between those who believe that global warming is happening, those who don't, and those who don't know. They tend to believe that global warming is not personally relevant, or much of a threat to people in general. They are also more likely to say that global warming is caused by natural changes in the environment.

Certainty (Table 1)

The Doubtful segment holds a wider range of views about the certainty of global warming than any other segment: 33 percent believe it is happening (and have varying levels of certainty about that), 32 percent believe it is not happening (and they too have varying levels of certainty), and 34 percent say they don't know. They are not very open-minded about the issue, however: only 25 percent say they could easily change their minds about global warming.

Involvement (Table 2)

Only 8 percent of the Doubtful have thought about global warming "a lot," while 30 percent have thought about it "some," and 35 percent "a little." The vast majority of the Doubtful also do not attach any personal importance to the issue: 85 percent say the issue is "not at all" or "not too" important to them. Only 2 percent are worried about global warming, and only 6 percent say they have personally experienced global warming.

Perceived Knowledge & Beliefs (Table 3)

Half to 60 percent of the Doubtful say they are well informed about the causes, consequences, and ways to reduce global warming, although few indicate that they are "very well informed." A large majority (80%) believe that global warming is caused by natural changes in the environment. Nearly two-thirds (62%) think there is a lot of disagreement among scientists about global warming, and another 26 percent don't know enough to say.

When asked how the climate system works, over half (55%) of the Doubtful say that the Earth's climate is random and unpredictable. The rest are more or less evenly split between three other conceptual models of the climate: a threshold or tipping point model that – if crossed – leads to dangerous effects (19%); a stable climate model (13%); or a gradually changing climate model, that will eventually lead to dangerous impacts (12%).

Risk Perceptions (Table 4)

The Doubtful view global warming as a more-or-less insignificant threat to people, although large numbers (20 to 47%) report that they don't know enough to say. A large majority say that global warming will never (44%) harm people around the world or will only after 100 years (31%).



Over half (54%) of the Doubtful believe that no one is currently dying each year due to global warming, while 35 percent say they don't know. Well over a third (41%) believe that even in 50 years no one will die from global warming, although many (47%) say they don't know.

Only 6 percent of the Doubtful think that global warming is harming people in other parts of the world now, while only 4 percent say that people in the United States are being harmed. Although none believe that global warming will harm them and their family "a great deal," about one-fifth do believe that they (21%) and their family (23%) will be harmed "a little" or "a moderate amount." Likewise, only 2 percent say that future generations of people will be harmed "a great deal," while 33 percent say future generations will be harmed a little or moderate amount.

When asked whether a range of potential climate change impacts (including heat waves, droughts, forest fires, famines, species extinctions, refugees, etc.) will become either more frequent or severe if nothing is done to address global warming, very large majorities of the Doubtful say either they will not (41 to 54%), or that they don't know (33 to 37%).

Outcomes Expected from National Action to Reduce Global Warming (Table 5)

Despite their disbelief that global warming is happening or human caused, a majority of the Doubtful say there are benefits associated with taking national action to reduce global warming (58%). The most common reasons they identify are: freeing us from dependence on foreign oil (29%), protecting God's creation (27%), providing a better life for our children and grandchildren (24%), improving people's health (22%), and creating green jobs and a stronger economy (20%). Of these reasons, the most personally important to the Doubtful are protecting God's creation (30%) and freeing us from dependence on foreign oil (19%).

The most common concerns the Doubtful have about national action are more government regulation (60%), rising energy prices (50%), job losses and harm to our economy (34%), interfering with the free market (27%), and harming poor people (25%). When asked which one of these concerns is most important to them personally, the largest proportions say rising energy prices (32%) or more government regulation (30%).

Forty percent of the Doubtful foresee both positive and negatives outcomes from national action to reduce warming, while 33 percent foresee only costs, 18 percent anticipate only positive outcomes, and the remaining 10 percent have no projections either way. Among the 40 percent who foresee both benefits and costs, 69 percent conclude that despite their concerns, the U.S. should take action to reduce global warming.

Beliefs about Potential Outcomes and the Effectiveness of Actions (Table 6)

In line with their belief that global warming, if happening, is caused by natural changes in the environment, nearly two-thirds (59%) of the Doubtful say that humans can't reduce global warming, even if it is happening.

Forty-three percent of the Doubtful say that their own energy-reducing actions reduce their contribution to global warming "a little" or "some." A majority believes global warming could be reduced "a little" or more if these same actions were being done by most people in the U.S. (69%) or by most people in the

developed nations (80%). About half of the Doubtful believe that individual actions can make a difference in reducing global warming (43%), and do not believe that new technologies will solve the problem (55%).

Policy and National Response Preferences

In line with their perception that global warming is not a serious threat to people, the Doubtful consider it a relatively low national priority, although fully three-quarters do say America should make some effort to address it. Many show modest levels of support for policies that address the problem, however, while about half or more say that citizens, industry, and government are already doing the right amount to address the issue.

Issue Priorities for the President and Congress (Table 7)

The Doubtful rated global warming last among 11 issues for the President and Congress; none said it should be a very high priority for the new administration and Congress, and only 6 percent said it should be a high priority. With the exception of water pollution (45%), less than one-third said that any environmental issue should be a high priority for the President and Congress.

Support for a National Response (Table 8)

Over one-third (38%) of the Doubtful say the United States should act to reduce its greenhouse gas emissions regardless of what other countries do, while another third (35%) don't know. Only 24 percent say that America should make no effort to reduce global warming. Most say the U.S. should make a small effort (55%), while 21 percent say the nation should make a medium or large effort.

The Doubtful support a variety of national policies including: expanding offshore drilling for oil (91%); funding research into renewable energy sources (88%), drilling for oil in the Arctic National Wildlife Reserve (83%); providing tax rebates to people who install solar panels or purchase fuel-efficient vehicles (76%); building more nuclear power plants (76%); requiring auto makers to increase fuel-efficiency to 45 mpg (62%); regulating carbon dioxide as a pollutant (53%); and requiring electric utilities to produce at least 20 percent of the electricity from renewable resources (50%).

Less popular policies among this segment are: establishing a fund to help make buildings more energy efficient and teach Americans how to reduce their energy use (37%); creating a national cap-and-trade market (32% – but only 4% support strongly); increasing taxes by 25 cents per gallon and returning the revenues to taxpayers by lowering the federal income tax (22%); and signing an international treaty that requires the U.S. to cut its emissions by 90 percent by 2050 (31%).

Expectations of Elected Officials, Corporations, and Citizens Themselves (Table 9)

Most members of the Doubtful say that elected officials, corporations and citizens are already doing the right amount to address global warming. About a third (31%) say that corporations and industry should be doing more, a quarter (24%) feel citizens themselves should be doing more, and only 10 to 15 percent feel elected officials should be doing more.

Personal Actions and Intentions

The Doubtful report very low rates of political and consumer activism. Conversely, they report high rates – the highest of any segment – for certain household energy efficiency actions, but only average or below average rates of energy conservation actions.

Political Activism (Table 10)

Only 3 percent of the Doubtful have contacted government officials through letters, emails, or phone calls over the past year to urge them to take action on global warming, and only 1 percent plan to do so more frequently over the next year. They are highly unlikely to get involved in this manner because many don't see themselves as being "activists" (38%), don't believe in global warming (34%), or because they don't believe that taking action in this way is important (34%). Similarly, only 3 percent of the Doubtful volunteer at organizations working to reduce global warming or donate money to them and only 1 percent plan to increase their volunteerism and donations in the coming year.

Consumer Activism (Table 11)

The Doubtful report slightly higher levels of consumer activism (compared to their political activism): 12 percent have rewarded companies in the past year by buying their products if the company is taking steps to reduce global warming; while 6 percent have punished companies that oppose steps to reduce global warming by not buying their products. These rates may grow slightly over time as 8 percent indicate they plan to reward companies more frequently in the next 12 months, and 7 percent plan to punish companies more frequently. Half say a primary barrier to increased consumer activism is not knowing which companies to punish (50%); over a third say it's not important (39%); and just under a third believe their actions won't have any influence on a company (31%).

Energy Efficiency Improvements (Tables 12 & 13)

The Doubtful are the segment most likely to have taken energy efficiency actions, including caulking and weather-stripping (75%), insulating the attic (71%), and purchasing an energy efficient home furnace (56%) or energy efficient air conditioner (56%). They are less likely than average, however, to have installed CFLs in their homes (34%), and are less likely than average to plan to do so in the next year (24%). With the exception of CFLs – which many of the Doubtful simply don't like (37%) – the cost and not yet needing a replacement unit are the primary barriers standing in the way of taking these actions in the next year.

Energy Conservation (Tables 14, 15 & 16)

The Doubtful have average or slightly below average rates of performing home energy conservation actions. Although a majority say they turn off unneeded lights all the time (55%), this is lower than the national average (63%). In line with national averages, a third (34%) indicate they lower their thermostats in winter all the time, and 35 percent say they raise their thermostats in summer or limit their use of air conditioning. The primary barrier to both of the latter actions is a preference for a more comfortable temperature in the house.

The Doubtful also report below average rates of conserving energy in their transportation choices: 2 percent always use public transportation or car pools; and 0 percent always walk or bike instead of driving. They cite a number of barriers to increasing their use of public transportation and carpools: 44 percent say they don't have the option; 44 percent cite lack of availability; 29 percent say that it's too inconvenient. Over half (57%) say they would walk or bike instead of driving more often, but the distances they travel are too far. A substantial minority (24%) indicates that their health or physical condition does not permit them to walk or bike instead of drive.

Saving money and energy are the Doubtful's primary motivations for conservation, although a sizeable minority (19 to 32 percent for most actions) also say "it's the moral thing to do." With regard

to walking and biking instead of driving, many also say “it’s good for my health” (69%) and “it makes me feel good about myself” (47%). Between 6 and 19% say that reducing global warming is one of the benefits of energy conservation.

Interpersonal Communication and Social Influence (Table 18)

Only 9 percent of the Doubtful say they like to discuss global warming with other people, although 27 percent say that they discuss it occasionally or more frequently with family and friends. Few (7%) believe that others consider them a good source of information about global warming.

Demographics, Social Characteristics and Values

The Doubtful are more likely than average to be male, older, better-educated, higher income, and white. They also tend to be Republicans who have an average rate of involvement in civic activities. They hold strongly individualistic values and attitudes and are unlikely to see themselves as being environmentalists.

Demographics (Table 24)

Well over half (59%) of the Doubtful are men. All age groups are represented in this segment, but they are more likely to be older (75+) and less likely to be younger (ages 18-24). The Doubtful have more education than average, with 33 percent holding a Bachelor’s degree or higher. They also have above average incomes, with 50 percent earning \$60,000 or more (compared to the national average of 40%). They are also more likely to be non-Hispanic whites (89%).

Civic Engagement (Table 19)

The Doubtful have a typical rate of civic engagement, averaging slightly less than one type of civic activity (from a list of 11) in the past year. The types of action they are most likely to have taken are: contacting a politician (22%), attending public meetings on town or school affairs (13%); or serving as an officer of a local club or organization (11%).

Political Affiliation and Ideology (Table 20)

A majority of the Doubtful identify themselves as Republicans (56%), while 24 percent say they are Independents. Sixty-one percent say they are conservative, while 33 percent self-identify as moderates.

Values and General Attitudes (Table 21)

The Doubtful hold moderately high individualistic values, although considerably less so than the Dismissive. Nearly half (47%) strongly believe that people should be allowed to make as much money as they can, even if it means some makes millions while others live in poverty. The Doubtful are also much less likely than average to hold egalitarian values.

In areas where religion and science conflict, the Doubtful lean toward a traditional religious perspective: Less than a third (31%) believe in human evolution, while 62 percent agree that the world was literally created in six days. Regarding the overall value of science, however, 82 percent disagree with the statement, “Overall, modern science does more harm than good.”

Environmental Beliefs and Concern (Table 22)

Less than one-third (29%) of the Doubtful consider themselves environmentalists, compared to 57 percent nationally. Three-quarters also say that economic growth is more important than protecting

the environment. They also report well below average concern about the impact of global warming on other species, on humans in general, or themselves.

Religious Affiliation and Participation (Table 23)

The Doubtful report the second highest rate of religious attendance (weekly or more). They are also more likely than average to describe themselves as “born again” or evangelical (39%), and are the segment least likely to belong to no organized religion.

Media Use and Information Seeking

The Doubtful report average rates of media use. About one-third say they need additional information about global warming before they can firmly make up their minds, but they are very unlikely to pay attention to information about the issue. The Doubtful are also much less likely to trust scientists as sources of information about this topic.

Information Seeking and Attention (Table 25)

The Doubtful are largely divided between those who feel they need “a lot more information” (34%) and those who “do not need any more information” (30%) before firmly making up their minds about global warming. They are, however, the segment least likely to pay attention to information about global warming: only 1 percent say they pay “a lot” of attention and only 8 percent pay “some” attention. They report paying more attention – although still less than average – to information about conserving energy (39% pay “a lot” or “some” attention).

Trust in Information Sources (Table 26)

The Doubtful are most likely to trust their own family and friends (63% – but only 9% strongly trust them); scientists (61% – but only 5% strongly trust them). At 36%, John McCain is the next most trusted source. By contrast, this segment strongly distrusts Al Gore (87%); Barack Obama (86%); the mainstream news media (84%), or environmental groups (78%) as sources of information about global warming.

Media Exposure (Table 27)

The Doubtful report average rates of use for most media, except lower than average Internet use. In an average week, they read a newspaper 3.9 times and read news online 3.6 times, listen to radio 8.6 hours, watch 25.0 hours of TV, and use the Internet 6.9 hours.

Media Attention (Table 28)

The Doubtful pay average attention to news of all types, with the exception of sports news (which they attend to more closely) and world affairs, the environment, health news, and the local weather (which they attend to less closely). They are less likely than average to watch national nightly news on (or use the websites of) CBS, ABC, or NBC, to watch MSNBC, CNN, local TV news, daytime talk, and Sunday morning news shows, and more likely than average to watch Fox News, Hannity & Colmes, Bill O’Reilly, and listen to Rush Limbaugh.



THE DISMISSIVE

(7% of American Adults)

Beliefs & Issue Involvement

The Dismissive are distinguished by their certainty that global warming is not occurring. They have thought about the issue a good deal and consider themselves well-informed. They are quite certain that even if it is occurring, it is not caused by human activities. They believe scientists are in disagreement on the issue, and quite a few believe that there is a consensus among scientists that global warming is not occurring. They believe that no one is in danger of being harmed and anticipate that there will be no impacts on people or the environment.

Certainty (Table 1)

The Dismissive are the only segment in which a majority believe that global warming is not occurring: 71 percent say it is not happening and 34 percent of these are extremely sure; another 24 percent say they're very sure. By contrast, only 17 percent believe global warming is occurring, with only 1 percent extremely sure, and another 13 percent say they don't know. They are highly convinced of their beliefs: only 3 percent say that they could easily change their minds.



Involvement (Table 2)

A majority of the Dismissive say they have thought about global warming: 34 percent say they've thought about it "a lot," and another 28 percent say they've thought about it "some." Only 14 percent say they haven't thought about it at all. Global warming is not an important issue to them, however: 92 percent say it's "not too important" or "not at all important" personally. None are worried about it, and only 3 percent say that they have personally experienced global warming.

Perceived Knowledge & Beliefs (Table 3)

The vast majority of the Dismissive believe they are well informed on the causes, consequences, and ways to reduce global warming: 40 percent or more say they are "very well informed," and as many or more say they are "well informed" on the three topics (42 % to 48%). Their average assessment of their own knowledge is matched only by the Alarmed, and is significantly higher than any of the other four groups. When asked to assume that global warming is occurring, two-thirds say they believe it to be caused by natural changes in the environment; another 28 percent (not accepting the assumption) say it is caused by neither natural changes nor human activities because it isn't happening. Two-thirds believe scientists disagree a great deal about the issue (67%), while 22 percent believe that most scientists think global warming is not occurring. Only 8 percent say that most scientists think it is taking place.

Over half of the Dismissive believe that the Earth's climate is random and unpredictable (52%). Another 30 percent believe that the Earth's climate is stable, while 12 percent say that the climate has

thresholds or tipping points, which, if crossed, can lead to dangerous effects. None believe that the Earth's climate system is fragile.

Risk Perceptions (Table 4)

The Dismissive do not perceive global warming as a threat to themselves or to anyone else. Ninety-nine percent say it will never hurt people in the United States, and 97 percent say it will never hurt other people around the world.

Eighty-six percent say that no one is being injured, made ill, or dying today because of global warming and 81 percent say no one will be hurt 50 years from now either. The remainder say they don't know. Ninety percent or more say global warming will harm them, other people, and future generations "not at all" (90% to 97%). They perceive the greatest risk to people in developing countries, and to plant and animal species, although the proportions are still very small: 3 percent say people in developing nations will be harmed "a moderate amount," and another 3 percent say they will be harmed "only a little." Plants and animals will be harmed "only a little," according to 10%; another 1 percent say they will be harmed "a moderate amount."

The vast majority of the Dismissive (77% to 85%) believe that global warming will have no impact on the frequency or severity of hurricanes, heat waves, floods, droughts, forest fires, famines, disease epidemics, poverty, or refugees. Very large majorities also believe that global warming will not cause expanding deserts, the abandonment of coastal cities due to sea level rise, or melting ice caps and glaciers.

Outcomes Expected from National Action to Reduce Global Warming (Table 5)

Two-thirds of the Dismissive expect only negative outcomes if the nation takes action to reduce global warming (65%); another 17 percent foresee neither negative nor positive outcomes; 11 percent perceive both; and 7 percent expect only positive outcomes.

More than half the Dismissive are concerned that action to reduce global warming will lead to more government regulation (70%), rising energy prices (59%), interference with the free market (56%), and lost jobs and harm to the economy (53%). Forty-two percent also believe action will harm poor people and undermine American sovereignty (40%). The Dismissive averaged 3.2 concerns about action, compared to the population average of 1.2. Their top concern, selected by 48 percent, is that action to reduce warming will lead to more government regulation.

Conversely, the Dismissive anticipate very few positive outcomes: only 12 percent believe that action to reduce warming will help to reduce our reliance on foreign oil.

Beliefs about Potential Outcomes and the Effectiveness of Actions (Table 6)

Over half of the Dismissive do not believe humans can reduce global warming, even if it is happening (54%). The rest say that global warming isn't happening (45%).

Nearly all the Dismissive (98%) say that their energy-saving actions do not reduce global warming at all, although 17 percent believe that if most people in the developed nations engaged in these same actions, it would reduce global warming "a little" (14%) or "some" (3%). Over half agree with the assertion that the actions of a single individual won't make any difference in global warming (57%).

They are almost evenly split on the importance of new technologies: 48 percent agree that technology can solve global warming, without individuals changing their behavior, and 52 percent disagree.

Policy and National Response Preferences

The Dismissive say global warming should be a low priority for the government and that government, corporations and citizens should not be taking action to reduce it. They strongly favor increased drilling for oil and the building of nuclear power plants, while opposing most policies aimed at reducing greenhouse gas emissions.

Issue Priorities for the President and Congress (Table 7)

The Dismissive rated global warming last among 11 national issues for the President and Congress; none said it should be a very high or high priority, and only 19 percent said it should be a medium priority. The vast majority (89%) said it should be a low priority. Like the Doubtful, few of the Dismissive believed any environmental issue merits high priority: A third believed water pollution should be a very high (12%) or high (22%) priority, and 29 percent believed toxic waste should be a priority. All other environmental issues were rated as high priorities by less than 20 percent of this segment.

Support for a National Response (Table 8)

Over a third of the Dismissive say that the U.S. should not reduce its greenhouse gas emissions (36%). Another third say the U.S. should reduce its emissions, regardless of what other countries do – perhaps a reflection of the belief that U.S. action should not depend on the actions of other nations. Two-thirds say that the United States should make no effort to reduce global warming (68%), while a quarter say the U.S. should make only a small effort (26%).

The Dismissive hold very strong opinions on climate and energy policies. They support expansion of offshore drilling (96%; 84% strongly support) and drilling in the Arctic National Wildlife Refuge (89%; 77% strongly support); and two-thirds support building more nuclear power plants (88%; 66% strongly support).

Very large majorities oppose increasing gasoline taxes by 25 cents (90%; 77% strongly oppose); signing an international treaty to reduce carbon emissions (87%; 68% strongly oppose); creating a national carbon market (85%; 64% strongly oppose); establishing a special fund to make buildings more energy efficient (85%; 61% strongly oppose); or providing government subsidies to make home energy-efficiency improvements (74%; 54% strongly oppose).

Almost three-quarters oppose regulating CO₂ as a pollutant (73%; 44% strongly oppose); and close to two-thirds oppose requiring utilities to generate 20 percent of their electricity from renewable sources (62%; 44% strongly oppose). They are more supportive, however, of requiring automakers to increase fuel efficiency, with 45 percent supporting it and 55 percent opposing this policy. Finally, the two policies a majority support are funding research into renewable energy sources (supported by 72%), and providing tax rebates for people who buy efficient vehicles or solar panels (supported by 58%).

Expectations of Elected Officials, Corporations, and Citizens Themselves (Table 9)

More than half of the Dismissive say that corporations, citizens, and all levels of government should be doing less to address global warming. None believe that government should be doing more.

Personal Actions and Intentions

The Dismissive have not engaged in any political activities aimed at reducing global warming, and they report low rates of consumer activism. They are, however, more socially active in discussing global warming and giving advice on the topic than most other groups. They have made many energy efficiency improvements to their homes, with the exception of installing compact fluorescent lights, and they are likely to conserve energy at home as well. Few, however, conserve energy in their transportation choices.

Political Activism (Table 10)

None of the Dismissive have ever contacted government officials to urge them to take action on global warming; none have attended community meetings or rallies on the issue; and none have volunteered with or donated money to organizations working to reduce warming. None of them intend to engage in these activities more frequently in the future. They say they don't take these three actions because they do not believe in global warming (roughly 75%), do not think it's important to act in these ways (29 to 38%), do not see themselves as activists (7 to 20%); or that it wouldn't make any difference if they did (8 to 13%).

Consumer Activism (Table 11)

Very few of the Dismissive have made purchase decisions based on the climate policies of companies: 9 percent have rewarded companies taking steps to reduce global warming by buying their products up to several times, while 3 percent have punished companies that oppose steps to reduce warming by not buying their products one or more times. These rates are unlikely to grow, as only 1 percent say they intend to engage in consumer activism more frequently in the coming year.

Energy Efficiency Improvements (Tables 12 & 13)

The Dismissive have made many energy efficiency improvements to their homes, the single exception being the installation of compact fluorescent light bulbs (CFLs). Three-quarters have caulked and weather-stripped their homes (75%); close to two-thirds have insulated their attics (65%) and installed an efficient water heater (62%). Half or more have purchased an efficient air conditioner (54%) or furnace (50%). They are the segment most likely to own a vehicle that averages 30 miles per gallon or more (28% vs. 21% nationally). Their adoption of CFLs, however, is the lowest of the segments (33% vs. 46% nationally), and over 50 percent say they will not be making this improvement in the coming year: 39 percent say they don't intend to, while 14 percent say they would like to but probably won't.

Like the other groups, the Dismissive cite cost and not needing new units as significant barriers to making efficiency improvements. They are also more likely than other segments to say that insulating, caulking, and weather-stripping take too much effort and they are too busy to do these things. Almost half say they don't like CFLs (47%) and 27 percent say they are too expensive.

Energy Conservation (Tables 14, 15 & 16)

The Dismissive report slightly less than average rates of performing home energy conservation actions. Although a majority say they turn off unneeded lights all the time (57%), this is lower than the national average (63%). In line with national averages, a third (34%) indicate they raise their thermostats in summer or limit their use of air conditioning, while 35 percent say they lower their thermostats in winter all the time. The primary barrier to both actions is a preference for a more

comfortable temperature in the house, although a higher-than-average proportion also say that someone else in the house would object to lowering the temperature in winter (16% vs. 9% nationally).

Like the Doubtful, the Dismissive report below average rates of conserving energy in their transportation choices: only 3 percent always walk or bike instead of driving, and 2 percent always use public transportation or car pools. They cite a number of barriers to biking and walking more often: 58 percent say the distances they travel are too far; 28 percent say the weather makes it too uncomfortable; 22 percent say it would take too much time; and 19 percent say they don't because they drive a fuel-efficient vehicle. The barriers most likely to prevent them from using public transportation and car pools are not having the option (43%); lack of availability (39%); inconvenience (32%); feeling it's unnecessary because they drive a fuel-efficient vehicle (23%); and preferring to commute alone (20%).

For the Dismissive, saving money and energy are the primary reasons for conserving energy, both at home and on the road. None cite reducing global warming as a motivation. Biking and walking are valued for their health benefits by a higher than average proportion (88%).

Interpersonal Communication and Social Influence (Table 18)

While the Dismissive are less likely to discuss global warming than the Alarmed or Concerned, they are more likely to do so than the other three segments. Most of their friends share their views on the subject, and although three-quarters say they don't like to talk about the subject, they are more likely than average to give information to others (rather than receive information); to have people come to them for advice; and to believe that others consider them a good source of advice on the issue.

Demographics, Social Characteristics, and Values

The Dismissive are mostly conservative Republicans and typically male. They are politically active and hold traditional religious beliefs. They strongly endorse individualistic values, opposing any form of government intervention, and are very unlikely to be environmentalists.

Demographics (Table 24)

Almost two-thirds of the Dismissive are men (63%), the largest gender split among the six segments. Their ages closely mirror national averages. The Dismissive tend to be well-educated – 35 percent have a college degree, and another 33 percent have some college – and they tend to have higher incomes – 52 percent earn over \$60K annually, compared to 40 percent nationally. They are predominantly non-Hispanic Whites (87%), are married (67%) and living in homes they own (or are buying) (85%).

Civic Engagement (Table 19)

The Dismissive have the highest proportion of registered voters of the six segments: 95 percent are registered, compared to 85 percent overall. Their levels of civic engagement almost match the Alarmed: 1.3 types of activity (from a list of 11), compared to 0.8 nationally, and 1.4 by the Alarmed. The types of action they are most likely to have taken are: contacting a politician (31%), attending public meetings on town or school affairs (19%); attending political rallies, speeches, or protests (16%); serving on a committee of a local organization (15%); writing a letter to the editor, or calling in on a radio or TV show (15%); and serving as an officer of a local club or organization (12%).

Political Affiliation and Ideology (Table 20)

Almost two-thirds of the Dismissive are Republicans (64%); 19 percent are Independents; and only 3 percent are Democrats. Three-quarters are conservatives, and 20 percent are moderates.

Values and General Attitudes (Table 21)

The Dismissive hold the strongest individualistic values of the six groups: 88 percent believe that people should be allowed to make as much money as they can, even if it means some makes millions while others live in poverty. They strongly oppose government intervention: 87 percent say that government regulation of business usually does more harm than good; 86 percent believe government interferes too much in people's lives and that government tries to do too many things for too many people; and 85 percent feel that we'd be better off if government spent less time trying to "fix everyone's problems."

Conversely, the Dismissive strongly disagree with egalitarian values: they don't believe wealth should be divided more equally, that government should meet everyone's basic needs, or that discrimination against minorities is a serious problem. Seventy percent oppose government programs to get rid of poverty.

In areas where religion and science conflict, the Dismissive hold traditional religious beliefs more strongly than any other segment: Less than a quarter (23%) believe in human evolution, compared to 47 percent nationally. Almost two-thirds believe the world was created in six days (62%), compared to 54 percent nationally. Regarding the overall value of science, however, 81 percent disagree with the statement, "Overall, modern science does more harm than good."

The Dismissive are unlikely to express materialistic values, with larger than average proportions disagreeing that people can be judged by the things they own or that it's important to have a well-furnished home. They are also unlikely to follow fashion trends or to prefer socially accepted brands.

Environmental Beliefs and Concern (Table 22)

As might be expected, few of the Dismissive express high environmental concern. Two-thirds say they do not consider themselves environmentalists (66%), compared to 43 percent nationally. Ninety percent believe that economic growth is more important than protecting the environment, even if it causes environmental problems. Their concern about the impacts of global warming on other species, on humans, and on themselves ranks near the bottom of the scales: On 7-point scales where 7 indicates "extremely concerned" and 1 indicates "not at all concerned," the Dismissive average from 1.5 to 1.7. This places them far below national averages on these 12 questions, which range from 4.0 to 5.0.

Religious Affiliation and Participation (Table 23)

The Dismissive report by far the highest rate of religious attendance: over half attend services weekly or more often. Over half describe themselves as "born again" or Evangelical (55%). They are most likely to be Protestant (26%) or Baptist (26%), and are less likely than the overall population to be Catholic (10% vs. 22% nationally).

Media Use and Information Seeking

The Dismissive have a specialized media diet, with higher than average preference for sources that reflect their political point of view. While they are large consumers of political news, they do not

trust most sources of information on global warming, including the mainstream news media, and they are more likely than average to turn to conservative news commentators and the Internet.

Information Seeking and Attention (Table 25)

The Dismissive feel the least need for more information on global warming of any of the segments: Almost three-quarters say they “do not need any more information” (73%), and another 14 percent say they only “need a little more information.” Over half say they pay no attention to information on global warming (59%), and another quarter say they pay “a little” attention (26%). Less than 10 percent have looked for information on global warming in the past month (9%), compared to 38 percent nationally. They are also unlikely to seek information on conserving energy and do not pay much attention to the information they encounter.

Trust in Information Sources (Table 26)

The Dismissive strongly distrust most sources of information on global warming. Their most trusted sources of information are their family and friends (67% – 14% strongly trusted). Another 14 percent, however, strongly distrust their own family and friends as sources of information. Their second most trusted source – scientists (52%) – are strongly trusted by a mere 8%, while twice as many (16%) say they strongly distrust them. Finally, the Dismissive distrust Al Gore (96% – 89% strongly distrust); Barack Obama (97% – 84% strongly distrust); the mainstream news media (97% – 84% strongly distrust); environmental groups (96% – 84% strongly distrust); and corporations (87% – 52% strongly distrust).

Media Exposure (Table 27)

The Dismissive are the most frequent readers of online newspapers (4.5 days per week), but the least frequent readers of printed newspapers (3.1 days). They are also the most frequent radio listeners (12.2 hours per week) and Internet users (10.8 hours a week). They watch significantly less television than most Americans, however, averaging 19.0 hours per week, compared to 26.0 hours nationally.

Media Attention (Table 28)

The Dismissive rely on the Internet and television equally as their primary source of news (37% for each), and another 21 percent rely on radio. While the majority say they prefer unbiased news (59%) to news with a political slant, far more of the Dismissive say they favor news that reflects their political point of view (41%) than average (25% nationally). They also report the highest preference for reading or hearing the news, as opposed to seeing pictures and video showing what happened: 59 percent prefer reading or hearing the news, as opposed to 47 percent nationally.

The Dismissive pay higher than average attention to political news. Forty percent say they follow national politics “very closely,” compared to only 21 percent nationally. They also follow state and local politics, world affairs, and business and financial issues more closely than average.

They also rely on a highly specialized media diet that deviates from population averages on almost every program and genre measured: They are less likely than average to watch national nightly news on (or use the websites of) CBS, ABC, or NBC, or to watch or listen to CNN, local TV news, NPR, daytime talk shows, soap operas, prime-time dramas, sitcoms, or any content with a perceived liberal bias (Jon Stewart, Stephen Colbert, Keith Olbermann, or MSNBC). Conversely, they are much more likely than average to watch Fox News, Hannity & Colmes, or Bill O’Reilly, and to listen to Rush Limbaugh.

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Table 1 | Global Warming Belief and Certainty

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Do you think global warming is happening? How sure are you that global warming (is happening/is not happening)?							
<i>Extremely sure global warming is happening</i>	25	74	30	5	4	1	1
<i>Very sure global warming is happening</i>	27	24	43	27	12	12	5
<i>Somewhat sure global warming is happening</i>	17	2	21	27	19	17	5
<i>Not at all sure global warming is happening</i>	3	0	1	5	9	3	6
<i>Don't know</i>	18	1	4	31	53	34	13
<i>Not at all sure global warming is not happening</i>	1	0	0	1	0	5	1
<i>Somewhat sure global warming is not happening</i>	4	0	0	3	3	17	12
<i>Very sure global warming is not happening</i>	3	0	0	0	0	9	24
<i>Extremely sure global warming is not happening</i>	3	0	0	0	0	1	34
I could easily change my mind about global warming.							
<i>Strongly agree</i>	5	1	3	7	15	3	1
<i>Somewhat agree</i>	27	0	25	52	57	22	2
<i>Somewhat disagree</i>	34	19	45	34	24	45	24
<i>Strongly disagree</i>	33	80	27	7	4	30	73

n=2,129

Table 2 | Issue involvement

How important is the issue of global warming to you personally?							
<i>Extremely important</i>	11	48	5	0	0	1	1
<i>Very important</i>	21	47	32	6	6	0	1
<i>Somewhat important</i>	39	5	61	52	52	15	6
<i>Not too important</i>	18	0	2	38	32	47	18
<i>Not at all important</i>	11	0	0	4	11	38	74
How much had you thought about global warming before today?							
<i>A lot</i>	20	68	12	3	0	8	34
<i>Some</i>	35	30	54	28	11	30	28
<i>A little</i>	33	2	31	56	48	35	24
<i>Not at all</i>	12	0	3	13	41	27	14
How worried are you about global warming?							
<i>Very worried</i>	17	65	15	1	0	0	0
<i>Somewhat worried</i>	46	35	78	47	39	2	0
<i>Not very worried</i>	24	0	7	49	52	52	13
<i>Not at all worried</i>	13	0	0	4	8	46	88
I have personally experienced the effects of global warming.							
<i>Strongly agree</i>	4	18	2	0	0	1	1
<i>Somewhat agree</i>	29	61	36	17	20	5	2
<i>Somewhat disagree</i>	43	18	49	61	56	39	13
<i>Strongly disagree</i>	24	4	13	22	24	55	84

n=2,129

Table 3 | Perceived Knowledge and Beliefs about Global Warming: Self-Assessed Knowledge

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Personally, how well informed do you feel you are about ...								
The different causes of global of global warming	<i>Very well informed</i>	11	32	5	2	1	5	40
	<i>Fairly well informed</i>	51	59	65	42	19	50	48
	<i>Not very well informed</i>	29	8	27	46	52	27	7
	<i>Not at all informed</i>	9	1	2	11	28	17	5
The different consequences of global warming	<i>Very well informed</i>	12	34	5	2	1	6	40
	<i>Fairly well informed</i>	50	57	66	39	19	44	48
	<i>Not very well informed</i>	30	9	28	49	51	32	7
	<i>Not at all informed</i>	8	0	2	10	28	18	5
Ways in which we can reduce global warming	<i>Very well informed</i>	12	31	6	4	2	6	43
	<i>Fairly well informed</i>	53	59	64	50	25	54	42
	<i>Not very well informed</i>	27	9	27	40	48	24	9
	<i>Not at all informed</i>	7	0	2	7	25	15	6
Average Self-Assessed Knowledge ¹		2.7	3.2	2.7	2.4	2.0	2.4	3.2

n=2,129

¹ Average response to the three knowledge questions, on a scale where: 1=not at all informed; 2=not very well informed; 3= fairly well informed; and 4=very well informed.

Table 3 | Perceived Knowledge and Beliefs about Global Warming: Causes & Scientific Consensus

Assuming global warming is happening, do you think it is ... ¹							
<i>Caused mostly by human activities</i>	57	88	79	49	39	8	1
<i>Caused by human activities and natural changes ²</i>	5	8	7	6	2	2	0
<i>Caused mostly by natural changes in the environment</i>	33	4	13	43	47	81	69
<i>Neither because global warming isn't happening</i>	3	0	0	1	6	5	28
<i>Other (Please specify)</i>	1	0	0	0	3	2	1
<i>Don't know</i>	1	0	0	0	3	3	1
Which comes closer to your own view? ³							
<i>Most scientists think global warming is happening</i>	47	80	64	37	23	11	8
<i>There is a lot of disagreement</i>	33	19	24	42	19	62	67
<i>Most scientists think global warming is not happening</i>	3	0	1	2	0	2	22
<i>Don't know enough to say</i>	18	1	11	20	57	26	3

n=2,129

¹ First and third responses were rotated in the survey.

² Volunteered.

³ First and third responses were rotated in the survey.

Table 3 | Perceived Knowledge and Beliefs about Global Warming: Climate System Mental Models

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
People disagree about how the climate system works. The five pictures below illustrate five different perspectives. Each picture depicts the earth's climate system as a ball balanced on a line, yet each one has a different ability to withstand human-caused global warming. Which one of the five pictures best represents your understanding of how the climate system works?	<i>Random</i>	27	6	13	31	54	55	52
	<i>Threshold</i>	24	25	30	24	21	19	12
	<i>Stable</i>	5	0	1	5	2	13	30
	<i>Fragile</i>	12	27	14	10	4	1	0
	<i>Gradual</i>	32	42	43	29	20	12	5

n=2,129



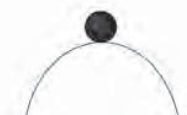
Random: Earth's climate is random and unpredictable. We do not know what will happen.



Threshold: Earth's climate is stable within certain limits. If global warming is small, climate will return to equilibrium. If it is large, there will be dangerous effects.



Stable: Earth's climate is very stable. Global warming will have little to no effects.



Fragile: Earth's climate is delicately balanced. Small amounts of global warming will have abrupt and catastrophic effects.



Gradual: Earth's climate is slow to change. Global warming will gradually lead to dangerous effects.

**Table 4 | Risk Perceptions:
Estimates of Injuries and Fatalities**

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Now please think about the human health effects of global warming. (Please choose the answer corresponding to your best estimate.) Worldwide, how many people do you think ...								
Currently die each year due to global warming?	<i>Millions</i>	3	11	3	1	0	0	1
	<i>Thousands</i>	14	33	18	11	0	0	0
	<i>Hundreds</i>	12	15	16	13	3	10	1
	<i>None</i>	23	6	11	32	3	54	86
	<i>Don't know</i>	48	36	53	44	93	35	12
Are currently injured or become ill each year due to global warming?	<i>Millions</i>	5	16	3	3	0	0	1
	<i>Thousands</i>	15	38	19	9	2	0	0
	<i>Hundreds</i>	13	14	18	16	0	14	1
	<i>None</i>	21	5	9	29	4	51	86
	<i>Don't know</i>	46	28	50	44	94	35	12
Will die each year 50 years from now due to global warming?	<i>Millions</i>	11	38	11	3	0	0	0
	<i>Thousands</i>	17	25	27	15	2	2	0
	<i>Hundreds</i>	8	5	10	15	1	10	1
	<i>None</i>	14	1	2	18	1	41	81
	<i>Don't know</i>	50	31	51	49	97	47	18
Will be injured or become ill each year 50 years from now due to global warming?	<i>Millions</i>	13	44	13	3	0	1	0
	<i>Thousands</i>	15	22	24	16	2	2	0
	<i>Hundreds</i>	8	3	10	14	0	11	1
	<i>None</i>	15	0	2	19	2	40	81
	<i>Don't know</i>	49	31	51	49	96	46	18

n=2,129

**Table 4 | Risk Perceptions:
Who Is at Risk**

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
How much do you think global warming will harm:								
You personally	<i>A great deal</i>	10	34	9	3	0	0	0
	<i>A moderate amount</i>	22	32	38	16	3	3	0
	<i>Only a little</i>	24	23	28	44	1	18	2
	<i>Not at all</i>	22	2	7	32	0	59	97
	<i>Don't know</i>	23	9	19	4	95	20	1
Your family	<i>A great deal</i>	11	41	10	3	0	0	0
	<i>A moderate amount</i>	24	30	44	21	2	3	0
	<i>Only a little</i>	23	18	26	47	2	20	2
	<i>Not at all</i>	19	1	3	25	0	55	97
	<i>Don't know</i>	23	10	18	4	96	22	1
Your community	<i>A great deal</i>	13	46	12	6	0	0	0
	<i>A moderate amount</i>	26	32	47	23	2	4	0
	<i>Only a little</i>	21	12	21	48	0	20	3
	<i>Not at all</i>	17	1	2	20	0	51	96
	<i>Don't know</i>	23	9	18	4	97	24	1
People in the United States	<i>A great deal</i>	22	62	27	8	1	0	0
	<i>A moderate amount</i>	28	28	47	34	2	7	1
	<i>Only a little</i>	15	2	11	41	0	29	3
	<i>Not at all</i>	14	0	1	12	0	40	94
	<i>Don't know</i>	22	8	14	4	97	24	3
People in other modern industrialized countries	<i>A great deal</i>	22	61	30	7	0	1	0
	<i>A moderate amount</i>	28	29	44	37	2	6	1
	<i>Only a little</i>	13	2	8	37	0	29	5
	<i>Not at all</i>	13	0	1	11	0	39	92
	<i>Don't know</i>	24	9	18	8	97	25	3
People in developing countries	<i>A great deal</i>	32	82	42	14	0	2	1
	<i>A moderate amount</i>	22	10	34	36	2	12	3
	<i>Only a little</i>	11	1	5	32	0	24	3
	<i>Not at all</i>	13	0	1	11	0	37	90
	<i>Don't know</i>	23	8	18	7	98	26	3
Future generations of people	<i>A great deal</i>	44	91	68	25	0	2	0
	<i>A moderate amount</i>	17	2	19	47	0	12	0
	<i>Only a little</i>	7	0	0	19	0	31	4
	<i>Not at all</i>	10	0	0	5	0	23	90
	<i>Don't know</i>	22	7	12	3	100	32	6
Plant and animal species	<i>A great deal</i>	46	91	70	28	3	2	0
	<i>A moderate amount</i>	17	2	17	47	4	13	1
	<i>Only a little</i>	8	0	1	20	0	32	10
	<i>Not at all</i>	9	0	0	4	0	22	87
	<i>Don't know</i>	20	6	11	1	93	30	3

n=2,129

**Table 4 | Risk Perceptions:
Timing of Harm to People in U.S.**

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
When do you think global warming will start to harm people in the United States?							
<i>They are being harmed now</i>	34	69	44	15	29	4	0
<i>In 10 years</i>	13	15	19	12	15	0	0
<i>In 25 years</i>	13	9	19	17	12	5	0
<i>In 50 years</i>	13	5	14	26	15	9	0
<i>In 100 years</i>	12	1	5	26	18	26	1
<i>Never</i>	15	0	0	4	12	56	99

Table 4 | Risk Perceptions: Timing of Harm to People in Other Countries

When do you think global warming will start to harm other people around the world?							
<i>They are being harmed now</i>	38	75	50	19	31	6	1
<i>In 10 years</i>	13	13	19	13	10	3	0
<i>In 25 years</i>	12	7	16	19	15	4	0
<i>In 50 years</i>	12	4	11	24	15	12	0
<i>In 100 years</i>	11	1	4	22	17	31	2
<i>Never</i>	14	0	1	3	13	44	97

**Table 4 | Risk Perceptions:
Types of Harm**

Worldwide over the next 20 years, do you think global warming will cause more or less of the following, if nothing is done to address it?								
Droughts and water shortages	<i>Many more</i>	43	90	62	21	16	4	1
	<i>A few more</i>	22	9	26	47	7	17	3
	<i>No difference</i>	14	0	3	12	3	41	82
	<i>A few less</i>	1	0	1	2	2	3	0
	<i>Many less</i>	1	0	0	2	0	1	3
	<i>Don't know</i>	19	1	8	16	72	33	11
Severe heat waves	<i>Many more</i>	42	88	62	20	12	2	1
	<i>A few more</i>	25	9	31	46	13	19	4
	<i>No difference</i>	14	1	1	16	2	42	82
	<i>A few less</i>	1	0	0	2	1	1	0
	<i>Many less</i>	1	0	0	1	0	2	3
	<i>Don't know</i>	18	2	6	15	72	34	11
Extinctions of plant and animal species	<i>Many more</i>	41	88	58	21	13	1	1
	<i>A few more</i>	24	10	33	43	8	18	3
	<i>No difference</i>	14	0	3	16	4	40	83
	<i>A few less</i>	1	0	0	3	0	4	1
	<i>Many less</i>	1	0	0	2	0	2	5
	<i>Don't know</i>	19	1	6	16	74	35	9

n=2,129

**Table 4 | Risk Perceptions:
Types of Harm, continued**

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Worldwide over the next 20 years, do you think global warming will cause more or less of the following, if nothing is done to address it?								
Famines and food shortages	<i>Many more</i>	39	90	52	18	15	3	0
	<i>A few more</i>	24	6	33	49	6	18	4
	<i>No difference</i>	15	1	4	14	3	43	83
	<i>A few less</i>	1	0	1	2	1	2	0
	<i>Many less</i>	1	0	0	2	0	2	5
	<i>Don't know</i>	20	3	10	16	74	33	9
Floods	<i>Many more</i>	39	86	56	16	16	2	1
	<i>A few more</i>	24	12	30	45	10	18	6
	<i>No difference</i>	15	0	3	19	2	44	79
	<i>A few less</i>	1	0	1	2	1	1	0
	<i>Many less</i>	1	0	0	2	0	2	3
	<i>Don't know</i>	20	1	10	16	72	33	11
Intense hurricanes	<i>Many more</i>	39	86	55	19	13	3	0
	<i>A few more</i>	23	12	31	42	8	15	2
	<i>No difference</i>	15	1	2	18	2	44	84
	<i>A few less</i>	0	0	0	1	0	2	0
	<i>Many less</i>	1	0	0	2	0	2	3
	<i>Don't know</i>	21	2	12	18	76	34	11
Forest fires	<i>Many more</i>	38	79	54	20	14	4	0
	<i>A few more</i>	24	16	32	42	9	15	4
	<i>No difference</i>	16	2	4	18	2	44	82
	<i>A few less</i>	1	0	1	2	0	0	0
	<i>Many less</i>	1	0	0	2	0	2	3
	<i>Don't know</i>	20	3	9	17	75	34	11
People living in poverty	<i>Many more</i>	33	77	45	16	10	3	0
	<i>A few more</i>	19	14	27	30	6	7	1
	<i>No difference</i>	23	2	11	32	6	54	85
	<i>A few less</i>	0	0	0	2	0	0	0
	<i>Many less</i>	1	0	0	1	0	2	5
	<i>Don't know</i>	24	6	17	20	78	33	9
Refugees	<i>Many more</i>	32	79	42	14	11	1	0
	<i>A few more</i>	19	11	30	31	4	9	2
	<i>No difference</i>	20	1	8	28	5	50	84
	<i>A few less</i>	1	0	1	3	0	2	3
	<i>Many less</i>	1	0	0	2	0	3	3
	<i>Don't know</i>	26	8	20	23	80	35	9
Disease epidemics	<i>Many more</i>	31	73	44	12	9	1	0
	<i>A few more</i>	22	19	30	34	7	11	1
	<i>No difference</i>	20	1	7	28	5	49	85
	<i>A few less</i>	1	0	1	2	0	1	0
	<i>Many less</i>	1	1	0	0	0	2	3
	<i>Don't know</i>	26	8	18	23	78	36	11

n=2,129

**Table 4 | Risk Perceptions:
Types of Harm, continued**

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Worldwide over the next 20 years, do you think global warming will cause more or less of the following, if nothing is done to address it?								
Forest fires	<i>Many more</i>	38	79	54	20	14	4	0
	<i>A few more</i>	24	16	32	42	9	15	4
	<i>No difference</i>	16	2	4	18	2	44	82
	<i>A few less</i>	1	0	1	2	0	0	0
	<i>Many less</i>	1	0	0	2	0	2	3
	<i>Don't know</i>	20	3	9	17	75	34	11
People living in poverty	<i>Many more</i>	33	77	45	16	10	3	0
	<i>A few more</i>	19	14	27	30	6	7	1
	<i>No difference</i>	23	2	11	32	6	54	85
	<i>A few less</i>	0	0	0	2	0	0	0
	<i>Many less</i>	1	0	0	1	0	2	5
	<i>Don't know</i>	24	6	17	20	78	33	9
Refugees	<i>Many more</i>	32	79	42	14	11	1	0
	<i>A few more</i>	19	11	30	31	4	9	2
	<i>No difference</i>	20	1	8	28	5	50	84
	<i>A few less</i>	1	0	1	3	0	2	3
	<i>Many less</i>	1	0	0	2	0	3	3
	<i>Don't know</i>	26	8	20	23	80	35	9
Disease epidemics	<i>Many more</i>	31	73	44	12	9	1	0
	<i>A few more</i>	22	19	30	34	7	11	1
	<i>No difference</i>	20	1	7	28	5	49	85
	<i>A few less</i>	1	0	1	2	0	1	0
	<i>Many less</i>	1	1	0	0	0	2	3
	<i>Don't know</i>	26	8	18	23	78	36	11

n=2,129

Table 5 | Positive and Negative Outcomes Expected from National Action to Reduce Global Warming

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Please check all of the answers below that you believe are true. If our nation takes steps to reduce global warming, it will ... ¹							
<i>[Positive outcomes expected from taking action]</i>							
<i>Provide a better life for our children and grandchildren</i>	67	96	84	65	52	24	5
<i>Save many plant and animal species from extinction</i>	66	96	86	60	56	17	5
<i>Improve people's health</i>	61	92	75	54	50	22	5
<i>Create green jobs and a stronger economy</i>	55	92	70	43	37	20	9
<i>Prevent the destruction of most life on the planet</i>	51	83	69	40	34	8	3
<i>Help free us from dependence on foreign oil</i>	49	80	57	43	27	29	12
<i>Protect God's creation</i>	48	65	60	46	40	27	6
<i>Protect the poorest from environmental harm</i> ²	35	76	43	19	25	6	2
<i>Save people around the world from poverty and starvation</i> ³	35	73	43	17	23	9	3
<i>Improve our national security</i>	17	39	19	12	7	2	3
<i>[Negative outcomes expected from taking action]</i>							
<i>Lead to more government regulation</i>	44	44	39	45	27	60	70
<i>Cause energy prices to rise</i>	31	19	23	38	24	50	59
<i>Cost jobs and harm our economy</i>	17	4	9	20	18	34	53
<i>Interfere with the free market</i>	13	7	5	13	4	27	56
<i>Harm poor people more than it helps them</i>	11	3	5	10	10	25	42
<i>Undermine American sovereignty</i>	8	3	3	7	5	16	40

¹ Item order was randomized, with positive and negative outcomes mixed together in the same list.

² Item wording: *Protect the world's poorest people from environmental harm caused by the world's richest people*

³ Item wording: *Save many people around the world from poverty and starvation*

Table 5 | Positive and Negative Outcomes Expected from National Action to Reduce Global Warming: Number of Outcomes Expected

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Please check all of the answers below that you believe are true. If our nation takes steps to reduce global warming, it will ...								
Number of positive outcomes selected	0	16.1	0.5	2.7	10.0	22.6	42.5	82.4
	1-2	12.6	0.8	6.4	20.8	18.8	30.5	12.4
	3-4	14.4	2.1	15.3	25.6	19.2	16.4	0.7
	5-6	20.6	14.9	27.3	27.6	20.7	8.8	2.6
	7-8	21.9	37.9	32.6	10.8	16.5	1.8	0.0
	9-10	14.6	43.9	15.8	5.3	2.3	0.0	2.0
Average number of positive outcomes selected		4.8	7.9	6.1	4.0	3.5	1.6	0.5
Number of negative outcomes selected	0	43.6	48.7	50.1	36.8	54.4	27.6	23.5
	1-2	39.7	45.0	41.2	45.9	35.1	34.7	17.6
	3-4	10.5	4.7	7.5	12.8	8.5	21.8	19.6
	5-6	6.3	1.6	1.1	4.5	1.9	16.0	39.2
Average number of negative outcomes selected		1.2	0.8	0.9	1.3	0.9	2.1	3.2
Proportion who selected no positive or negative outcomes		4.9	0.5	2.0	2.3	11.5	10.1	17.0

n=2,129

Table 5 | Positive and Negative Outcomes Expected from National Action to Reduce Global Warming: Most Important Benefit

Of the reasons you selected, which one is most important to you personally? ¹

Provide a better life for our children and grandchildren	26	20	30	32	24	14	8
Protect God's creation	19	15	18	19	27	30	15
Prevent the destruction of most life on the planet	16	31	13	11	2	3	15
Improve people's health	10	6	9	13	19	14	8
Help free us from dependence on foreign oil	8	4	8	10	7	19	54
Save many plant and animal species from extinction	8	9	9	5	7	6	0
Save people around the world from poverty and starvation ²	4	6	4	2	8	0	0
Protect the poorest from environmental harm ³	1	3	1	1	0	0	0
Improve our national security	1	1	0	0	4	2	0
Number of respondents	1,423	368	592	248	139	63	13

¹ If respondent selected no or only one positive reason for action, this question was not asked.

² Item wording: Save many people around the world from poverty and starvation

³ Item wording: Protect the world's poorest people from environmental harm caused by the world's richest people

Table 5 | Positive and Negative Outcomes Expected from National Action to Reduce Global Warming: *Greatest Concern*

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Which of the following things that might result from taking steps to reduce global warming are of the greatest concern to you? ¹							
<i>Lead to more government regulation</i>	33	33	22	31	21	30	48
<i>Cause energy prices to rise</i>	27	38	33	37	29	32	9
<i>Cost jobs and harm our economy</i>	20	10	19	22	39	18	16
<i>Harm poor people more than it helps them</i>	8	5	19	5	11	5	4
<i>Undermine American sovereignty</i>	7	0	0	5	0	9	15
<i>Interfere with the free market</i>	6	14	6	2	0	5	8
<i>Number of respondents</i>	343	21	63	65	28	77	89

Table 5 | Positive and Negative Outcomes Expected from National Action to Reduce Global Warming: *Should the U.S. Act?*

Which of the following statements do you find the most convincing? ²							
<i>We should take steps to reduce global warming because ...</i> ³	92	98	98	93	88	69	53
<i>We should not take steps because ...</i> ⁴	8	2	2	7	12	31	47
<i>Number of respondents</i>	951	191	345	219	90	91	15

¹ If respondent selected no or only one concern about action, this question was not asked.

² This question was asked of all respondents who had selected at least one positive reason for action and at least one concern.

³ Item wording: *We should take steps to reduce global warming because ...* [top reason for action was inserted; if respondent selected only one reason, that was inserted]

⁴ Item wording: *We should not take steps to reduce global warming because ...* [top concern was inserted; if respondent selected only one concern, that was inserted]

Table 6 | Beliefs about Potential Outcomes and the Effectiveness of Actions

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Which of the following statements comes closest to your view?							
<i>Humans can reduce global warming, and we will</i> ¹	6	8	8	5	5	3	0
<i>Humans could reduce global warming, but unclear if we will</i> ²	51	74	64	49	50	13	1
<i>Humans could reduce global warming, but we won't</i> ³	22	18	24	34	27	12	0
<i>Humans can't reduce global warming, even if it is happening</i>	16	0	5	11	15	59	54
<i>Global warming isn't happening</i>	5	0	0	1	3	13	45

n=2,129

¹ Item wording: *Humans can reduce global warming, and we are going to do so successfully.*

² Item wording: *Humans could reduce global warming, but it's unclear at this point whether we will do what's needed.*

³ Item wording: *Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to.*

Table 6 | Beliefs about Potential Outcomes and the Effectiveness of Actions, continued¹

How much do you think your energy-saving actions reduce your contribution to global warming? ²	<i>A lot</i>	13	29	15	7	9	0	0
	<i>Some</i>	35	39	45	31	39	9	0
	<i>A little</i>	36	31	35	48	36	34	2
	<i>Not at all</i>	16	2	4	14	16	56	98
If most people in the US did these same actions, how much would it reduce global warming? ³	<i>A lot</i>	42	72	55	27	23	3	0
	<i>Some</i>	36	25	38	48	52	21	0
	<i>A little</i>	14	3	6	22	18	45	9
	<i>Not at all</i>	8	0	1	2	8	32	91
If most people in the developed nations did these same actions, how much would it reduce global warming? ⁴	<i>A lot</i>	60	85	79	48	46	9	0
	<i>Some</i>	25	14	18	39	37	30	3
	<i>A little</i>	9	1	2	12	12	41	14
	<i>Not at all</i>	6	0	0	1	5	20	83
<i>Number of respondents</i>		2,008	379	704	397	260	202	66

¹ These three items were skipped if respondent was very sure or extremely sure that global warming is not occurring. Skips result in a smaller number of respondents in some segments.

² Item wording: Think back to the energy-saving actions you're already doing and those you'd like to do over the next 12 months. If you did most of these things, how much do you think it would reduce your personal contribution to global warming?

³ Item wording: If most people in the United States did these same actions, how much would it reduce global warming?

⁴ Item wording: If most people in the modern industrialized countries around the world did these same actions, how much would it reduce global warming?

Table 6 | Beliefs about Potential Outcomes and the Effectiveness of Actions, continued

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
The actions of a single individual won't make any difference in global warming.	<i>Strongly Disagree</i>	24	51	28	15	15	7	8
	<i>Somewhat Disagree</i>	45	39	53	47	53	36	16
	<i>Somewhat Agree</i>	22	6	16	31	26	43	30
	<i>Strongly Agree</i>	9	4	3	7	6	14	47
New technologies can solve global warming, without individuals having to make big changes in their lives.	<i>Strongly Disagree</i>	25	50	25	11	21	11	26
	<i>Somewhat Disagree</i>	45	34	49	50	56	45	26
	<i>Somewhat Agree</i>	26	12	23	37	22	40	36
	<i>Strongly Agree</i>	4	4	3	3	1	4	11
The best way for average Americans to reduce their own personal contributions to global warming is to not have children.	<i>Strongly Disagree</i>	62	55	60	58	57	68	91
	<i>Somewhat Disagree</i>	26	29	30	27	28	20	7
	<i>Somewhat Agree</i>	9	11	8	11	15	9	1
	<i>Strongly Agree</i>	3	5	2	4	0	3	2

n=2,129

Table 7 | Issue Priorities for the President and Congress: *National*

Here are some issues now being discussed in Washington, D.C. Do you think each of these issues should be a low, medium, high, or very high priority for the next president and Congress?

Economy	<i>Very high</i>	76	86	83	71	77	58	54
	<i>High</i>	20	13	16	23	19	29	36
	<i>Medium</i>	3	1	1	5	3	11	6
	<i>Low</i>	1	0	0	2	1	2	4
Federal budget deficit	<i>Very high</i>	49	61	53	40	52	31	42
	<i>High</i>	37	32	36	41	35	44	41
	<i>Medium</i>	13	7	10	17	12	22	14
	<i>Low</i>	1	1	0	2	0	4	3
Wars in Afghanistan and Iraq	<i>Very high</i>	45	58	45	38	48	33	41
	<i>High</i>	39	31	39	43	39	46	42
	<i>Medium</i>	13	10	13	16	10	17	14
	<i>Low</i>	3	2	3	4	3	4	3

n=2,129

Table 7 | Issue Priorities for the President and Congress: National, continued

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Here are some issues now being discussed in Washington, D.C. Do you think each of these issues should be a low, medium, high, or very high priority for the next president and Congress?								
Health care	<i>Very high</i>	32	48	34	25	46	15	7
	<i>High</i>	42	38	48	44	37	42	32
	<i>Medium</i>	21	12	16	28	16	33	38
	<i>Low</i>	4	2	2	4	1	9	22
Terrorism	<i>Very high</i>	30	28	29	25	39	25	42
	<i>High</i>	36	32	33	42	39	36	33
	<i>Medium</i>	28	26	32	28	21	34	18
	<i>Low</i>	7	14	6	5	2	6	6
Social security	<i>Very high</i>	28	22	25	26	36	30	42
	<i>High</i>	30	22	30	38	30	34	25
	<i>Medium</i>	30	33	33	26	29	26	24
	<i>Low</i>	12	23	12	10	5	10	9
Education	<i>Very high</i>	21	60	21	8	13	0	0
	<i>High</i>	33	34	50	29	39	6	0
	<i>Medium</i>	29	6	28	47	42	40	11
	<i>Low</i>	17	0	2	16	7	54	89
Tax cuts	<i>Very high</i>	14	9	11	10	18	15	27
	<i>High</i>	16	10	17	18	16	21	18
	<i>Medium</i>	29	26	29	31	34	27	19
	<i>Low</i>	42	54	43	40	32	37	36
Illegal immigration	<i>Very high</i>	45	67	51	35	57	20	10
	<i>High</i>	35	27	37	46	31	36	25
	<i>Medium</i>	16	5	11	17	10	35	42
	<i>Low</i>	4	1	1	2	2	9	23
Global warming	<i>Very high</i>	41	35	40	38	48	44	59
	<i>High</i>	37	33	39	39	41	34	25
	<i>Medium</i>	19	25	19	21	10	18	14
	<i>Low</i>	3	7	2	2	1	4	2
Abortion	<i>Very high</i>	40	48	40	35	53	30	25
	<i>High</i>	41	34	46	42	34	39	51
	<i>Medium</i>	18	16	14	21	12	28	22
	<i>Low</i>	1	2	0	2	0	3	2

n=2,129

Table 7 | Issue Priorities for the President and Congress: *Environmental*

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Here are some environmental issues now being discussed in Washington, D.C. Do you think each of these issues should be a low, medium, high, or very high priority for the next president and Congress?								
Water pollution	<i>Very high</i>	30	59	32	21	25	8	12
	<i>High</i>	42	35	47	47	46	37	22
	<i>Medium</i>	23	7	18	29	26	44	37
	<i>Low</i>	5	0	2	4	3	10	29
Global warming	<i>Very high</i>	27	74	30	12	13	1	0
	<i>High</i>	30	24	47	28	36	3	0
	<i>Medium</i>	27	2	21	49	44	42	12
	<i>Low</i>	16	1	1	12	7	54	88
Toxic waste	<i>Very high</i>	27	56	28	18	23	5	6
	<i>High</i>	40	35	48	43	41	25	23
	<i>Medium</i>	28	8	23	34	32	54	39
	<i>Low</i>	6	0	2	5	4	15	32
Damage to Earth's ozone layer	<i>Very high</i>	25	63	30	11	16	1	1
	<i>High</i>	33	30	47	30	37	11	3
	<i>Medium</i>	31	7	22	50	40	52	32
	<i>Low</i>	11	0	1	9	7	36	64
Air pollution	<i>Very high</i>	25	59	25	15	17	5	3
	<i>High</i>	40	37	49	45	44	21	16
	<i>Medium</i>	30	4	25	36	36	59	47
	<i>Low</i>	6	0	1	4	4	15	33
Loss of tropical rainforests	<i>Very high</i>	21	51	20	15	12	4	5
	<i>High</i>	33	37	44	32	31	15	12
	<i>Medium</i>	32	11	29	38	46	52	27
	<i>Low</i>	14	1	7	15	11	29	56
Extinction of plant and animal species	<i>Very high</i>	19	45	19	11	13	3	3
	<i>High</i>	29	37	39	24	27	12	7
	<i>Medium</i>	36	17	34	45	45	50	28
	<i>Low</i>	17	1	9	19	15	35	63
Urban sprawl and loss of open spaces	<i>Very high</i>	14	33	13	9	8	4	3
	<i>High</i>	28	34	33	25	28	13	12
	<i>Medium</i>	41	26	43	47	48	46	33
	<i>Low</i>	18	6	11	19	16	36	52
Acid rain	<i>Very high</i>	13	33	13	7	9	1	1
	<i>High</i>	31	41	38	23	41	11	3
	<i>Medium</i>	40	23	41	53	39	50	34
	<i>Low</i>	16	3	8	18	11	38	63

n=2,129

Table 7 | Issue Priorities for the President and Congress: Top Environmental Priority

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Of the environmental issues that you said should be a priority, which one do you think is the most important? ¹							
<i>Global warming</i>	31	55	36	14	13	0	0
<i>Water pollution</i>	19	9	12	27	38	36	26
<i>Damage to Earth's ozone layer</i>	13	13	17	12	12	2	0
<i>Toxic waste</i>	10	5	10	8	13	23	18
<i>Air pollution</i>	9	3	10	15	7	12	18
<i>Loss of tropical rainforests</i>	7	7	5	10	2	7	21
<i>Extinction of plant and animal species</i>	7	6	6	7	8	12	5
<i>Urban sprawl and loss of open spaces</i>	4	2	3	5	5	8	13
<i>Acid rain</i>	1	0	0	2	2	0	0
<i>Number of Respondents</i>	1,445	352	550	252	166	86	39

n=2,129

¹ Item skipped if respondent had one or fewer high environmental priorities

Table 8 | Support for National Response: Conditions for Action

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
People disagree whether the United States should reduce greenhouse gas emissions on its own, or make reductions only if other countries do too. Which of the following statements comes closest to your own point of view? The United States should reduce its greenhouse gas emissions ...							
<i>Regardless of what other countries do</i>	67	94	87	56	38	38	33
<i>Only if other industrialized countries reduce their emissions</i> ¹	2	0	1	6	3	4	1
<i>Only if other industrialized and developing countries do</i> ²	7	1	4	12	4	18	12
<i>The US should not reduce its emissions</i>	4	0	1	1	0	5	36
<i>Don't know</i>	19	4	6	25	55	35	17

Table 8 | Support for National Response: Magnitude of Action

How big of an effort should the United States make to reduce global warming?							
<i>A large-scale effort, even if it has large economic costs</i>	34	79	40	19	22	3	0
<i>A medium-scale effort, even if moderate economic costs</i> ³	40	20	55	53	49	18	5
<i>A small-scale effort, even if it has small economic costs</i>	17	1	5	26	18	55	26
<i>No effort</i>	9	0	1	2	10	24	68

n=2,129

¹ Item wording: *Only if other industrialized countries (such as England, Germany and Japan) reduce their emissions*

² Item wording: *Only if other industrialized countries and developing countries (such as China, India and Brazil) reduce their emissions*

³ Item wording: *A medium-scale effort, even if it has moderate economic costs*

Table 8 | Support for National Response: Specific Climate and Energy Policies

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
How much do you support or oppose the following policies?								
Fund more research into renewable energy sources, such as solar and wind power.	<i>Strongly support</i>	54	87	59	44	33	28	37
	<i>Somewhat support</i>	38	12	39	46	50	60	35
	<i>Somewhat oppose</i>	6	1	2	8	15	10	14
	<i>Strongly oppose</i>	2	1	0	2	1	2	14
Require automakers to increase the fuel efficiency of vehicles to 45 mpg ¹	<i>Strongly support</i>	41	70	47	34	21	20	21
	<i>Somewhat support</i>	38	24	40	47	47	42	23
	<i>Somewhat oppose</i>	13	3	10	17	16	22	23
	<i>Strongly oppose</i>	8	2	3	3	16	15	32
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels.	<i>Strongly support</i>	38	66	41	32	16	23	24
	<i>Somewhat support</i>	47	30	53	52	50	53	34
	<i>Somewhat oppose</i>	11	3	5	12	29	17	21
	<i>Strongly oppose</i>	4	2	1	4	5	7	22
Expand offshore drilling for oil and natural gas off the U.S. coast.	<i>Strongly support</i>	37	21	30	36	35	56	84
	<i>Somewhat support</i>	38	29	41	49	46	35	12
	<i>Somewhat oppose</i>	14	21	19	10	13	5	3
	<i>Strongly oppose</i>	11	30	10	5	6	4	1
Require electric utilities to produce at least 20% of their electricity from wind, solar or other renewable sources. ²	<i>Strongly support</i>	31	60	35	21	15	11	16
	<i>Somewhat support</i>	41	31	47	45	47	39	22
	<i>Somewhat oppose</i>	17	6	13	24	23	27	18
	<i>Strongly oppose</i>	11	2	4	10	16	24	44
Regulate carbon dioxide (the primary greenhouse gas) as a pollutant.	<i>Strongly support</i>	30	71	33	18	14	5	1
	<i>Somewhat support</i>	50	25	59	62	63	48	26
	<i>Somewhat oppose</i>	13	3	7	16	17	32	29
	<i>Strongly oppose</i>	7	0	2	4	6	15	44

n=2,129

¹ Item wording: *Require automakers to increase the fuel efficiency of cars, trucks, and SUVs, to 45 mpg, even if it means a new vehicle will cost up to \$1,000 more to buy.*

² Item wording: *Require electric utilities to produce at least 20% of their electricity from wind, solar, or other renewable energy sources, even if it costs the average household an extra \$100 a year.*

Table 8 | Support for National Response: Specific Climate and Energy Policies, continued

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
How much do you support or oppose the following policies?								
Provide a government subsidy to replace old water heaters, air conditioners, light bulbs, and insulation. ¹	<i>Strongly support</i>	27	53	29	20	22	10	6
	<i>Somewhat support</i>	45	39	53	51	45	33	20
	<i>Somewhat oppose</i>	15	5	12	18	23	26	20
	<i>Strongly oppose</i>	12	2	5	10	10	31	54
Drill for oil in the Arctic National Wildlife Refuge.	<i>Strongly support</i>	25	8	13	28	24	47	77
	<i>Somewhat support</i>	32	19	34	42	39	36	12
	<i>Somewhat oppose</i>	22	19	31	19	25	13	7
	<i>Strongly oppose</i>	21	54	22	12	11	4	4
Sign an international treaty that requires the United States to cut its emissions of carbon dioxide 90% by the year 2050.	<i>Strongly support</i>	24	59	27	12	14	4	4
	<i>Somewhat support</i>	44	35	56	50	48	27	9
	<i>Somewhat oppose</i>	19	4	15	28	29	31	19
	<i>Strongly oppose</i>	13	2	2	10	8	37	68
Build more nuclear power plants.	<i>Strongly support</i>	23	13	20	21	15	36	66
	<i>Somewhat support</i>	38	37	37	42	42	40	22
	<i>Somewhat oppose</i>	24	22	29	26	28	19	9
	<i>Strongly oppose</i>	15	28	14	12	15	5	3
Establish a special fund to help make buildings more energy efficient and teach Americans how to reduce energy use. ²	<i>Strongly support</i>	19	44	21	11	14	7	1
	<i>Somewhat support</i>	43	44	55	43	40	30	14
	<i>Somewhat oppose</i>	21	7	19	30	30	29	24
	<i>Strongly oppose</i>	16	6	5	17	15	35	61
Create a new national market that allows companies to buy and sell credits to emit greenhouse gases within a national cap. ³	<i>Strongly support</i>	11	23	12	8	9	4	0
	<i>Somewhat support</i>	42	37	52	47	43	28	16
	<i>Somewhat oppose</i>	24	16	22	28	37	28	21
	<i>Strongly oppose</i>	23	24	15	16	11	41	64
Increase taxes on gasoline by 25 cents per gallon and return the revenues to taxpayers by reducing the federal income tax.	<i>Strongly support</i>	9	22	8	6	6	3	3
	<i>Somewhat support</i>	24	29	28	23	21	19	7
	<i>Somewhat oppose</i>	30	27	34	36	37	21	13
	<i>Strongly oppose</i>	37	22	30	35	36	57	77

n=2,129

¹ Item wording: *Provide a government subsidy to replace old water heaters, air conditioners, light bulbs, and insulation. This subsidy would cost the average household \$5 a month in higher taxes. Those who took advantage of the program would save money on their utility bills.*

² Item wording: *Establish a special fund to help make buildings more energy efficient and teach Americans how to reduce their energy use. This would add a \$2.50 surcharge to the average household's monthly electric bill.*

³ Item wording: *Create a new national market that allows companies to buy and sell the right to emit the greenhouse gases said to cause global warming. The federal government would set a national cap on emissions. Each company would then purchase the right to emit a portion of this total amount. If a company then emitted more than its portion, it would have to buy more emission rights from other companies or pay large fines.*

Table 9 | Expectations of Elected Officials, Corporations and Citizens

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Do you think the following should be doing more or less to address global warming?								
Corporations and industry	<i>Much more</i>	41	83	51	29	19	9	0
	<i>More</i>	32	15	41	42	38	22	5
	<i>Right Amount</i> ¹	17	0	5	24	32	46	34
	<i>Less</i>	5	1	2	3	7	12	17
	<i>Much less</i>	6	0	2	2	3	10	44
Citizens themselves	<i>Much more</i>	30	75	34	14	12	5	0
	<i>More</i>	42	25	58	54	45	19	4
	<i>Right Amount</i> ¹	20	0	6	28	36	58	35
	<i>Less</i>	4	0	3	3	5	11	17
	<i>Much less</i>	5	0	0	2	2	7	45
The President ²	<i>Much more</i>	28	75	33	10	11	4	0
	<i>More</i>	38	25	56	47	46	7	0
	<i>Right Amount</i> ¹	21	0	7	37	34	58	25
	<i>Less</i>	6	0	2	4	6	18	22
	<i>Much less</i>	7	0	2	2	4	13	53
The U.S. Congress	<i>Much more</i>	26	69	28	9	12	4	0
	<i>More</i>	41	31	61	50	43	10	0
	<i>Right Amount</i> ¹	20	0	7	36	35	54	20
	<i>Less</i>	6	0	3	3	6	20	22
	<i>Much less</i>	7	0	0	2	4	13	58
Your state legislators	<i>Much more</i>	16	50	14	5	8	2	0
	<i>More</i>	47	47	72	46	41	8	0
	<i>Right Amount</i> ¹	25	1	11	42	41	63	26
	<i>Less</i>	6	1	3	5	7	17	22
	<i>Much less</i>	6	0	0	2	3	11	52
Your Governor	<i>Much more</i>	16	51	14	5	8	2	0
	<i>More</i>	46	46	69	46	42	9	0
	<i>Right Amount</i> ¹	26	3	13	42	39	61	28
	<i>Less</i>	6	0	3	4	6	17	22
	<i>Much less</i>	6	0	0	2	5	11	50
Your local government officials	<i>Much more</i>	13	41	11	4	8	2	0
	<i>More</i>	45	52	67	41	39	7	0
	<i>Right Amount</i> ¹	29	5	17	45	42	65	31
	<i>Less</i>	7	1	4	7	6	15	19
	<i>Much less</i>	6	0	0	3	5	10	50

n=2,129

¹ Item wording: *Currently doing the right amount*

² President George W. Bush

Table 10 | Political Activism: Actions

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Over the past 12 months, how many times have you done each of the following?								
Contacted government officials to urge them to take action on global warming ¹	<i>Many times (6+)</i>	1	3	0	0	0	0	0
	<i>Several times (4-5)</i>	1	3	1	0	2	0	0
	<i>A few times (2-3)</i>	3	11	1	3	0	3	0
	<i>Once</i>	3	9	5	1	0	0	0
	<i>Never</i>	89	72	92	95	89	95	98
	<i>Don't know</i>	2	2	1	2	8	2	2
Attended a community meeting or rally about global warming?	<i>Many times (6+)</i>	0	1	0	0	0	0	0
	<i>Several times (4-5)</i>	1	1	0	2	0	0	0
	<i>A few times (2-3)</i>	2	3	2	2	2	2	0
	<i>Once</i>	3	9	3	1	1	0	0
	<i>Never</i>	92	85	94	93	90	95	99
	<i>Don't know</i>	2	1	1	2	7	2	1
Volunteered with or donated money to an organization working to reduce global warming?	<i>Many times (6+)</i>	1	2	1	0	0	0	0
	<i>Several times (4-5)</i>	1	3	1	0	0	0	0
	<i>A few times (2-3)</i>	4	13	3	3	2	2	0
	<i>Once</i>	7	14	11	3	1	1	0
	<i>Never</i>	84	63	84	92	89	95	99
	<i>Don't know</i>	3	3	1	2	8	2	1

Table 10 | Political Activism: Intentions

Over the past 12 months, would you like to do each of the following ...								
Contact government officials to urge them to take action on global warming? ¹	<i>More frequently</i>	13	37	13	6	3	1	0
	<i>About the same</i>	70	60	73	73	71	80	60
	<i>Less frequently</i>	17	3	14	20	26	19	40
Attend a community meeting or rally about global warming?	<i>More frequently</i>	15	40	13	10	7	3	1
	<i>About the same</i>	68	55	75	69	68	76	59
	<i>Less frequently</i>	17	6	12	21	25	21	40
Volunteer with or donate money to an organization working to reduce global warming?	<i>More frequently</i>	16	42	17	7	10	1	0
	<i>About the same</i>	68	53	71	72	67	79	59
	<i>Less frequently</i>	16	5	12	20	23	20	41
Proportion who intend to contact government officials over the coming year to urge them to take action on global warming ²		18	52	17	9	5	3	0

n=2,129

¹ Item wording: *Write letters, email, or phone government officials to urge them to take action to reduce global warming?*

² Includes all those who have contacted officials in the past year and intend to do so about the same or more frequently, and all those who have not contacted government officials in the past year, but intend to do so more frequently in the coming year.

**Table 10 | Political Activism:
Barriers to Contacting Officials**

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
There are many reasons why people do not write letters, emails, or call their elected officials about global warming. Which of the following reasons might prevent you from taking these actions? Please check all that apply.							
<i>I am not an activist</i>	33	20	37	42	33	38	20
<i>It wouldn't make any difference if I did</i>	23	17	23	29	20	28	13
<i>I don't know how</i>	18	20	21	20	23	6	0
<i>I'm too busy</i>	18	22	21	21	12	14	7
<i>It's too much effort</i>	16	12	19	22	13	15	4
<i>I don't think it's important</i>	10	0	3	8	6	34	38
<i>I would feel uncomfortable</i>	10	8	12	11	13	9	3
<i>I do not believe in global warming</i>	10	0	0	5	2	34	74
<i>Someone else in my home would object</i>	1	1	0	1	2	2	0
<i>None of the above would prevent me from doing this</i>	21	33	20	19	25	10	4

**Table 10 | Political Activism: Barriers
to Attending Meetings and Rallies**

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
There are many reasons why people do not attend community meetings or rallies about global warming. Which of the following reasons might prevent you from attending? Please check all that apply.							
<i>I am not an activist</i>	33	37	37	34	34	23	7
<i>It wouldn't make any difference if I did</i>	24	25	29	28	15	16	8
<i>I don't know how</i>	16	11	15	22	15	19	12
<i>I'm too busy</i>	14	11	15	22	11	13	4
<i>It's too much effort</i>	12	15	14	12	12	9	4
<i>I don't think it's important</i>	10	13	9	14	13	5	1
<i>I would feel uncomfortable</i>	10	0	0	4	4	33	75
<i>I do not believe in global warming</i>	9	1	2	11	4	36	29
<i>Someone else in my home would object</i>	1	1	1	1	0	3	1
<i>None of the above would prevent me from doing this</i>	19	22	21	19	25	15	5

n=2,129

Table 10 | Political Activism: Barriers to Volunteering and Donating Money

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
There are many reasons why people do not volunteer or donate money to organizations working on global warming. Which of the following reasons might prevent you from volunteering or donating money?							
<i>I can't afford it</i>	45	49	56	47	44	30	8
<i>It wouldn't make any difference if I did</i>	12	6	12	15	10	20	8
<i>I'm too busy</i>	12	10	15	20	7	8	5
<i>I do not believe in global warming</i>	11	0	0	5	5	38	75
<i>I don't think it's important</i>	9	0	3	8	5	38	29
<i>I don't know how</i>	7	7	7	10	11	4	0
<i>I could afford it, but don't want to spend the money</i>	6	2	7	10	3	13	3
<i>It's too much effort</i>	5	4	5	9	2	6	4
<i>I would feel uncomfortable</i>	5	3	4	7	8	5	1
<i>Someone else in my home would object</i>	2	2	2	2	0	2	3
<i>None of the above would prevent me from doing this</i>	21	31	21	18	29	10	5

n=2,129

Table 10 | Political Activism: Confidence in Own Ability to Act

How confident are you that you can do these things more frequently over the next 12 months? ¹								
Write letters, email or phone government officials to urge them to take action to reduce global warming	<i>Completely confident</i>	14	21	8	0	0	33	0
	<i>Moderately confident</i>	39	44	38	17	17	33	0
	<i>Little bit confident</i>	36	26	41	75	50	33	0
	<i>Not at all confident</i>	11	9	13	8	33	0	0
<i>Number of respondents</i>		263	140	90	24	6	3	0
Attend a community meeting or rally on global warming	<i>Completely confident</i>	8	9	5	13	0	14	0
	<i>Moderately confident</i>	33	40	32	18	38	0	0
	<i>Little bit confident</i>	47	40	48	63	50	86	100
	<i>Not at all confident</i>	12	11	16	8	13	0	0
<i>Number of respondents</i>		302	150	88	40	16	7	1
Volunteer with or donate money to an organization working to reduce global warming	<i>Completely confident</i>	10	16	5	0	0	50	0
	<i>Moderately confident</i>	33	33	28	34	52	0	0
	<i>Little bit confident</i>	49	44	57	55	39	50	0
	<i>Not at all confident</i>	8	7	9	10	9	0	0
<i>Number of respondents</i>		333	162	117	29	23	2	0

¹ Asked of all who intend to do the action more frequently in the future

**Table 10 | Political Activism:
Perceived Effectiveness of Own Action**

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
If you were to do each of the following, how effective would it be in getting government officials to take action to reduce global warming?								
Write letters, email or phone government officials to urge them to take action to reduce global warming	<i>Highly effective</i>	2	6	2	1	0	0	0
	<i>Pretty effective</i>	12	28	14	8	4	7	4
	<i>A little effect</i>	42	45	53	44	31	28	16
	<i>No effect</i>	28	13	21	27	40	47	59
	<i>Don't know</i>	16	9	10	21	26	18	22
Attend a community meeting or rally on global warming	<i>Highly effective</i>	2	5	2	1	0	0	0
	<i>Pretty effective</i>	12	26	15	8	4	2	0
	<i>A little effect</i>	38	44	48	38	25	27	12
	<i>No effect</i>	33	14	24	35	46	54	66
	<i>Don't know</i>	15	11	11	18	25	16	22
Volunteer with or donate money to an organization working to reduce global warming	<i>Highly effective</i>	4	12	5	3	0	0	1
	<i>Pretty effective</i>	17	35	22	11	4	8	2
	<i>A little effect</i>	37	37	46	39	31	25	16
	<i>No effect</i>	26	7	16	27	39	51	60
	<i>Don't know</i>	15	10	11	19	25	16	22

n=2,129

Table 11 | Consumer Activism: Actions

Over the past 12 months, how many times have you done these things?								
Rewarded companies that are taking steps to reduce global warming by buying their products.	<i>Many times (6+)</i>	4	17	3	1	0	0	0
	<i>Several times (4-5)</i>	9	25	9	3	3	2	3
	<i>A few times (2-3)</i>	18	28	24	12	9	9	3
	<i>Once</i>	3	1	7	3	1	1	3
	<i>Never</i>	47	14	37	63	60	65	78
	<i>Don't Know</i>	20	15	20	19	27	23	14
Punished companies that are opposing steps to reduce global warming by NOT buying their products.	<i>Many times (6+)</i>	5	19	4	1	0	1	1
	<i>Several times (4-5)</i>	6	16	6	2	2	1	0
	<i>A few times (2-3)</i>	11	22	15	6	6	4	1
	<i>Once</i>	3	2	4	4	1	0	1
	<i>Never</i>	54	21	46	68	63	77	84
	<i>Don't Know</i>	22	20	25	19	28	17	12

n=2,129

Table 11 | Consumer Activism: Intentions

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Over the next 12 months, will you punish companies by not buying their products ... ¹	<i>More frequently</i> ²	40	77	56	22	21	7	1
	<i>About the same</i> ³	53	19	40	69	76	88	78
	<i>Less frequently</i> ⁴	7	4	5	10	3	5	22
Over the next 12 months, will you reward companies by buying their products ... ⁵	<i>More frequently</i>	40	78	54	23	21	8	1
	<i>About the same</i>	56	20	42	72	72	90	90
	<i>Less frequently</i>	4	2	4	5	7	2	9
Proportion who intend to engage in consumer activism over the coming year ⁶		58	96	77	40	36	18	19

n=2,129

¹ Item wording: Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products ...

^{2,3,4} Item wording: More frequently than you are now?; About the same as you are now?; Less frequently than you are now?

⁵ Item wording: Over the next 12 months do you intend to buy the products of companies that are taking steps to reduce global warming ...

⁶ Includes all those who have rewarded and/or punished companies in the past year and plan to continue to do so about the same or more frequently, and all those who have never engaged in these actions, but intend to do so more frequently in the coming year.

Table 11 | Consumer Activism: Barriers

Which of the following reasons might prevent you from punishing companies that oppose steps to reduce global warming? Check all that apply.

<i>I don't know which companies to punish</i>	69	79	80	73	66	50	13
<i>I can't afford to do this</i>	23	22	24	29	23	19	8
<i>My actions won't have any influence on a company</i>	23	13	23	32	18	31	14
<i>I don't think it's important to do this</i>	13	1	3	16	9	39	52
<i>It would be inconvenient</i>	11	6	12	17	6	12	7
<i>It's too much effort</i>	7	1	7	9	8	11	4
<i>We don't need to reduce global warming</i>	7	0	1	2	4	16	55
<i>I'm too busy</i>	5	2	5	8	7	6	5
<i>Someone else in my home would object if I did this</i>	2	3	3	2	1	4	1

n=2,129

Table 12 | Energy-Efficiency Actions and Intentions¹

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
The next questions ask about energy-related actions you might like to do. Which of the following best describes what you are likely to do over the next 12 months?								
Install new insulation in the attic	<i>Already have done this</i>	55	60	53	49	45	71	65
	<i>Like to/probably will</i> ²	5	8	5	5	3	3	4
	<i>Like to/probably won't</i> ³	9	5	11	12	8	9	5
	<i>No intention to do this</i>	2	0	2	4	2	3	5
	<i>Not applicable</i>	28	27	29	29	43	15	21
Caulk and weather-strip the home to reduce drafts	<i>Already have done this</i>	64	68	62	58	57	75	75
	<i>Like to/probably will</i> ²	13	15	16	13	10	5	5
	<i>Like to/probably won't</i> ³	11	6	12	15	12	13	7
	<i>No intention to do this</i>	4	1	4	6	3	5	6
	<i>Not applicable</i>	8	9	6	8	18	2	7
Purchase an energy-efficient home furnace	<i>Already have done this</i>	51	56	50	50	40	56	50
	<i>Like to/probably will</i> ²	5	7	5	5	7	3	1
	<i>Like to/probably won't</i> ³	21	20	24	24	17	19	11
	<i>No intention to do this</i>	8	2	6	7	12	12	18
	<i>Not applicable</i>	16	15	15	14	25	10	20
Purchase an energy-efficient home air conditioner	<i>Already have done this</i>	52	61	51	47	47	56	54
	<i>Like to/probably will</i> ²	5	4	7	6	7	3	0
	<i>Like to/probably won't</i> ³	17	10	20	21	13	16	15
	<i>No intention to do this</i>	6	2	3	10	9	8	13
	<i>Not applicable</i>	19	22	19	17	24	16	18
Purchase an energy-efficient home water heater	<i>Already have done this</i>	59	62	63	54	47	57	62
	<i>Like to/probably will</i> ²	7	10	7	6	8	6	6
	<i>Like to/probably won't</i> ³	20	18	21	24	18	20	8
	<i>No intention to do this</i>	8	1	5	11	11	14	17
	<i>Not applicable</i>	7	8	4	5	15	4	7
Change most of the light bulbs in your home to high energy-efficiency compact fluorescents (CFLs)	<i>Already have done this</i>	46	60	50	37	41	34	33
	<i>Like to/probably will</i> ²	28	30	33	24	24	24	14
	<i>Like to/probably won't</i> ³	16	7	12	26	27	20	14
	<i>No intention to do this</i>	11	2	6	13	8	22	39
	<i>Not applicable</i>	3	5	3	4	3	3	0
Purchase a car that averages 30 miles per gallon or more	<i>Already have done this</i>	21	23	20	18	18	23	28
	<i>Like to/probably will</i> ²	20	29	21	18	16	14	17
	<i>Like to/probably won't</i> ³	41	38	45	44	39	35	32
	<i>No intention to do this</i>	15	5	12	17	24	25	23
	<i>Not applicable</i>	3	5	3	4	3	3	0

n=2,129

¹ Response categories were created by combining questions that first asked respondents which energy-efficiency improvements they had made, followed by questions on their intentions over the coming year if they had not yet made the improvement. Go to <http://climatechange.gmu.edu> to see the full questions and response options.

² Item wording: *Would like to do this and probably will*

³ Item wording: *Would like to do this but probably won't*

Table 13 | Barriers to Home Energy-Efficiency Improvements¹

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
There are many reasons why people don't [insert item below]. Please check all of the reasons below that apply to you.								
Install new insulation in their attics	<i>I can't afford it</i>	44	58	45	42	44	37	38
	<i>I don't know how</i>	19	3	36	11	12	10	19
	<i>It's too much effort</i>	10	3	10	13	0	15	23
	<i>I'm too busy</i>	10	0	11	11	2	13	27
	<i>I don't want to pay for it²</i>	4	0	5	2	4	5	14
	<i>Someone would object³</i>	2	3	2	1	0	0	9
	<i>Number of respondents</i>	341	31	113	85	51	39	22
Caulk and weather-strip their homes to reduce drafts	<i>I can't afford it</i>	28	21	30	22	33	38	33
	<i>I don't know how</i>	21	19	20	25	18	21	13
	<i>It's too much effort</i>	14	15	12	14	7	19	29
	<i>I'm too busy</i>	12	2	12	16	7	17	25
	<i>I don't want to pay for it²</i>	4	7	1	5	0	9	8
	<i>Someone would object³</i>	3	0	3	1	8	0	0
	<i>Number of respondents</i>	478	58	152	108	83	53	24
Purchase an energy-efficient home furnace	<i>I can't afford it</i>	42	41	46	43	29	44	41
	<i>I don't need a new one yet</i>	29	25	28	34	18	33	48
	<i>I don't want to pay for it²</i>	5	2	3	7	3	9	9
	<i>It's too much effort</i>	2	1	2	1	2	3	4
	<i>I'm too busy</i>	2	0	3	2	1	3	6
	<i>Someone would object³</i>	2	4	1	2	5	0	4
	<i>Number of respondents</i>	788	109	260	164	122	80	53
Purchase an energy-efficient home air conditioner	<i>I can't afford it</i>	47	54	51	46	32	50	47
	<i>I don't need a new one yet</i>	31	30	31	32	24	31	43
	<i>I don't need one</i>	8	7	4	11	6	16	12
	<i>I don't want to pay for it²</i>	5	3	4	4	2	13	6
	<i>Someone would object³</i>	3	5	1	6	1	0	2
	<i>It's too much effort</i>	2	5	2	2	1	1	4
	<i>I'm too busy</i>	2	5	0	2	0	3	12
	<i>Number of respondents</i>	641	74	205	146	97	68	51

¹ Respondents were asked these questions if: (1) they had not made an energy-efficiency improvement; and (2) they would like to make the improvement but probably won't; they do not intend to make the improvement; or they don't know.

² Survey wording: *I could afford it, but don't want to spend the money*

³ Survey wording: *Someone else in my home would object*

Table 13 | Barriers to Home Energy-Efficiency Improvements,¹ continued

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
There are many reasons why people don't [insert item below]. Please check all of the reasons below that apply to you.								
Purchase an energy-efficient home water heater	<i>I can't afford it</i>	36	36	43	38	24	33	37
	<i>I don't need a new one yet</i>	36	26	31	42	24	49	59
	<i>I don't want to pay for it²</i>	4	3	2	2	3	10	8
	<i>It's too much effort</i>	2	3	0	1	3	2	6
	<i>I'm too busy</i>	2	4	0	2	0	4	8
	<i>Someone would object³</i>	1	0	1	1	0	0	2
	<i>Number of respondents</i>	768	101	233	175	119	91	49
Change most of the light bulbs in their homes to high energy-efficiency compact fluorescents (CFLs)	<i>I don't need new ones yet</i>	30	27	24	32	26	37	31
	<i>I don't like them</i>	28	33	26	22	15	37	47
	<i>They are too expensive</i>	27	17	31	24	23	34	27
	<i>I can't afford it</i>	23	12	28	29	25	23	8
	<i>I rent my home</i>	13	7	19	11	20	7	11
	<i>I don't want to pay for it²</i>	10	12	5	11	6	14	15
	<i>Someone would object³</i>	5	0	8	3	7	3	4
	<i>It's too much effort</i>	3	0	2	4	2	3	5
	<i>I'm too busy</i>	3	0	2	5	0	5	4
	<i>Number of respondents</i>	657	42	158	168	103	101	85
Purchase cars that average 30 miles per gallon or more	<i>I can't afford to</i>	47	47	53	46	51	40	29
	<i>I don't need a new car</i>	45	33	47	46	36	60	56
	<i>I drive a fuel-efficient car⁴</i>	22	30	22	18	16	23	32
	<i>They're too small</i>	17	12	16	19	14	25	28
	<i>They're not safe</i>	9	5	7	8	8	13	19
	<i>They're not powerful⁵</i>	8	6	6	6	4	16	15
	<i>Someone would object³</i>	1	1	1	1	1	1	3
	<i>Number of respondents</i>	1,739	276	574	338	225	197	129

¹ Respondents were asked these questions if: (1) they had not made an energy-efficiency improvement; and (2) they would like to make the improvement but probably won't; they do not intend to make the improvement; or they don't know.

² Survey wording: *I could afford it, but don't want to spend the money*

³ Survey wording: *Someone else in my home would object*

⁴ Item wording: *I already drive a fuel-efficient vehicle*

⁵ Item wording: *They're not powerful enough*

Table 14 | Energy Conservation Actions and Intentions¹: Turning Off Lights

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
<i>Always do this & intend to do more often</i>	20	30	23	16	18	8	9
<i>Always do this & intend to do the same</i>	43	43	42	40	47	47	48
<i>Often do this & intend to do more often</i>	16	15	19	16	13	11	12
<i>Often do this & intend to do the same</i>	14	8	13	15	12	23	25
<i>Sometimes do this & intend to do more often</i>	2	1	1	2	3	1	1
<i>Sometimes do this & intend to do the same</i>	3	1	1	5	3	7	3
<i>Rarely do this & intend to do more often</i>	0	0	0	1	2	0	0
<i>Rarely do this & intend to do the same</i>	0	0	0	2	0	1	1
<i>Never do this & intend to do more often</i>	0	1	0	0	0	0	0
<i>Never do this & intend to do the same</i>	0	0	1	0	0	0	0
<i>Intend to do this less frequently or not applicable</i>	1	0	0	3	2	1	1

n=2,129

¹ Categories were created by combining questions that asked respondents how often they perform the conservation action, and how much they intend to engage in it in the coming year. Go to <http://climatechange.gmu.edu> to see the full questions and response options.

Table 14 | Energy Conservation Actions and Intentions¹: Home Cooling and Heating

In the summer, set the thermostat to 76 degrees or warmer, or use less air conditioning ...

<i>Always do this & intend to do more often</i>	9	13	8	10	9	7	3
<i>Always do this & intend to do the same</i>	26	27	27	23	20	28	31
<i>Often do this & intend to do more often</i>	7	10	10	5	5	3	3
<i>Often do this & intend to do the same</i>	14	13	13	13	19	13	17
<i>Sometimes do this & intend to do more often</i>	3	4	4	3	2	1	5
<i>Sometimes do this & intend to do the same</i>	9	7	8	9	13	14	7
<i>Rarely do this & intend to do more often</i>	1	0	1	2	0	0	0
<i>Rarely do this & intend to do the same</i>	5	3	5	6	3	11	6
<i>Never do this & intend to do more often</i>	0	1	0	0	2	0	0
<i>Never do this & intend to do the same</i>	5	3	4	6	1	5	11
<i>Intend to do this less frequently or not applicable</i>	20	20	19	22	26	18	16

In the winter, set the thermostat to 68 degrees or cooler ...

<i>Always do this & intend to do more often</i>	9	16	9	7	11	8	3
<i>Always do this & intend to do the same</i>	29	35	28	28	24	26	32
<i>Often do this & intend to do more often</i>	9	11	11	8	7	2	5
<i>Often do this & intend to do the same</i>	16	12	15	14	16	20	26
<i>Sometimes do this & intend to do more often</i>	5	4	8	6	2	2	2
<i>Sometimes do this & intend to do the same</i>	10	4	9	10	9	22	6
<i>Rarely do this & intend to do more often</i>	1	0	2	1	1	1	1
<i>Rarely do this & intend to do the same</i>	6	4	5	7	5	7	9
<i>Never do this & intend to do more often</i>	1	0	0	1	2	0	0
<i>Never do this & intend to do the same</i>	3	2	3	4	4	5	5
<i>Intend to do this less frequently or not applicable</i>	12	12	10	14	20	6	11

n=2,129

¹ Categories were created by combining questions that asked respondents how often they perform the conservation action, and how much they intend to engage in it in the coming year. Go to <http://climatechange.gmu.edu> to see the full questions and response options.

**Table 14 | Energy Conservation
Actions and Intentions¹: *Transportation***

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Walk or bike instead of drive ...							
<i>Always do this & intend to do more often</i>	3	7	4	2	1	0	2
<i>Always do this & intend to do the same</i>	4	5	2	5	8	0	1
<i>Often do this & intend to do more often</i>	5	10	4	3	2	5	1
<i>Often do this & intend to do the same</i>	7	11	4	8	6	4	9
<i>Sometimes do this & intend to do more often</i>	7	10	10	7	2	4	3
<i>Sometimes do this & intend to do the same</i>	12	12	15	10	10	11	13
<i>Rarely do this & intend to do more often</i>	5	7	6	5	2	8	3
<i>Rarely do this & intend to do the same</i>	14	12	14	11	12	19	17
<i>Never do this & intend to do more often</i>	2	2	3	2	2	2	3
<i>Never do this & intend to do the same</i>	21	11	21	22	21	31	28
<i>Intend to do this less frequently or not applicable</i>	21	14	17	25	36	17	21
Use public transportation or car pool ...							
<i>Always do this & intend to do more often</i>	3	7	3	1	2	0	1
<i>Always do this & intend to do the same</i>	6	6	4	6	15	2	1
<i>Often do this & intend to do more often</i>	3	5	3	3	0	3	2
<i>Often do this & intend to do the same</i>	5	8	5	5	5	2	7
<i>Sometimes do this & intend to do more often</i>	4	8	5	4	1	1	0
<i>Sometimes do this & intend to do the same</i>	10	7	11	11	9	12	9
<i>Rarely do this & intend to do more often</i>	4	7	4	3	1	2	3
<i>Rarely do this & intend to do the same</i>	14	14	16	10	12	16	16
<i>Never do this & intend to do more often</i>	2	2	3	2	3	1	1
<i>Never do this & intend to do the same</i>	24	16	21	28	19	38	36
<i>Intend to do this less frequently or not applicable</i>	25	20	25	28	31	23	24

n=2,129

¹ Categories were created by combining questions that asked respondents how often they perform the conservation action, and how much they intend to engage in it in the coming year. Go to <http://climatechange.gmu.edu> to see the full questions and response options.

Table 15 | Barriers to Energy Conservation Actions: Turning Off Lights

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
There are many reasons why people don't turn off lights when they're not needed. Please check all of the reasons below that apply to you. ¹							
<i>I'm already doing this as much as I can</i>	85	89	90	82	81	83	75
<i>It's too hard to remember</i>	5	3	3	5	9	4	6
<i>I'm more comfortable with many lights on</i>	5	4	6	3	9	7	3
<i>It's too inconvenient</i>	3	2	1	6	1	2	8
<i>I don't think it's important</i>	3	0	2	3	2	4	8
<i>Someone else in my home would object</i>	3	3	3	4	2	2	3
<i>I'm too busy</i>	2	1	2	2	3	3	3
<i>Other</i>	4	5	3	6	2	3	10
<i>Number of respondents</i>	1,309	198	396	253	165	178	119

¹ Asked of all who intend to do the action the same or less frequently in future

Table 15 | Barriers to Energy Conservation Actions: Home Cooling and Heating

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
There are many reasons why people don't set the thermostat to 76 degrees or warmer or use less air conditioning in the summer. Please check all of the reasons below that apply to you. ¹							
<i>I'm already doing this as much as I can</i>	51	52	53	49	53	49	53
<i>I prefer my home to be cooler than 76 degrees in summer</i>	23	17	20	26	27	26	24
<i>I don't have air conditioning</i>	15	21	16	15	7	18	11
<i>Someone else in my home would object</i>	8	8	9	8	9	7	8
<i>I can't set an exact temperature on my AC unit</i>	5	5	5	4	7	4	2
<i>It's too inconvenient</i>	1	1	1	1	0	1	1
<i>I don't think it's important</i>	1	0	1	2	1	2	3
<i>I don't know how to set my thermostat</i>	1	0	1	2	3	1	3
<i>I'm too busy</i>	1	0	0	0	3	1	0
<i>Number of respondents</i>	1,618	262	530	302	194	198	132

There are many reasons why people don't set the thermostat to 68 degrees or cooler in the winter. Please check all of the reasons below that apply to you. ¹

<i>I'm already doing this as much as I can</i>	57	63	57	51	57	61	57
<i>I prefer my home to be warmer than 68 degrees in winter</i>	26	20	26	31	24	31	24
<i>Someone else in my home would object</i>	9	9	11	10	3	8	16
<i>I don't have a thermostat</i>	6	11	7	7	3	4	1
<i>I can't control my thermostat</i>	4	4	4	3	12	1	0
<i>It's too hard to remember</i>	2	1	1	5	4	1	2
<i>I don't think it's important</i>	2	0	1	4	3	2	4
<i>It's too inconvenient</i>	1	1	2	2	0	1	1
<i>I'm too busy</i>	1	0	1	0	3	0	1
<i>I don't know how to set my thermostat</i>	0	0	0	0	3	0	0
<i>Number of respondents</i>	1,537	253	481	292	185	192	134

¹ Asked of all who intend to do the action the same or less frequently in future

Table 15 | Barriers to Energy Conservation Actions: Walking and Biking

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
There are many reasons why people don't walk or bike instead of drive. Please check all of the reasons below that apply to you. ¹							
<i>The distances I travel are too far</i>	54	50	57	61	40	57	58
<i>I can't, due to my health or physical condition</i>	21	23	21	21	19	24	13
<i>I'm already doing this as much as I can</i>	20	32	20	18	18	12	16
<i>The weather makes it too uncomfortable</i>	19	17	21	20	11	19	28
<i>It would take too much time</i>	19	15	20	17	19	24	22
<i>I already drive a fuel-efficient vehicle</i>	14	21	13	11	11	16	19
<i>I wouldn't feel safe</i>	13	15	11	14	15	14	10
<i>It's too much effort</i>	8	7	7	10	7	12	8
<i>I'm too busy</i>	6	6	6	6	6	7	10
<i>I don't think it's important</i>	2	1	2	2	0	4	6
<i>Someone else in my home would object</i>	2	2	0	4	2	1	4
<i>Number of respondents</i>	1,599	232	514	310	228	182	133

¹ Asked of all who intend to do the action the same or less frequently in future

Table 15 | Barriers to Energy Conservation Actions: Using Public Transportation, Carpooling

	National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
There are many reasons why people don't use public transportation or car pool. Please check all of the reasons below that apply to you. ¹							
<i>I don't have the option</i>	36	39	34	32	29	44	43
<i>They are not available in my area</i>	34	34	33	35	22	44	39
<i>It's too inconvenient</i>	27	22	30	26	17	29	32
<i>I'm already doing this as much as I can</i>	17	23	20	14	18	15	9
<i>I like to commute by myself</i>	16	11	15	18	19	12	20
<i>I already drive a fuel-efficient vehicle</i>	16	21	14	13	17	16	23
<i>It's physically too uncomfortable</i>	8	8	8	8	10	6	12
<i>It's too much effort</i>	8	7	9	5	7	6	11
<i>I wouldn't feel safe</i>	7	4	6	7	7	6	12
<i>I'm too busy</i>	3	3	3	4	1	3	6
<i>I can't afford it</i>	3	4	2	1	6	2	1
<i>I don't think it's important</i>	3	1	2	2	3	2	10
<i>I could afford it, but I don't want to spend the money</i>	1	0	1	1	1	0	1
<i>Someone else in my home would object</i>	1	2	0	3	3	0	1
<i>Number of respondents</i>	1,744	261	567	336	231	206	143

¹ Asked of all who intend to do the action the same or less frequently in future

Table 16 | Benefits of Energy Conservation: Turning Off Lights

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
There are many reasons why people turn off the lights when they are not needed. Please check all the reasons below that make you want to do this. ¹							
<i>It saves me money</i>	92	94	93	89	85	94	91
<i>It saves energy</i>	86	97	86	85	75	87	71
<i>It helps reduce global warming</i>	38	70	36	28	26	6	0
<i>It's the moral thing to do</i>	36	56	32	29	24	32	24
<i>It makes me feel good about myself</i>	34	52	33	33	17	15	15
<i>Other people approve when I do it</i>	13	24	8	16	15	4	0
<i>People I care about are doing it</i>	11	16	11	10	6	4	9
<i>Someone asked me to</i>	10	9	10	9	17	11	12
<i>Number of respondents</i>	812	181	311	146	93	47	34

¹ Asked of all who intend to do the action more frequently in the future.

Table 16 | Benefits of Energy Conservation: Home Cooling and Heating

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
There are many reasons why people set the thermostat to 76 degrees or warmer or use less air conditioning in the summer. Please check all the reasons below that make you want to do this. ¹							
<i>It saves me money</i>	87	88	93	81	74	93	95
<i>It saves energy</i>	82	97	81	79	65	81	58
<i>It helps reduce global warming</i>	38	68	43	29	12	7	0
<i>It's the moral thing to do</i>	24	42	18	22	16	26	0
<i>It makes me feel good about myself</i>	23	37	21	25	7	7	11
<i>Someone asked me to</i>	12	15	5	15	11	22	21
<i>People I care about are doing it</i>	10	14	8	12	7	7	5
<i>Other people approve when I do it</i>	6	12	2	11	5	4	0
<i>Number of respondents</i>	477	110	172	92	57	27	19

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
There are many reasons why people set the thermostat to 68 degrees or cooler in the winter. Please check all the reasons below that make you want to do this. ¹							
<i>It saves me money</i>	89	95	91	86	79	88	94
<i>It saves energy</i>	81	98	84	79	55	69	65
<i>It helps reduce global warming</i>	34	68	35	25	12	0	0
<i>It's the moral thing to do</i>	24	47	17	25	9	19	0
<i>It makes me feel good about myself</i>	22	36	22	23	3	9	12
<i>People I care about are doing it</i>	7	13	7	8	1	0	6
<i>Someone asked me to</i>	6	6	4	8	7	3	0
<i>Other people approve when I do it</i>	5	6	5	7	6	0	0
<i>Number of respondents</i>	558	124	217	101	67	32	17

¹ Asked of all who intend to do the action more frequently in the future.

Table 16 | Benefits of Energy Conservation: Transportation

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
There are many reasons why people walk or bike instead of driving. Please check all the reasons below that make you want to do this. ¹							
<i>It is good for my own or someone else's health</i>	76	75	77	77	72	69	88
<i>It saves me money</i>	74	77	77	65	54	79	71
<i>It saves energy</i>	54	78	49	47	20	40	35
<i>It makes me feel good about myself</i>	49	57	54	34	32	47	35
<i>It helps reduce global warming</i>	48	87	53	15	4	7	0
<i>It's the moral thing to do</i>	14	30	10	8	4	2	6
<i>Other people approve when I do it</i>	9	14	10	2	8	5	0
<i>People I care about are doing it</i>	8	12	10	1	8	5	0
<i>Someone asked me to</i>	4	5	3	5	12	0	6
<i>Number of respondents</i>	507	143	193	86	25	43	17

There are many reasons why people use public transportation or carpool. Please check all the reasons below that make you want to do this.¹

<i>It saves me money</i>	73	72	84	50	68	81	82
<i>It saves energy</i>	62	73	68	40	29	44	73
<i>It helps reduce global warming</i>	57	85	64	27	5	13	0
<i>It makes me feel good about myself</i>	30	38	33	18	10	25	27
<i>It's the moral thing to do</i>	23	34	21	14	0	25	18
<i>People I care about are doing it</i>	8	14	6	5	5	0	0
<i>Someone asked me to</i>	8	9	3	17	10	6	9
<i>Other people approve when I do it</i>	8	9	6	5	14	19	8
<i>Number of respondents</i>	364	117	140	59	21	16	11

¹ Asked of all who intend to do the action more frequently in the future.

Table 17 | Confidence in Ability to Conserve Energy

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
The following are the actions that you said you would like to do more frequently over the next 12 months. How confident are you that you can do these things more frequently over the next 12 months? ¹								
Turn off the lights when they are not needed	<i>Completely confident</i>	66	81	68	54	55	68	35
	<i>Moderately confident</i>	31	18	30	41	36	30	56
	<i>A little bit confident</i>	3	1	2	4	9	2	9
	<i>Not confident at all</i>	0	0	0	1	0	0	0
	<i>Number of respondents</i>	812	182	311	146	92	47	34
In the summer, set the thermostat to 76 degrees or warmer, or use less air conditioning	<i>Completely confident</i>	55	64	56	54	47	50	22
	<i>Moderately confident</i>	35	29	35	35	36	43	50
	<i>A little bit confident</i>	9	7	8	7	16	7	28
	<i>Not confident at all</i>	1	1	1	4	2	0	0
	<i>Number of respondents</i>	475	107	172	92	58	28	18
In the winter, set the thermostat to 68 degrees or cooler	<i>Completely confident</i>	55	71	53	47	51	56	33
	<i>Moderately confident</i>	34	23	38	38	30	28	50
	<i>A little bit confident</i>	10	6	8	12	19	16	11
	<i>Not confident at all</i>	1	1	0	3	0	0	6
	<i>Number of respondents</i>	558	124	217	100	67	32	18
Walk or bike instead of drive	<i>Completely confident</i>	35	47	29	36	42	19	24
	<i>Moderately confident</i>	34	29	36	28	35	52	29
	<i>A little bit confident</i>	23	20	25	25	15	21	41
	<i>Not confident at all</i>	8	4	10	11	8	7	6
	<i>Number of respondents</i>	503	143	190	85	26	42	17
Use public transportation or car pool	<i>Completely confident</i>	31	43	25	32	19	33	9
	<i>Moderately confident</i>	33	28	41	20	57	27	27
	<i>A little bit confident</i>	26	24	28	29	10	20	55
	<i>Not confident at all</i>	9	5	7	19	14	20	9
	<i>Number of respondents</i>	359	115	138	59	21	15	11

¹ Asked of all who intend to do the action more frequently in the future.

Table 18 | Interpersonal Communication and Social Influence

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
How often do you discuss global warming with your family and friends?	<i>Very often</i>	4	17	1	2	0	4	3
	<i>Occasionally</i>	36	69	47	16	2	23	30
	<i>Rarely</i>	33	12	40	46	25	33	36
	<i>Never</i>	26	2	12	35	73	41	31
How many people have you spoken with about global warming in the last two weeks?	<i>More than 10</i>	2	6	1	0	0	1	5
	<i>5-10</i>	3	10	2	1	1	1	1
	<i>1-4</i>	32	62	39	20	10	13	14
	<i>0</i>	63	22	58	78	89	85	80
How many of your friends share your views on global warming?	<i>All</i>	4	10	1	2	4	4	14
	<i>Most</i>	24	48	19	7	2	32	49
	<i>Some</i>	30	32	38	25	15	27	26
	<i>Few</i>	25	9	32	42	17	19	7
	<i>None</i>	18	0	9	24	63	19	4
Most of my friends are trying to act in ways that reduce global warming.	<i>Strongly agree</i>	4	12	3	3	2	1	1
	<i>Somewhat agree</i>	44	57	53	38	32	33	24
	<i>Somewhat disagree</i>	40	23	37	49	51	51	43
	<i>Strongly disagree</i>	11	8	7	9	14	15	32
In general, do you like to talk with other people about global warming?	<i>Yes</i>	26	62	30	11	7	9	16
	<i>No</i>	51	18	42	66	59	78	78
	<i>Don't know</i>	23	21	28	23	35	13	6
When you talk with other people about global warming, do you usually ...								
	<i>Give more information than you receive?</i>	10	0.24	0.08	0.04	0.00	0.08	0.19
	<i>Give and receive about the same amount of information?</i>	35	0.54	0.42	0.27	0.08	0.31	0.28
	<i>Receive more information than you give?</i>	18	0.11	0.21	0.23	0.23	0.13	0.07
	<i>Don't know</i>	37	0.11	0.29	0.45	0.68	0.48	0.46
Do people you know come to you for advice about global warming?	<i>Yes</i>	6	12	5	3	0	4	12
	<i>No</i>	86	74	87	92	93	88	81
	<i>Don't know</i>	8	13	8	5	7	8	7
Do you think other people consider you a good source of advice about global warming?	<i>Yes</i>	9	20	7	5	0	7	14
	<i>No</i>	55	27	55	69	68	66	51
	<i>Don't know</i>	36	53	38	26	32	28	34

n=2,129

¹ First and third options randomized.

**Table 19 | Civic Engagement:
Registered Voter**

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Are you registered to vote?	Yes	85	87	84	82	78	89	95
	No	13	11	14	16	18	10	4
	Don't know	2	2	2	2	4	1	1

Table 19 | Civic Engagement: Activities of the Past Year

Which, if any, of the following have you done in the past 12 months?								
Contacted a politician at the state, local, or national level ¹	17	35	12	10	5	22	31	
Attended a public meeting on town or school affairs	14	24	13	10	4	13	19	
Served on a committee of a local organization	10	13	10	7	4	10	15	
Served as an officer of a local club or organization	8	11	8	6	3	11	12	
Written a letter to the editor or called into a radio, TV show ²	8	15	5	5	2	8	15	
Attended a political rally, speech or organized protest ³	8	17	6	3	1	8	16	
Been an active member of a group trying to change policy ⁴	6	10	5	3	3	5	8	
Worked for a political party	4	11	3	2	2	2	5	
Made a speech	4	5	4	2	1	5	6	
Written an article for a magazine or newspaper	1	2	1	1	0	3	1	
Held or run for political office	0	0	0	2	0	0	0	
None of the above	56	37	58	64	73	54	44	
Average number of above activities performed ⁵	0.80	1.40	0.70	0.50	0.30	0.90	1.30	

n=2,129

¹ Item wording: *Written or called any politician at the state, local, or national level*

² Item wording: *Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion*

³ Item wording: *Attended a political rally or speech or organized protest of any kind*

⁴ Item wording: *Been an active member of any group that tries to influence public policy or government*

⁵ Index created by summing the number of types of activity performed from the above list. The average does not reflect possible multiple actions of each type. For example, if the respondent wrote ten letters to politicians, this would only count as one action.

Table 20 | Political Affiliation and Ideology

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Generally speaking, do you think of yourself as a ...	<i>No party</i> ¹	11	7	9	17	18	8	5
	<i>Other; please specify</i>	2	2	2	1	1	3	10
	<i>Independent</i>	21	24	23	18	16	24	19
	<i>Democrat</i>	38	58	47	32	41	9	3
	<i>Republican</i>	27	9	19	33	23	56	64
In general, do you think of yourself as...	<i>Very conservative</i>	9	3	4	9	8	17	39
	<i>Somewhat conservative</i>	24	11	16	32	23	44	37
	<i>Moderate</i> ²	40	38	45	41	44	33	20
	<i>Somewhat liberal</i>	21	32	29	15	19	6	1
	<i>Very liberal</i>	6	16	6	3	6	0	2
How important will a candidate's views on global warming be in deciding your vote for president? ³	<i>Most important issue</i> ⁴	2	3	1	2	8	1	0
	<i>One of several issues</i> ⁵	61	96	80	46	46	15	14
	<i>Not an important issue</i>	37	1	18	52	47	85	86

n=2,129

¹ Item wording: *No party/not interested in politics*

² Item wording: *Moderate, middle of the road*

³ Item wording: *How important will a candidate's views on global warming be in determining your vote for President this year? Will it be the single most important issue, one of several important issues, or not important in determining your vote?*

⁴ Item wording: *The single most important issue*

⁵ Item wording: *One of several important issues*

Table 21 | Values, Traits and Attitudes: Egalitarianism

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
The world would be a more peaceful place if its wealth were divided more equally among nations.	<i>Strongly agree</i>	9	18	8	8	9	5	1
	<i>Somewhat agree</i>	34	44	39	36	42	9	5
	<i>Somewhat disagree</i>	33	27	37	35	33	42	19
	<i>Strongly disagree</i>	23	11	15	22	16	43	75
In my ideal society, all basic needs (food, housing, health care, education) would be guaranteed by the government for everyone.	<i>Strongly agree</i>	15	30	14	11	19	8	5
	<i>Somewhat agree</i>	31	35	36	32	39	17	8
	<i>Somewhat disagree</i>	26	21	30	31	25	23	15
	<i>Strongly disagree</i>	27	14	20	27	17	52	71
I support government programs to get rid of poverty.	<i>Strongly agree</i>	20	39	22	15	12	7	4
	<i>Somewhat agree</i>	53	46	61	52	65	46	26
	<i>Somewhat disagree</i>	20	12	14	27	18	35	28
	<i>Strongly disagree</i>	8	3	3	6	6	12	42
Discrimination against minorities is still a very serious problem in our society.	<i>Strongly agree</i>	24	45	25	18	26	10	3
	<i>Somewhat agree</i>	46	41	52	48	50	39	27
	<i>Somewhat disagree</i>	23	11	19	26	17	41	48
	<i>Strongly disagree</i>	7	4	4	8	7	10	22
Average on these four measures ¹		2.6	3.0	2.7	2.5	2.7	2.1	1.7

n=2,129

¹ Average computed on a scale where: 1=strongly disagree; 2=somewhat disagree; 3=somewhat agree; 4=strongly agree.

Table 21 | Values, Traits and Attitudes: Individualism

		National Average	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
If the government spent less time trying to fix everyone's problems, we'd all be a lot better off.	<i>Strongly agree</i>	20	10	13	20	22	34	56
	<i>Somewhat agree</i>	42	27	47	50	42	50	29
	<i>Somewhat disagree</i>	29	42	32	25	31	13	12
	<i>Strongly disagree</i>	9	21	9	5	5	3	3
Our government tries to do too many things for too many people. We should just let people take care of themselves.	<i>Strongly agree</i>	11	5	7	9	8	24	42
	<i>Somewhat agree</i>	39	24	35	49	40	49	44
	<i>Somewhat disagree</i>	37	42	45	34	41	22	12
	<i>Strongly disagree</i>	13	28	13	9	11	5	2
The government interferes too much in our everyday lives.	<i>Strongly agree</i>	18	12	10	13	17	36	57
	<i>Somewhat agree</i>	45	37	47	54	50	43	29
	<i>Somewhat disagree</i>	32	44	38	28	29	18	12
	<i>Strongly disagree</i>	5	7	5	4	4	3	2
Government regulation of business usually does more harm than good.	<i>Strongly agree</i>	10	6	4	7	11	21	41
	<i>Somewhat agree</i>	39	25	37	41	52	50	46
	<i>Somewhat disagree</i>	42	44	52	47	34	24	12
	<i>Strongly disagree</i>	9	25	7	5	3	5	1
People should be allowed to make as much money as they can, even if it means some make millions while others live in poverty.	<i>Strongly agree</i>	22	9	14	22	12	47	68
	<i>Somewhat agree</i>	39	33	46	42	36	39	20
	<i>Somewhat disagree</i>	27	35	29	26	38	9	7
	<i>Strongly disagree</i>	12	23	10	10	15	4	5
Average on these four measures ¹		2.6	2.3	2.5	2.7	2.6	3.1	3.4

n=2,129

¹ Average computed on a scale where: 1=strongly disagree; 2=somewhat disagree; 3=somewhat agree; 4=strongly agree.

Table 21 | Values, Traits and Attitudes: Science and Religion

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Human beings, as we know them today, evolved from earlier species of animals.	<i>Strongly agree</i>	19	38	20	11	7	13	12
	<i>Somewhat agree</i>	28	29	33	29	28	18	11
	<i>Somewhat disagree</i>	18	12	20	25	20	16	13
	<i>Strongly disagree</i>	35	21	28	35	45	52	64
One must believe in God in order to be moral and have good values.	<i>Strongly agree</i>	20	17	18	18	27	21	25
	<i>Somewhat agree</i>	26	17	23	31	35	31	24
	<i>Somewhat disagree</i>	29	23	31	29	30	32	32
	<i>Strongly disagree</i>	25	43	28	21	8	16	19
Just as the Bible says, the world literally was created in six days.	<i>Strongly agree</i>	28	17	26	23	35	36	47
	<i>Somewhat agree</i>	26	13	27	36	36	26	15
	<i>Somewhat disagree</i>	19	20	19	19	19	17	14
	<i>Strongly disagree</i>	27	49	27	22	10	21	24
Overall, modern science does more harm than good.	<i>Strongly disagree</i> ¹	29	44	29	24	14	25	34
	<i>Somewhat disagree</i>	51	41	53	55	54	57	47
	<i>Somewhat agree</i>	16	11	14	19	28	13	17
	<i>Strongly agree</i>	4	5	3	2	4	5	2

n=2,129

¹ Reversed coding

Table 21 | Values, Traits and Attitudes: Social Capital

Generally speaking, most people can be trusted.	<i>Strongly agree</i>	6	5	6	6	5	9	10
	<i>Somewhat agree</i>	56	58	57	56	46	62	55
	<i>Somewhat disagree</i>	28	25	31	27	33	24	26
	<i>Strongly disagree</i>	9	12	6	10	15	5	10
People will cheat you if they get the chance.	<i>Strongly disagree</i> ¹	5	7	4	7	3	5	6
	<i>Somewhat disagree</i>	35	40	34	31	26	43	40
	<i>Somewhat agree</i>	45	43	48	44	48	41	46
	<i>Strongly agree</i>	15	11	15	18	22	11	7
I trust the people in my neighborhood a lot.	<i>Strongly agree</i>	12	14	11	8	9	20	13
	<i>Somewhat agree</i>	53	50	53	57	48	50	59
	<i>Somewhat disagree</i>	27	27	29	25	28	24	25
	<i>Strongly disagree</i>	9	9	8	10	16	6	3

n=2,129

¹ Reversed coding

Table 21 | Values, Traits and Attitudes: Consumption

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
You can tell if people are successful by the things they own and the way they dress.	<i>Strongly agree</i>	4	2	5	3	5	4	0
	<i>Somewhat agree</i>	30	26	31	33	31	25	27
	<i>Somewhat disagree</i>	40	37	41	40	39	45	36
	<i>Strongly disagree</i>	27	35	23	23	26	27	37
It's very important to me to have a home as well-equipped and furnished as that of other people I know.	<i>Strongly agree</i>	4	2	5	4	10	2	2
	<i>Somewhat agree</i>	24	21	24	32	25	19	14
	<i>Somewhat disagree</i>	44	41	46	44	42	50	41
	<i>Strongly disagree</i>	28	36	25	21	23	29	44
I follow the latest trends and fashions.	<i>Strongly agree</i>	2	2	2	2	2	1	1
	<i>Somewhat agree</i>	18	15	20	22	19	13	14
	<i>Somewhat disagree</i>	40	39	41	44	44	37	30
	<i>Strongly disagree</i>	39	44	36	32	35	49	54
I prefer brands and products that make me feel accepted by others.	<i>Strongly agree</i>	2	1	2	1	2	3	1
	<i>Somewhat agree</i>	14	13	13	16	14	14	9
	<i>Somewhat disagree</i>	43	32	47	48	45	38	36
	<i>Strongly disagree</i>	42	54	38	35	39	45	53
I would rather make something than buy it.	<i>Strongly agree</i>	7	12	6	5	4	7	5
	<i>Somewhat agree</i>	40	45	38	37	46	40	40
	<i>Somewhat disagree</i>	41	36	40	45	39	41	50
	<i>Strongly disagree</i>	12	7	15	13	11	12	5

n=2,129

Table 21 | Values, Traits and Attitudes: Other Attitudes and Traits

I feel that I am more of a citizen of the world than a citizen of a country.	<i>Strongly agree</i>	7	14	8	3	7	6	2
	<i>Somewhat agree</i>	26	39	27	21	30	16	11
	<i>Somewhat disagree</i>	42	30	49	51	45	35	28
	<i>Strongly disagree</i>	24	17	16	24	19	43	60
We should always be willing to fight for our country, whether our country is right or wrong.	<i>Strongly agree</i>	14	8	11	15	17	22	20
	<i>Somewhat agree</i>	34	20	33	42	36	40	46
	<i>Somewhat disagree</i>	35	36	39	33	30	30	26
	<i>Strongly disagree</i>	17	36	16	10	18	7	9
I like doing things that are new and different.	<i>Strongly agree</i>	14	24	13	10	15	10	10
	<i>Somewhat agree</i>	58	57	62	55	53	59	61
	<i>Somewhat disagree</i>	24	17	22	30	27	27	26
	<i>Strongly disagree</i>	3	2	3	4	5	4	2
I like a lot of excitement in my life.	<i>Strongly agree</i>	8	10	7	9	7	9	5
	<i>Somewhat agree</i>	37	36	39	37	37	33	32
	<i>Somewhat disagree</i>	44	44	44	45	39	47	48
	<i>Strongly disagree</i>	11	11	10	10	18	11	15

n=2,129

Table 22 | Environmental Beliefs and Concerns

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
I consider myself an environmentalist.	<i>Strongly agree</i>	8	24	5	5	2	2	5
	<i>Somewhat agree</i>	49	63	63	42	35	27	29
	<i>Somewhat disagree</i>	32	10	27	42	49	52	24
	<i>Strongly disagree</i>	11	2	6	12	14	19	42
Which do you think is more important?	<i>Economic growth</i> ¹	45	12	34	52	60	75	90
	<i>Environmental protection</i> ²	55	88	66	48	40	25	10

Table 22 | Environmental Beliefs and Concerns: Concern for Other Species, Humans, and Oneself

How concerned are you about the impact of global warming on ... [Data reported in scale averages, see footnote³]

Concern for Other Species	<i>Plants</i>	4.8	6.4	5.4	4.6	4.6	3.0	1.6
	<i>Marine life</i>	4.8	6.5	5.5	4.5	4.5	3.1	1.6
	<i>Animals</i>	4.8	6.4	5.5	4.5	4.6	3.2	1.6
	<i>Birds</i>	4.7	6.3	5.3	4.4	4.5	3.1	1.6
Concern for Humans	<i>All people</i>	4.8	6.3	5.4	4.6	4.7	3.0	1.6
	<i>All children</i>	5.0	6.5	5.7	4.8	5.0	3.2	1.7
	<i>Your children</i>	4.8	5.9	5.5	4.8	4.8	3.0	1.6
	<i>People in the U.S.</i>	4.7	6.1	5.2	4.5	4.7	2.9	1.6
Concern for Oneself	<i>You</i>	4.5	5.9	5.1	4.4	4.7	2.7	1.6
	<i>Your health</i>	4.7	6.0	5.2	4.5	4.9	2.9	1.6
	<i>Your lifestyle</i>	4.0	5.0	4.5	3.9	4.2	2.5	1.5
	<i>Your future</i>	4.6	5.9	5.2	4.4	4.8	2.8	1.6

n=2,129

¹ Item wording: *Economic growth, even if it leads to environmental problems*

² Item wording: *Protecting the environment, even if it costs jobs or economic growth*

³ Item responses were randomized. Cell entries are averages on a 7-point scale where 1=not at all concerned and 7=extremely concerned.

Table 23 | Religion

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
How often do you attend religious services?	<i>More than once a week</i>	12	9	7	10	15	19	27
	<i>Once a week</i>	23	19	23	24	24	25	30
	<i>Once or twice a month</i>	9	9	9	7	11	5	10
	<i>A few times a year</i>	18	23	20	19	14	18	8
	<i>Once a year or less</i>	16	16	19	18	13	12	12
	<i>Never</i>	22	24	23	23	22	20	14
Would you describe yourself as "born-again" or evangelical?	<i>Yes</i>	27	16	21	26	37	39	55
	<i>No</i>	62	76	69	59	46	52	44
	<i>Don't know</i>	11	8	10	15	17	9	1
What is your religion?	<i>Baptist ¹</i>	18	9	16	19	26	24	22
	<i>Protestant ²</i>	21	17	21	21	20	26	26
	<i>Catholic</i>	22	26	23	21	21	19	10
	<i>Mormon</i>	3	1	1	5	2	4	5
	<i>Jewish</i>	2	3	2	3	2	1	1
	<i>Muslim</i>	0	1	0	0	0	0	0
	<i>Hindu</i>	1	1	1	1	1	0	0
	<i>Buddhist</i>	1	3	1	1	0	0	0
	<i>Pentecostal</i>	4	3	4	4	5	4	7
	<i>Eastern Orthodox</i>	0	1	0	0	0	0	0
	<i>Other Christian</i>	12	10	13	11	10	12	18
<i>Other – non-Christian ³</i>	3	7	3	2	0	1	1	
<i>None</i>	14	19	14	13	11	9	12	

n=2,129

¹ Item wording: *Baptist – any denomination*

² Item wording: *Protestant (e.g., Methodist, Lutheran, Presbyterian, Episcopal)*

³ Item wording: *Other – non-Christian (Please specify)*

Table 24 | Demographics

Gender	<i>Male</i>	48	39	48	53	38	59	63
	<i>Female</i>	52	61	52	47	62	41	37
Age	<i>18-24</i>	10	10	10	13	10	7	11
	<i>25-34</i>	18	12	21	22	17	17	20
	<i>35-44</i>	19	20	19	20	19	18	18
	<i>45-54</i>	18	21	20	12	18	19	21
	<i>55-64</i>	18	26	15	16	16	19	16
	<i>65-74</i>	11	8	11	12	13	11	10
	<i>75+</i>	5	3	5	6	7	8	4
Education	<i>Less than high school</i>	13	9	15	12	19	12	8
	<i>High school</i>	32	24	29	37	49	28	24
	<i>Some college</i>	28	28	28	28	22	26	33
	<i>Bachelor's degree ¹</i>	28	38	29	22	10	33	35
Income	<i>Up to \$24.9K</i>	21	25	20	16	37	19	10
	<i>\$25K to \$39.9K</i>	18	14	19	21	18	15	17
	<i>\$40K to \$59.9K</i>	21	19	17	29	24	16	21
	<i>\$60K to \$84.9K</i>	17	15	21	14	11	23	20
	<i>\$85K or more</i>	23	28	23	19	10	27	32

n=2,129

¹ Item wording: *Bachelor's degree or higher*

Table 24 | Demographics, continued

		National Average	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
Current employment status ¹	<i>Paid employee</i>	52	50	55	52	44	52	51
	<i>Self-employed</i>	6	10	5	4	6	9	10
	<i>On temporary layoff</i>	1	2	0	1	2	0	0
	<i>Looking for work</i>	5	4	6	9	4	4	3
	<i>Not working - retired</i>	16	10	16	18	23	17	15
	<i>Not working - disabled</i>	10	12	10	9	17	7	4
	<i>Not working - other</i>	10	11	9	8	5	12	16
Ethnicity	<i>White, non-Hispanic</i>	69	66	66	71	55	89	87
	<i>Black, non-Hispanic</i>	11	11	12	8	26	5	1
	<i>Other, non-Hispanic</i>	5	6	7	6	3	3	5
	<i>Hispanic</i>	13	15	15	14	17	2	7
	<i>2+ races, non-Hispanic</i>	1	2	1	1	0	1	1
Marital status	<i>Married</i>	49	41	47	52	41	57	66
	<i>Widowed</i>	5	4	4	5	8	8	3
	<i>Divorced</i>	12	16	14	9	13	12	6
	<i>Separated</i>	3	4	2	2	9	0	2
	<i>Never married</i>	25	23	25	28	27	19	20
	<i>Living with partner</i>	6	11	8	4	3	3	3
Ownership status of living quarters ²	<i>Owned / being bought</i>	74	73	73	79	56	84	85
	<i>Rented for cash</i>	24	26	25	20	40	15	13
	<i>Occupied without pay</i>	2	1	2	1	3	1	2

n=2,129

¹ Item response wording: *Working - as a paid employee; Working - self-employed; Not working - on temporary layoff from a job; Not working - looking for work; Not working - retired; Not working - disabled; Not working - other*

² Item response wording: *Owned or being bought by you or someone in your household; Rented for cash; Occupied without payment of cash rent*

Table 24 | Demographics, continued

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Housing type ¹	<i>One-family detached</i>	70	68	70	70	57	79	80
	<i>Duplex or townhouse</i>	7	7	9	7	5	7	5
	<i>Apartment</i>	18	22	16	17	30	10	10
	<i>A mobile home</i>	5	4	5	6	7	4	3
	<i>Boat, RV, van, etc.</i>	0	0	0	0	1	0	1
Household head	Yes	77	78	75	76	75	78	89
Number of household residents	[average]	2.5	2.5	2.6	2.5	2.5	2.5	2.8
Children under 18 years in residence	Yes	24	23	26	23	23	25	24
Rural/urban residence	<i>Rural</i>	16	13	15	19	17	18	19
	<i>Urban</i>	84	87	85	81	83	82	81
Region based on state of residence	<i>New England</i>	4	6	5	4	2	5	3
	<i>Mid-Atlantic</i>	14	16	15	15	15	8	7
	<i>East-North Central</i>	15	9	16	14	17	19	17
	<i>West-North Central</i>	7	5	8	8	6	7	8
	<i>South Atlantic</i>	20	21	17	19	21	19	26
	<i>East-South Central</i>	7	4	6	4	11	14	8
	<i>West-South Central</i>	10	12	10	11	9	10	7
	<i>Mountain</i>	8	5	7	11	8	4	14
<i>Pacific</i>	15	22	16	14	11	13	10	

n=2,129

¹ Item response wording: A one-family house detached from any other house; A one-family house attached to one or more houses; A building with 2 or more apartments; A mobile home; Boat, RV, van, etc.

Table 25 | Information Seeking and Attention

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
On some issues people feel that they have all the information they need in order to form a firm opinion, while on other issues they would like more information before making up their mind. For global warming, where would you place yourself?	<i>I do not need any more information</i>	18	30	7	6	7	30	73
	<i>I need a little more information</i>	22	30	26	17	11	23	14
	<i>I need some more information</i>	30	24	42	38	18	13	8
	<i>I need a lot more information</i>	30	16	25	39	64	34	5
How much attention do you pay to information about global warming?	<i>A lot</i>	12	48	10	0	2	1	5
	<i>Some</i>	30	46	44	19	12	8	9
	<i>A little</i>	40	6	42	64	49	47	26
	<i>None</i>	18	0	4	17	37	43	59
How much attention do you pay to information about conserving energy?	<i>A lot</i>	18	50	15	8	6	10	9
	<i>Some</i>	39	44	50	33	23	29	31
	<i>A little</i>	34	6	31	49	46	41	41
	<i>None</i>	9	0	4	9	24	20	19
In the past 30 days, how much have you actively looked for information about global warming?	<i>A lot</i>	2	7	1	0	0	0	1
	<i>Some</i>	13	31	14	5	7	3	3
	<i>A little</i>	23	30	35	16	12	9	5
	<i>None</i>	63	32	50	79	81	88	91
In the past 30 days, how much have you actively looked for information about conserving energy?	<i>A lot</i>	5	12	5	2	4	2	1
	<i>Some</i>	18	34	19	11	9	11	11
	<i>A little</i>	30	32	37	29	24	21	19
	<i>None</i>	48	22	39	59	63	65	68

n=2,129

Table 26 | Trust in Information Sources

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
How much do you trust or distrust the following as a source of information about global warming?								
Scientists	<i>Strongly trust</i>	29	61	36	17	12	5	8
	<i>Somewhat trust</i>	54	35	57	63	63	56	44
	<i>Somewhat distrust</i>	14	2	7	18	17	31	32
	<i>Strongly distrust</i>	4	1	1	2	9	8	16
Environmental organizations	<i>Strongly trust</i>	17	46	18	9	9	1	0
	<i>Somewhat trust</i>	49	49	66	48	56	21	4
	<i>Somewhat distrust</i>	20	3	13	33	28	37	20
	<i>Strongly distrust</i>	14	1	3	10	7	41	76
Al Gore ¹	<i>Strongly trust</i>	15	46	14	6	5	1	1
	<i>Somewhat trust</i>	43	46	61	40	45	12	1
	<i>Somewhat distrust</i>	20	6	17	28	35	30	9
	<i>Strongly distrust</i>	22	3	7	26	15	57	89
Family and friends	<i>Strongly trust</i>	13	18	11	12	12	9	14
	<i>Somewhat trust</i>	64	69	70	59	62	54	53
	<i>Somewhat distrust</i>	19	13	16	24	19	29	19
	<i>Strongly distrust</i>	4	0	2	5	7	8	14
Barack Obama	<i>Strongly trust</i>	13	34	14	7	10	0	0
	<i>Somewhat trust</i>	38	43	50	30	47	13	3
	<i>Somewhat distrust</i>	23	15	20	33	25	31	13
	<i>Strongly distrust</i>	26	9	15	31	17	55	84
Television weather reporters	<i>Strongly trust</i>	6	13	6	2	4	1	1
	<i>Somewhat trust</i>	60	66	70	64	66	36	16
	<i>Somewhat distrust</i>	24	16	21	27	24	42	31
	<i>Strongly distrust</i>	10	4	3	7	7	21	52
Religious leaders	<i>Strongly trust</i>	5	4	5	6	7	6	6
	<i>Somewhat trust</i>	42	37	46	40	54	36	38
	<i>Somewhat distrust</i>	30	29	27	38	31	32	22
	<i>Strongly distrust</i>	22	31	22	17	8	25	34
The mainstream news media	<i>Strongly trust</i>	4	5	6	2	2	0	0
	<i>Somewhat trust</i>	43	56	55	38	51	15	3
	<i>Somewhat distrust</i>	33	33	30	41	35	38	13
	<i>Strongly distrust</i>	20	7	10	19	12	46	84
John McCain	<i>Strongly trust</i>	4	2	3	6	3	8	6
	<i>Somewhat trust</i>	34	22	37	42	38	28	30
	<i>Somewhat distrust</i>	37	38	36	33	40	45	31
	<i>Strongly distrust</i>	25	38	24	19	19	19	34
Corporations	<i>Strongly trust</i>	1	1	1	1	0	1	1
	<i>Somewhat trust</i>	18	14	19	15	34	12	13
	<i>Somewhat distrust</i>	49	37	51	57	49	55	35
	<i>Strongly distrust</i>	33	48	29	26	17	32	52

n=2,129

¹ This item was asked separately. Item wording: *How much do you trust or distrust Al Gore as a source of information about global warming?*

Table 27 | Frequency of Media Use

	<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
How many days per week do you read a printed newspaper?	3.6	3.7	3.7	3.4	3.6	3.9	3.1
How many days per week do you typically read news online? ¹	3.7	4.2	3.9	3.3	2.4	3.6	4.5
How many hours do you listen to the radio each week? ²	8.9	9.5	6.9	10.7	9.1	8.6	12.2
What is the total number of hours of broadcast and cable television you watch ...							
... during a typical week? (Add up Monday through Friday)	17.0	17.6	17.1	17.4	18.3	16.5	12.2
... during a typical weekend? (Add up Saturday and Sunday)	9.0	8.4	9.3	9.3	10.1	8.5	6.8
How many hours do you use the Internet each week? ³	8.8	9.3	9.2	8.4	8.0	6.9	10.8
How many hours do you play video games each week? ⁴	1.6	1.4	1.8	1.7	1.2	1.3	1.8
How many magazines do you subscribe to? ⁵	1.4	1.7	1.2	1.6	0.8	1.5	1.5

n=2,129

¹ Item wording: *How many days per week do you typically read news stories online?*

² Item wording: *In a typical week, approximately how many hours total do you spend listening to the radio? Type the number of hours in the space provided below. (If you didn't listen to the radio in the past week, type in "0.")*

³ Item wording: *In a typical week, how many hours do you spend using the Internet for personal reasons (not for work)? Write in the number of hours in the space provided below. (If you didn't use the Internet in the past week, type "0.")*

⁴ Item wording: *In a typical week, how many hours total do you spend playing video games? (If you didn't play any video games, type in "0.")*

⁵ Item wording: *How many magazines do you subscribe to? (If you don't subscribe to any magazines, type in "0.")*

**Table 28 | Attention to Media:
Primary Sources**

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
Which of the following media sources do you turn to most often for each of the following?								
Keeping up with current news and world events	<i>Television</i>	59	58	63	58	71	53	37
	<i>Internet</i> ¹	22	23	22	23	9	22	37
	<i>Print newspapers</i>	10	8	10	10	13	12	5
	<i>Radio</i>	8	9	5	9	7	11	21
	<i>Magazines</i>	1	1	0	0	0	2	0
Finding out about products you are planning to buy	<i>Internet</i>	49	59	49	49	28	51	62
	<i>Television</i>	24	15	26	24	42	20	17
	<i>Print newspapers</i>	17	13	17	20	22	19	12
	<i>Magazines</i>	8	12	8	6	4	7	9
	<i>Radio</i>	1	0	1	1	4	2	1

**Table 28 | Attention to Media:
Biased/Objective News Preference**

Thinking about the different kinds of political news available to you, what do you prefer?								
<i>News sources without a particular political point of view</i> ²	75	73	80	72	77	75	59	
<i>News sources that share your political point of view</i> ³	25	27	20	28	23	25	41	

**Table 28 | Attention to Media:
Channel Preference**

What do you find gives you the best understanding of major news events?								
<i>Seeing pictures and video showing what happened</i>	53	50	53	58	57	54	41	
<i>Reading or hearing the facts about what happened</i>	47	50	47	42	43	46	59	

n=2,129

¹ Item wording: *Internet (excluding email)*

² Item wording: *Getting news from sources that don't have a particular political point of view*

³ Item wording: *Getting news from sources that share your political point of view*

**Table 28 | Attention to Media:
News Topics**

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
How closely do you follow news about each of the following?								
The local weather forecast	<i>Very closely</i>	30	40	33	25	25	26	25
	<i>Somewhat closely</i>	40	33	45	42	35	40	42
	<i>A little</i>	21	23	18	23	25	23	24
	<i>Not at all</i>	8	4	5	11	15	11	9
National politics	<i>Very closely</i>	21	37	18	12	8	21	40
	<i>Somewhat closely</i>	32	36	34	27	24	31	36
	<i>A little</i>	33	22	38	41	38	30	19
	<i>Not at all</i>	14	5	10	20	31	18	5
Sports	<i>Very closely</i>	13	11	13	15	12	17	13
	<i>Somewhat closely</i>	20	15	23	20	19	22	25
	<i>A little</i>	33	38	35	33	30	23	38
	<i>Not at all</i>	33	36	30	32	40	38	25
World affairs	<i>Very closely</i>	12	26	11	7	7	6	16
	<i>Somewhat closely</i>	35	44	38	26	17	32	48
	<i>A little</i>	40	26	43	48	46	40	28
	<i>Not at all</i>	13	4	8	19	30	22	8
Health	<i>Very closely</i>	10	15	13	5	9	5	9
	<i>Somewhat closely</i>	33	41	35	31	23	28	26
	<i>A little</i>	45	37	45	47	48	47	48
	<i>Not at all</i>	12	7	7	17	19	19	16

n=2,129

**Table 28 | Attention to Media:
News Topics, continued**

		National Average	Alarmed (18%)	Concerned (33%)	Cautious (19%)	Disengaged (12%)	Doubtful (11%)	Dismissive (7%)
How closely do you follow news about each of the following?								
Business and financial issues	<i>Very closely</i>	10	13	11	7	4	8	15
	<i>Somewhat closely</i>	26	33	28	19	13	27	38
	<i>A little</i>	42	44	43	46	38	39	31
	<i>Not at all</i>	22	10	18	28	44	27	16
State politics	<i>Very closely</i>	8	16	6	4	4	6	12
	<i>Somewhat closely</i>	28	38	25	26	16	29	40
	<i>A little</i>	45	35	52	46	47	40	35
	<i>Not at all</i>	20	10	17	24	34	25	13
Local politics	<i>Very closely</i>	7	15	6	4	4	7	11
	<i>Somewhat closely</i>	24	32	22	20	22	27	27
	<i>A little</i>	44	39	50	47	37	39	46
	<i>Not at all</i>	24	14	22	29	37	27	16
People and events in your community	<i>Very closely</i>	6	10	6	4	6	6	5
	<i>Somewhat closely</i>	28	32	30	25	23	22	29
	<i>A little</i>	50	47	52	51	48	49	49
	<i>Not at all</i>	16	11	13	20	23	23	17
The environment	<i>Very closely</i>	7	24	4	1	4	2	3
	<i>Somewhat closely</i>	28	50	35	13	17	12	16
	<i>A little</i>	49	23	55	63	48	53	47
	<i>Not at all</i>	17	3	7	23	31	32	34
Science and technology	<i>Very closely</i>	7	17	5	4	3	6	9
	<i>Somewhat closely</i>	25	37	29	18	13	21	28
	<i>A little</i>	46	39	53	48	38	44	45
	<i>Not at all</i>	21	7	13	30	47	28	18
Celebrities	<i>Very closely</i>	3	3	4	3	3	1	3
	<i>Somewhat closely</i>	10	16	11	11	7	6	5
	<i>A little</i>	47	50	52	44	51	37	27
	<i>Not at all</i>	40	32	33	43	38	56	65
Fashion and style trends	<i>Very closely</i>	2	1	2	4	3	0	0
	<i>Somewhat closely</i>	8	11	10	6	7	4	6
	<i>A little</i>	34	37	38	31	34	24	26
	<i>Not at all</i>	56	51	51	59	56	72	68

n=2,129

**Table 28 | Attention to Media:
Specific Programs and Genres**

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
How often do you watch or listen to the following shows or visit their websites?								
Local TV news	<i>Often</i>	44	48	48	42	42	39	26
	<i>Sometimes</i>	31	24	29	32	36	39	38
	<i>Hardly ever</i>	15	16	14	15	14	12	15
	<i>Never</i>	11	12	8	11	8	10	21
The national nightly network news on CBS, ABC or NBC	<i>Often</i>	26	37	30	20	25	15	10
	<i>Sometimes</i>	29	26	31	30	35	31	16
	<i>Hardly ever</i>	23	19	23	27	17	29	23
	<i>Never</i>	22	19	16	23	23	24	51
Prime-time dramas	<i>Often</i>	21	28	22	22	16	11	14
	<i>Sometimes</i>	32	27	33	29	31	41	34
	<i>Hardly ever</i>	19	23	19	18	17	19	17
	<i>Never</i>	28	22	26	31	36	29	35
The Weather Channel	<i>Often</i>	17	19	19	18	15	16	10
	<i>Sometimes</i>	30	29	31	29	31	27	34
	<i>Hardly ever</i>	26	24	27	25	27	25	22
	<i>Never</i>	27	28	22	28	27	31	34
The Fox News CABLE Channel	<i>Often</i>	17	11	15	14	17	23	40
	<i>Sometimes</i>	25	17	25	28	28	30	22
	<i>Hardly ever</i>	21	20	25	24	19	13	17
	<i>Never</i>	37	51	36	34	36	34	21
Sitcoms	<i>Often</i>	15	16	17	15	12	16	6
	<i>Sometimes</i>	34	36	35	36	33	30	32
	<i>Hardly ever</i>	23	26	24	19	22	24	22
	<i>Never</i>	28	22	24	30	33	30	39
CNN	<i>Often</i>	15	24	22	9	11	4	3
	<i>Sometimes</i>	23	27	22	24	23	24	16
	<i>Hardly ever</i>	27	20	29	27	29	34	27
	<i>Never</i>	34	28	27	41	37	38	54
MSNBC	<i>Often</i>	11	16	16	7	10	3	5
	<i>Sometimes</i>	20	31	19	20	21	14	8
	<i>Hardly ever</i>	27	20	31	28	25	28	21
	<i>Never</i>	42	33	34	45	44	55	66
Cooking shows	<i>Often</i>	10	16	10	7	9	6	10
	<i>Sometimes</i>	29	26	31	31	35	23	25
	<i>Hardly ever</i>	24	25	26	23	22	26	17
	<i>Never</i>	37	33	33	39	35	45	49

n=2,129

Table 28 | Attention to Media: Specific Programs and Genres, continued

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
How often do you watch or listen to the following shows or visit their websites?								
Medical dramas	<i>Often</i>	9	13	11	9	9	4	3
	<i>Sometimes</i>	27	25	30	25	28	27	26
	<i>Hardly ever</i>	22	25	22	24	20	22	18
	<i>Never</i>	41	37	38	42	44	47	53
Home and garden shows	<i>Often</i>	9	11	8	9	6	8	9
	<i>Sometimes</i>	25	29	29	21	20	21	24
	<i>Hardly ever</i>	23	28	22	20	20	31	22
	<i>Never</i>	43	33	41	50	54	39	44
National Public Radio (NPR)	<i>Often</i>	9	22	9	6	4	4	3
	<i>Sometimes</i>	15	19	14	14	12	12	17
	<i>Hardly ever</i>	23	24	25	19	25	22	17
	<i>Never</i>	53	34	52	62	59	62	64
Do-it-yourself programs, such as "This Old House"	<i>Often</i>	8	12	6	8	7	7	6
	<i>Sometimes</i>	29	33	33	25	20	25	38
	<i>Hardly ever</i>	26	26	24	27	25	33	17
	<i>Never</i>	37	29	37	40	48	35	39
Sunday morning news shows, such as "Meet the Press"	<i>Often</i>	8	15	9	5	4	2	8
	<i>Sometimes</i>	17	23	18	14	20	15	9
	<i>Hardly ever</i>	18	20	17	17	17	20	16
	<i>Never</i>	57	43	56	63	60	64	67
Soap operas	<i>Often</i>	8	8	10	7	11	7	5
	<i>Sometimes</i>	6	8	7	5	9	2	2
	<i>Hardly ever</i>	8	8	10	7	9	8	4
	<i>Never</i>	77	76	74	80	71	83	89
CNBC	<i>Often</i>	7	6	10	5	7	3	7
	<i>Sometimes</i>	19	29	19	19	20	15	7
	<i>Hardly ever</i>	29	26	33	27	28	28	26
	<i>Never</i>	44	39	38	49	46	54	60
Daytime talk shows, such as "Oprah"	<i>Often</i>	7	8	7	7	7	2	1
	<i>Sometimes</i>	17	19	19	14	27	9	3
	<i>Hardly ever</i>	21	27	21	22	13	18	13
	<i>Never</i>	56	46	52	56	53	71	82
The O'Reilly Factor with Bill O'Reilly	<i>Often</i>	7	2	5	5	7	11	30
	<i>Sometimes</i>	11	12	9	10	10	18	19
	<i>Hardly ever</i>	15	15	15	16	9	16	17
	<i>Never</i>	67	71	71	69	75	56	33

n=2,129

Table 28 | Attention to Media: Specific Programs and Genres, continued

		<i>National Average</i>	<i>Alarmed (18%)</i>	<i>Concerned (33%)</i>	<i>Cautious (19%)</i>	<i>Disengaged (12%)</i>	<i>Doubtful (11%)</i>	<i>Dismissive (7%)</i>
How often do you watch or listen to the following shows or visit their websites?								
Late night talk shows, such as David Letterman	<i>Often</i>	5	7	5	5	5	4	3
	<i>Sometimes</i>	22	31	24	15	19	20	12
	<i>Hardly ever</i>	27	30	26	28	19	32	21
	<i>Never</i>	46	31	45	52	57	45	63
On-line video-sharing services, such as YouTube	<i>Often</i>	5	9	5	5	4	4	1
	<i>Sometimes</i>	14	15	14	13	10	12	19
	<i>Hardly ever</i>	21	27	23	18	12	21	28
	<i>Never</i>	60	49	58	64	75	63	52
The Daily Show with Jon Stewart	<i>Often</i>	5	12	5	3	2	2	0
	<i>Sometimes</i>	11	16	13	7	10	6	8
	<i>Hardly ever</i>	14	16	16	14	5	16	16
	<i>Never</i>	69	55	65	76	82	76	77
Hannity & Colmes	<i>Often</i>	5	2	3	4	5	10	23
	<i>Sometimes</i>	9	6	7	10	6	15	18
	<i>Hardly ever</i>	10	8	9	9	7	16	15
	<i>Never</i>	76	84	82	77	82	59	44
Travel programs	<i>Often</i>	4	7	3	2	4	4	5
	<i>Sometimes</i>	23	27	27	20	13	19	25
	<i>Hardly ever</i>	27	33	28	22	24	30	22
	<i>Never</i>	46	33	43	56	58	48	48
The Colbert Report with Stephen Colbert	<i>Often</i>	4	9	6	1	2	2	0
	<i>Sometimes</i>	10	15	10	9	8	8	9
	<i>Hardly ever</i>	14	17	14	12	6	16	15
	<i>Never</i>	72	58	70	77	84	74	76
Countdown with Keith Olbermann	<i>Often</i>	4	8	3	1	4	1	2
	<i>Sometimes</i>	8	11	9	6	10	4	5
	<i>Hardly ever</i>	12	14	16	10	12	9	4
	<i>Never</i>	76	66	72	83	74	86	89
Rush Limbaugh's radio show	<i>Often</i>	4	1	1	1	1	8	29
	<i>Sometimes</i>	8	4	4	9	9	16	18
	<i>Hardly ever</i>	10	8	7	13	7	14	17
	<i>Never</i>	79	87	88	77	83	63	36
Religious programs, such as "Focus on the Family"	<i>Often</i>	3	1	3	1	4	6	6
	<i>Sometimes</i>	9	9	8	7	15	10	14
	<i>Hardly ever</i>	12	11	9	12	14	15	23
	<i>Never</i>	75	80	79	80	68	69	57

n=2,129

APPENDIX II: METHODOLOGY

In September and October of 2008, a nationally representative survey of 2,164 American adults was conducted using the nationally representative online panel operated by Knowledge Networks. Respondents completed two separate questionnaires, two weeks apart. The within-panel completion rate was 54 percent.

Survey questions covered a range of topics related to global warming and energy, including:

- Issue priorities
- Policy preferences
- Reasons for and against action
- Political and consumer activism
- Beliefs
- Risk perceptions
- Desire for more information
- Achievability of emission reductions
- Trust in different messengers.

The exact wording of all survey questions used in this report is presented at our websites: <http://climatechange.gmu.edu> and <http://research.yale.edu/environment/climate/>.

To identify the audience segments, 36 variables representing four distinct construct categories were selected – global warming beliefs, issue involvement, policy preferences, and behaviors – and subjected to Latent Class Analysis using LatentGold 4.5 software. To ensure the validity and stability of the findings, the analyses were conducted using 5,000 random sets of start values and each solution was replicated to ensure model stability. Four, five, six and seven segment solutions were constructed. The six segment solution provided the best fit and highest face validity.

