

CLIMATE CHANGE IN THE OHIOAN MIND

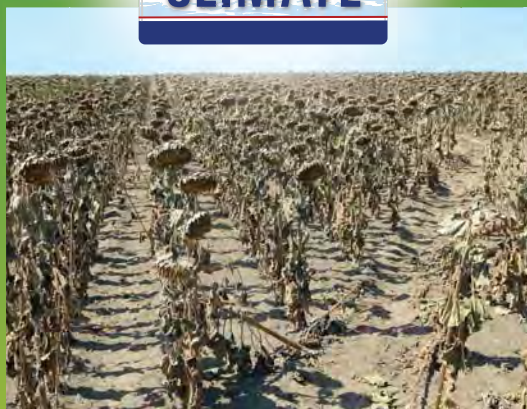


Table of Contents

Introduction	2
Executive Summary	3
Key Findings	5
Beliefs and attitudes.....	5
Climate impacts and extreme weather	6
Support for climate and energy policies	7
Actions to limit global warming	8
Global warming communication.....	9
Appendices	10
Selected Charts	10
Posted Questionnaire	15
Survey Method	38
Sample Demographics	39

Introduction

This report is based on findings from a statewide representative survey of Ohioans conducted by the Yale Project on Climate Change Communication (<http://environment.yale.edu/climate-communication>).

A total of 800 adults (18+) were interviewed by telephone July 3 – 10, 2013. To help ensure representativeness of the final sample, the survey was administered to respondents reached on traditional landline telephones (560) as well as to those reached on cellphones (240). The average margin of error for the total sample +/- 3 percentage points at the 95% confidence level. The survey was conducted for YPCCC by Abt SRBI using random digit dial sample supplied by Survey Sampling International.

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Principal Investigators:

Anthony Leiserowitz, PhD
Yale Project on Climate Change Communication
School of Forestry & Environmental Studies
Yale University
(203) 432-4865
anthony.leiserowitz@yale.edu

Geoff Feinberg
Yale Project on Climate Change Communication
School of Forestry & Environmental Studies
Yale University
(203) 432-7438
geoffrey.feinberg@yale.edu

Peter Howe, PhD
Department of Environment & Society
Quinney College of Natural Resources
Utah State University
peter.howe@usu.edu

Seth Rosenthal, PhD
Yale Project on Climate Change Communication
School of Forestry & Environmental Studies
Yale University
seth.rosenthal@yale.edu

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Executive Summary

- Most Ohioans (70%) believe global warming is happening. Relatively few (16%) believe it is not.
- About half (49%) believe that if global warming is happening, it is caused mostly by human activities.
- Ohioans think global warming is important and are worried about it. Two-thirds (67%) say the issue of global warming is at least somewhat important to them personally. And about half (52%) are at least somewhat worried about it.
- Though virtually all climate scientists agree human-caused global warming is happening, many Ohioans, like most Americans, are unaware of this fact. Fully half (49%) believe that “there is a lot of disagreement among scientists” about whether or not global warming is happening. Fewer (43%) believe most scientists agree that global warming is happening.
- Among those who believe global warming is happening, solid majorities believe it is currently having a large or moderate influence on the severity of heat waves (73%), flooding of rivers or lakes (62%), and droughts (58%).
- Nearly half of Ohioans (45%) say they have personally experienced the effects of global warming.
- Among Ohioans who believe global warming is happening, large majorities expect to see a myriad of negative effects over the next 50 years. Nine in ten (89%) anticipate more heat waves due to global warming. At least eight in ten believe Ohio will experience worse storms, hurricanes, or tornadoes (84%), increased allergies, asthma, infectious diseases, or other health problems (83%), declining numbers of fish and native wildlife (82%), and increased droughts and water shortages (82%).
- More than half of Ohioans say that more should be done about global warming at all levels of government—from Congress (59%) and President Obama (54%), to Ohio’s state legislature (56%) and Governor Kasich (54%), to local government officials (53%). However, even larger numbers of Ohioans believe that corporations and industry (69%) and citizens themselves (65%) should be doing more to address climate change.
- Six in ten Ohioans (59%) say the United States should reduce greenhouse gas emissions regardless of whether or not other countries do the same.
- Many Ohioans believe that individual action, and especially collective action, can be effective in addressing global warming. Among those who believe global warming is happening, most (80%) say their own actions would reduce their personal contribution to global warming at least a little. Virtually all Ohioans who believe global warming is happening say that if the same actions were taken by most people in the U.S. (89%) or around the world (91%), it would reduce global warming a little, some, or a lot.

- A plurality of Ohioans (43%) say that switching from fossil fuels to clean energy sources would increase economic growth and the number of jobs.
- Many Ohioans are unsure that people will rally to do what's necessary to reduce global warming. A plurality (35%) believes humans could reduce global warming, but that it's unclear at this point whether we will do what is needed. Relatively few are convinced that people can reduce global warming and will do so successfully (7%).
- Four in ten Ohioans (41%) say that, in the past 12 months, they have rewarded companies that are taking steps to reduce global warming by buying their products at least once, and 38% would like to do it more often in the next 12 months. Moreover, three in ten (31%) have *punished* companies that are opposing steps to reduce global warming at least once by not buying their products during the past 12 months, and 30% would like to do this more often in the coming year.

Key Findings

Beliefs and Attitudes

Most Ohioans believe global warming is happening and half of them believe it is human caused.

- Most Ohioans (70%) believe that global warming is happening. Relatively few (16%) do not.
- About two-thirds (64%) of those who believe global warming is happening are either extremely or very sure it is. Those who do *not* believe it is happening are also firm in their beliefs, but slightly less so—55% are either extremely or very sure global warming is *not* happening.
- About half of Ohioans (49%) believe that, if global warming is happening, it is caused mostly by human activities. However, 28% believe it is caused mostly by natural changes in the environment, while 9% believe it is the result of both human activities and natural changes.
- Ohioans are less sure that there is agreement about the reality of global warming among scientists. Half (49%) believe that there is a lot of disagreement among scientists about whether or not global warming is happening. By contrast, 43% believe most scientists think global warming is happening. Just 3% believe that most scientists think global warming is not happening.

Many Ohioans are concerned about global warming, but only about half believe they have experienced its effects.

- About half of Ohioans (52%) say they are very or somewhat worried about global warming and two-thirds (67%) say the issue of global warming is at least somewhat important to them personally. By contrast, one in three (32%) say it is not important.
- Nearly half of Ohioans (45%) say that they have experienced the effects of global warming.

Most believe human intervention is needed to reduce global warming.

- Many Ohioans believe that individual actions can help, and indeed are necessary, to reduce global warming. For example, more than half (55%) *disagree* that the actions of a single individual won't make any difference in global warming. Similarly, 55% disagree that new technologies can solve global warming without individuals having to make big changes in their lives.
- Ohioans are uncertain about whether humanity will do what is necessary to reduce global warming. A plurality (35%) believes humans could reduce global warming, but it's unclear at this point whether we will do what's needed. Aside from those who are uncertain, the pessimists outnumber the optimists. More than one in ten (13%) believes humans simply can't reduce global warming, while another one in three (32%) believes that, although we could reduce global warming, people aren't willing to change their behavior to do so. Fewer than one in ten (7%) believe that humans can reduce global warming and will do so successfully.

Climate Impacts and Extreme Weather

Ohioans have observed increasing flooding of rivers and lakes and, to a lesser extent, heat waves.

- Slightly over half of Ohioans (54%) say that, over the past several years, flooding of rivers or lakes has become more severe in their state. Of those who believe global warming is happening, a majority (62%) believes global warming has had at least a moderate influence on the severity of flooding in Ohio. Few (9%) believe global warming has had *no* influence on flooding.
- Similarly, a plurality (44%) of all Ohioans believes heat waves in the state have become more severe over the past several years. Of those who believe global warming is happening, a solid majority (72%) say that it has had at least a moderate influence on the severity of heat waves, while only 8% say global warming has had no influence.
- By contrast, relatively few Ohioans say that the state has experienced an increase in drought (28%) or wildfires (9%).

Ohioans expect a myriad of negative global warming effects over the next 50 years.

- Most Ohioans who believe that global warming is happening say that negative climate impacts are at least somewhat likely to occur over the next 50 years as a result. For example, nine in ten (89%) anticipate more heat waves and eight in ten believe the state will experience worse storms, hurricanes, or tornadoes (84%), increased allergies, asthma, infectious diseases, or other health problems (83%), declining numbers of fish and native wildlife (82%), increased droughts and water shortages (82%), and increased power outages (78%) due to global warming.
- Seven in ten who believe global warming is happening anticipate flooding of major cities (72%).

Ohioans tend to see global warming less as a threat to themselves than to others.

- Seven in ten Ohioans believe that global warming will cause at least a moderate amount of harm to future generations of people (70%) and to plant and animal species (70%).
- Majorities also believe that global warming will harm people in modern industrialized countries (59%), in developing countries (57%), or in the United States (57%).
- Fewer Ohioans, however, believe that global warming will harm people in their own families (44%) or communities (44%).
- Still fewer think they will be personally harmed by global warming, with only 35% saying global warming will do at least a moderate amount of harm to them personally, while one in three (32%) say they will not be harmed at all.

Support for Climate and Energy Policies

Ohioans say industry, citizens, and government should do more to address global warming.

- A large majority of Ohioans (83%) say that global warming should be a very high, high, or medium priority for the president and Congress.
- At least half of Ohioans want their representatives at all levels of government to do more to address global warming, including Congress (59%), Ohio state legislators (56%), President Obama (54%), Governor Kasich (54%), and local government officials (53%).
- However, more Ohioans say that corporations and industry (69%) and citizens themselves (65%) should be doing more to address climate change.

Ohioans say the U.S. should act alone on global warming if necessary.

- The majority of Ohioans (59%) say the United States should reduce greenhouse gas emissions regardless of what other countries do. Very few (4%) say the U.S. should act only if other industrialized countries also reduce their emissions, and only 10% say the U.S. should wait for both other industrialized and developing countries to act. Some (13%) say the U.S. should *not* reduce its emissions in any case.
- Further, two in three (65%) say the U.S. should make a medium- or large-scale effort to reduce global warming, even if there are, respectively, medium or large economic costs. Only one in ten (11%) says the U.S. should make *no* effort to reduce global warming.

Ohioans support switching to clean energy sources.

- Most Ohioans (78%) support tax rebates for people who purchase energy-efficient vehicles or solar panels. By contrast, only 19% of Ohioans would oppose this policy.
- A majority (59%) supports requiring 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. Comparatively few (35%) would oppose this policy.
- About four in ten Ohioans (43%) believe that if the state switched from fossil fuels (e.g., coal and oil) to clean energy sources (e.g., solar and wind), it would increase economic growth and the number of jobs in the state, while an additional 17% say it would make no difference. One in four (26%) says a switch to clean energy would *decrease* economic growth and the number of jobs.
- Ohioans are evenly split in their opinion of “fracking”—26% support it while 25% oppose it. A plurality (45%) is currently undecided.

Actions to limit global warming

Many Ohioans are engaged in actions to limit global warming—and are interested in doing them more frequently.

- Most Ohioans (86%) have at least a few compact fluorescent lights in their home. Only 7% have none.
- Among Ohioans who do not yet have all or most bulbs replaced with CFLs, one in three (33%) says that over the next 12 months he or she would like to replace them and probably will. Others would like to replace them, but probably won't (21%). About one in five (21%) does not want to replace them, and 25% are not sure.
- Six in ten Ohioans (60%) say they set their thermostats—always, often, or sometimes—to 68 degrees or cooler in the winter. In contrast, 37% do it rarely or never.
- More than one in three Ohioans (36%) at least sometimes walk or bike instead of drive. More (62%), however, do it rarely or never.
- One in five (20%) at least sometimes use public transportation or car pool. The majority (78%), however, rarely or never do so.

Ohioans agree individuals can make a difference, but together we can make a bigger difference.

- Of those who believe that global warming is happening, most (80%) think that the actions they are already taking and those they would like to take over the next 12 months would reduce their personal contribution to global warming at least a little. One in five (19%) says individual actions will not help reduce global warming at all.
- Ohioans believe that the same actions would be more effective if done collectively. Virtually all who believe that global warming is happening say that if most people in the United States (89%) or in the modern industrialized countries around the world (91%) did the same things, it would reduce global warming at least a little.

Many Ohioans reward or punish companies based on their efforts to reduce global warming.

- About four in ten Ohioans (41%) say that, over the past 12 months, they have rewarded companies that are taking steps to reduce global warming by buying their products at least once.
- Moreover, about three in ten (31%) say that, over the past 12 months, they have *punished* companies that are opposing steps to reduce global warming by *not* buying their products.
- One in four Ohioans (24%) says that, over the past 12 months, he or she has volunteered with or donated money to an organization working to reduce global warming.

Global warming communication

Global warming is a topic of conversation for most Ohioans.

- Nearly half of Ohioans (46%) say they discuss global warming with their family and friends often or occasionally.
- Over half (59%) say that all, most, or some of their friends share their views on global warming. Only 15% say that *none* of their friends do.

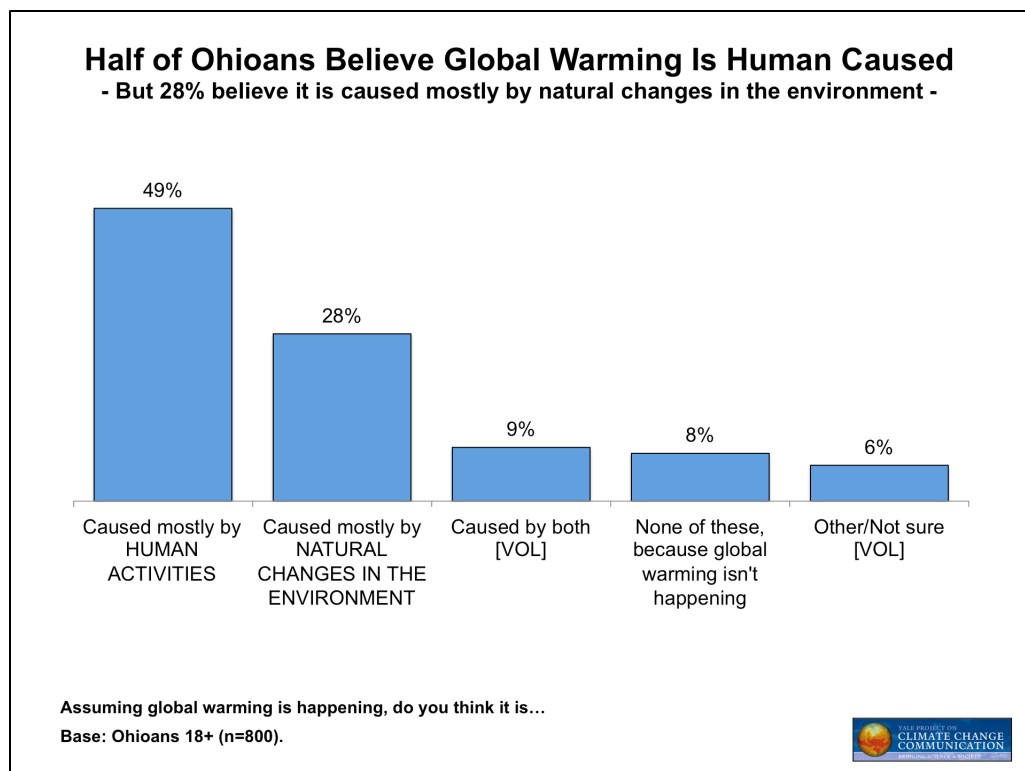
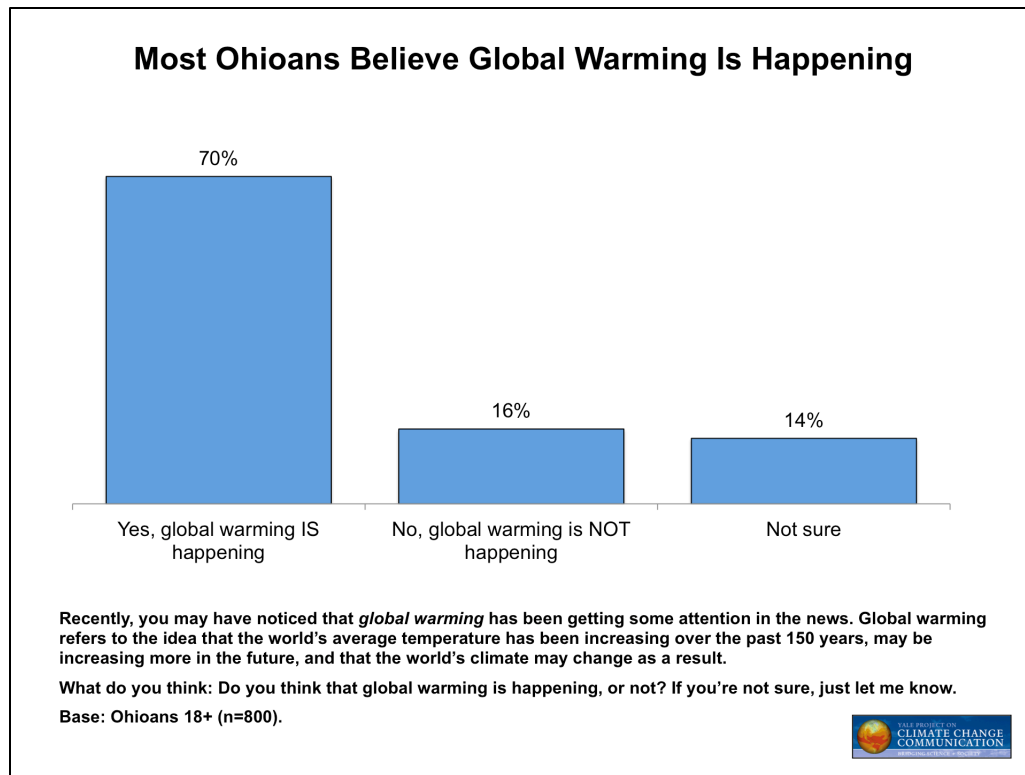
Some Ohioans have communicated with government officials about global warming.

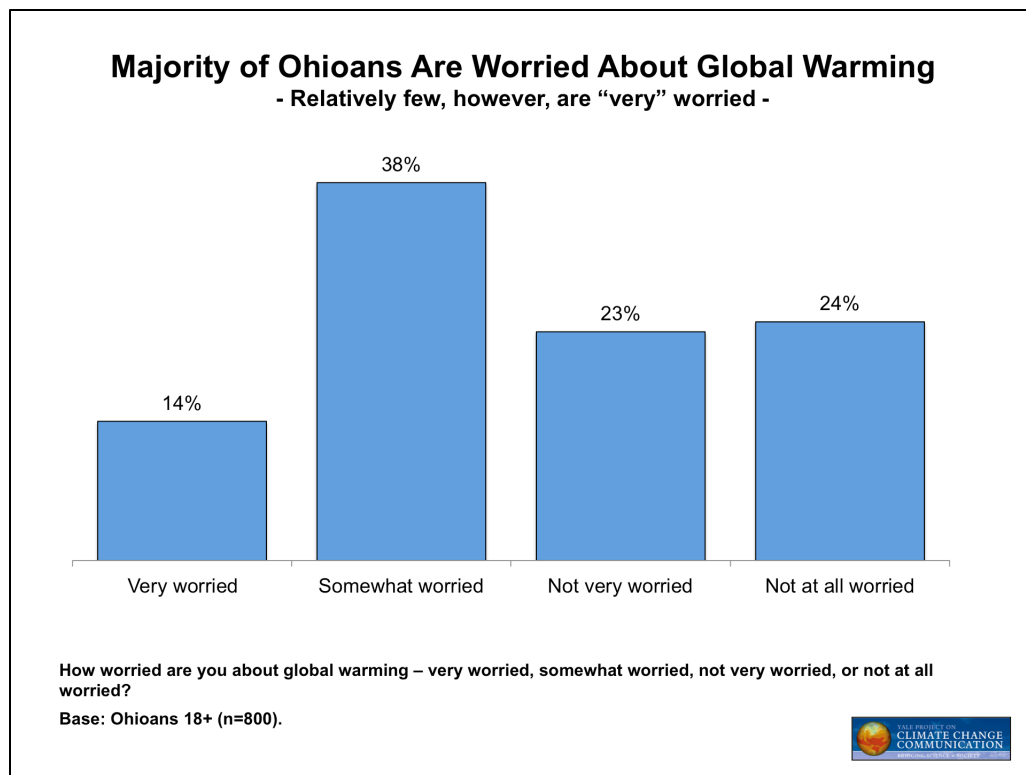
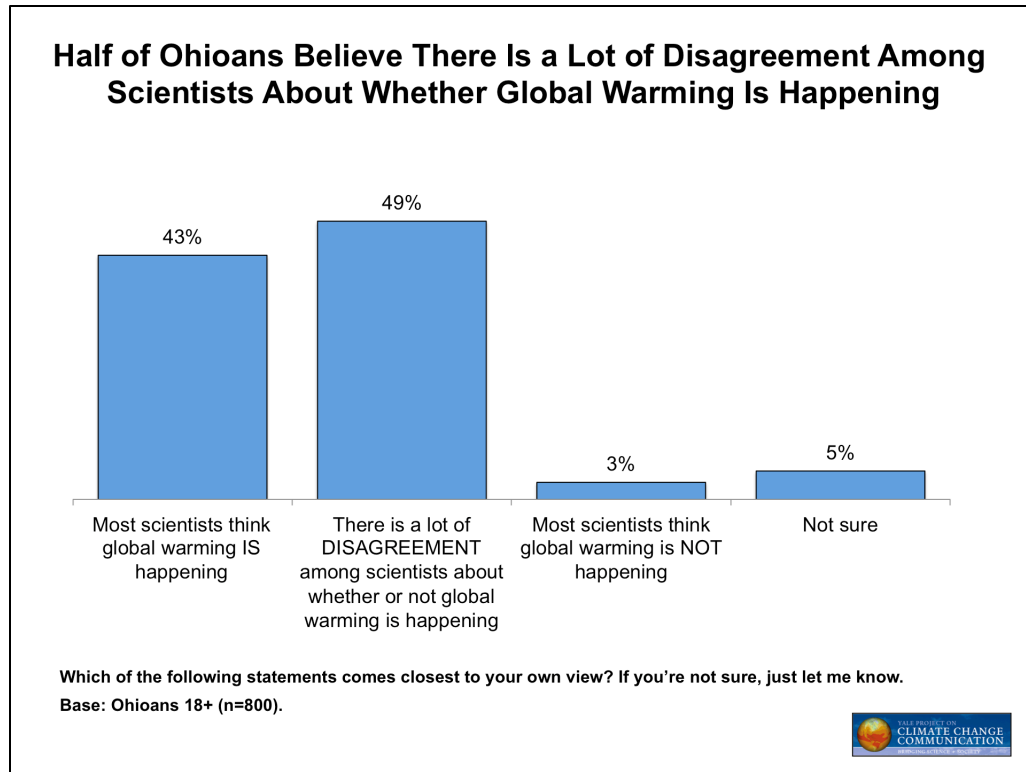
- About one in ten Ohioans (11%) has written letters, emailed, or phoned government officials about global warming at least once in the past 12 months. Among them, the large majority (82%) says they urged officials to take action to reduce global warming. Only 9% urged them *not* to take action.
- One in four Ohioans (24%) says he or she would like to contact government officials more often over the next 12 months. Of those, two in three (65%) would urge officials to take action to reduce global warming, compared to 10% who would urge them *not* to take action.

Half or more Ohioans say President Obama, Senator Sherrod Brown, and Governor John Kasich are believable when talking about energy- and climate-related issues.

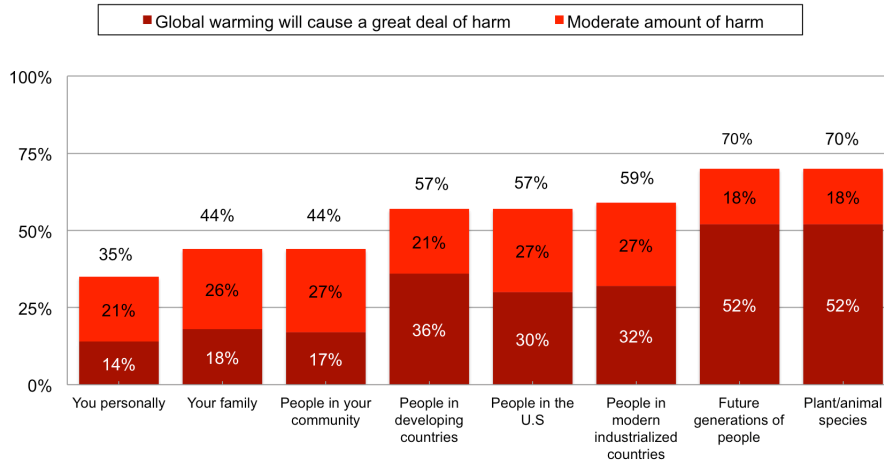
- The majority of Ohioans (57%) say that President Obama is very or somewhat believable when speaking about energy- and climate-related issues. One in three (33%) says he is either not very or not at all believable.
- About half of Ohioans also say that Senator Sherrod Brown (52%) and Governor John Kasich (49%) are believable regarding energy and climate issues. Fewer (43%) say that Senator Rob Portman is believable.

Appendix I: Selected Charts





Many Ohioans Perceive Global Warming as a Relatively Distant Threat

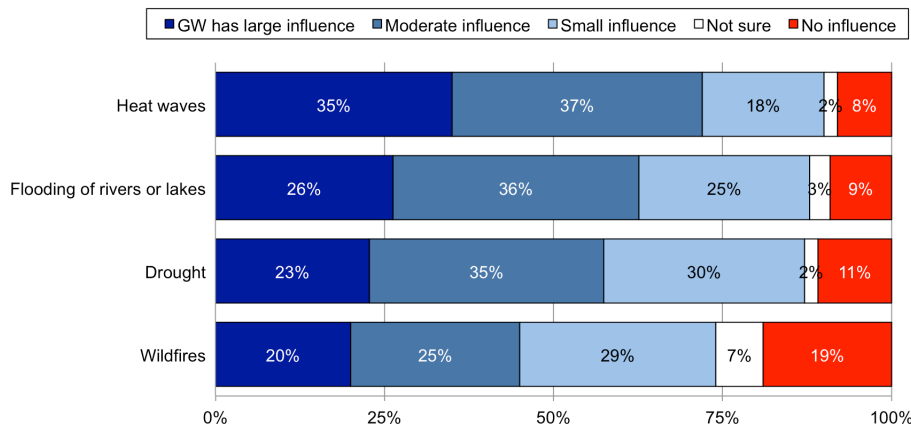


Please tell me whether you think global warming will harm each of the following – not at all, only a little, a moderate amount, or a great deal? If you're not sure about an item, just let me know. First...

Base: Ohioans 18+ (n=800).



Majority of Ohioans Who Believe Global Warming Is Happening Say It Is Having a Large or Moderate Influence on the Severity of Weather Events

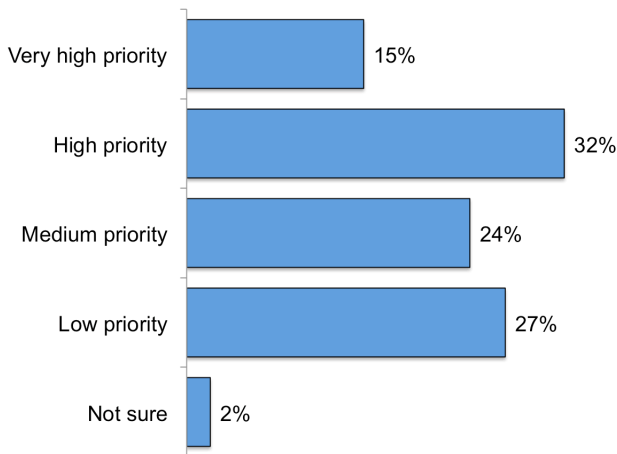


In your opinion, is global warming having no influence, a small influence, a moderate influence, or a large influence on the severity of...

Base: Ohioans 18+ who believe that global warming is happening (n=534).



Nearly Half of Ohioans Believe Global Warming Should Be a Very High or High Priority for the President and Congress

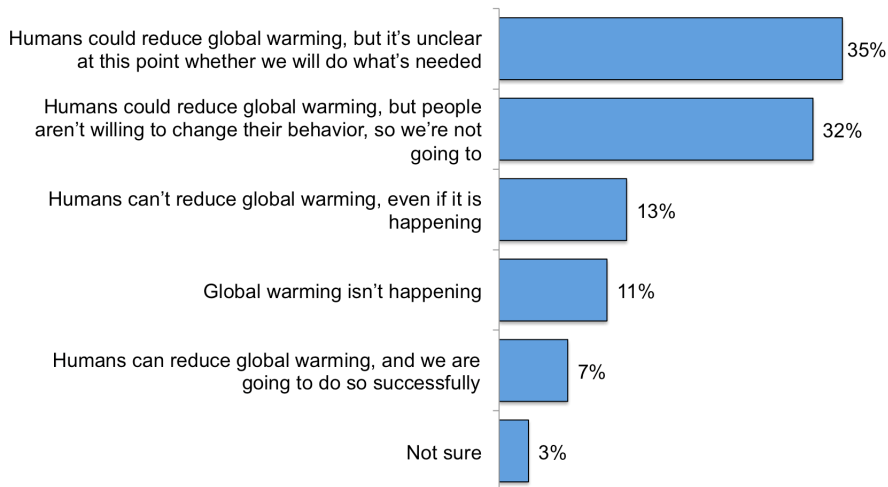


Do you think that global warming should be a low, medium, high, or very high priority for the president and Congress?

Base: Ohioans 18+ (n=800).



Ohioans Are Unsure Whether Humans Will be Able to Reduce Global Warming

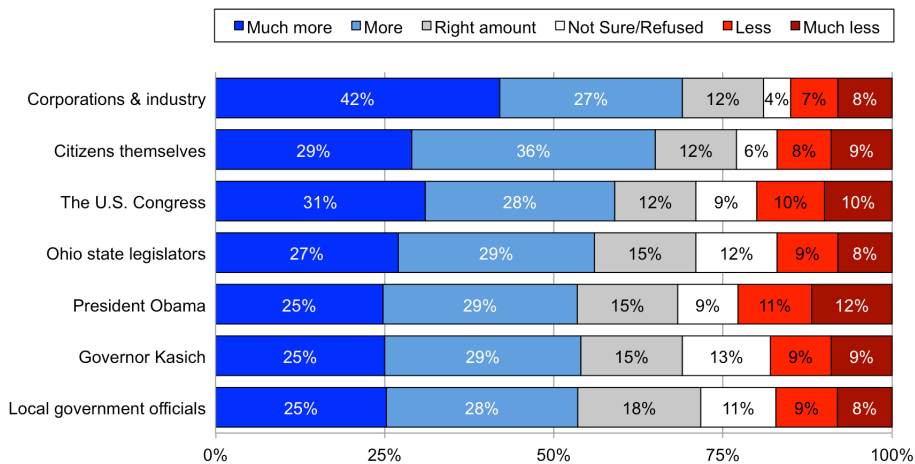


Which one of the following statements comes closest to your view?

Base: Ohioans 18+ (n=800).



Ohioans Believe Corporations, Industry, Citizens Themselves, and Politicians Should be Doing More to Address Global Warming



Do you think each of the following should be doing much more, more, less, or much less to address global warming, or do you think they are currently doing the right amount to address it?

Base: Ohioans 18+ (n=800).



Appendix II: Posted Questionnaire

[ASK ALL; n=800]

1. How often do you do each the following – never, rarely, sometimes, often, or always? If something I say doesn't apply to you, just let me know. First... [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

	Never	Rarely	Sometimes	Often	Always	Not app.	NS [VOL]	REF [VOL]
In the winter, set the thermostat to 68 degrees or cooler	27%	10%	19%	13%	28%	4%	1%	--%
Use public transportation or car pool	65	13	9	5	6	2	--	--
Walk or bike instead of drive	48	14	24	7	5	2	--	--

[ASK ALL; n=800]

2. Over the next 12 months, would you like to do each of the following more frequently than you do now, less frequently than you do now, or about as frequently as you do now? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

	Less frequently	About the same	More frequently	NS [VOL]	REF [VOL]
In the winter, set the thermostat to 68 degrees or cooler	15%	67%	17%	2%	1%
Use public transportation or car pool	25	55	17	3	1
Walk or bike instead of drive	19	50	28	3	1

[ASK ALL; n=800]

3. How many light bulbs in your home are energy-efficient compact fluorescent lights – All, most, some, a few, none of them, or are you not sure?

All	28%
Most	27
Some	18
A few	13
None	7
Not sure	8
Refused [VOL]	--

[ASK RESPONDENTS WHO ANSWER Q3=3,4, OR 5; n=308]

4. Over the next 12 months, how likely will you be to change most of the light bulbs in your home to energy-efficient compact fluorescent lights? Would you say you'd like to and probably will, or that you'd like to but probably won't, or that you don't want to and therefore won't, or are you not sure?

Yes, I'd like to and probably will	33%
Yes, I'd like to but probably won't	21
No, I don't want to	21
Not sure	25
Refused [VOL]	--

[ASK ALL; n=800]

5. In your view, do you think each of the following has become much less severe, somewhat less severe, stayed about the same, become somewhat more severe, or much more severe in Ohio over the past several years? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

	Much less severe	Some-what less severe	Same	Some-what more severe	Much more severe	NS [VOL]	REF [VOL]
Wildfires	18%	13%	46%	5%	4%	13%	--%
Flooding of rivers or lakes	6	6	32	34	20	2	--
Drought	15	15	39	21	7	4	--
Heat waves	7	14	34	30	14	1	--

[ASK ALL; n=800]

- 6a. Do you think global warming is a bad thing or a good thing? If you've never heard of global warming, just let me know.

Bad thing	68%
Good thing	9
Never heard of global warming	6
Not sure [VOL]	14
Refused [VOL]	3

[ASK RESPONDENTS WHO ANSWER Q6a=1; n=531]

6b. And do you think global warming is a very bad thing, moderately bad thing, or slightly bad thing?

Very bad	52%
Moderately bad	30
Slightly bad	14
Not sure [VOL]	3
Refused [VOL]	--

[ASK RESPONDENTS WHO ANSWER Q6a=2; n=68]

6c. And do you think global warming is a very good thing, moderately good thing, or slightly good thing?

Very good	18%
Moderately good	36
Slightly good	45
Not sure [VOL]	1
Refused [VOL]	--

[ASK ALL; n=800]

7. Recently, you may have noticed that *global warming* has been getting some attention in the news. Global warming refers to the idea that the world's average temperature has been increasing over the past 150 years, may be increasing more in the future, and that the world's climate may change as a result.

What do you think: Do you think that global warming is happening, or not? If you're not sure, just let me know.

Yes	70%
No	16
Not sure	14
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=534]

8. How sure are you that global warming is happening – not at all sure, somewhat sure, very sure, or extremely sure?

Not at all sure	4%
Somewhat sure	31
Very sure	34
Extremely sure	29
Not sure [VOL]	2
Refused [VOL]	4

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS NOT HAPPENING (Q7=2); n=148]

9. How sure are you that global warming is not happening – not at all sure, somewhat sure, very sure, or extremely sure?

Not at all sure	16%
Somewhat sure	29
Very sure	26
Extremely sure	28
Not sure [VOL]	2
Refused [VOL]	16

[ASK ALL; n=800]

10. Assuming global warming is happening, do you think it is... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Caused mostly by human activities, or	49%
Caused mostly by natural changes in the environment, or	28
Something else (Please specify), or	[10]
Both human activities and natural changes in the environment [VOL]	9
Other [VOL]	1
None of these, because global warming isn't happening	8
Not sure [VOL]	5

[ASK ALL; n=800]

11. Which of the following statements comes closest to your own view? If you're not sure, just let me know. [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Most scientists think global warming is happening, or	43%
Most scientists think global warming is not happening, or	3
There is a lot of disagreement among scientists about whether or not global warming is happening	49
Not sure [VOL]	5
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=534]

12. Thinking about the energy-saving actions you're already taking and those you'd like to take 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 – not at all, a little, some, or a lot?

Not at all	19%
A little	33
Some	31
A lot	16
Not sure [VOL]	2
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=534]

13. If most people in the United States did these same actions, how much do you think it would reduce global warming – not at all, a little, some, or a lot?

Not at all	9%
A little	22
Some	27
A lot	40
Not sure	2
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=534]

14. If most people in the modern industrialized countries around the world did these same actions, how much do you think it would reduce global warming – not at all, a little, some, or a lot?

Not at all	7%
A little	15
Some	22
A lot	54
Not sure [VOL]	2
Refused [VOL]	--

[ASK ALL; n=800]

15. How worried are you about global warming – very worried, somewhat worried, not very worried, or not at all worried?

Very worried	14%
Somewhat worried	38
Not very worried	23
Not at all worried	24
Not sure [VOL]	1
Refused [VOL]	--

[ASK ALL; n=800]

16. Please tell me whether you think global warming will harm each of the following not at all, only a little, a moderate amount, or a great deal? If you're not sure about an item, just let me know. First... [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

	Not at all	Only a little	A moderate amount	A great deal	Not sure	REF [VOL]
You personally	32%	25%	21%	14%	8%	--%
Your family	27	23	26	18	7	--
People in your community	24	25	27	17	8	--
People in the United States	16	20	27	30	7	--
People in modern industrialized countries	16	15	27	32	10	--
People in developing countries	16	19	21	36	8	--
Future generations of people	13	11	18	52	7	--
Plant and animal species	13	11	18	52	6	--

[ASK ALL; n=800]

17. **When do you think global warming will start to harm people in the United States? Would you say... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]**

They are being harmed right now, or	35%
In 10 years, or	13
In 25 years, or	14
In 50 years, or	9
In 100 years, or	9
Never	16
Not sure [VOL]	5
Refused [VOL]	0

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=534]

18. **Do you think it is very likely, somewhat likely, somewhat unlikely, or very unlikely that each of the following will occur in Ohio over the next 50 years due to global warming?**

[RANDOMIZE]	Very unlikely	Some-what unlikely	Some-what likely	Very likely	NS [VOL]	REF [VOL]
Increased allergies, asthma, infectious diseases or other health problems	5%	7%	29%	54%	6%	--%
Power outages	9	9	36	42	4	--
More heat waves	5	5	31	58	1	--
Droughts and water shortages	7	9	37	45	3	--
Worse storms, hurricanes, or tornadoes	6	9	27	57	1	--
Flooding of major cities	11	14	34	38	4	--
Declining numbers of fish and native wildlife	4	11	28	54	3	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=534]

19. In your opinion, is global warming having no influence, a small influence, a moderate influence, or a large influence on the severity of [ITEM] in Ohio? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

	No influence	Small influence	Moderate influence	Large influence	NS [VOL]	REF [VOL]
Wildfires	19%	29%	25%	20%	7%	--%
Flooding of rivers or lakes	9	25	36	26	3	--
Drought	11	30	35	23	2	--
Heat waves	8	18	37	35	2	--

[ASK ALL; n=800]

20. How much had you thought about global warming before today – not at all, a little, some, or a lot?

Not at all	15%
A little	24
Some	32
A lot	30
Not sure [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

21. How important is the issue of global warming to you personally – would say it is not at all important, not too important, somewhat important, very important, or extremely important?

Not at all important	14%
Not too important	18
Somewhat important	33
Very important	24
Extremely important	10
Not sure [VOL]	--
Refused [VOL]	1

[ASK ALL; n=800]

22. 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, would you say you... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Do not need any more information, or you	38%
Need a little more information, or you	14
Need some more information, or you	25
Need a lot more information	22
Not sure [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

- 23. Please tell me whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree with each of the following statements. First... [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]**

	Strongly disagree	Some-what disagree	Some-what agree	Strongly agree	NS [VOL]	REF [VOL]
I could easily change my mind about global warming	40%	22%	28%	9%	2%	0%
The actions of a single individual won't make any difference in global warming	30	25	21	22	1	--
New technologies can solve global warming without individuals having to make big changes in their lives	33	22	24	16	4	--
I have personally experienced the effects of global warming	32	20	28	17	3	--

[ASK ALL; n=800]

- 24. How often do you discuss global warming with your family and friends – never, rarely, occasionally, or often?**

Never	30%
Rarely	24
Occasionally	32
Often	14
Not sure [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

25. How many of your friends share your views on global warming – none, a few, some, most, or all?

None	15%
A few	17
Some	26
Most	28
All	5
Not sure [VOL]	10
Refused [VOL]	--

[ASK ALL; n=800]

26. Which one of the following statements comes closest to your view? [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.] [PROGRAMMER: HALF OF RESPONDENTS SHOULD BE READ ITEMS 1-5; OTHER HALF SHOULD BE READ ITEMS 5-1]

Global warming isn't happening, or	11%
Humans can't reduce global warming, even if it is happening, or	13
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to, or	32
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed, or	35
Humans can reduce global warming, and we are going to do so successfully	7
Not sure [VOL]	3
Refused [VOL]	0

[ASK ALL; n=800]

27. Do you think global warming should be a low, medium, high, or very high priority for the president and Congress? [READ EACH ITEM.]

Low priority	27%
Medium priority	24
High priority	32
Very high priority	15
Not sure [VOL]	2
Refused [VOL]	--

[ASK ALL; n=800]

28. Do you think each of the following should be doing much more, more, less, or much less to address global warming, or do you think they are currently doing the right amount to address it? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	Much less	Less	Currently doing the right amount	More	Much more	NS [VOL]	REF [VOL]
The U.S. Congress	10%	10%	12%	28%	31%	8%	1%
President Obama	12	11	15	29	25	9	--
Corporations and industry	8	7	12	27	42	4	--
Citizens themselves	9	8	12	36	29	6	--
Your local government officials	8	9	18	28	25	11	--
Your state legislators	8	9	15	29	27	12	--
Your governor	9	9	15	29	25	13	--

[SPLIT SAMPLE A; n=388]

29a. Do you think your state government should be doing much more, more, less, much less, or about the same amount as it is doing now to prepare for the potential impacts of global warming?

Much more	38%
More	26
Same amount	17
Less	5
Much less	10
Not sure [VOL]	3
Prefer not to answer [VOL]	--

[SPLIT SAMPLE B; n=412]

29b. Do you think your local government should be doing much more, more, less, much less, or about the same amount as it is doing now to prepare for the potential impacts of global warming?

Much more	32%
More	34
Same amount	20
Less	4
Much less	4
Not sure [VOL]	5
Prefer not to answer [VOL]	1

[ASK ALL; n=800]

- 30. People disagree about whether the United States should reduce greenhouse gas emissions on its own, or make reductions only if other countries do so. Which of the following statements comes closest to your own point of view? If you're not sure, just let me know.**

The United States should reduce its greenhouse gas emissions... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Regardless of what other countries do, or	59%
Only if other industrialized countries (such as England, Germany, and Japan) reduce their emissions, or	4
Only if other industrialized countries and developing countries (such as China, India, and Brazil) reduce their emissions, or	10
The U.S. should not reduce its emissions	13
Don't know	14
Refused [VOL]	--

[ASK ALL; n=800]

- 31. How big of an effort should the United States make to reduce global warming? Would you say... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]**

No effort, or	11%
A small-scale effort, even if it has small economic costs, or	21
A medium-scale effort, even if it has moderate economic costs, or	35
A large-scale effort, even if it has large economic costs	30
Not sure [VOL]	3
Refused [VOL]	--

[ASK ALL; n=800]

32. Over the past 12 months, how many times have you done each of the following – never, once, two or three times, four or five times, or six or more times? Your best estimate is fine, and if you're not sure, just let me know. [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

	Never	Once	2-3 times	4-5 times	6 or more times	Not sure	REF [VOL]
Rewarded companies that are taking steps to reduce global warming by buying their products	42%	6%	18%	6%	11%	17%	--%
Punished companies that are opposing steps to reduce global warming by NOT buying their products	55	5	11	6	9	13	--

[ASK ALL; n=800]

33. Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

More frequently than you do now, or	30%
Less frequently than you do now, or	9
About the same as you do now	56
Not sure [VOL]	5
Refused [VOL]	--

[ASK ALL; n=800]

34. Over the next 12 months, do you intend to buy the products of companies that are taking steps to reduce global warming... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

More frequently than you do now, or	38%
Less frequently than you do now, or	5
About the same as you do now	54
Not sure [VOL]	3
Refused [VOL]	--

[ASK ALL; n=800]

35. Over the past 12 months, how many times have you done the following – never, once, two or three times, four or five times, or six or more times? Your best estimate is fine, and if you're not sure, just let me know. **[READ EACH ITEM. REPEAT SCALE AS NECESSARY.]**

	Never	Once	2-3 times	4-5 times	6 or more times	Not sure	REF [VOL]
[A] Volunteered with or donated money to an organization working to reduce global warming	73%	9%	8%	3%	4%	2%	0%
[B] Written letters, emailed, or phoned government officials about global warming	89	3	4	1	3	1	--

[ASK RESPONDENTS WHO HAVE CONTACTED A GOVERNMENT OFFICIAL AT LEAST ONCE (Q35B=2,3,4 OR 5); n=100]

36. When you contacted a government official did you... **[READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]**

Urge them to take action to reduce global warming, or	82%
Urge them <u>NOT</u> to take action to reduce global warming, or	9
Something else? (Please specify)	9
Not sure [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

37. Over the next 12 months, would you like to do each of the following less often, more often, or about as often as you do now? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

	Less often	About the same	More often	NS [VOL]	REF [VOL]
[A] Volunteer with or donate money to an organization working to reduce global warming	17%	57%	25%	1%	--%
[B] Write letters, email, or phone government officials about global warming	16	59	24	1	--

[ASK RESPONDENTS WHO WOULD LIKE TO CONTACT GOVERNMENT OFFICIALS OVER THE NEXT YEAR WITH AT LEAST THE SAME FREQUENCY AS IN THE PAST (Q37B=2 OR 3); n=636]

38. If you were to contact government officials about global warming, would you... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Urge them to take action to reduce global warming, or	65%
Urge them NOT to take action to reduce global warming, or	10
Something else? (Please specify)	16
Not sure [VOL]	8
Refused [VOL]	--

[ASK ALL; n=800]

- 39. Please tell me whether you strongly oppose, somewhat oppose, somewhat support, or strongly support each of the following. First... [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]**

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	NS [VOL]	REF [VOL]
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels	11%	8%	34%	44%	3%	--%
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	21	16	29	30	4	--

[ASK ALL; n=800]

- 40. "Fracking" is a way to extract natural gas from shale rock deep underground. Based on anything you may have heard or read about fracking, do you... [READ EACH ITEM]**

Strongly oppose fracking	18%
Somewhat oppose it	7
I'm undecided	45
Somewhat support it	13
Strongly support it	13
[DO NOT READ] Don't know	4
[DO NOT READ] Prefer not to answer	--

[ASK ALL; n=800]

41. If Ohio were to switch from fossil fuels like coal and oil to clean energy sources like solar and wind, do you think it would... [READ EACH ITEM. DO NOT ACCEPT AN ANSWER UNTIL BOTH ITEMS ARE READ.]

Increase economic growth and the number of jobs in Ohio	43%
Have no effect on the economic growth and number of jobs in Ohio	17
Decrease economic growth and the number of jobs in Ohio	26
[DO NOT READ] Don't know	14
[DO NOT READ] Prefer not to answer	--

[IF 41=1,2, OR 3, ASK; n=687]

42. How strongly do you agree with the statement that switching from fossil fuels to clean energy sources would ...[INSERT STATEMENT FROM Q41]? Do you strongly agree, moderately agree, slightly agree, or do you not agree with the statement at all?

Strongly agree	42%
Moderately agree	31
Slightly agree	18
Agree not at all	8
Not sure [VOL]	2
Prefer not to answer [VOL]	--

[ASK ALL; n=800]

43. As you know, sometimes different people speak out on public policy issues. Please tell me how believable you would find each of the following people regarding the energy and climate related issues we have been discussing - Very believable, somewhat believable, not very believable, or not at all believable. If you are not familiar with one of these individuals please just say so and we will move on. [READ EACH ITEM.]

	Very believable	Some-believable	Not very believable	Not at all believable	NS [VOL]	REF [VOL]
President Obama	21%	36%	13%	20%	10%	--%
Governor John Kasich	8	41	18	12	21	--
U.S. Senator Rob Portman	7	36	10	10	37	--
U.S. Senator Sherrod Brown	12	40	12	14	22	--

[ASK ALL; n=800]

44. How often do you watch or listen to the following shows or visit their websites – Often, sometimes, hardly ever, or never. [READ EACH ITEM]

[RANDOMIZE]	Never	Hardly ever	Sometimes	Often	NS [VOL]	REF [VOL]
The Daily Show with Jon Stewart	62%	11%	15%	11%	1%	--%
The Colbert Report with Stephen Colbert	59	12	17	11	1	--
National Public Radio, or NPR	54	11	18	17	1	--
Public Broadcasting Service, or PBS	32	11	32	26	--	--
The Fox News Cable Channel	31	12	26	31	--	--
The New York Times	70	12	13	5	--	--
Rush Limbaugh	73	10	10	7	--	--
CNN	28	12	34	26	--	--
The national nightly network news on CBS, ABC, or NBC	28	13	24	36	--	--
MSNBC	36	13	31	21	--	--

Appendix III: Survey Method

The data in this report are based on a statewide representative survey of 800 Ohio adults, age 18 and older, conducted July 3 – 10, 2013.

All interviews were administered by telephone. To help ensure representativeness of the final sample, the survey was administered to respondents reached on traditional landline telephones (70%; n=560) as well as to those reached on cellphones (30%; n=240). Respondents within each household were selected using the next/last birthday selection method. If the selected person was not at home during the initial contact, he or she was called back and interviewed at a convenient time.

The average margin of error for the total sample +/- 3 percentage points at the 95% confidence level.

The survey was conducted for YPCCC by Abt SRBI using random digit dial sample supplied by Survey Sampling International.

Rounding error

For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given chart may total slightly higher or lower than 100%.

Appendix IV: Sample Demographics

	N 800 (unweighted)	% 100 (weighted)
Total		
Sex		
Men	380	49
Women	420	51
Age		
18-24	42	11
25-34	64	16
35-44	88	17
45-54	114	19
55-64	225	18
65 or older	255	19
Refused	12	1
Education		
Less than high school	59	8
High school graduate	248	37
Technical/Trade school	19	3
Some college	157	26
College graduate	157	13
Some graduate school	19	2
Graduate degree	136	9
Refused	5	1
Income		
Under \$10,000	63	10
\$10,000 to under \$20,000	83	10
\$20,000 to under \$30,000	100	11
\$30,000 to under \$40,000	80	11
\$40,000 to under \$50,000	54	8
\$50,000 to under \$75,000	110	14
\$75,000 to under \$100,000	86	11
\$100,000 to under \$150,000	69	7
\$150,000 or more	44	5
(VOL) Don't know	33	6
(VOL) Refused	78	8
Other		
Yes	16	3
Race		
White, Caucasian (non-Hispanic)	652	80
Black, African-American (non-Hispanic)	74	11
Other/Not sure/Refused	58	6

