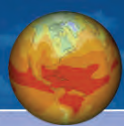


AMERICANS' ACTIONS TO LIMIT GLOBAL WARMING IN NOVEMBER 2013



YALE PROJECT ON
**CLIMATE CHANGE
COMMUNICATION**
BRIDGING SCIENCE + SOCIETY



4C

George Mason University
Center for Climate Change Communication

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Introduction

This report is based on findings from a nationally representative survey – *Climate Change in the American Mind* – conducted by the Yale Project on Climate Change Communication (<http://environment.yale.edu/climate-communication>) and the George Mason University Center for Climate Change Communication (<http://www.climatechangecommunication.org>). Interview dates: November 23 – December 9, 2013. Interviews: 830 Adults (18+).

Total average margin of error: +/- 3 percentage points at the 95% confidence level. The research was funded by the Energy Foundation, the 11th Hour Project, the Grantham Foundation, and the V.K. Rasmussen Foundation.

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Executive Summary

A national survey conducted in November and December of 2013 investigated different types of climate and energy-related actions Americans are currently performing or willing to take. Consumer behavior has become an important way Americans express their values and concerns, leading at times to new products and services, creating and destroying markets, and influencing the policies and actions of companies large and small. As citizens, some Americans also express their values and concerns through their civic behavior, including contacting elected officials, signing petitions and joining issue-oriented groups. Most directly, all Americans make choices about how they use energy at home and on the road, and some people factor their concerns about climate change into these decisions. Lastly, the most fundamental action that some people take in response to climate change is to talk about it within their own social networks. In this report, we investigate key indicators of each of these four types of action.

Consumer Behavior

More than one in four Americans has engaged in purposeful consumer activism in the past 12 months, by rewarding or punishing companies for their actions regarding global warming. Moreover, about half of all Americans say they *intend* to engage in this type of consumer activism in the next 12 months.

- Three in ten Americans (29%) say that, in the past 12 months, they have rewarded companies that are taking steps to reduce global warming by buying their products. About one in four (24%) report that in the past 12 months they have punished companies that are opposing steps to reduce global warming by *not* purchasing their products.
- One in five Americans (22%) took *both* actions in the past 12 months, whereas half (51%) did neither. About one in four (27%) did one or the other.
- About half of Americans (48%) say that they intend to engage in consumer activism over the *next* 12 months – rewarding companies by buying their products and/or punishing companies by not buying their products – based on whether or not companies have taken steps to reduce global warming.

Civic Behavior

Prior studies, including those focused on other national issues, have typically found that relatively few Americans directly engage the political system, other than voting during elections. Similarly, here we find that only 13 percent of Americans have contacted a government official about global warming in the past year. There does, however, appear to be substantial latent potential among the public for more civic behavior in response to the issue. For example, one in five intends to urge government officials to take action to reduce global warming over the next 12 months. Additionally, three in ten (29%) say they would be willing to join a campaign to “convince elected officials to take

action to reduce global warming.” The American public is also broadly receptive to engaging in civic actions if asked to do so by a person they “like and respect.”

Specific findings include:

- About one in ten Americans (13%) has contacted a government official about global warming by letter, email, or phone over the past 12 months, a number that has remained essentially unchanged since 2010.
- Of those Americans who have contacted a government official about global warming in the past 12 months, three in four (73%) urged them to take action to *reduce* global warming. This proportion has been essentially stable since November 2011 (73% in November 2013 compared to 76% in November 2011), with the exception of one anomalously high rate (89%) in September 2012.
- About one in five Americans (18%) intends to urge government officials to take action to reduce global warming over the next 12 months, a number that has remained essentially unchanged since November 2011.
- One in three Americans (36%) say that they have joined, or would be willing to join, a campaign to convince elected officials to pass laws increasing energy efficiency and the use of renewable energy as a way to reduce America’s dependence on fossil fuels.
- Three in ten Americans (29%) say that they have joined, or would be willing to join, a campaign to convince elected officials to take action to reduce global warming.
- One in four Americans would support an organization engaging in non-violent civil disobedience against corporate or government activities that make global warming worse (24%), and about one in six (17%) say they would personally engage in such activities.
- About half of Americans (53%) say they would “definitely” or “probably” sign a petition about global warming if asked by a person they “like and respect.” About four in ten say that, if asked, they would sign a pledge to vote only for political candidates that share their views on global warming (39%), attend a neighborhood meeting to discuss global warming and actions people can take (38%), or attend a public meeting or presentation about global warming (38%).
- One in four Americans (26%) say they “often” or “occasionally” discuss global warming with family or friends. This marks a significant decrease from November 2011, when three in ten (31%) reported discussing global warming often or occasionally.

Civic Behavior and Global Warming's Six Americas

As in prior waves, the Alarmed are much more likely to be taking action to reduce global warming.

Specific findings include:

- Alone among the Six Americas, in the past 12 months a majority of the Alarmed have rewarded companies that are taking steps to reduce global warming by buying their products (67%) or punished companies that oppose steps to reduce global warming by not buying their products (64%).
- Moreover, the Alarmed are unique in their level of communication with family and friends about global warming – three in four (76%) say they discuss it “often” or “occasionally.” Large majorities within the other groups comprising the Six Americas say they discuss the subject only “rarely” or “never.”
- Much larger proportions of the Alarmed and Concerned than the other groups have joined or would join a campaign to convince elected officials to pass laws increasing energy efficiency (79% and 48% respectively) or to take action to reduce global warming (75% and 33% respectively).
- A much larger proportion of the Alarmed than other groups (40%) have contacted government officials about global warming in the past 12 months.

Household and Transportation Behavior

With the exception of using energy-efficient compact florescent light bulbs – which has become the norm – the number of Americans who are taking a variety of energy saving actions at home and on the road has remained relatively stable over the past five years.

Specific findings include:

- Nearly half of Americans say they “always” or “often” set their thermostat no higher than 68 degrees during the winter (46%). However, this action has been less common since November of 2008 (62%)
- The proportion of Americans who say they “always” or “often” walk or bike instead of driving is 11%, as is the proportion who use public transportation or carpool.
- Use of compact fluorescent light bulbs has plateaued over the past several years, with 53 percent now reporting that most or all of the light bulbs in their home are CFLs – up from 40 percent in November 2008.
- The minority of Americans (39%) who say that only “some” or fewer of their current light bulbs are CFLs are evenly divided with regard to their future lighting plans: one in four (23%) say they

will probably change most of their bulbs to CFLs in the next twelve months; one in four (24%) say they would like to, but probably won't; one in four (27%) express no desire to convert most of their light bulbs to CFLs; and one in four (26%) say they "don't know" if they will convert.

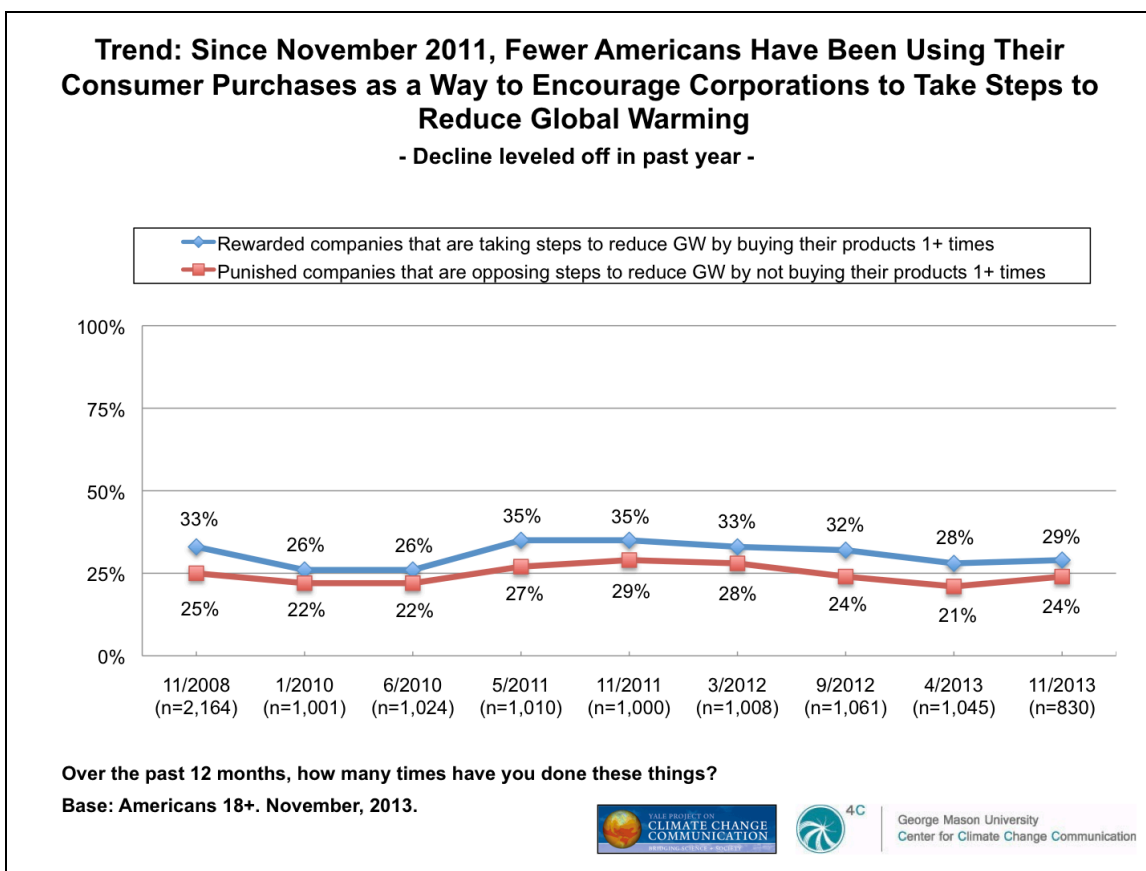
1. Consumer Behavior

1.1. Trend: Since November 2011, fewer Americans have been using their consumer purchases as a way to encourage corporations to take steps to reduce global warming.

A shrinking minority of consumers – although they represent about 30 million households – are aligning their consumer purchasing power with their desire to action taken on global warming.

In fact, three in ten Americans (29%, down 6 percentage points since November 2011) say that, in the past 12 months, they have rewarded companies that are taking steps to reduce global warming by buying their products. About one in four Americans (24%, down 5 points since November 2011) also say that in the past 12 months they have punished companies that are *opposing* steps to reduce global warming by not purchasing their products.

About one in five Americans (22%) took both actions, whereas half (51%) did neither.



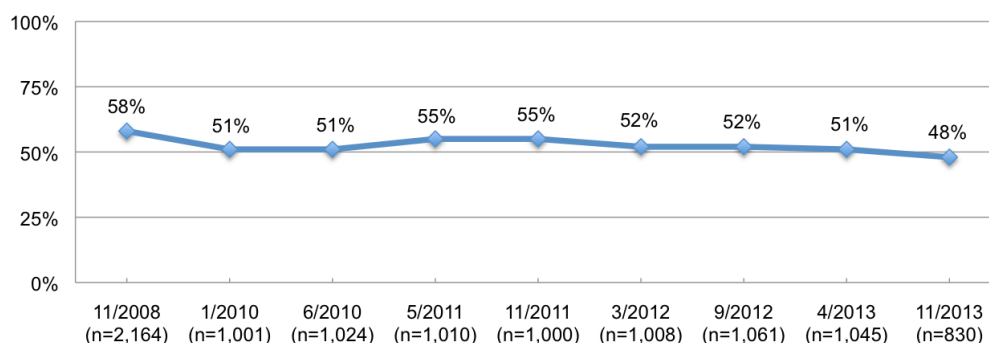
1.2. Trend: Compared to November 2011, fewer Americans say they intend to use their consumer purchases as a way to encourage corporations to take steps to reduce global warming.

About half of Americans (48%, down 7 percentage points since November 2011) say that they intend to engage in consumer activism based on whether or not companies have taken steps to reduce global warming. These Americans include:

- Those who, in the past 12 months, rewarded companies by buying their products and/or punished companies by not buying their products and intend to do so at the same level or more often in the coming year.
- Those who, in the past 12 months, have not rewarded or punished companies yet, but intend to do so more frequently in the next year.

Trend: Compared to November 2011, Fewer Americans Say They Intend to Use Their Consumer Purchases to Encourage Corporations to Take Steps to Reduce Global Warming

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



Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by not buying their products more frequently than you are now, less frequently than you are now, or about the same as you are now?

Over the next 12 months, do you intend to buy the products of companies that are taking steps to reduce global warming more frequently than you are now, less frequently than you are now, or about the same as you are now?

Base: Americans 18+. November, 2013.

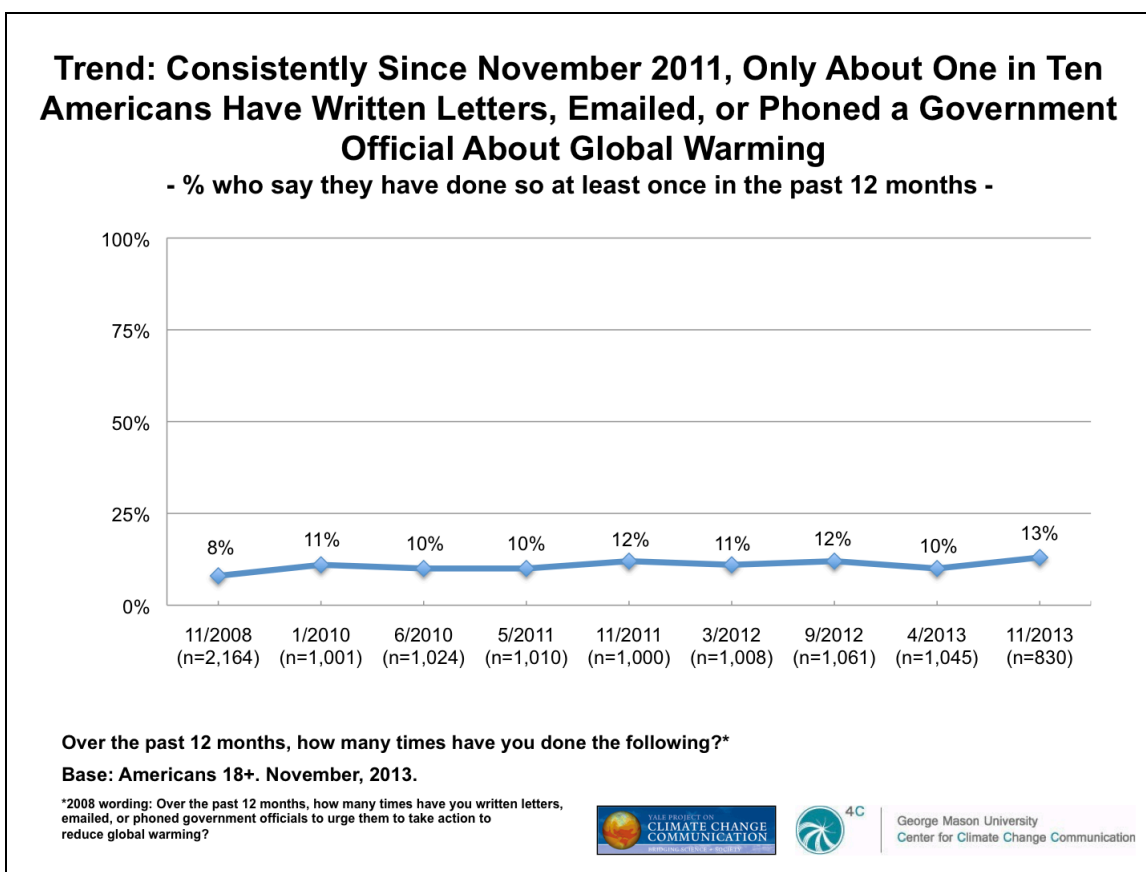


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2. Civic Behavior

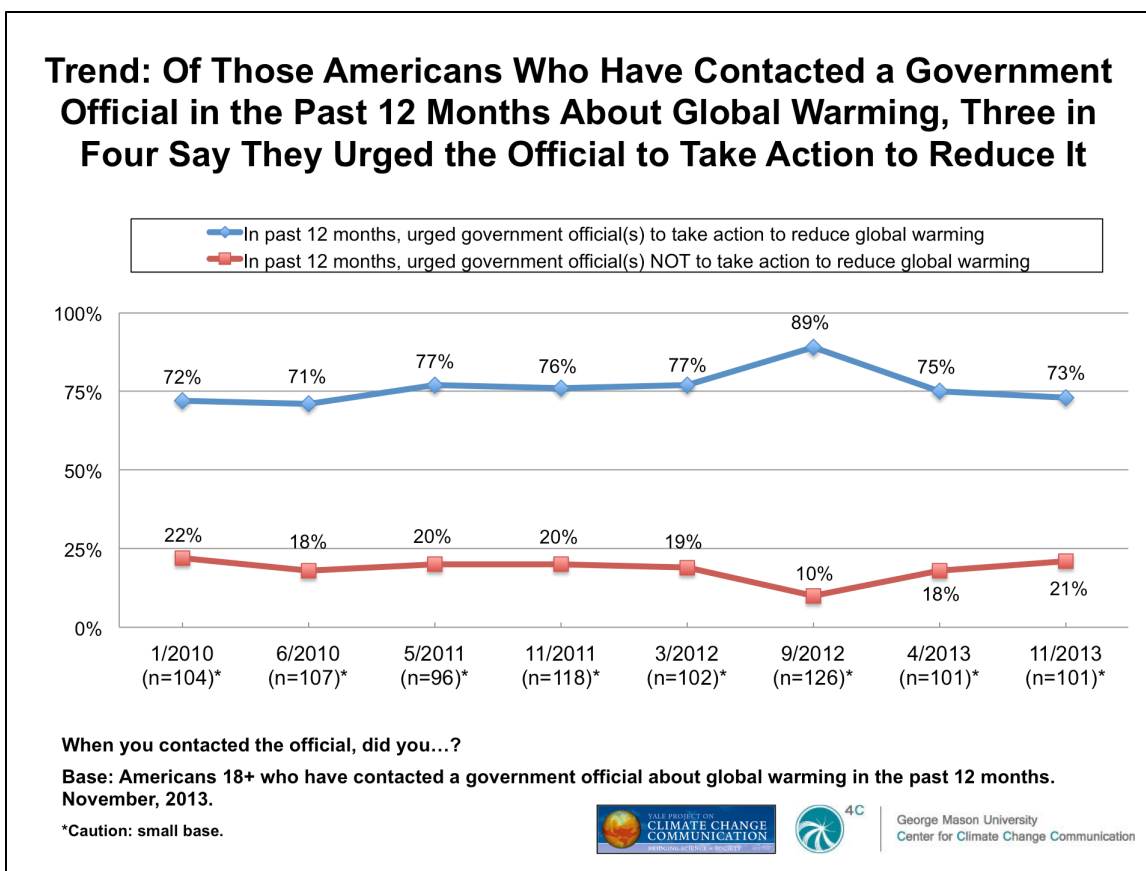
2.1. Trend: Consistently since November 2011, only about one in ten Americans have written letters, emailed, or phoned a government official about global warming in the past 12 months.

About one in ten (13%) Americans have contacted a government official on the subject of global warming by letter, email, or phone over the past 12 months, a number that has essentially remained unchanged since November 2011.



2.2. Trend: Of those Americans who have contacted a government official in the past 12 months about global warming, three in four say they urged the official to take action to reduce it.

Since November 2011, the proportion of Americans who have contacted a government official about global warming has been essentially stable (73% in November 2013 compared to 76% in November 2011), with an anomalously high proportion (89%) in September 2012.



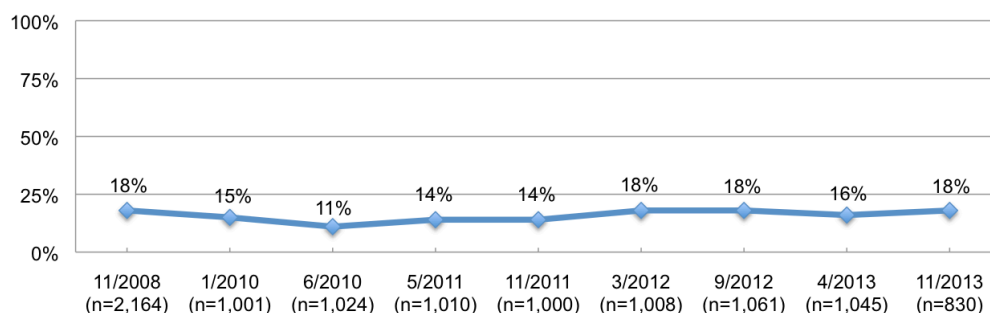
2.3. One in five Americans intends to urge government officials to take action to reduce global warming over the next 12 months.

About one in five Americans (18%) intends to urge government officials to take action to reduce global warming over the next 12 months, a number that has remained essentially unchanged since November 2011. They include:

- Those who, in the past 12 months, have written letters, emailed, or phoned government officials, urged them to take action to reduce global warming, and intend to do so at the same level or more often in the coming year.
- Those who, in the past 12 months, have not contacted government officials to urge them to take such actions, but intend to do so more frequently in the next year.

One in Five Americans Intends to Urge Government Officials to Take Action to Reduce Global Warming Over the Next 12 Months

Includes all Americans who have contacted a government official in the past year to urge them to take action to reduce global warming and intend to continue to do so the same amount or more often in the next year, as well as those who have not contacted a government official to urge action in the past year, but intend to do more in the coming year



Over the past 12 months, how many times have you done the following? Written letters, emailed, or phoned government officials about global warming.

When you contacted a government official did you... Urge them to take action to reduce global warming?

Over the next 12 months, would you like to do the following more often, about the same amount, or less often?

Write letters, mail, or phone government officials about global warming.

If you were to contact government officials about global warming, would you... Urge them to take action to reduce global warming?

Base: Americans 18+. November, 2013.

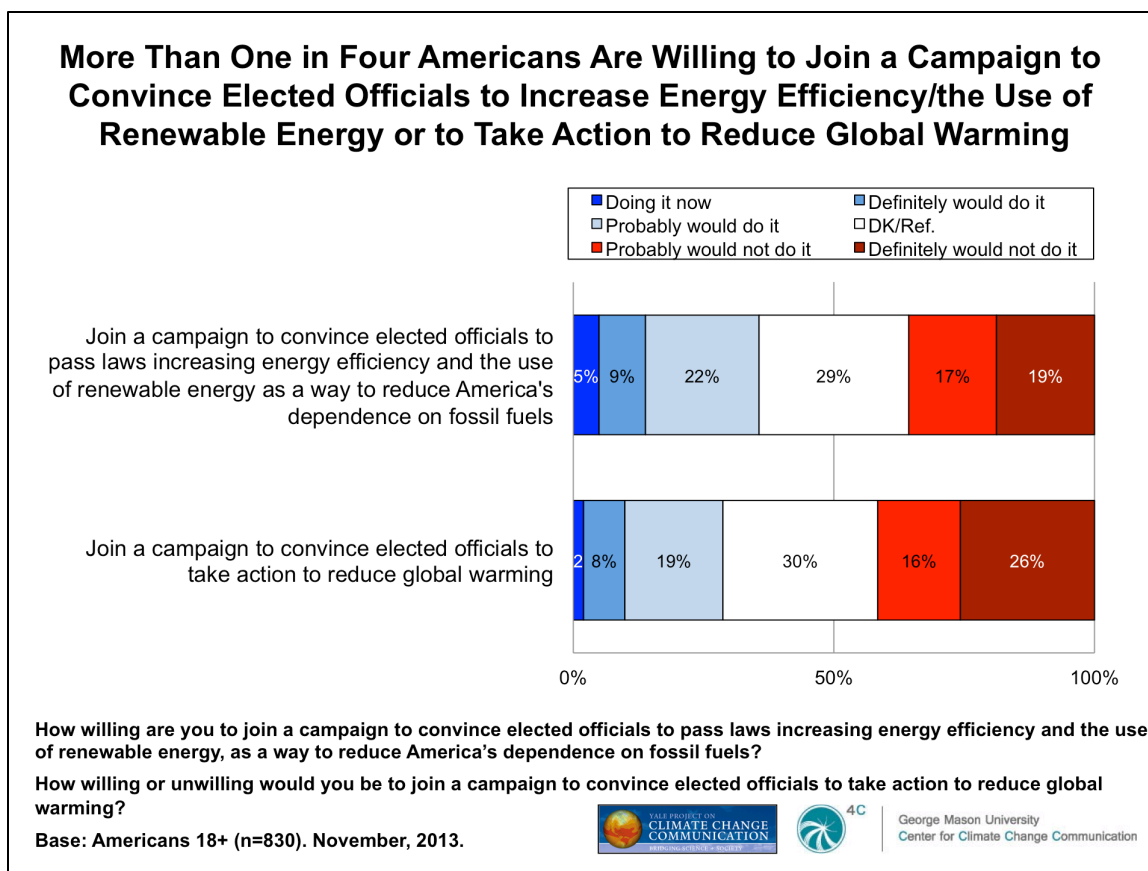


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2.4. About three in ten Americans are willing to join a campaign to convince elected officials to take action to reduce global warming; more than one in three would join a campaign to promote increased energy efficiency and renewable energy.

Many Americans say they are willing to join a campaign to convince elected officials to:

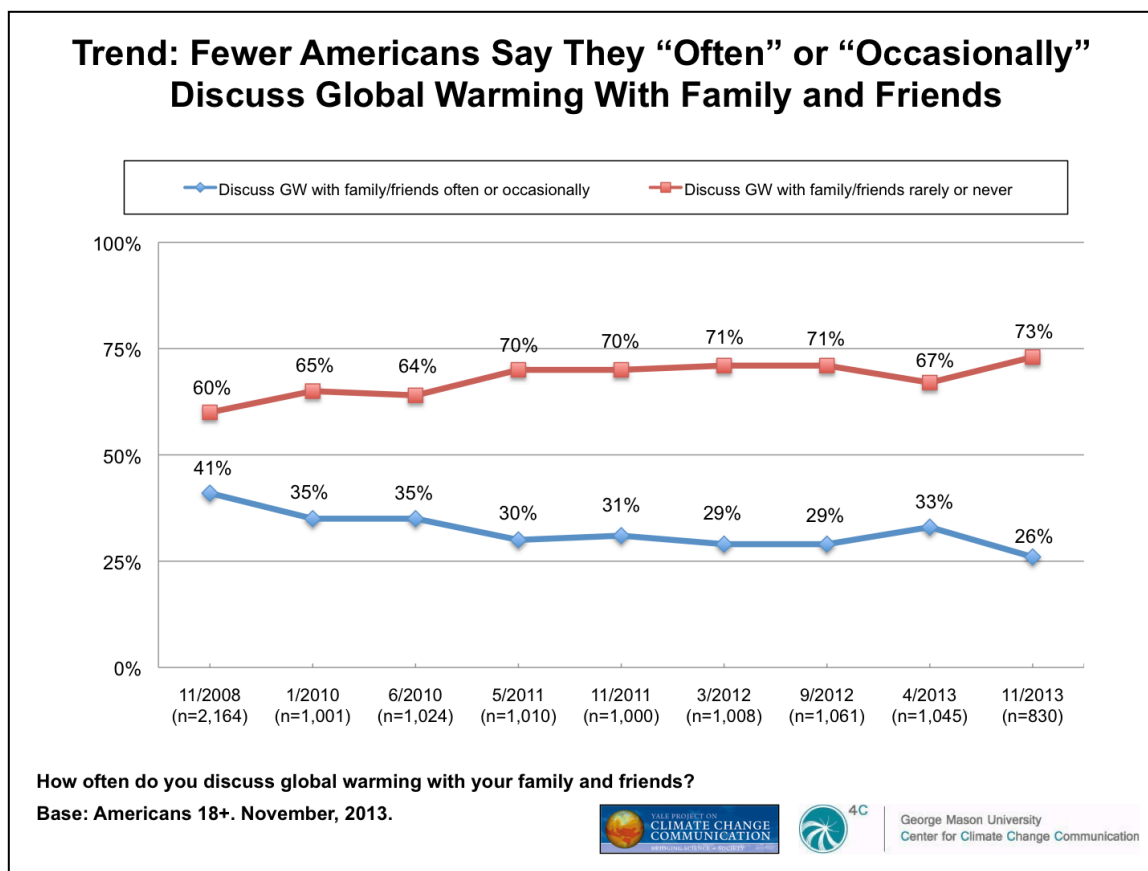
- Pass laws increasing energy efficiency and the use of renewable energy as a way to reduce America's dependence on fossil fuels (36% say they are already doing it or would definitely or probably join such a campaign).
- Take action to reduce global warming (29%).



2.5. Trend: Fewer Americans say they “often” or “occasionally” discuss global warming with family and friends.

One in four Americans say they discuss global warming with friends or family at least occasionally – 26 percent, down 5 percentage points since November 2011.

Three in four Americans say they talk about global warming “rarely” or “never” (73%).



2.6. More than one in three Americans say they would engage in civic action to address global warming if asked by a person they “like and respect.”

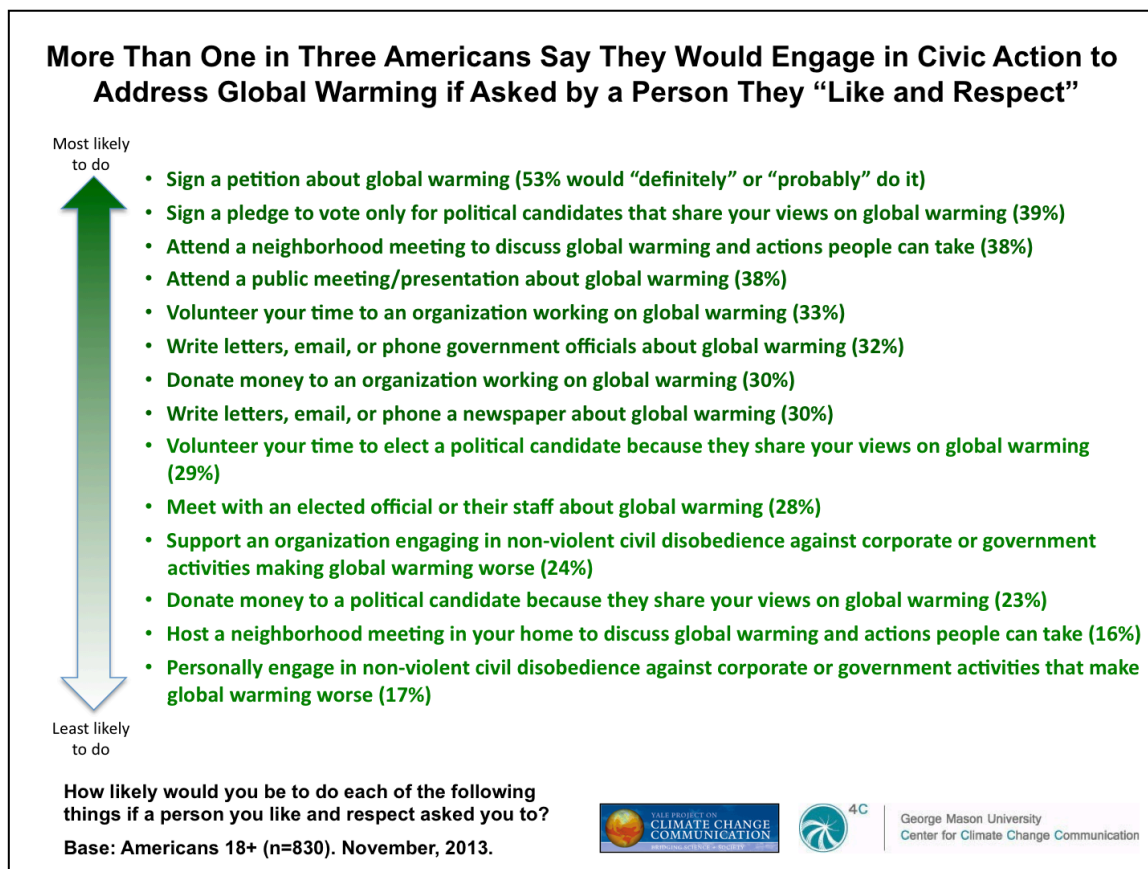
We asked respondents how likely they would be to take a variety of global warming-related actions if they were asked to do so by a person they “like and respect.”

Americans are most likely to say that, if asked, they would sign a petition about global warming (53% say they would “definitely” or “probably” do it).

About four in ten say that, if asked, they would:

- Sign a pledge to vote only for political candidates that share their views on global warming (39%)
- Attend a neighborhood meeting to discuss global warming and actions people can take (38%)
- Attend a public meeting or presentation about global warming (37%)

One in four Americans would support an organization engaging in non-violent civil disobedience against corporate or government activities that make global warming worse (24%), and about one in six (17%) would personally engage in such activities.



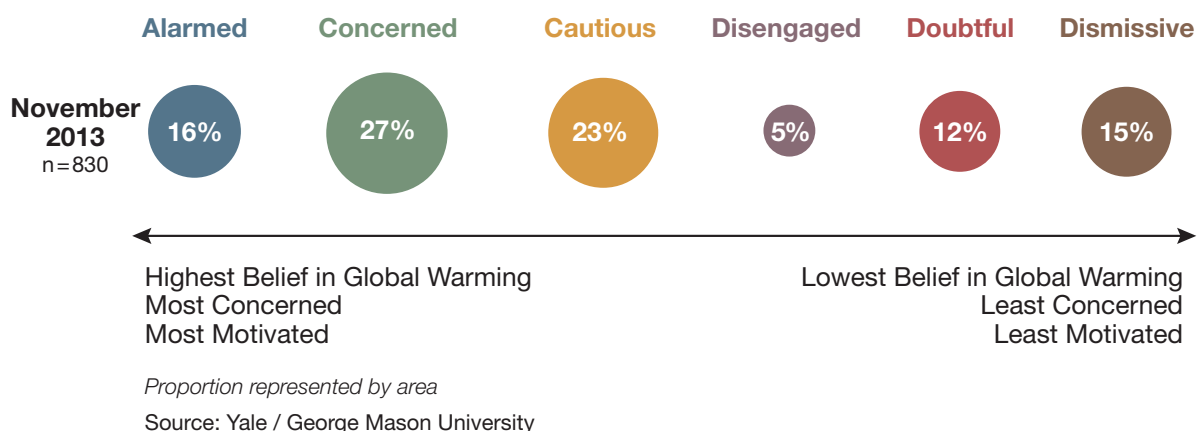
3. Civic Behavior and Global Warming's Six Americas

3.1. Introduction to Global Warming's Six Americas



In this section, we highlight the differences between *Global Warming's Six Americas*, a multivariate statistical segmentation of the American public based on their climate-related beliefs, attitudes, policy preferences, and behaviors.

Views on the issue of global warming vary in the United States, and our segmentation identifies different groups within the public that share similar beliefs, attitudes and behaviors about climate change. The segmentation divides Americans into six distinct publics that range along a spectrum of belief, concern and issue engagement.



The Six Americas Segments

The Six Americas do not vary much by age, gender, race or income – there are members of every demographic group in each of the segments. They differ instead by their global-warming beliefs, concerns and issue engagement, from the *Alarmed* to the *Dismissive*. Groups on the left of the figure above are more concerned about global warming and desire more action to reduce it, while groups on the right are relatively unconcerned and oppose action. The middle groups tend to have low issue involvement, do not think about global warming often and do not have strong – if any – opinions about the course the U.S. should pursue.

The *Alarmed* (16%) are certain global warming is happening, understand that it is human-caused and harmful, and strongly support societal action to reduce the threat. They discuss the issue more often, seek more information about it, and are more likely to act as global warming opinion leaders than the other segments. They are the most likely of the six groups to have engaged in political activism on the issue, although only about a quarter have done so.

The *Concerned* (27%) are moderately certain global warming is happening, human-caused and harmful. They tend to view global warming as a threat to other nations and future generations, but not as a personal threat or a threat to their community. They support societal action on climate change, but are unlikely to have personally engaged in political activism.

The *Cautious* (23%) are likely to believe climate change is real, but are not certain. Many do not know the cause of global warming. They are less worried than the *Concerned* and tend to view global warming as a distant threat. They have given little thought to the issue and are unlikely to have strongly held opinions about what, if anything, should be done about it.

These three groups – the *Alarmed*, *Concerned* and *Cautious* – currently comprise two-thirds of the American public. Although they range in certainty about the reality and dangers of climate change, they are similarly inclined to believe it is a real threat that should be addressed. Thus, some level of support for action is the predominant view among the majority of Americans.

The *Disengaged* (5%) have given the issue of global warming little to no thought. They have no strongly held beliefs about global warming, know little about it, and do not view it as having any personal relevance. They tend to have the lowest education and income levels of the six groups.

The *Doubtful* (12%) are uncertain whether global warming is occurring or not. If they believe that it is happening, they are likely to attribute it to natural causes rather than human activities. They tend to be politically conservative and to hold traditional religious views.

The *Dismissive* (15%), are certain that global warming is *not* occurring, tend to regard the issue as a hoax and are strongly opposed to action to reduce the threat.

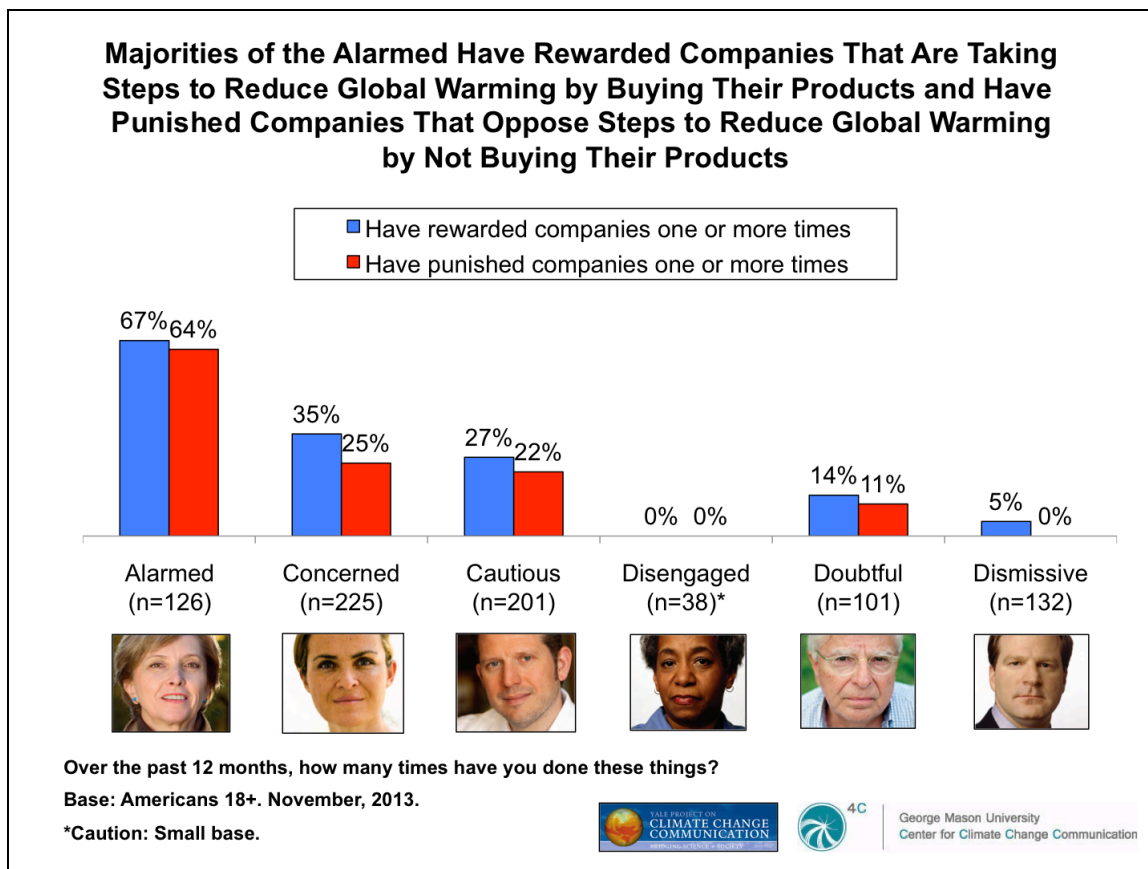
For a more detailed description of how the Six Americas were identified, please see the Methods appendix of this report.

3.2. Majorities of the Alarmed have rewarded companies that are taking steps to reduce global warming by buying their products and have punished companies that oppose steps to reduce global warming by *not* buying their products.

Unique among the Six Americas, majorities of the Alarmed say they have, at least once in the past 12 months:

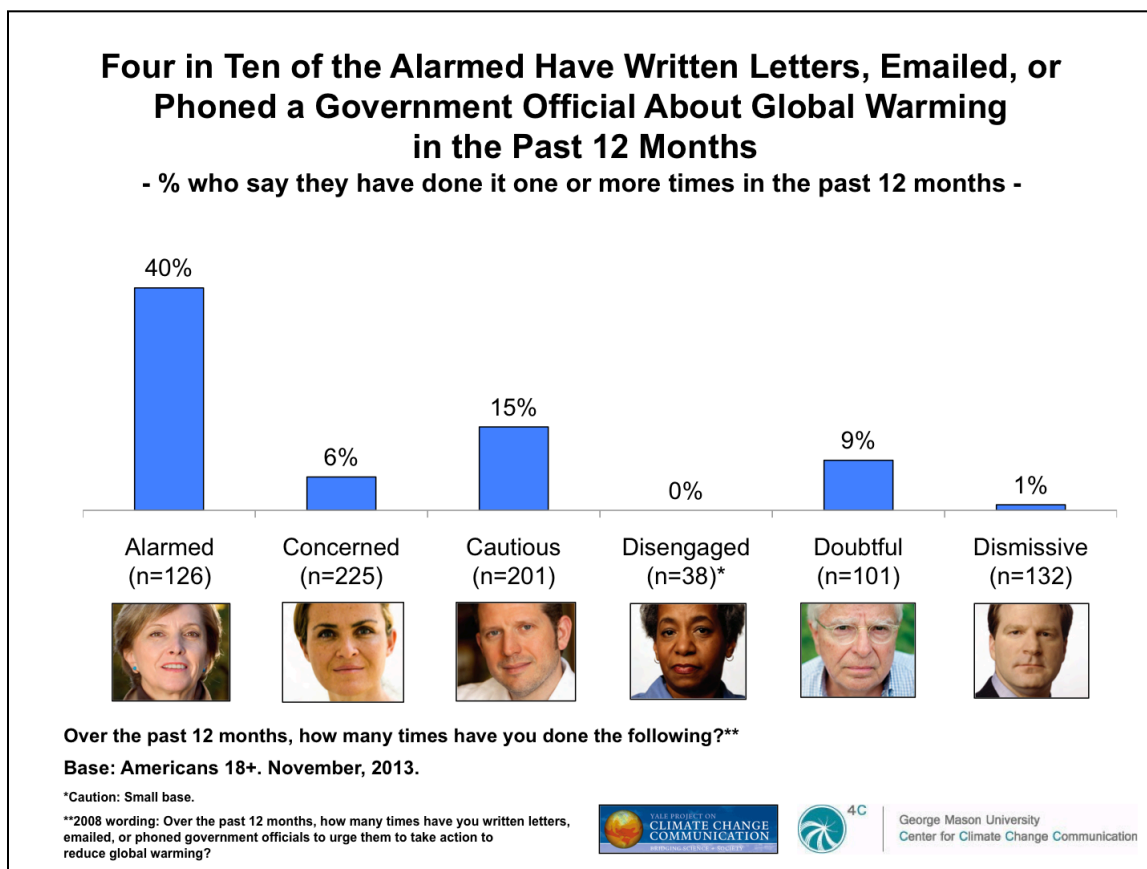
- Rewarded companies that are taking steps to reduce global warming by buying their products (67%)
- Punished companies that oppose steps to reduce global warming by *not* buying their products (64%)

The Concerned have also taken such actions, but in lesser numbers (35% have rewarded companies, 25% have punished them). Some of the Cautious (27% and 22% respectively) and the Doubtful (14% and 11%) have also done so.



3.3. Four in ten of the Alarmed have written letters, emailed, or phoned a government official about global warming in the past 12 months.

The Alarmed are the most likely to have contacted a government official in the past 12 months about global warming (40%), followed by the Cautious (15%) and the Doubtful (9%).

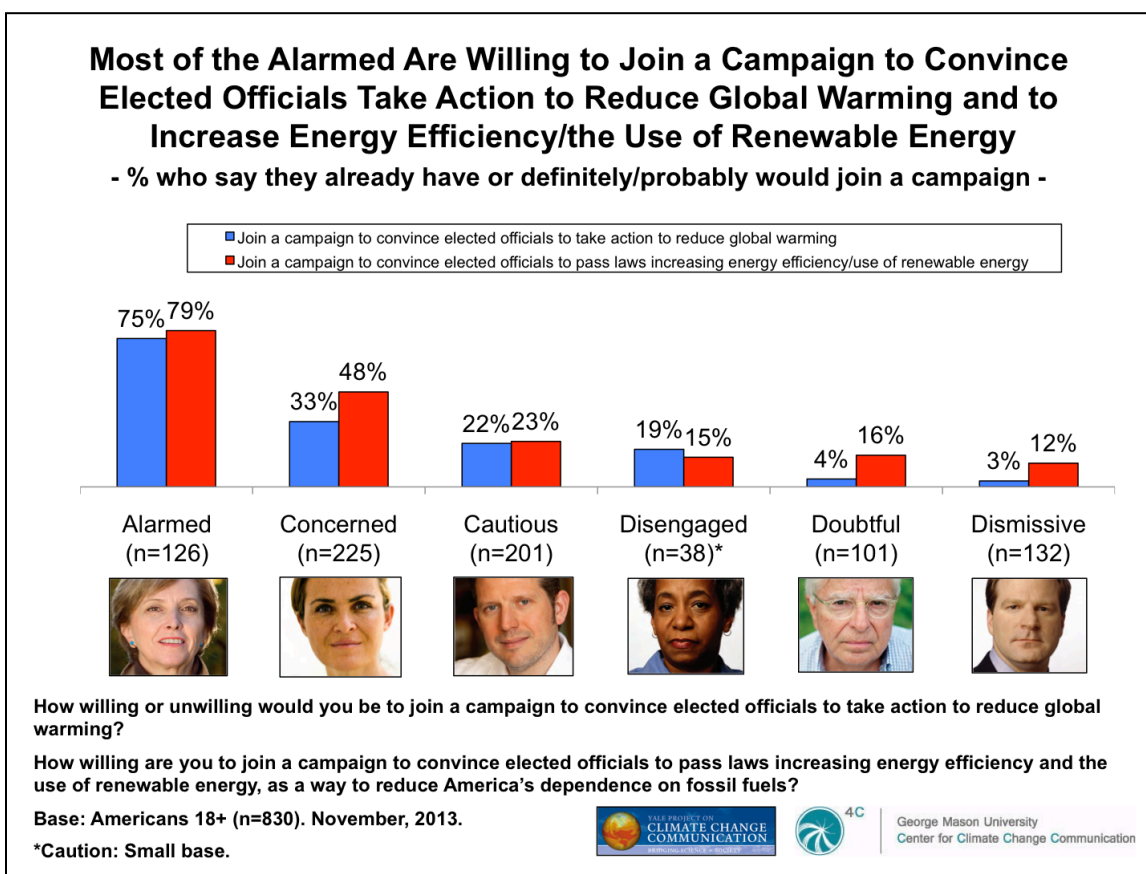


3.4. Most of the Alarmed are willing to join a campaign to convince elected officials to take action to reduce global warming, and to increase energy efficiency and the use of renewable energy.

Majorities of the Alarmed say they already have or would be willing to join:

- A campaign to convince elected officials to take action to reduce global warming (75%)
- A campaign to convince elected officials to pass laws increasing energy efficiency and the use of renewable energy as a way to reduce America's dependence on fossil fuels (79%)

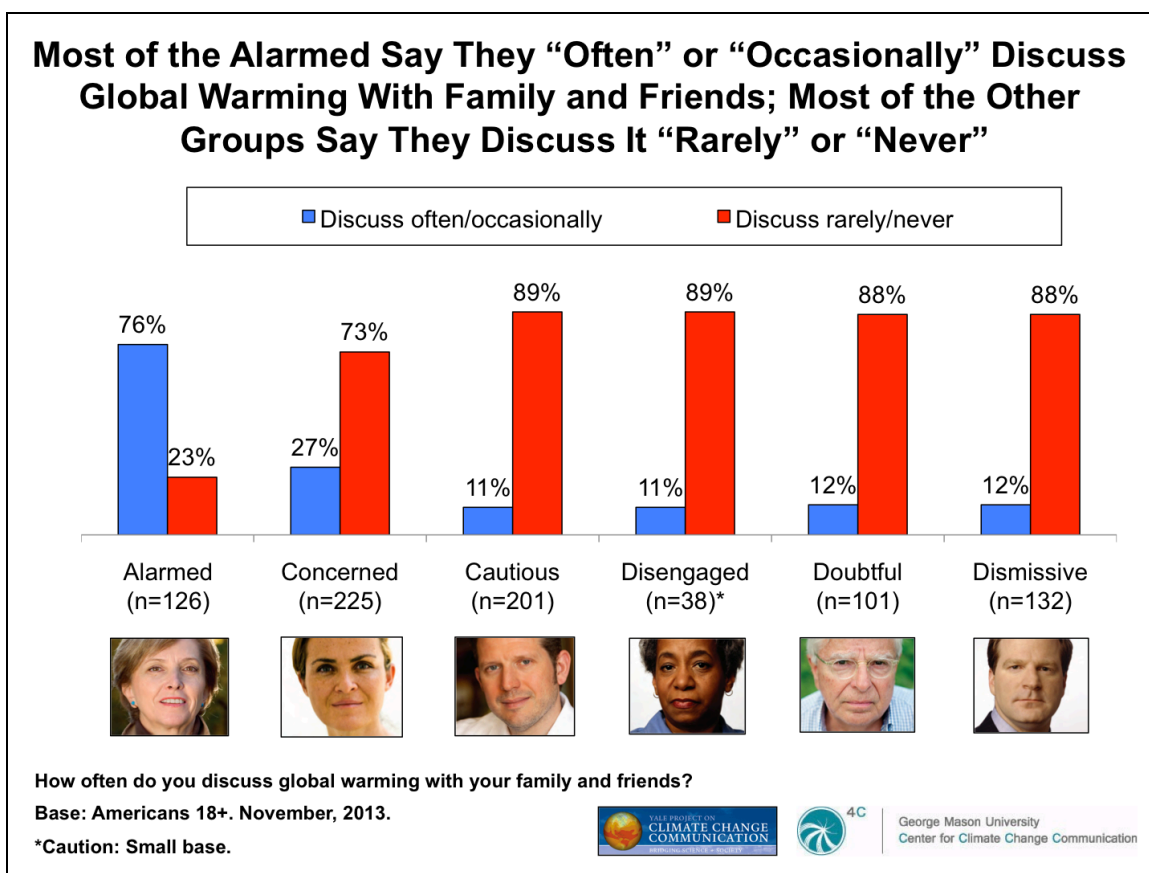
The Concerned also show interest in joining one of these campaigns, but in lesser numbers (33% and 48%, respectively). No more than one in four in any of the other groups show interest in joining.



3.5. Most of the Alarmed say they “often” or “occasionally” discuss global warming with family and friends; most of the other groups say they discuss it “rarely” or “never.”

For the Alarmed, global warming is a common topic of conversation – three in four (76%) say they discuss it “often” or “occasionally” with family and friends. One in four of the Concerned (27%) say they do so as well.

As for the other groups, about nine in ten say they discuss the subject only “rarely” or “never.”

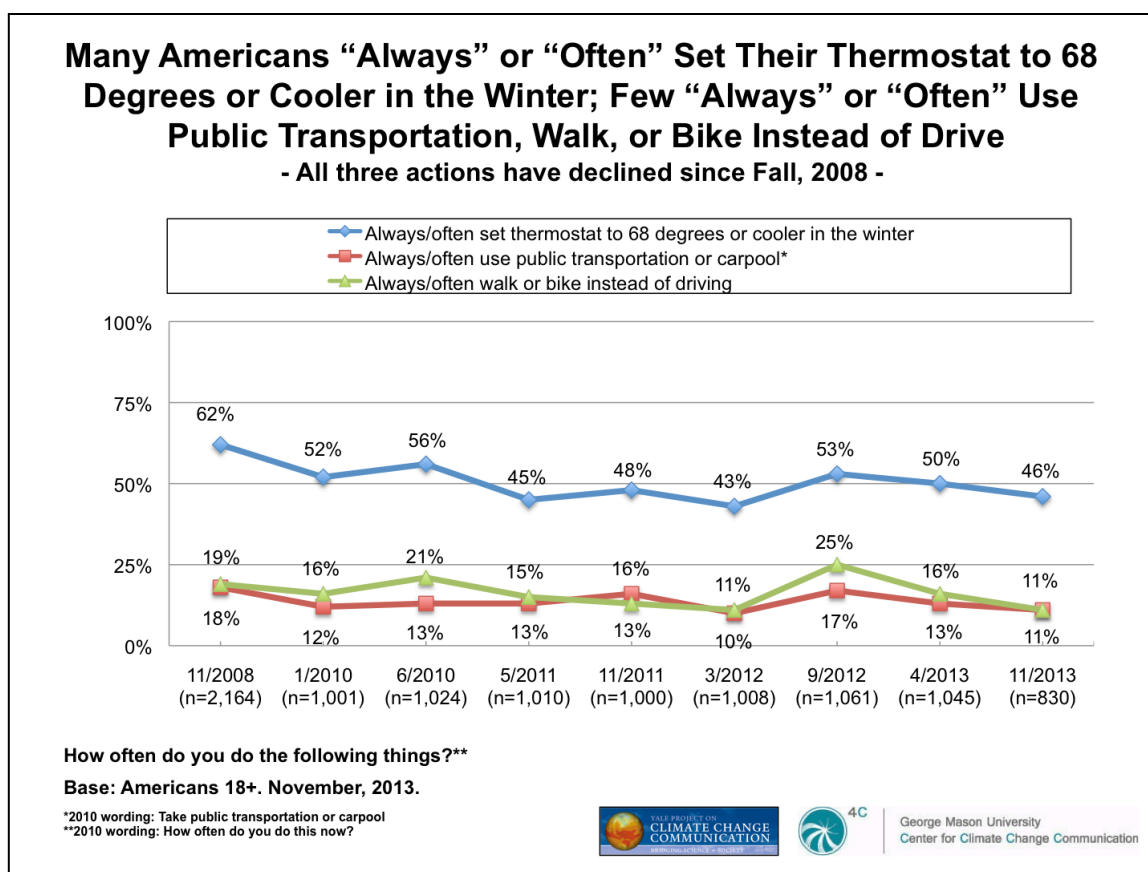


4. Household and Transportation Behavior

4.1. Many Americans always or often set their thermostat to 68 degrees or cooler in the winter; few always or often use public transportation or carpool, walk, or bike instead of drive.

Slightly fewer than half of Americans say they “always” or “often” set their thermostat no higher than 68 degrees during the winter (46%), well below the highest level, which was reported in November of 2008 (62%).

The proportion of Americans who say they “always” or “often” walk or bike instead of driving is 11%, as is the proportion who use public transportation or carpool.

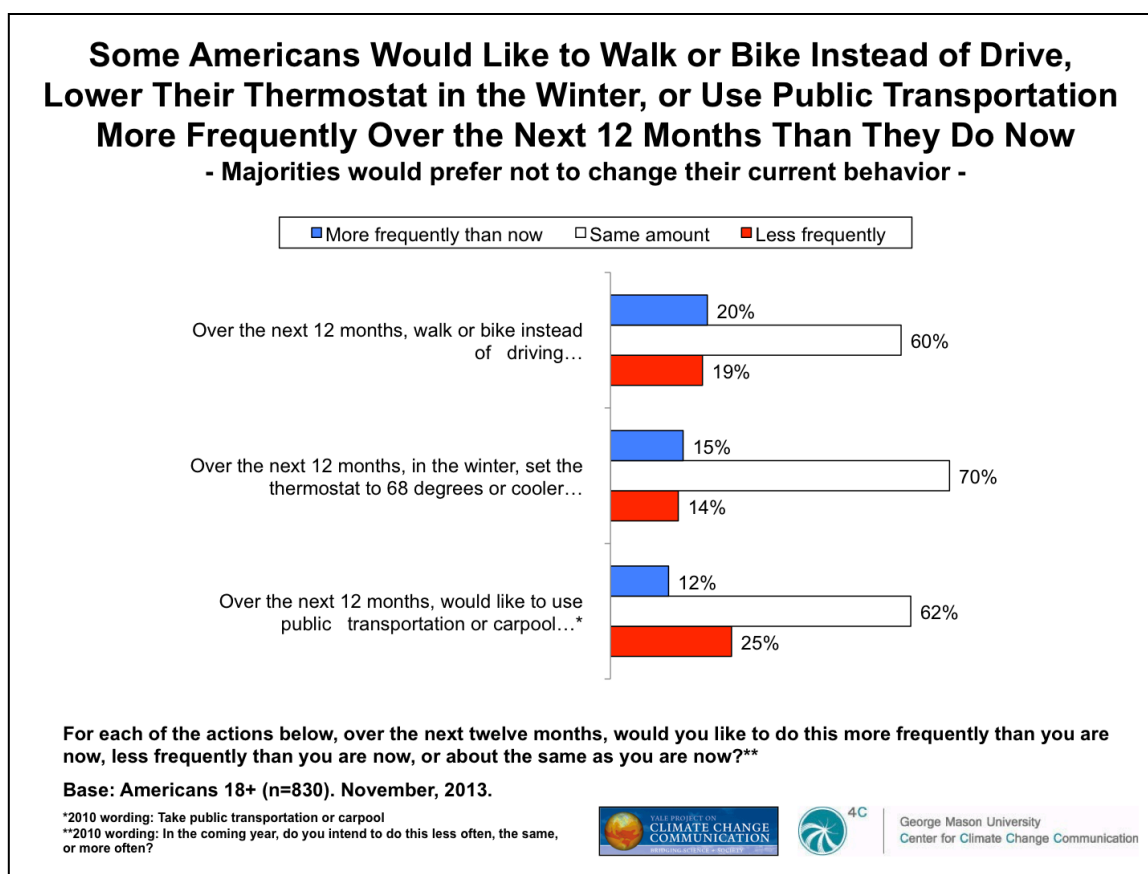


4.2. Some Americans would like to walk or bike instead of drive, lower their thermostat in the winter, or use public transportation or carpool more frequently over the next 12 months than they do now.

A modest number of Americans say they would like to walk or bike instead of drive (20%), set the thermostat to no more than 68 degrees in the winter (15%), or use public transportation or carpool (12%) more frequently over the next 12 months than they do now.

Similar numbers would like to walk or bike instead of drive *less* frequently (19%) or set the thermostat to 68 degrees or cooler (14%) over the next 12 months. More Americans would like to use public transportation or car pool *less* frequently (25%) than more frequently.

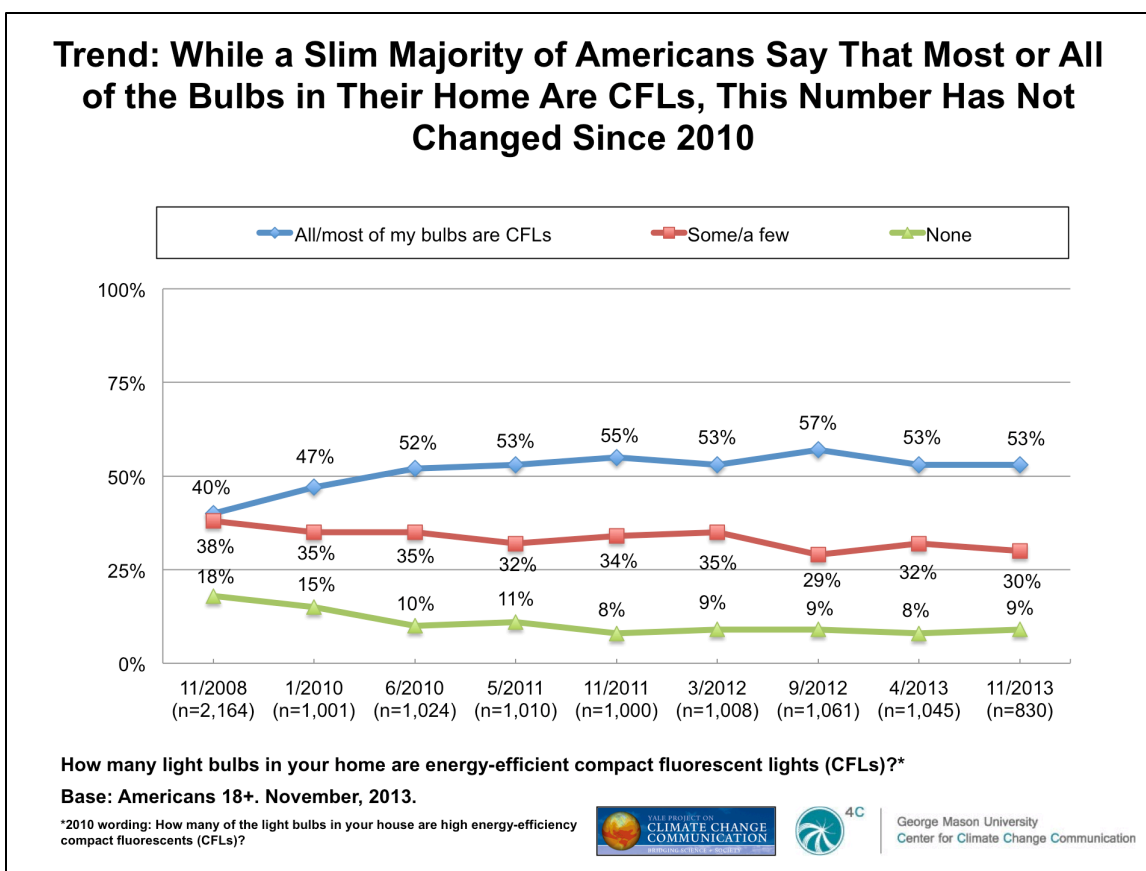
Majorities, however, would like to do each of these activities at their current levels.



4.3. Trend: While a slim majority of Americans say that most or all of the bulbs in their home are CFLs, this number has not changed since 2010.

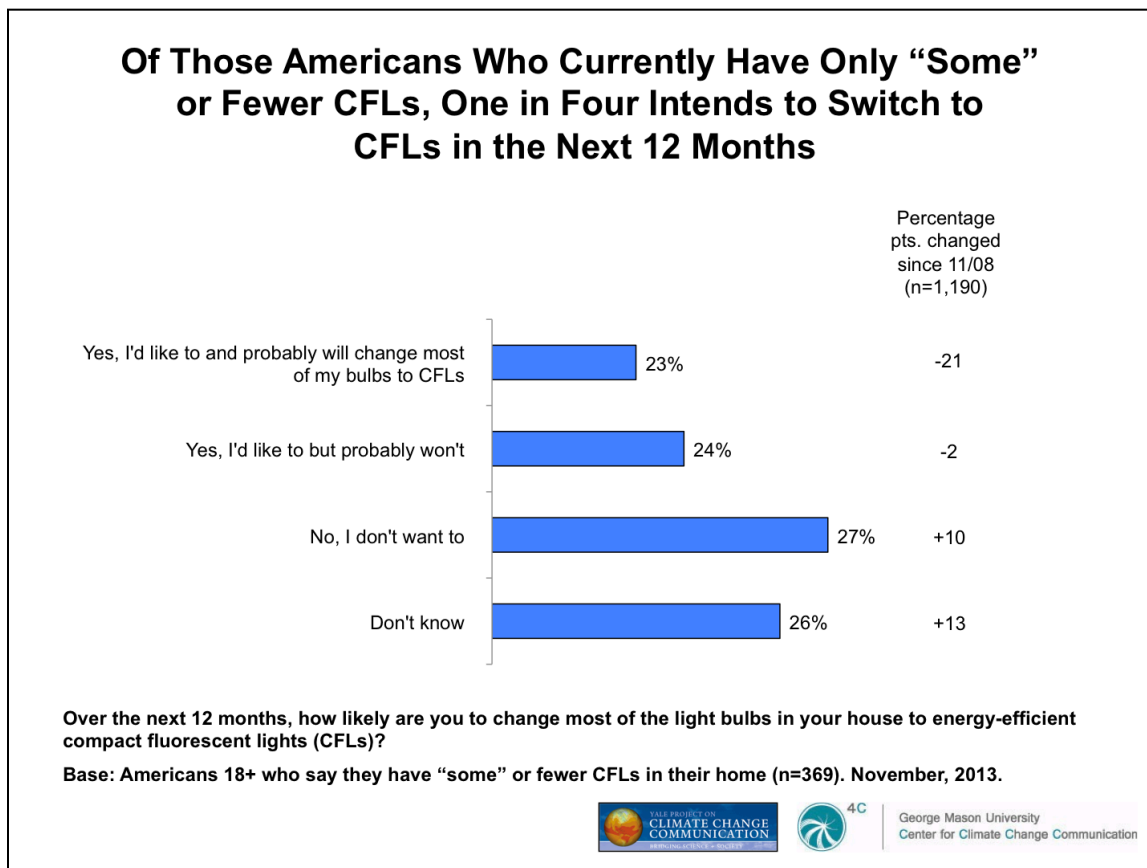
About half of Americans (53%) say that most or all of the light bulbs in their home are CFLs – up from 40% in November 2008, but essentially stable since January 2010.

Moreover, the number of Americans who say *none* of their bulbs are CFLs has halved in the same period of time (from 18% to 9%), and is down 6 points since January 2010.



4.4. Of those Americans who currently have only “some” or fewer compact fluorescent light bulbs (CFLs), one in four intends to switch to CFLs in the next 12 months.

Of the four in ten (39%) Americans who say that only “some” or fewer of their current light bulbs are CFLs, one in four say they will probably change most of their bulbs to CFLs in the next twelve months (23%). One in four (24%) say they would like to, but probably won’t, while another 27 percent express no desire to convert most of their light bulbs to CFLs. One in four (26%) say they “don’t know” if they will convert.



Appendix I: Data Tables

1. Consumer Behavior

(Base: Americans 18+)

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

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Many times (6+)	7	6	8	7	7	6	4	3	4
Several times (4-5)	7	7	8	8	9	7	6	5	9
A few times (2-3)	13	13	12	13	15	17	12	14	17
Once	2	3	4	5	4	5	4	4	3
Never	52	51	48	49	42	44	51	53	47
Don't know	19	21	21	18	24	21	23	22	20

Punished companies that are opposing steps to reduce global warming by NOT buying their products

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Many times (6+)	6	4	6	8	8	8	7	4	5
Several times (4-5)	5	5	4	5	5	5	4	6	6
A few times (2-3)	10	10	11	10	12	11	8	10	11
Once	3	3	3	5	4	3	3	2	3
Never	58	59	56	55	47	53	54	56	54
Don't know	19	20	21	17	25	21	24	23	22

(Base: Americans 18+)**Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products...**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
More frequently than you are now	36	37	37	36	37	35	35	32	40
About the same as you are now	53	54	52	56	55	55	55	58	53
Less frequently than you are now	10	8	11	9	9	10	10	10	7

2. Civic Behavior

(Base: Americans 18+)

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

Written letters, emailed, or phoned government officials about global warming¹

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830) %	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
Many times (6+)	1	1	1	1	1	1	-	1	1
Several times (4-5)	2	2	1	1	2	1	2	1	1
A few times (2-3)	6	4	6	5	6	4	4	5	3
Once	4	4	4	4	3	4	4	4	3
Never	83	86	85	87	80	86	84	83	89
Don't know	3	4	3	3	8	4	5	6	3

(Base: Americans 18+ who have contacted a government official about global warming at least once in past 12 months)

When you contacted a government official did you...

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(101) %	(101) %	(126) %	(102) %	(118) %	(96) %	(107) %	(104) %	(-) %
Urge them to take action to reduce global warming?	73	75	89	77	76	77	71	72	NA
Urge them <u>not</u> to take action to reduce global warming?	21	18	10	19	20	20	18	22	NA
Other (Please specify)	6	8	1	4	4	3	11	7	NA

¹ 2008 wording: Over the past 12 months, how many times have you written letters, emailed, or phoned government officials to urge them to take action to reduce global warming?

- = 0%

(Base: Americans 18+)**Over the next 12 months, would you like to do the following...****Write letters, email, or phone government officials about global warming**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
More often	13	12	12	14	10	12	11	13	13
About the same	65	67	70	62	69	66	71	64	71
Less often	18	19	17	24	21	23	19	23	17

(Base: Americans 18+)**How willing are you to join a campaign to convince elected officials to pass laws increasing energy efficiency and the use of renewable energy, as a way to reduce America's dependence on fossil fuels?**

	Nov 2013
(Unweighted base)	(830)
	%
I am doing it now	5
I definitely would do it	9
I probably would do it	22
I probably would not do it	17
I definitely would not do it	19
Don't know/Refused	28

How willing or unwilling would you be to join a campaign to convince elected officials to take action to reduce global warming?

	Nov 2013
(Unweighted base)	(830)
	%
I am doing it now	2
I definitely would do it	8
I probably would do it	19
I probably would not do it	16
I definitely would not do it	26
Don't know/Refused	29

(Base: Americans 18+)

How often do you discuss global warming with your family and friends?

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(-)	(2,164)
	%	%	%	%	%	%	%	%	%
A lot	3	4	3	5	4	4	5	6	5
Some	23	28	26	24	27	26	30	29	36
A little	39	39	38	41	40	42	39	35	33
Not at all	35	28	34	30	30	28	25	30	27

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Write letters, email, or phone government officials about global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	8	4
Probably would	24	24
Probably would not	22	23
Definitely would not	30	31
Don't know	11	11
Prefer not to answer	5	7

Write letters, email, or phone a newspaper about global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	9	4
Probably would	21	21
Probably would not	22	27
Definitely would not	33	30
Don't know	11	11
Prefer not to answer	5	7

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

Sign a petition about global warming, either online or in person

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	23	13
Probably would	30	33
Probably would not	12	14
Definitely would not	22	24
Don't know	8	11
Prefer not to answer	6	6

Sign a pledge to vote only for political candidates that share your views on global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	13	13
Probably would	26	33
Probably would not	17	14
Definitely would not	26	24
Don't know	12	11
Prefer not to answer	13	6

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

Volunteer your time to an organization working on global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	7	4
Probably would	26	23
Probably would not	20	23
Definitely would not	29	31
Don't know	12	12
Prefer not to answer	6	7

Donate money to an organization working on global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	7	4
Probably would	23	24
Probably would not	19	23
Definitely would not	33	31
Don't know	13	11
Prefer not to answer	7	8

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

Donate money to a political candidate because they share your views on global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	6	4
Probably would	17	18
Probably would not	24	25
Definitely would not	35	34
Don't know	12	12
Prefer not to answer	7	7

Attend a public meeting or presentation about global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	9	5
Probably would	28	31
Probably would not	21	22
Definitely would not	25	24
Don't know	11	11
Prefer not to answer	6	7

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

Meet with an elected official or their staff about global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	6	4
Probably would	22	20
Probably would not	24	27
Definitely would not	31	31
Don't know	11	12
Prefer not to answer	5	6

Volunteer your time to elect a political candidate because they share your views on global warming

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	6	5
Probably would	23	19
Probably would not	23	27
Definitely would not	31	33
Don't know	11	11
Prefer not to answer	6	7

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

Attend a neighborhood meeting to discuss global warming and actions people can take

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	9	5
Probably would	29	30
Probably would not	20	21
Definitely would not	27	26
Don't know	10	11
Prefer not to answer	5	6

Host a neighborhood meeting in your home to discuss global warming and actions people can take

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	4	3
Probably would	12	11
Probably would not	25	30
Definitely would not	43	39
Don't know	11	10
Prefer not to answer	6	7

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to? (Cont'd.)

(Always display this item second to last) Support an organization engaging in non-violent civil disobedience (e.g., sit-ins, blockades, or trespassing) against corporate or government activities that make global warming worse

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	6	5
Probably would	19	19
Probably would not	19	21
Definitely would not	39	36
Don't know	13	13
Prefer not to answer	6	7

(Always display last) Personally engage in non-violent civil disobedience (e.g., sit-ins, blockades, or trespassing) against corporate or government activities that make global warming worse

	Nov 2013	April 2013
(Unweighted base)	(830)	(1,045)
	%	%
Definitely would	5	3
Probably would	12	11
Probably would not	22	26
Definitely would not	44	42
Don't know	11	13
Prefer not to answer	6	7

3. Civic Behavior and Global Warming's Six Americas

(Base: Americans 18+)

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

	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)*	(101)	(132)
	%	%	%	%	%	%
Many times (6+)	31	6	2	-	-	-
Several times (4-5)	19	9	5	-	2	**
A few times (2-3)	16	18	17	-	8	2
Once	1	2	4	-	5	-
Never	15	43	57	57	74	87
Don't know/Ref.	18	22	15	43	11	11

Punished companies that are opposing steps to reduce global warming by NOT buying their products

	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)*	(101)	(132)
	%	%	%	%	%	%
Many times (6+)	29	4	1	-	-	-
Several times (4-5)	20	2	3	-	1	-
A few times (2-3)	11	16	14	-	6	-
Once	5	3	3	-	4	-
Never	17	51	64	55	79	92
Don't know/Ref.	18	24	15	45	10	8

*Caution: Small base

** = <1%

- = 0%

(Base: Americans 18+)

Over the past 12 months, how many times have you done the following?**Written letters, emailed, or phoned government officials about global warming¹**

	Alarmed	Concerned	Cautious	Dis- engaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)*	(101)	(132)
	%	%	%	%	%	%
Many times (6+)	9	-	-	-	-	-
Several times (4-5)	5	**	6	-	-	-
A few times (2-3)	17	3	7	-	3	1
Once	10	3	2	-	6	1
Never	57	93	84	74	89	97
Don't know/Ref.	2	1	1	26	2	1

(Base: Americans 18+)

How willing are you to join a campaign to convince elected officials to pass laws increasing energy efficiency and the use of renewable energy, as a way to reduce America's dependence on fossil fuels?

	Alarmed	Concerned	Cautious	Dis- engaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)*	(101)	(132)
	%	%	%	%	%	%
I am doing it now	21	-	3	-	3	3
I definitely would do it	29	10	4	-	2	3
I probably would do it	29	38	16	15	12	6
I probably would not do it	4	17	25	10	27	13
I definitely would not do it	2	8	18	5	31	55
Don't know/Ref.	15	27	34	70	25	20

*Caution: Small base

** = <1%

- = 0%

How willing or unwilling would you be to join a campaign to convince elected officials to take action to reduce global warming?

	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)*	(101)	(132)
	%	%	%	%	%	%
I am doing it now	10	**	**	-	-	-
I definitely would do it	33	4	3	8	1	-
I probably would do it	31	29	18	11	4	3
I probably would not do it	8	24	18	23	17	5
I definitely would not do it	2	10	21	8	51	77
Don't know/Ref.	16	33	40	50	27	15

(Base: Americans 18+)

How often do you discuss global warming with your family and friends?

	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)*	(101)	(132)
	%	%	%	%	%	%
Often	16	-	1	3	-	4
Occasionally	61	27	10	8	12	9
Rarely	21	53	46	21	31	33
Never	2	20	44	68	57	55

*Caution: Small base

** = <1%

- = 0%

4. Household and Transportation Behavior

(Base: Americans 18+)

How often do you do the following things?¹

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

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Always	23	31	32	23	23	26	34	33	38
Often	22	19	21	20	25	19	22	19	24
Sometimes	19	19	16	16	20	18	16	20	16
Rarely	14	12	12	15	12	11	10	10	8
Never	15	13	12	18	13	15	10	11	5
Not applicable	7	5	8	7	7	10	7	8	9

Use² public transportation or car pool

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Always	5	6	7	5	7	6	6	4	9
Often	6	7	10	5	9	7	7	8	9
Sometimes	12	16	15	11	16	12	14	14	15
Rarely	23	25	23	19	20	20	19	18	19
Never	48	37	35	47	36	40	40	41	35
Not applicable	6	8	10	12	12	14	14	16	13

¹2010 wording: How often do you do this now?

²2010 wording: Take public transportation or carpool

(Base: Americans 18+)**How often do you do the following things?¹ (Cont'd.)****Walk or bike instead of drive**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Always	3	4	7	3	4	5	7	5	8
Often	7	12	18	8	9	10	14	11	11
Sometimes	25	23	21	19	22	18	20	24	20
Rarely	24	27	21	23	24	24	30	25	20
Never	34	29	27	38	32	33	24	27	31
Not applicable	6	4	6	9	9	11	6	9	9

¹2010 wording: How often do you do this now?

(Base: Americans 18+)

Over the next 12 months, would you like to do this more frequently than you are now, less frequently than you are now, or about the same as you are now?¹

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

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
More frequently	14	15	20	15	18	17	24	20	26
About the same	70	75	72	73	72	73	73	76	70
Less frequently	15	9	8	12	10	11	3	3	4

Use² public transportation or car pool

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
More frequently	25	13	16	15	14	17	14	9	17
About the same	62	70	70	60	68	63	76	81	68
Less frequently	12	15	14	25	18	20	10	11	15

Walk or bike instead of drive

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
More frequently	19	24	27	23	20	28	26	20	24
About the same	60	64	63	57	65	53	70	73	63
Less frequently	20	11	10	20	15	19	4	7	13

¹2010 wording: In the coming year, do you intend to do this less often, the same, or more often?

²2010 wording: Take public transportation or carpool

(Base: Americans 18+)

How many light bulbs in your home are energy-efficient compact fluorescent lights (CFLs)?¹

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
All	23	20	23	19	19	19	14	14	12
Most	30	33	34	34	36	34	38	33	28
Some	18	19	18	21	21	18	19	19	22
A few	12	13	11	14	13	14	16	16	16
None	9	8	9	9	8	11	10	15	18
Don't know/ Refused	7	7	5	3	4	4	4	4	5

(Base: Americans 18+ whose light bulbs comprise some or fewer of the bulbs in their home)
Over the next 12 months, how likely are you to change most of the light bulbs in your home to energy efficient compact fluorescent lights (CFLs)?²

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(369)	(491)	(379)	(435)	(413)	(430)	(489)	(527)	(1,190)
	%	%	%	%	%	%	%	%	%
Yes, I'd like to and probably will	23	26	33	29	33	34	36	40	44
Yes, I'd like to but probably won't	24	20	23	22	23	30	26	26	26
No, I don't want to	27	27	24	27	24	22	17	22	17
Don't know	26	26	20	22	20	13	21	12	13

¹2008 wording: How many of the light bulbs in your home are high energy-efficiency fluorescents (CFLs)?

²2008 wording: Which of the following best describes what you are likely to do over the next 12 months? Change most of the light bulbs in your home to high energy-efficiency fluorescents (CFLs)?

(Base: Americans 18+ except those who are extremely or very sure global warming is not happening)

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?

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(725)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
A lot	7	7	8	8	8	7	11	NA	13
Some	24	24	24	29	24	26	27	NA	35
A little	49	44	45	42	50	48	47	NA	36
Not at all	20	25	21	21	18	20	16	NA	16

(Base: Americans 18+ except those who are extremely or very sure global warming is not happening)

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

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(725)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(-)	(2,164)
	%	%	%	%	%	%	%	%	%
A lot	21	23	23	23	24	26	31	NA	42
Some	33	33	37	37	34	34	34	NA	36
A little	34	32	26	26	33	28	27	NA	14
Not at all	11	11	12	13	9	13	8	NA	8

(Base: Americans 18+ except those who are extremely or very sure global warming is not happening)

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

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(725)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(-)	(2,164)
	%	%	%	%	%	%	%	%	%
A lot	21	23	23	23	24	26	31	NA	42
Some	33	33	37	37	34	34	34	NA	36
A little	34	32	26	26	33	28	27	NA	14
Not at all	11	11	12	13	9	13	8	NA	8

Appendix II: Survey Method

The data in this report are based on a nationally representative survey of 830 American adults, aged 18 and older, conducted from November 23 – December 9, 2013. All questionnaires were self-administered by respondents in a web-based environment. The survey took, on average, about 34 minutes to complete.

The sample was drawn from GfK's KnowledgePanel[®], an online panel of members drawn using probability sampling methods. Prospective members are recruited using a combination of random digit dial and address-based sampling techniques that cover virtually all (non-institutional) resident phone numbers and addresses in the United States. Those contacted who would choose to join the panel but do not have access to the Internet are loaned computers and given Internet access so they may participate.

The sample therefore includes a representative cross-section of American adults – irrespective of whether they have Internet access, use only a cell phone, etc. Key demographic variables were weighted, post survey, to match US Census Bureau norms.

The survey instrument was designed by Anthony Leiserowitz, Geoff Feinberg, and Seth Rosenthal, of Yale University, and Edward Maibach and Connie Roser-Renouf of George Mason University.

Margins of error

All samples are subject to some degree of sampling error—that is, statistical results obtained from a sample can be expected to differ somewhat from results that would be obtained if every member of the target population was interviewed. Average margins of error, at the 95% confidence level, are as follows:

- November 2013: Fielded November 23 through December 9 with 830 American adults. The margin of sampling error is plus or minus 3 percentage points.
- For the Six Americas, margins of error are: Alarmed (plus or minus 9 points), Concerned (plus or minus 7 points), Cautious (plus or minus 7 points), Disengaged (plus or minus 16 points), Doubtful (plus or minus 10 points), Dismissive (plus or minus 9 points).
- April 2013: Fielded April 8-15, 2013 with 1,045 American adults. The margin of sampling error is plus or minus 3 percentage points.
- September 2012: Fielded August 31 through September 12, 2012 with 1,061 American adults. The margin of sampling error is plus or minus 3 percentage points.
- March 2012: Fielded March 12 through March 30, 2012 with 1,008 American adults. The margin of sampling error is plus or minus 3 points.
- November 2011: Fielded October 20 through November 16 with 1,000 American adults. The margin of sampling error is plus or minus 3 points.
- May 2011: Fielded April 23 through May 12 with 1,010 American adults. The margin of sampling error is plus or minus 3 points.
- June 2010: Fielded May 14 through June 1 with 1,024 American adults. The margin of sampling error is plus or minus 3 points.

- January 2010: Fielded December 24, 2009 through January 3, 2010 with 1,001 American adults. The margin of sampling error is plus or minus 3 points.
- November 2008: Fielded October 7 through November 12 with 2,164 American adults. Data were collected in two waves: wave 1 from October 7 through October 20 and wave 2 from October 24 through November 12. The margin of sampling error is plus or minus 2 points.

The Six Americas Segmentation

The six segments were first identified in analyses of the 2008 data set. Latent Class Analysis was used to segment respondents based on 36 variables representing four distinct constructs: global warming beliefs, issue involvement, policy preferences, and behaviors. Discriminant functions derived from the latent class analysis were used with all subsequent data sets to replicate the earlier analysis and identify changes in the groups.

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 III: Sample Demographics

	N (unweighted) 830	% (weighted) 100
Total		
Sex		
Men	424	48
Women	406	52
Age		
Generation Y (18-30)	175	28
Generation X (31-48)	165	24
Baby Boomers (49-67)	350	35
WWII (68+)	140	13
Education		
Less than high school	60	12
High school graduate	265	30
Some college/tech	244	29
College graduate	158	18
Post graduate	103	12
Household Income		
<\$25K	146	18
\$25K - <\$50K	190	23
\$50K - <\$75K	171	18
\$75K - <\$100K	113	16
\$100K - <\$125K	97	12
\$125K+	113	13
Hispanic		
Yes	83	15
Race/Ethnicity		
White, non-Hispanic	626	66
Black, African-American non-Hispanic	74	12
Other non-Hispanic	47	7
Region		
Northeast	150	18
Midwest	198	22
South	297	37
West	185	23

