

GLOBAL WARMING'S SIX INDIAS:

An Audience Segmentation Analysis



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Introduction

In November and December of 2011, a research team from the Yale Project on Climate Change Communication, GlobeScan Incorporated, and C-Voter conducted a national survey of 4,031 Indian adults, using a combined urban and rural sample. The study was designed to investigate the current state of public climate change awareness, beliefs, attitudes, policy support, and behaviors, as well as public observations of changes in local weather and climate patterns and self-reported vulnerability to extreme weather events.

Fieldwork in India was conducted by C-Voter and Markelytics. Funding was provided by the Shakti Sustainable Energy Foundation and the Rice Family Foundation.

This report builds on findings first reported in *Climate Change in the Indian Mind* (Leiserowitz, A. and Thaker, J., 2012) by conducting a multivariate segmentation of Indians by their global warming knowledge, risk perceptions, personal involvement, and support for national action.

Chapter one provides an overview of the Six Indias. Chapters two through six explore the six groups in more depth, including within urban and rural populations.

Margins of error at the 95% confidence level for each segment are, on average:

Urban India

Informed: +/- 4 percentage points

Experienced: +/- 4 points

Undecided: +/- 4 points

Unconcerned: +/- 5 points

Indifferent: +/- 5 points

Disengaged: +/- 6 points

Rural India

Informed: +/- 8 points

Experienced: +/- 7 points

Undecided: +/- 10 points

Unconcerned: +/- 9 points

Indifferent: +/- 12 points

Disengaged: +/- 7 points

Please note that throughout this report differences between groups noted as distinct,” “distinguishable,” “not significantly different,” etc., are used to describe notable contrasts between the segments (and, in most cases, statistically significant differences at the 95% confidence level)

Principal Investigators:

Anthony Leiserowitz, Ph.D.
Yale Project on Climate Change Communication
School of Forestry & Environmental Studies
Yale University
anthony.leiserowitz@yale.edu

Jagadish Thaker, Ph.D.
Center for Climate Change Communication
Department of Communication
George Mason University
jthaker@gmu.edu

Geoff Feinberg
Yale Project on Climate Change Communication
School of Forestry & Environmental Studies
Yale University
geoffrey.feinberg@yale.edu

Daniel K. Cooper, Ph.D.
Hall & Partners
d.cooper@hallandpartners.com

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evidence and ideas. **applied**

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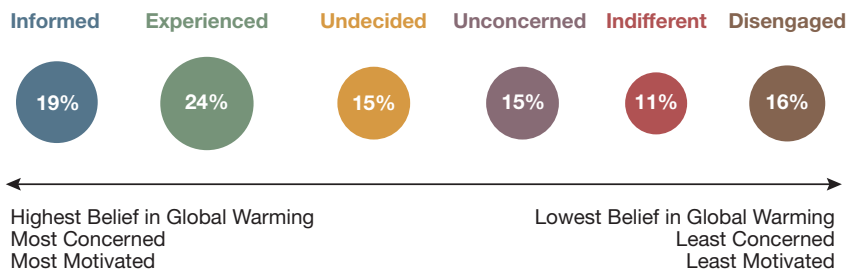
1. Introduction to Global Warming's Six Indias

One of the first rules of effective communication is to “know your audience.” Public climate change communication and engagement efforts must start with the fundamental recognition that people are different and have different psychological, cultural, and political reasons for acting – or not acting – to reduce greenhouse gas emissions and prepare for the impacts of climate change. This report provides insights that can be leveraged by climate educators and communicators throughout Indian society, including local, state, and national governments, academic institutions, environmental organizations, businesses, religious groups, doctors and scientists, and the media. Successfully addressing the climate challenge will require a diversity of messages, messengers, and methods, each tailored to meet the needs of different target audiences.

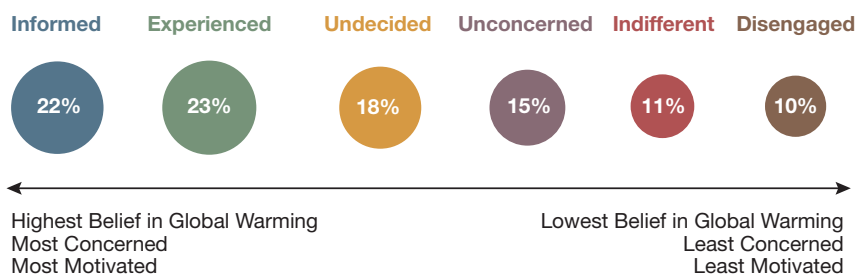
This report identifies Global Warming's Six Indias: six distinct audiences within the Indian public that each respond to the issue in very different ways. The six audiences were identified using a large nationally representative survey of Indian adults conducted in November and December of 2011. The survey questionnaire included extensive measures of public climate change beliefs, attitudes, risk perceptions, values, policy preferences, behaviors, and vulnerabilities. The Six Indias are distinguishable on all these dimensions, and exhibit very different levels of engagement with the issue. They also vary in size – ranging from as small as 11 percent to as large as 24 percent of the adult population.

The Informed (19%) are the most aware and convinced of the reality and danger of climate change and highly supportive of national actions to mitigate the threat. The Experienced (24%) – the largest of the Six Indias – know less about climate change, but are convinced that it is happening and a serious problem, in part because they say they have personally experienced the impacts more than any other group. Three other Indias – the Undecided (15%), the Unconcerned (15%) and the Indifferent (11%) – represent different stages of understanding and acceptance of the problem. The final India – the Disengaged (16%) – have never heard of climate change and have no opinion about it, even when it is described.

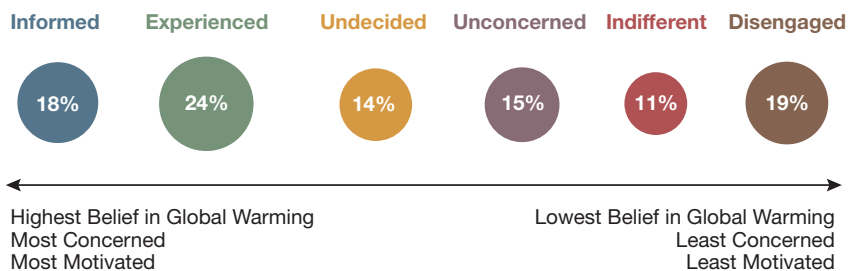
It is important to note that this analysis and these findings cannot reflect the full diversity and complexity of Indian society, including its rich cultural, political, economic, and linguistic diversity. It does, however, provide a new categorization of different audiences within the Indian public that respond to the specific threat of climate change in very different, yet patterned ways, despite the many other types of diversity in Indian society. For example, each of the Six Indias includes diverse individuals – men and women, rich and poor, educated and less educated, Hindu and non-Hindu, etc. What unites each group, however, are the similar views and responses to climate change of its members – and this is also the variable that distinguishes one group from another. Likewise, these six groups are defined solely by the topic of climate change – a similar analysis conducted for a different issue (e.g., crime), would likely identify a different constellation of audiences. Finally, these six groups are not fixed in time – they can and likely will shift in proportion over time as public and political discourse about climate change evolves, including the impact of concerted campaigns to raise public awareness and engagement with the issue.

India

Proportion represented by area
Source: Yale

Urban India

Proportion represented by area
Source: Yale

Rural India

Proportion represented by area
Source: Yale

- The Informed (19%)**
- * Know the most about global warming
 - * Understand is happening and caused by human activities
 - * The most worried about global warming
 - * Believe global warming poses an imminent threat to themselves, India, and the future
 - * Believe global warming will cause more weather disasters within the next 20 years
 - * Strongly support a variety of government policies to help deal with environmental problems
 - * The wealthiest of the Six Indias
- The Experienced (24%)**
- * Fewer than half say they know about global warming, but when provided a short description, most say it is happening and human caused
 - * Most are worried about global warming
 - * Most say they have been personally affected by global warming
 - * Believe global warming poses an imminent threat to themselves, India, and the future
 - * Believe global warming will cause more weather disasters within the next 20 years
 - * Strongly support a variety of government policies to help deal with environmental problems
 - * They are among the least wealthy and most religious of the Six Indias
- The Undecided (15%)**
- * Only one in four say they know about global warming, but when provided a brief definition, virtually all say they believe it is happening
 - * Among the most likely to say global warming is caused mostly by natural changes in the environment
 - * Most are worried about global warming, but less than the Informed or the Experienced
 - * Relatively few say they have personally experienced the effects of global warming
 - * About half say they could easily change their mind about the issue
 - * They are less likely than the Informed and the Experienced to believe global warming will cause a great deal of harm in the future
 - * Tend to be middle-income men and have a post-graduate degree and salaried employment
- The Unconcerned (15%)**
- * Only one in four say they know about global warming
 - * When provided a brief definition, most say global warming is happening and a little more than half believe it is mostly caused by human activities
 - * Unlike most other groups, only about one in four are worried about global warming
 - * Only about one in four say that they have personally experienced the effects of global warming
 - * Though worry is low among the Unconcerned, majorities say global warming will cause harm and more extreme weather in the next 20 years
- The Indifferent (11%)**
- * Only one in five say they know about global warming. When provided a brief definition, over half say they think it is happening
 - * Are split as to whether global warming is caused mostly by human activities or is the result of natural changes in the environment
 - * Only about one in five says they are worried about global warming
 - * Only one in three says that they have personally experienced the effects of global warming
 - * One of the least likely groups to believe global warming will cause harm to humans, other species, and the planet
 - * Most believe global warming will start harming Indians 50 years or more years from now, if ever

- * Are generally opposed to India taking steps to protect the environment
- * The least likely to be upper caste
- * Among the least likely to pray daily and the most likely to say they never attend religious services

The Disengaged (16%)

- * Say they “don’t know” whether or not global warming is happening, or what causes it
- * Offer few opinions about the risks of global warming or how it may harm humans, other species, or the planet
- * The group is disproportionately rural and female
- * The majority are in the other backward classes or scheduled castes or tribes



The Informed (19%)

Global warming knowledge, beliefs, and attitudes

The Informed are the only segment in which about half say they either know a lot or something about global warming, while most are aware it is happening and mostly human caused. Most say the issue is important to them, perhaps in part because over half also say they have *personally* experienced the effects of global warming. Few of the Informed say they could easily change their minds about the issue.

Virtually all are worried about global warming – more than any other group. Most say that global warming will harm themselves and their family, people in their community, people in India, future generations of people, and plant and animal species. Moreover, nearly half say that people in India are being harmed *right now* by global warming.

Large majorities of the Informed believe that over the next 20 years, due to global warming, India will experience many more severe cyclones, extinctions of plant and animal species, famines and food shortages, droughts and water shortages, severe heat waves, disease epidemics, and severe floods.

Demographic profile

The Informed are among the wealthiest of the six Indias. They are the most likely to say their income exceeds 20,000 rupees a month, covers their needs, and that they are able to save money. About half – more than any other segment – say they are a member of an upper caste. They are also among the best educated and the most likely to say they are a college graduate.

They are not notably different from other groups on demographic measures such as sex, age, or religiosity.

Level of support for policies to protect the environment

In terms of specific policies, half or more of the Informed strongly or somewhat favor India taking the following steps to help deal with environmental problems, many of which could have monetary or other personal consequences. Compared to the other groups, the Informed are among the most supportive of the following:

- Encouraging local communities to build check dams to increase local water supplies;
- A national program to teach all Indians about global warming;
- Requiring new buildings to waste less water and energy, even if this increases their cost;
- Making more electricity from solar and wind power, even if this increases the cost of electricity;

- Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare;
- Encouraging households and industry to waste less water by increasing the price of water;
- Encouraging drivers to waste less fuel by increasing the price on petrol and LPG;
- Preserving or expanding forested areas, even if this means less land for agriculture or housing;
- Reducing the number of coal-burning power plants, even if this increases the cost of electricity.

The majority of the Informed say that when there is a conflict between environmental protection and economic growth, protecting the environment is more important.



The Experienced (24%)

Global warming knowledge, beliefs, and attitudes

Fewer than half of the Experienced say they know either a lot or something about global warming. When provided a short definition of global warming, however, most say it is happening and that it is mostly human caused. Most say the issue is important to them, and most – more than any other group – say they strongly or somewhat agree they have *personally* experienced the effects of global warming. However, most say could easily change their mind about global warming, likely due in part to their admitted lack of

knowledge about it.

Like the Informed, virtually all the Experienced say they are worried about global warming. This worry is likely driven by a variety of factors. Large majorities of the Experienced believe global warming will harm themselves and their family, people in their community, people in India, future generations of people, and plant and animal species. Over half believe that global warming will harm Indians within the next ten years.

Large majorities also believe that over the next 20 years, due to global warming, India will experience many more severe cyclones, extinctions of plant and animal species, famines and food shortages, droughts and water shortages, severe heat waves, disease epidemics, and severe floods.

Demographic profile

The Experienced are among the least wealthy groups. Relatively few say their income allows them to save, and they are more likely than other segments to say their income covers their needs only with difficulties. They are among the most likely to report low household incomes (e.g., 2,000 or fewer rupees per month). While about four in ten report belonging to an upper caste, over half are in the other backward classes or scheduled castes or tribes.

The Experienced are the most religious of the groups, with over half reporting they pray every day (more than any other segment) and about one in three attend religious services daily.

The Experienced are not notably different on other demographic measures.

Level of support for policies to protect the environment

Large majorities of the Experienced favor policies to deal with environmental problems, many of which could have monetary or other personal consequences. Compared to the other segments, the Experienced are among the most supportive of the following:

- A national program to teach all Indians about global warming;
- Encouraging local communities to build check dams to increase local water supplies;

- Preserving or expanding forested areas, even if this means less land for agriculture or housing;
- Encouraging drivers to waste less fuel by increasing the price on petrol and LPG;
- Requiring new buildings to waste less water and energy, even if this increases their cost;
- Encouraging households and industry to waste less water by increasing the price of water;
- Reducing the number of coal-burning power plants, even if this increases the cost of electricity;
- Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare;
- Making more electricity from solar and wind power, even if this increases the cost of electricity.

The majority of the Experienced say that when there is a conflict between environmental protection and economic growth, protecting the environment is more important.



The Undecided (15%)

Global warming knowledge, beliefs, and attitudes

Only one in four of the Undecided say they know at least something about global warming. When provided with a brief definition of global warming, however, virtually all say they believe it is happening and over half believe it is caused mostly by human activities. Yet, this group is also among the most likely to say global warming is caused mostly by natural changes in the environment.

A large majority say they are worried about global warming and that it is important to them, though they are less emphatic than the Informed or the Experienced. Relatively few of the Undecided, however, say they have personally experienced the effects of global warming. About half say they could easily change their mind about the issue.

Moreover, the Undecided, while believing global warming will harm India in a variety of ways, are less likely than the Informed and the Experienced to say it will cause a *great deal* of harm to themselves and their family, people in India, future generations of people, or plant and animal species. They are also less likely to believe the threat is imminent, with fewer than half believing Indians are being harmed now or will be within the next ten years.

Similarly, while majorities of the Undecided say that in India, over the next 20 years, global warming will cause more severe cyclones, extinctions of plant and animal species, famines and food shortages, droughts and water shortages, severe heat waves, or disease epidemics, they are more inclined than the Informed or the Experienced to say global warming will cause just a few more, rather than many more, of these problems.

Demographic profile

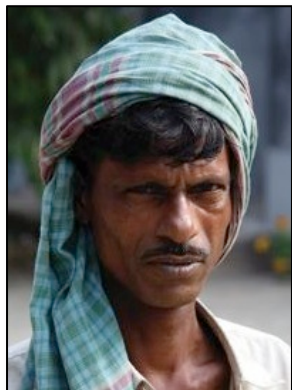
The Undecided are more likely to be middle-income men and are the most likely of any of the groups to have a post-graduate degree and salaried employment. They are slightly more likely than most other groups to say they never attend religious services. They are not notably different on other demographic measures, such as caste, age, and education.

Level of support for policies to protect the environment

Majorities of the Undecided favor policies to help deal with environmental problems, many of which could have monetary or other personal consequences. Their support is more lukewarm than the Informed and the Experienced, however, (i.e., they are more likely to somewhat favor than strongly favor such policies):

- A national program to teach all Indians about global warming;
- Preserving or expanding forested areas, even if this means less land for agriculture or housing;

- Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare;
- Encouraging local communities to build check dams to increase local water supplies;
- Reducing the number of coal-burning power plants, even if this increases the cost of electricity;
- Encouraging households and industry to waste less water by increasing the price of water;
- Making more electricity from solar and wind power, even if this increases the cost of electricity;
- Encouraging drivers to waste less fuel by increasing the price on petrol and LPG;
- Requiring new buildings to waste less water and energy, even if this increases their cost.



The Unconcerned (15%)

Global warming knowledge, beliefs, and attitudes

Only about one in four of the Unconcerned say they know at least something about global warming. When provided a short definition of global warming, however, most say it is happening and a little more than half believe it is mostly caused by human activities. But unlike most other groups, only about one in four are worried about global warming.

Likewise, only one in five say it is an important issue to them personally.

Moreover, fewer than half of the Unconcerned say they could easily change their minds about global warming. About one in four of the Unconcerned say that they have personally experienced the effects of global warming.

Worry about global warming is low among the Unconcerned even though majorities say global warming will harm the following at least a moderate amount: themselves and their family, people in their community, people in India, future generations of people, and plant and animal species. Half believe Indians are being harmed now by global warming or will be within the next ten years.

Half or more of the Unconcerned believe that in the next 20 years, due to global warming, India will experience more extinctions of plant and animal species, famines and food shortages, droughts and water shortages, severe heat waves, and disease epidemics.

Demographic profile

On virtually every measure – sex, age, class, income, education, religiosity – the Unconcerned generally match Indian norms.

Level of support for policies to protect the environment

In terms of specific policies, more than half of the Unconcerned favor India taking the following steps to help deal with environmental problems, many of which could cause monetary or other personal consequences, though their support is notably lukewarm (i.e., they are more likely to somewhat favor than strongly favor such policies):

- A national program to teach all Indians about global warming;
- Encouraging local communities to build check dams to increase local water supplies;
- Requiring new buildings to waste less water and energy, even if this increases their cost;
- Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare;
- Encouraging households and industry to waste less water by increasing the price of water;
- Preserving or expanding forested areas, even if this means less land for agriculture or housing;
- Encouraging drivers to waste less fuel by increasing the price on petrol and LPG;

- Reducing the number of coal-burning power plants, even if this increases the cost of electricity;
- Making more electricity from solar and wind power, even if this increases the cost of electricity.

Over half of the Unconcerned say that if there is a conflict between environmental protection and economic growth, it is more important to protect the environment. Moreover, this segment is the most likely to say that protecting the environment improves economic growth and provides new jobs.



The Indifferent (11%)

Global warming knowledge, beliefs, and attitudes

The Indifferent are the second-least likely group to say they know at least something about global warming (about one in five). When provided a short definition, over half say they think it is happening, but they are split as to whether global warming is caused mostly by human activities or is the result of natural changes in the environment. Only about one in five says they are worried about global warming. Likewise, only about three in ten say global warming is very or somewhat important to them. Only one in ten says they could easily change their mind about global warming.

The Indifferent's lack of concern about the situation may be driven, in part, by that fact that only one in three says that they have personally experienced the effects of global warming.

Moreover, the Indifferent are one of the least likely groups to believe global warming will greatly or moderately harm themselves and their family, people in their community, people in India, future generations of people, or plant and animal species. Very few think the threat is imminent – most believe global warming will start harming Indians 50 years or more years from now, if ever.

Most also believe that, over the next 20 years, global warming will cause India to experience *fewer* severe cyclones, extinctions of plant and animal species, famines and food shortages, droughts and water shortages, severe heat waves, or disease epidemics.

Demographic profile

The Indifferent are the least likely to be upper caste. They are also among the least likely to pray daily and the most likely to say they never attend religious services. The Indifferent are not notably different on any other demographic measures, such as sex, age, or education.

Level of support for policies to protect the environment

Half or more *oppose* the following policies to help deal with environmental problems:

- Preserving or expanding forested areas, even if this means less land for agriculture or housing;
- Reducing the number of coal-burning power plants, even if this increases the cost of electricity;
- Requiring new buildings to waste less water and energy, even if this increases their cost;
- Encouraging households and industry to waste less water by increasing the price of water;
- Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare;
- Making more electricity from solar and wind power, even if this increases the cost of electricity;

- Encouraging local communities to build check dams to increase local water supplies;
- Encouraging drivers to waste less fuel by increasing the price on petrol and LPG;
- A national program to teach all Indians about global warming.

Fewer than half agree that, if there is a conflict between environmental protection and economic growth, protecting the environment is more important.



The Disengaged (16%)

The Disengaged are by definition those Indians who, when provided a short definition of global warming, say they “don’t know” whether or not it is happening, or what causes it. Moreover, most say they have either never heard of global warming or “don’t know” whether or not they have heard of it. The Disengaged are generally not worried about global warming, nor do they consider it important to them personally.

Not surprisingly, the Disengaged offered few opinions about the effects of global warming, when it will start causing problems, or

policies to address it.

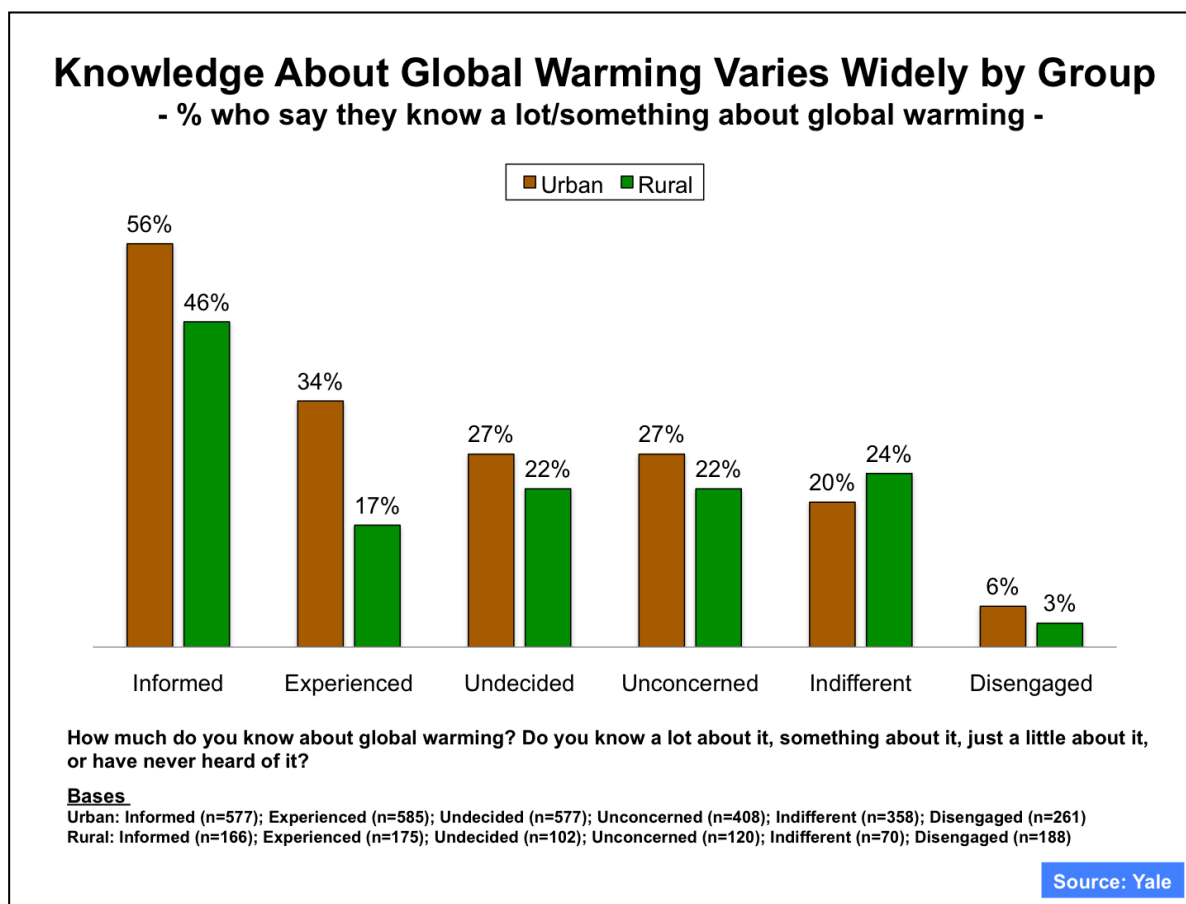
The group is disproportionately rural and female. About three in ten are not literate, and they are the group least likely to report having salaried employment or higher household incomes. The majority are in the other backward classes or scheduled castes or tribes.

2. Global Warming Beliefs and Attitudes

Knowledge about global warming varies widely by group.

With the exception of the Informed, fewer than half of the other groups say they know a lot or something about global warming, when first asked about the issue. Self-reported knowledge about global warming ranges from about half of the Informed who say they know either a lot or a great deal about global warming (56% urban, 46% rural) to the Disengaged (6% and 3%). About one in four in each of the other groups say they know at least something about global warming.

In most groups, those living in urban areas claim a higher level of knowledge than those in rural areas.

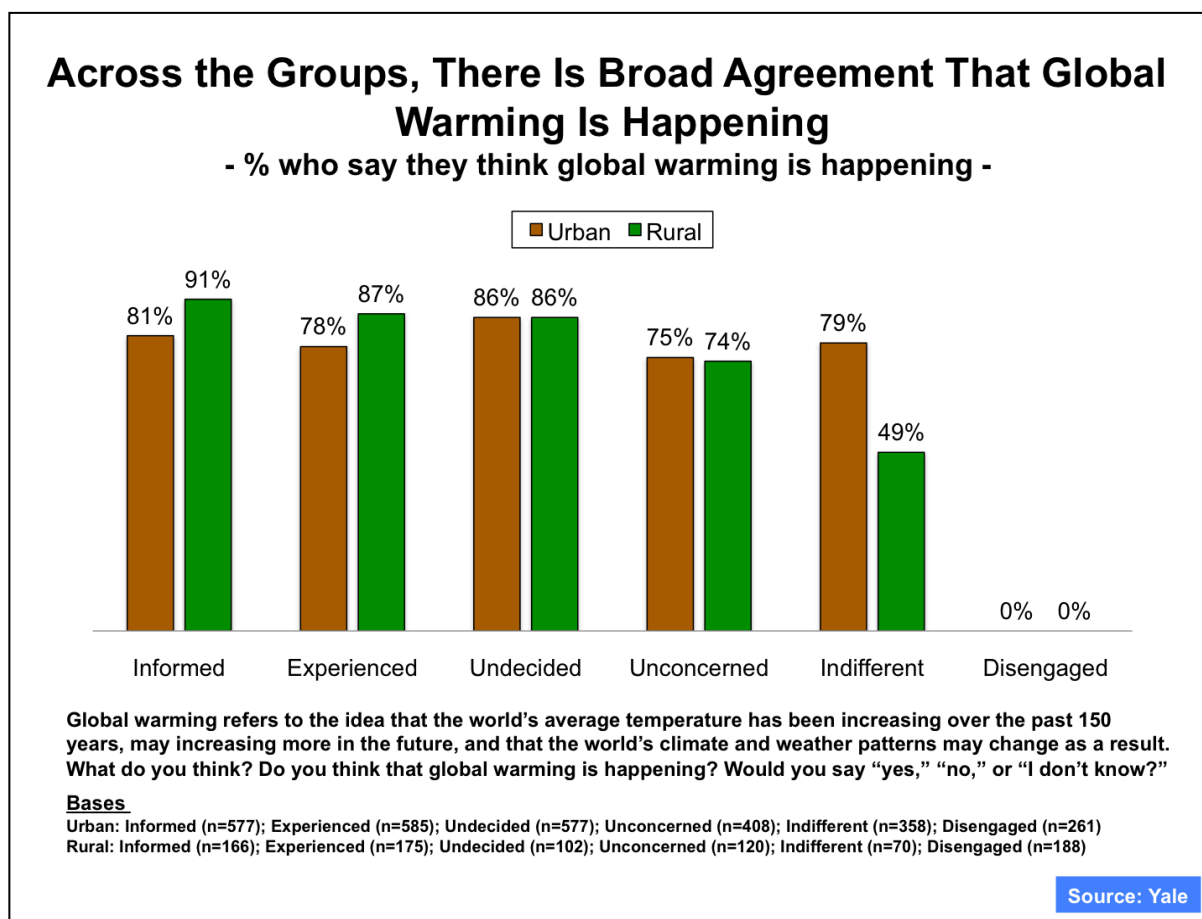


Across the groups, there is broad agreement that global warming is happening.

While many Indians may not be immediately familiar with the issue of “global warming” they do readily accept the idea when given a short description of the phenomenon. The self-reported knowledge question above was followed by a question with a short description: “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 and weather patterns may change as a result. What do you think? Do you think that global warming is happening?”

Large majorities (more than 74%) of most groups say they think global warming is happening after being provided with the above short description.

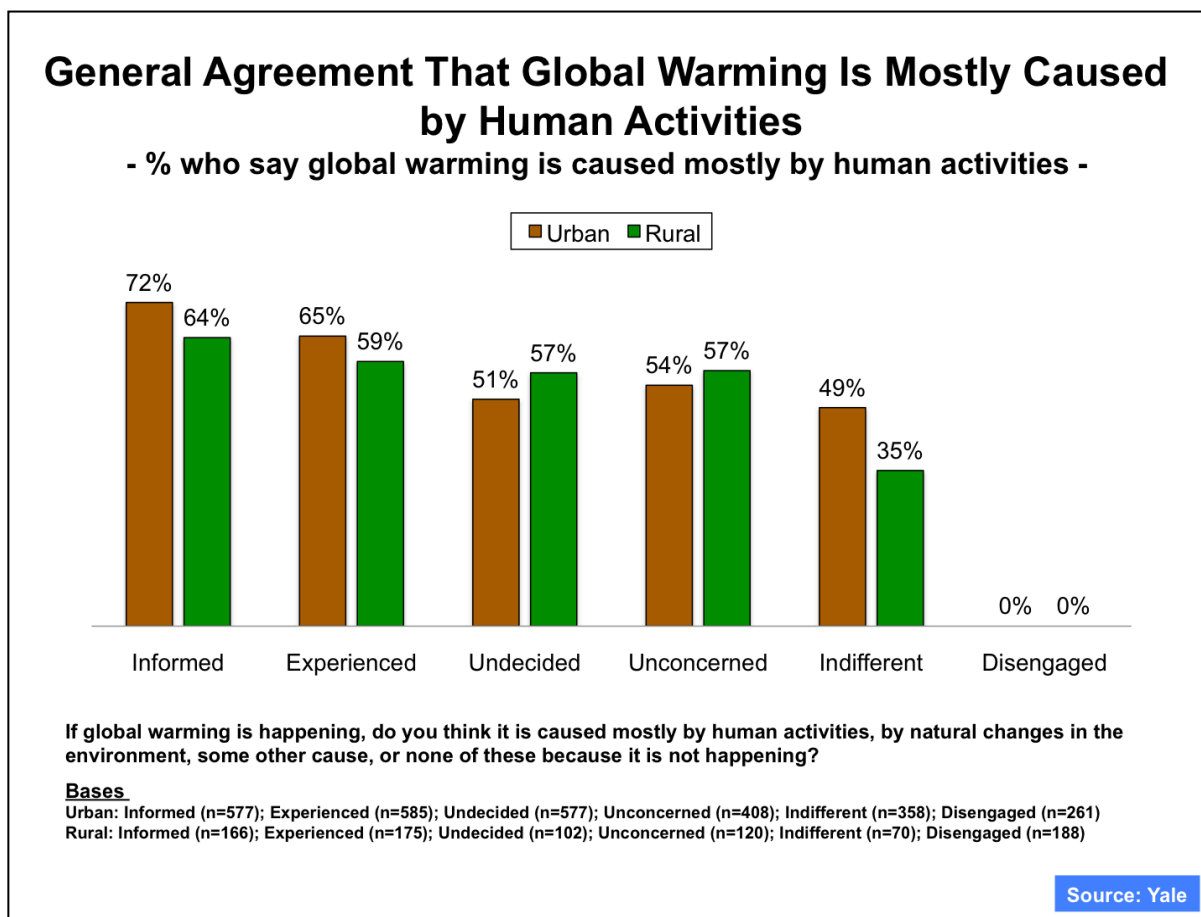
The only exceptions are the rural Indifferent (only 49% think global warming is happening) and all of the Disengaged, who by definition do not know whether or not it is happening.



There is general agreement that global warming is caused mostly by human activities.

In most groups, half or more say they believe global warming is caused mostly by human activities. The Informed (72% urban, 64% rural) and the Experienced (65% and 59%) are the most likely to hold this opinion.

By contrast, fewer than half of the Indifferent say global warming is mostly human caused (49% urban, 35% rural) and, by definition, all of the Disengaged don't know the cause of global warming.

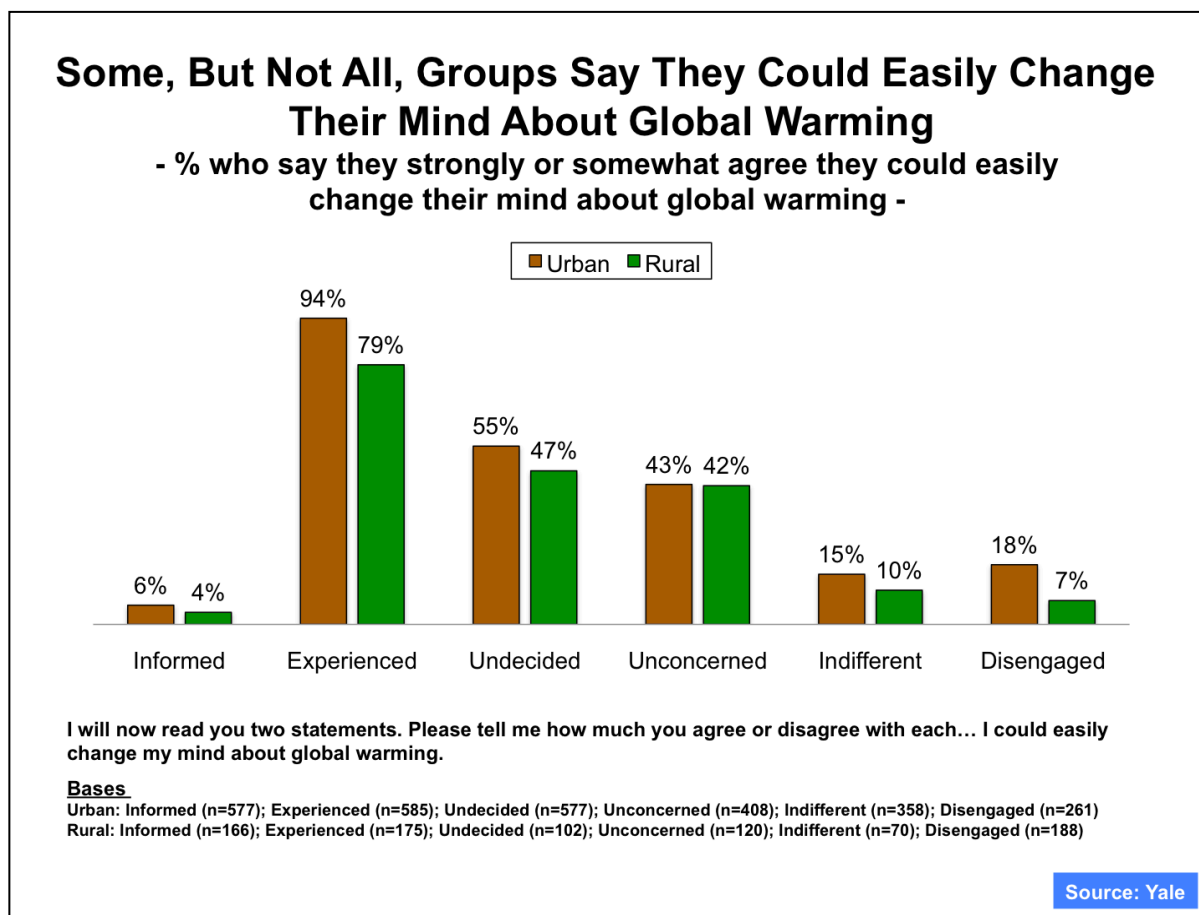


Some, but not all, groups say they could easily change their mind about global warming

The Six Indias report very different levels of willingness to change their mind about global warming. For example, very few of the Informed (6% urban, 4% rural) – i.e., those most convinced global warming is happening – say they could easily change their mind about it.

Neither the Indifferent nor the Disengaged say they are likely to change their minds about global warming either (fewer than one in five), perhaps because they are not particularly interested or engaged in the topic.

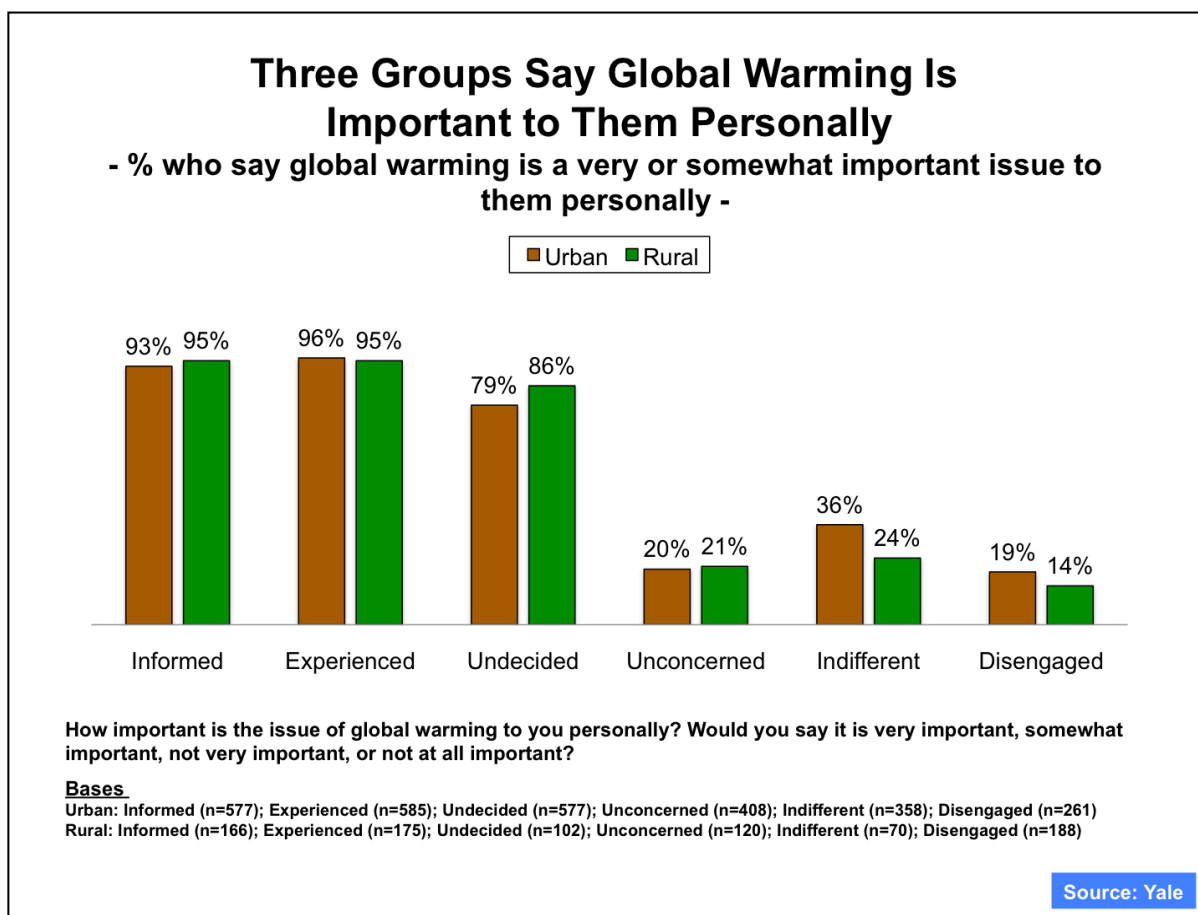
Interestingly, the most likely to say they could easily change their minds are the Experienced (94% urban, 79% rural), followed by the Undecided (55% and 47%) and the Unconcerned (43% and 42%).



Three groups say global warming is important to them personally.

The Informed (93% urban, 95% rural), Experienced (96% and 95%), and Undecided (79% and 86%) overwhelmingly say the issue of global warming is either very or somewhat important to them personally.

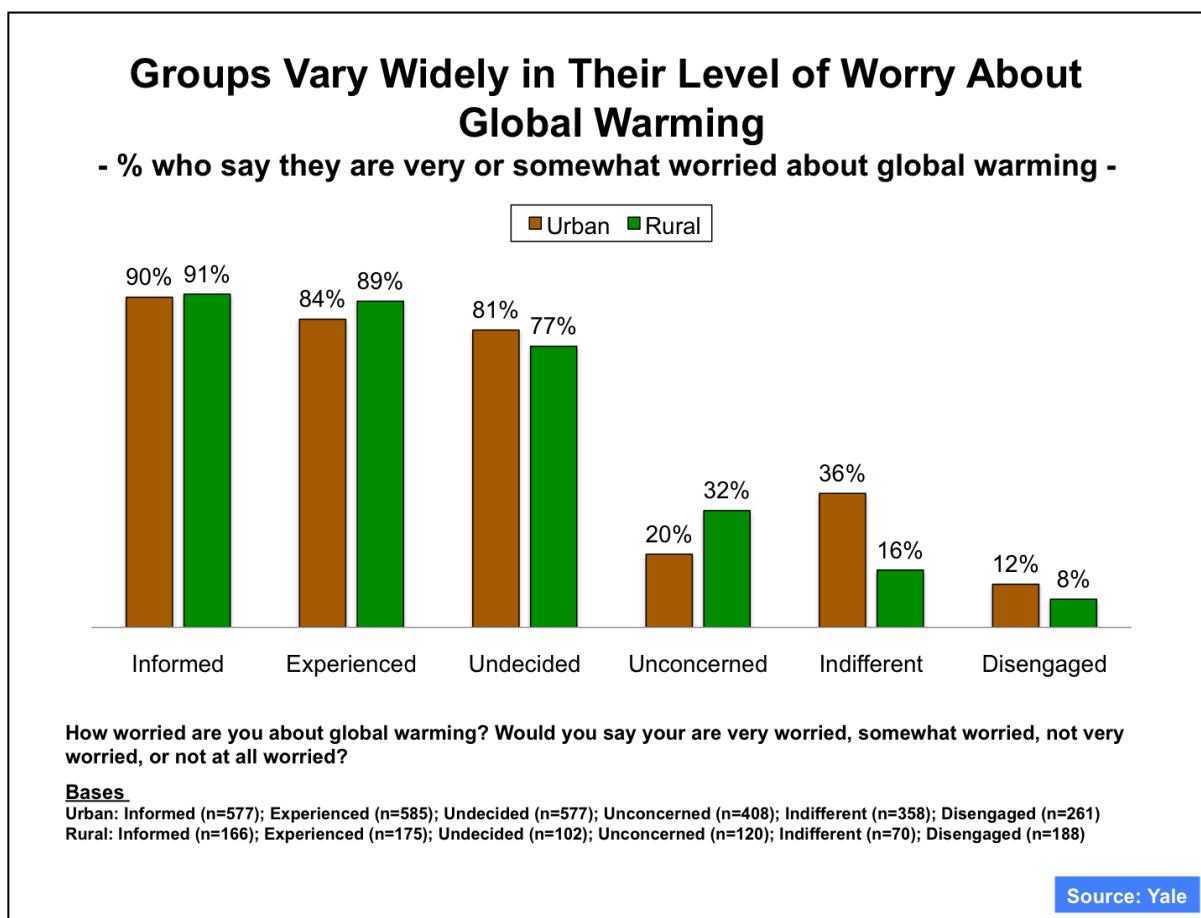
On the other end of the spectrum, few of the Unconcerned (20% urban, 21% rural), Indifferent (36% and 24%), or Disengaged (19% and 14%) say the issue is important to them personally.



The groups vary widely in their level of worry about global warming.

Reflecting the level of importance they place on the issue, most of the Informed (90% rural, 91% urban), Experienced (84% and 89%), and Undecided (81% and 77%) say they are very or somewhat worried about global warming.

By contrast, few of the Unconcerned (20% urban, 32% rural) Indifferent (36% and 16%), or Disengaged (12% and 8%) are worried about global warming.

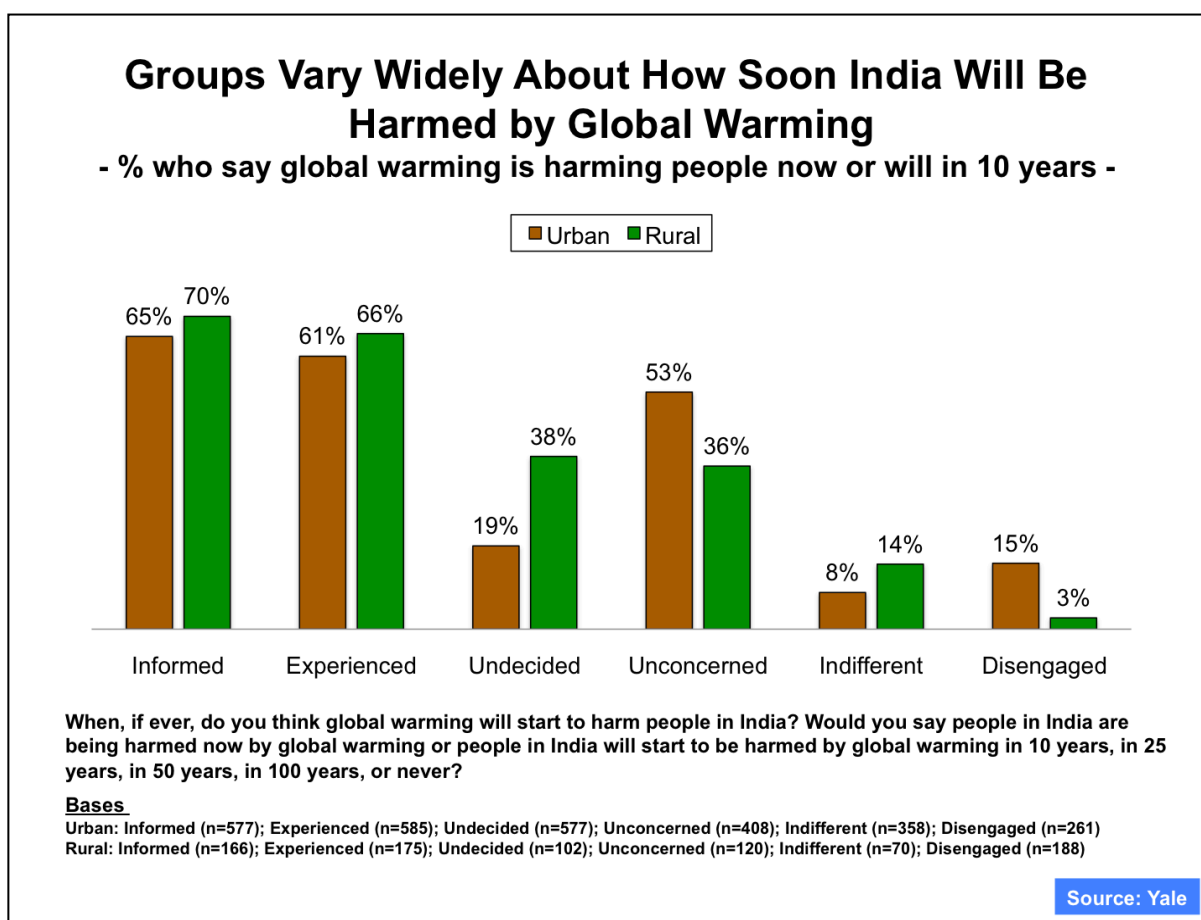


The groups vary widely about how soon India will be harmed by global warming.

The Informed and Experienced are the two groups who are the most likely to believe the threat of harm from global warming is imminent – over half (Informed: 65% urban, 70% rural; Experienced: 61% and 66% respectively) believe people in India are either being harmed by global warming now or will be in ten years.

Interestingly, though the Unconcerned say they are not worried about global warming, a sizable number think it will affect Indians within the next ten years or is doing so now (53% urban, 36% rural).

Fewer than half of the Undecided, Indifferent, or Disengaged think that global warming is a near-term threat.



The groups differ over how much global warming will harm India.

Large majorities of the Informed, Experienced, and Undecided say global warming will cause a great deal or moderate amount of harm to:

- Future generations of people (77% to 90%)
- Plants and animals (75% to 89%)
- People in India (79% to 87%)
- People in their community (75% to 85%)
- Themselves and their families (67% to 85%)

Despite their lack of worry about global warming, large majorities of the Unconcerned also say that global warming will cause a great deal or moderate amount of harm.

By contrast, far fewer of the Indifferent or Disengaged say global warming will harm India.

The Groups Differ About How Much Global Warming Will Harm India - % who say global warming will cause a great deal or moderate amount of harm -

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Plant and animal species	84	89	87	80	75	81	85	83	27	40	21	18
Future generations of people	84	90	88	82	79	77	83	77	30	23	24	17
People in India	80	85	85	80	79	87	83	88	29	39	23	17
People in your community	75	81	78	85	70	85	80	82	24	32	22	19
You and your family	74	85	81	79	67	67	65	66	20	10	17	16

How much do you think global warming will harm [ITEM]? Would you say a great deal, a moderate amount, only a little, not at all, or do you not know?

Base: Total Indians.

Source: Yale

The groups differ over how many more disasters will occur in India over the next 20 years, due to global warming.

Half or more of the Informed and Experienced say that in the next 20 years, global warming will cause *many more*:

- Severe heat waves (65% to 74%)
- Famines and food shortages (64% to 74%)
- Droughts and water shortages (63% to 74%)
- Extinctions of plants and animals (66% to 72%)
- Disease epidemics (63% to 72%)
- Severe floods (52% to 58%)
- Severe cyclones (47% to 56%)

About half or more of the Unconcerned also say that global warming will cause many more of these disasters, as do the Undecided, but to a lesser extent.

Very few of the Indifferent or Disengaged say global warming will cause many more of these disasters over the next 20 years.

Groups Differ Over How Many More Disasters Will Occur in India Over the Next 20 Years, Due to Global Warming - % who say global warming will cause *many more* of each event -

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Extinctions of plant and animal species	72	66	67	72	41	55	64	40	5	6	17	11
Severe heat waves	67	74	65	67	31	47	57	48	10	2	23	11
Disease epidemics	66	65	63	72	29	52	55	66	10	18	29	11
Famines and food shortages	64	74	65	72	33	59	63	54	8	17	18	15
Droughts and water shortages	63	74	66	69	30	49	63	46	10	4	21	9
Severe floods	52	58	55	56	20	40	37	47	7	2	21	7
Severe cyclones	47	55	49	56	29	31	35	24	2	3	11	9

In India, over the next 20 years, would you say global warming will cause many more, a few more, a few less, or many less [EVENT], or do you think there will be no difference, or do you not know?

Base: Total Indians.

Source: Yale

3. Support for Policies to Reduce Global Warming

The perceived economic effects of environmental protection.

Most groups are relatively evenly split on whether protecting the environment improves economic growth and provides new jobs or reduces economic growth and costs jobs.

There are two notable differences, however. The Unconcerned are most likely to say that protecting the environment is good for the economy (47% urban, 48% rural) rather than bad for the economy (24% and 22%, respectively). The Disengaged, however, while most inclined to say they don't know or to not answer the question, are more likely to say protecting the environment is bad for the economy (22% urban, 26% rural) rather than good (16% and 13%, respectively).

Perceived Economic Effects of Environmental Protection - % who agree with statement -

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Protecting the environment improves economic growth and provides new jobs	37	28	31	34	37	37	47	48	35	27	16	13
Protecting the environment reduces economic growth and costs jobs	32	26	33	33	40	35	24	22	30	43	22	26
Protecting the environment has no effect on economic growth or jobs	20	31	22	19	12	22	14	15	12	23	6	5
No answer	9	13	11	13	8	5	10	11	15	4	44	41
Don't know	3	3	3	2	3	1	5	4	8	3	12	14

Overall, do you think that protecting the environment reduces economic growth and costs jobs, improves economic growth and provides new jobs, or has no effect on economic growth or jobs?

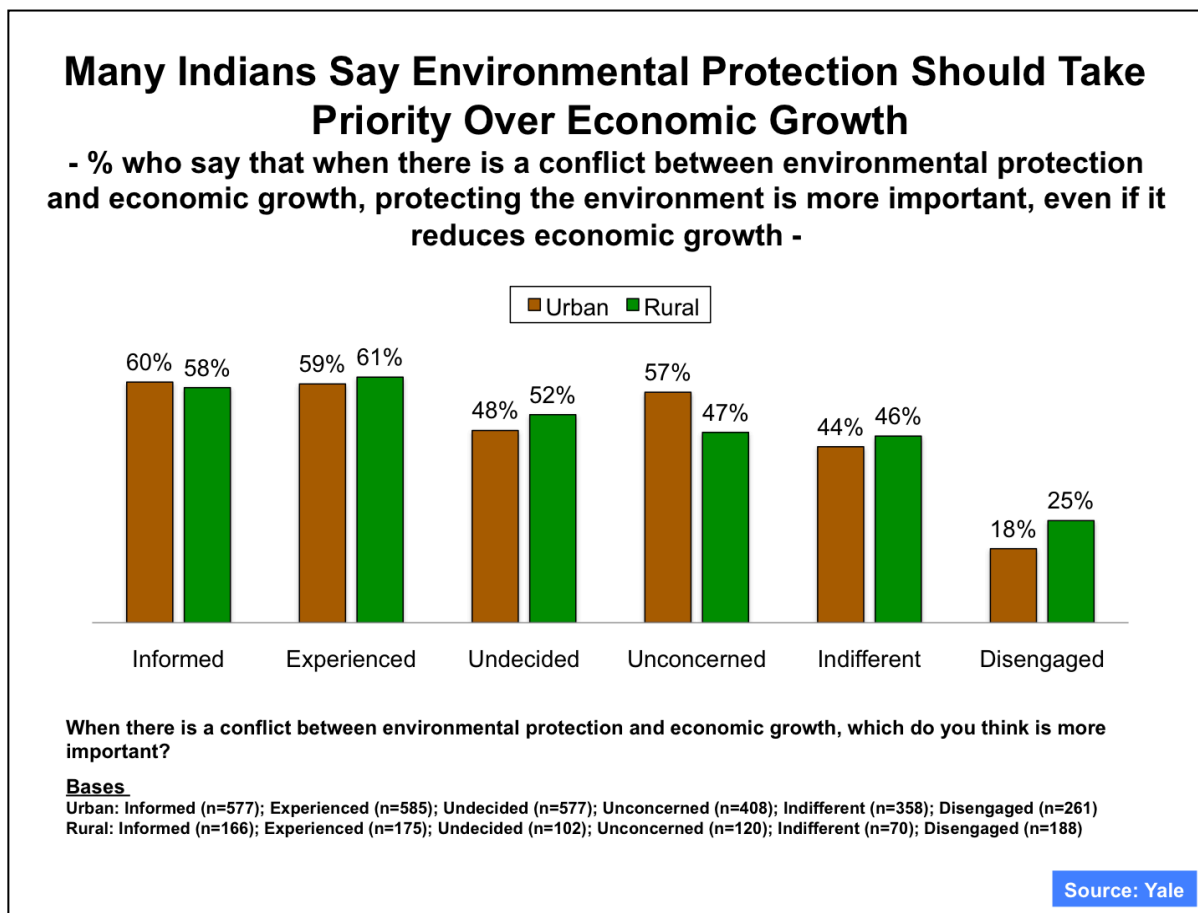
Base: Total Indians.

Source: Yale

Many Indians say environmental protection should take priority over economic growth.

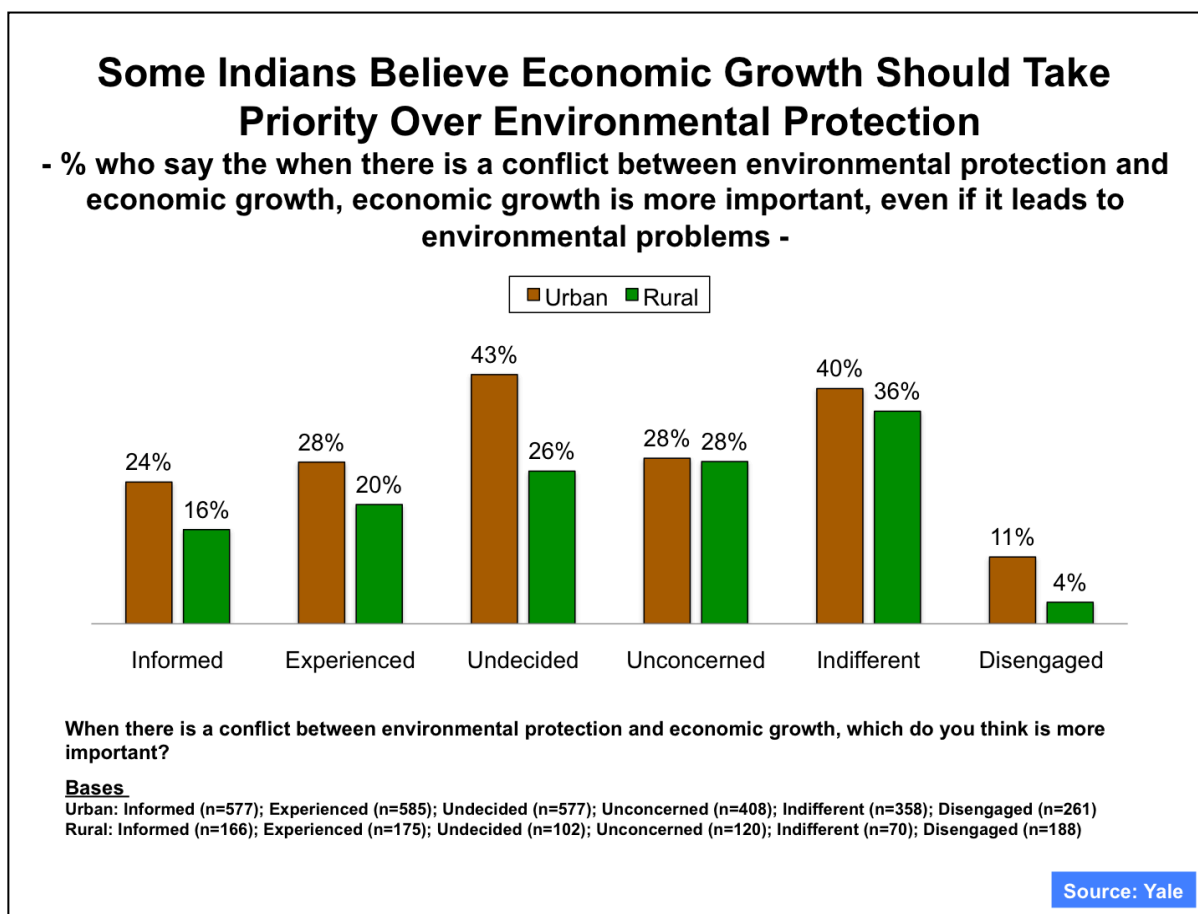
Majorities of the Informed (60% urban, 58% rural) and Experienced (59% and 61%) say that when there is a conflict between environmental protection and economic growth, protecting the environment is more important even if it reduces economic growth.

About half of the Undecided and Indifferent agree; few of the Disengaged do.



Some Indians believe economic growth should take priority over environmental protection.

Though most Indians believe environmental protection is more important than economic growth, the Undecided (43% urban, 26% rural) and Indifferent (40% and 36%) are the most inclined to agree that if there is a conflict between environmental protection and economic growth, economic growth is more important, even if it leads to environmental problems.



Level of support for policies to help deal with environmental problems.

Half or more of all groups except the Indifferent and Disengaged strongly or somewhat favor the following policies to deal with environmental problems:

- A national program to teach all Indians about global warming (67% to 89% favor)
- Encouraging local communities to build check dams to increase local water supplies (63% to 88%)
- Preserving or expanding forested areas, even if this means less land for agriculture or housing (50% to 77%)
- Encouraging drivers to waste less fuel by increasing the price on petrol and LPG (54% to 76%)
- Encouraging households and industry to waste less water by increasing the price of water (57% to 73%)
- Reducing the number of coal-burning power plants, even if this increases the cost of electricity (53% to 73%)
- Requiring new buildings to waste less water and energy, even if this increases their cost (51% to 71%)
- Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare (51% to 69%)
- Making more electricity from solar and wind power, even if this increases the price of electricity (44% to 68%)

Level of Support For Policies to Help Deal With Environmental Problems

- % who strongly or somewhat favor each item -

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban (577)	Rural (166)	Urban (585)	Rural (175)	Urban (577)	Rural (102)	Urban (408)	Rural (120)	Urban (358)	Rural (70)	Urban (261)	Rural (188)
(Unweighted base)	%	%	%	%	%	%	%	%	%	%	%	%
Encouraging local communities to build check dams to increase local water supplies	83	83	88	79	63	76	84	77	41	50	33	51
A national program to teach all Indians about global warming	82	85	89	83	67	82	83	83	44	44	31	42
Requiring new buildings to waste less water and energy, even if this increases their cost	71	65	76	64	59	51	67	56	38	16	26	30
Making more electricity from solar and wind power, even if this increases the price of electricity	68	67	67	65	62	44	52	44	44	32	29	29
Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare	66	51	69	63	68	58	56	67	39	43	22	31
Encouraging households and industry to waste less water by increasing the price of water	62	62	73	66	61	61	57	61	38	29	26	32
Encouraging drivers to waste less fuel by increasing the price on petrol and LPG	61	56	76	70	59	47	54	66	43	56	25	37
Preserving or expanding forested areas, even if this means less land for agriculture or housing	60	54	77	73	70	58	58	50	38	19	26	38
Reducing the number of coal-burning power plants, even if this increases the cost of electricity	56	53	73	66	62	67	53	65	37	29	21	32

Now, please tell me how much you would favor or oppose India taking each of the following steps to help deal with environmental problems.

Base: Total Indians.

Source: Yale

4. Trust in Global Warming Information Sources

Trusted sources.

Virtually all groups, urban and rural, say scientists are their most trusted source of information about global warming (58% to 88% say they strongly or somewhat trust scientists). The news media follows (59% to 81%), then family and friends (47% to 81%), and environmental organizations (51% to 79%).

Less trusted but still trusted by about half or more of most groups are corporations (43% to 74%), local government (40% to 72%), the national government (45% to 69%), and state government (43% to 58%).

Least trusted are community and religious leaders, though the majority of the Unconcerned trusts them.

By contrast to the other groups, half or fewer of the rural Indifferent and the Disengaged trust any of these sources for information about global warming.

Trust In Sources of Information About Global Warming - % who strongly or somewhat trust each source -

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Scientists	88	80	82	76	71	78	84	61	58	34	36	43
Your family and friends	81	61	78	61	61	64	79	75	47	40	38	39
The news media	81	74	81	65	64	78	70	71	59	46	40	46
Environmental organizations	79	62	79	71	69	70	76	83	51	46	34	32
The state government	58	43	58	54	54	64	70	72	45	47	35	36
The national government	56	45	60	53	49	55	69	53	43	34	34	30
Your local government	55	40	58	57	51	65	70	72	43	48	30	36
Corporations	54	39	57	53	50	60	64	74	43	47	26	29
Community leaders	49	39	55	52	53	58	66	68	38	20	20	34
Religious leaders	46	44	52	39	41	54	56	69	35	45	30	34

Next I'm going to read you a list of people, groups, and organizations. For each one, please tell me how much you trust or distrust each as a source of information about global warming. How about [SOURCE]? Do you strongly trust, somewhat trust, somewhat distrust, or strongly distrust [SOURCE] as a source of information about global warming?

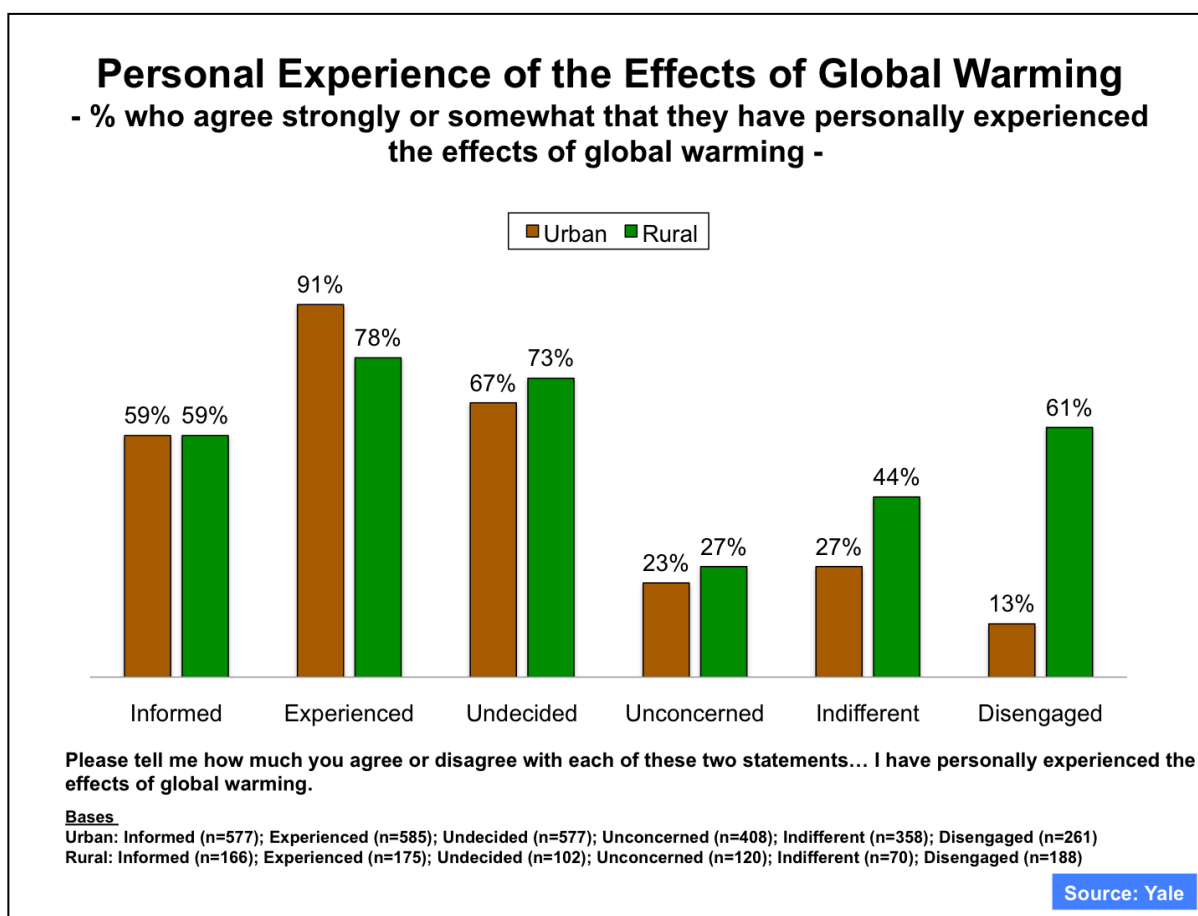
Base: Total Indians.

Source: Yale

5. Perceptions of Local Weather

Personal experience of the effects of global warming.

Majorities of the Informed (59% urban, 59% rural), Experienced (91% and 78%), Undecided (67% and 73%) and the rural Disengaged (61%) strongly or somewhat agree that they have personally experienced the effects of global warming.



Perceived change in the average amount of local rainfall over the past ten years.

Asked whether over the past ten years rainfall in their area has been increasing, decreasing, or staying about the same, Indians in most cases are most inclined to say rainfall is decreasing. The rural Experienced (65%), the rural Undecided (62%), and the rural Disengaged (62%), are particularly likely to make this observation.

By contrast, the rural Indifferent and urban Unconcerned are more likely to say rainfall is increasing.

Perceived Change In the Average Amount of Local Rainfall Over the Past Ten Years - % who agree with item -

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Rainfall is decreasing	49	52	41	65	54	62	34	44	39	22	41	62
Rainfall is increasing	36	40	38	28	23	32	40	44	39	45	31	19
Stayed about the same	13	7	17	6	22	5	20	8	17	24	18	10
Don't know	2	*	3	1	1	*	3	3	2	7	8	7
Refused	*	1	*	-	-	-	2	*	3	1	3	1

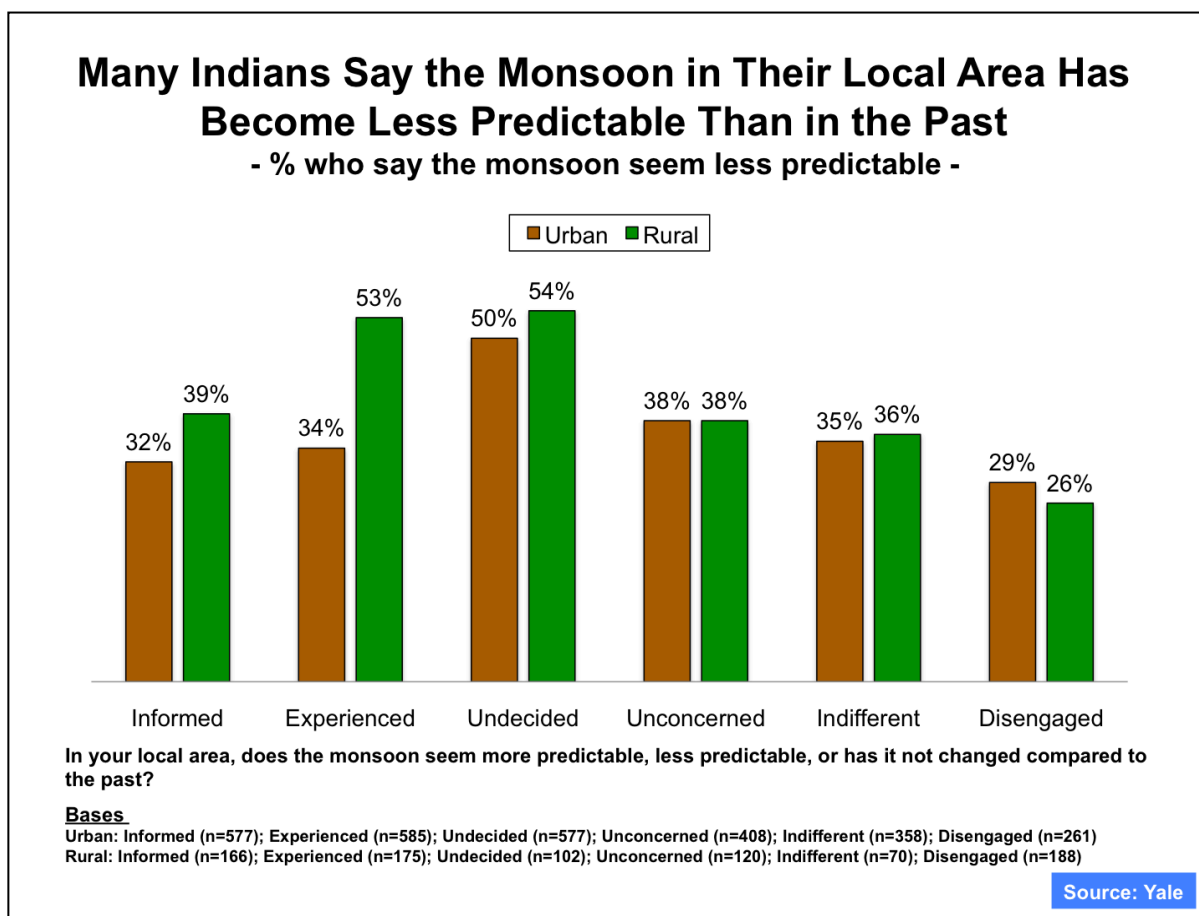
Over the past ten years, would you say that the average amount of rainfall each year in your local area has been increasing, decreasing, or has it stayed about the same?

Base: Total Indians.

Source: Yale

Many Indians say the monsoon in their local area has become less predictable than in the past.

A number of Indians – particularly the Undecided (50% urban, 54% rural) and rural Experienced (53%) – say the monsoon in their local area seems less predictable compared to the past. At least one in three of the Unconcerned, Indifferent, and Informed agree.



Perceived change in the frequency of extreme weather events in the local area.

With the exception of the Indifferent, about half or more of all groups say hot days have become more frequent, compared to the past, in their local area (46% to 67%). Most likely to make this observation are the Informed (64% urban, 67% rural) and the rural Disengaged (63%).

Fewer than half of Indians say droughts, severe storms, and floods have become more frequent. One notable exception: about half of the rural Disengaged (48%) say droughts have become more common.

Perceived Change in Frequency of Extreme Weather Events in Local Area

- % who say events are more frequent -

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Hot days	64	67	63	58	47	60	54	65	32	19	46	66
Droughts	21	38	23	31	9	30	11	35	10	13	20	48
Severe storms	20	37	28	27	10	32	23	36	12	15	21	23
Floods	13	15	25	26	6	14	10	13	8	7	18	12

In your local area, have the following become more frequent, less frequent, or have they not changed compared to the past? How about [EVENT]? Have [EVENT] become more frequent, less frequent, or have they not changed compared to the past?

Base: Total Indians.

Source: Yale

Appendix I: Sample Demographics

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Sex												
Male	48	66	50	56	58	73	53	56	53	72	43	39
Female	52	34	50	44	42	27	47	44	47	28	57	61
Age												
18 - 29	34	44	33	37	35	36	29	27	30	36	26	34
30 - 39	24	24	22	28	22	20	23	32	25	20	18	21
40 - 49	18	15	22	19	19	15	21	23	16	28	26	13
50 - 59	12	10	12	9	11	21	12	9	14	7	9	13
60 - 69	8	5	8	6	7	5	9	5	10	10	14	10
70 and older	4	2	3	2	6	3	6	4	6	-	7	9
Education												
Not literate	4	3	4	17	4	19	7	20	5	26	21	45
Literate without formal schooling	1	3	2	8	2	3	1	8	1	9	9	6
Literate but below primary	1	4	3	5	3	8	1	11	4	2	5	6
Primary	5	11	7	14	5	8	5	13	10	17	8	8
Middle	8	12	9	14	12	11	11	17	13	15	13	10
Secondary	16	16	16	11	16	12	21	12	12	12	13	3
Higher secondary	19	17	18	15	17	22	28	9	22	12	8	9
Diploma/certificate course	6	9	5	4	8	3	5	4	8	-	3	4
Graduate	32	20	26	3	20	6	16	5	16	5	13	5
Post graduate and above	7	2	9	3	14	7	3	-	6	-	1	-
Don't know	*	2	1	2	0	-	*	*	*	-	3	2
Refused	*	1	*	3	1	-	1	-	3	2	3	2
Occupation												
Self-employed in agriculture	2	12	1	32	2	39	2	24	5	35	1	21
Self-employed in non-agriculture	5	8	7	13	7	5	8	8	8	18	4	7
Casual agricultural labor	1	2	2	4	2	12	2	14	4	10	4	16
Casual non-agricultural labor	3	3	2	5	3	2	3	6	2	4	3	7
Other labor	10	7	7	10	8	11	9	20	11	10	14	14
Salaried empl.	31	17	31	11	40	13	30	13	26	19	25	7
Student not seeking employment	11	17	14	6	7	7	3	4	9	-	6	2
Other	16	16	18	12	18	6	29	4	15	5	15	12
Retired	1	2	2	*	3	1	2	4	2	-	-	-
Refused	21	15	16	8	10	4	10	6	20	*	27	15

(Unweighted base)	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
	(577) %	(166) %	(585) %	(175) %	(577) %	(102) %	(408) %	(120) %	(358) %	(70) %	(261) %	(188) %
Monthly household income												
Up to 1000 rupees	2	5	3	11	1	5	2	4	5	4	3	10
1001 to 2000	3	8	9	19	2	17	3	11	2	14	3	16
2001 to 3000	2	6	5	13	1	15	1	17	5	17	4	19
3001 to 4000	6	7	4	8	7	12	4	10	5	22	8	15
4001 to 5000	9	22	8	14	9	22	7	27	8	11	12	8
5001 to 10,000	17	17	20	17	39	16	31	14	25	20	27	8
10,001 to 20,000	21	14	22	8	21	7	23	8	27	7	9	3
Above 20,000	22	10	19	5	14	3	22	4	13	2	6	*
Not applicable	4	2	6	1	2	-	1	1	3	*	1	7
Don't know	5	6	2	1	1	-	3	2	4	1	11	4
Refused	9	3	2	2	4	1	3	2	4	2	18	9
Efficacy of household income												
Our income covers our needs and we are able to save money	41	21	26	19	35	16	41	19	35	40	20	12
Our income covers our needs, but by just enough	42	34	36	23	47	38	39	50	39	33	35	19
Our income does not cover our needs and we have some difficulties	10	26	24	22	10	27	13	11	7	20	23	26
Our income does not cover our needs and we have great difficulties	4	17	12	33	6	19	6	16	11	6	9	23
Don't know	1	1	1	3	1	-	1	2	3	1	5	11
Refused	1	1	2	-	1	-	*	2	5	-	7	10
Caste group												
Upper Caste	53	53	44	29	40	24	40	27	29	14	33	19
Other Backward Classes	23	24	34	48	28	40	23	23	38	26	30	26
Scheduled Caste	12	13	13	19	19	29	21	22	21	48	20	30
Scheduled Tribe	6	5	4	4	8	5	11	25	4	7	9	15
Don't know	1	3	2	-	2	-	3	1	3	2	5	5
Refused	4	2	3	1	4	2	3	3	6	2	3	4

(Unweighted base)	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
	(577) %	(166) %	(585) %	(175) %	(577) %	(102) %	(408) %	(120) %	(358) %	(70) %	(261) %	(188) %
Religion												
Hindu	81	89	80	87	77	81	89	84	73	81	80	84
Muslim	13	7	9	7	19	14	7	12	20	16	15	9
Christian	2	1	3	1	1	4	2	-	2	*	2	*
Jain	2	-	1	1	1	-	1	-	2	1	-	1
Sikh	*	2	1	3	1	1	*	*	*	-	*	4
No religion	*	-	*	-	*	-	-	-	-	-	*	-
Animism	*	-	4	-	*	-	*	2	1	1	1	1
Buddhist/Neo Buddhist	*	-	1	-	1	*	*	*	1	-	*	*
Other	1	-	*	-	-	-	*	-	*	-	1	-
Don't know	1	1	-	*	*	-	*	-	*	1	*	1
Refused	*	-	*	-	-	-	1	1	*	-	1	1
Prayer frequency												
Daily	56	44	70	54	52	47	53	43	28	25	37	28
Weekly	12	19	13	13	21	22	24	9	26	11	19	10
On festivals	17	30	11	29	16	25	18	39	18	47	29	55
Never	12	6	4	3	9	6	5	8	26	16	13	3
Don't know	1	1	*	1	1	-	-	*	1	-	*	2
Refused	3	-	2	-	*	-	*	-	1	-	1	1
Visits to temple, mosque, church, gurudwara, etc.												
Daily	33	32	38	27	31	31	32	31	24	17	27	18
Weekly	20	26	24	28	26	25	32	18	29	14	17	17
On festivals	29	33	28	36	21	31	29	41	23	40	42	57
Never	12	7	8	5	20	13	7	7	23	29	5	4
Don't know	1	2	1	3	1	-	*	*	1	-	6	3
Refused	4	*	2	-	1	-	-	3	*	-	3	*

(Unweighted base)	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
	(577) %	(166) %	(585) %	(175) %	(577) %	(102) %	(408) %	(120) %	(358) %	(70) %	(261) %	(188) %
Political party closest to												
BJP Bharatiya Janata Party	24	26	18	25	33	21	18	16	28	17	22	9
INC Indian National Congress	16	19	14	17	20	12	11	6	13	6	22	30
NCP Nationalist Congress Party	12	6	3	3	2	2	5	5	2	3	2	2
RJD Rashtriya Janata Dal	5	5	4	2	3	4	4	*	2	-	1	6
CPI Communist Party of India	3	3	5	2	3	2	1	2	10	7	5	13
BSP Bahujan Samaj Party	3	4	8	20	4	20	2	19	7	36	1	4
CPM Communist Party of India (Marxist)	2	2	2	2	4	2	2	2	5	10	5	2
Other	2	3	1	2	0	3	1	2	1	-	1	1
Don't know	18	16	25	12	7	14	20	28	13	2	19	15
Refused	15	16	20	15	24	21	36	19	19	21	23	17
Voted in last election												
Yes	80	88	81	94	89	90	81	93	82	60	86	89
No	12	10	16	4	7	8	16	7	10	36	7	6
Not applicable	*	-	*	-	*	-	1	-	1	*	*	1
Don't know	1	1	1	1	1	1	1	*	5	-	3	3
Refused	6	2	3	1	2	2	2	1	3	3	4	2

Appendix II: Data Tables

Global Warming Beliefs and Attitudes

How much do you know about global warming? Do you know a lot about it, something about it, just a little about it, or have you never heard of it?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
I know a lot about it	16	15	6	4	8	5	5	1	5	1	2	2
I know something about it	41	30	28	13	37	20	22	22	15	23	4	1
I know just a little about it	21	36	28	25	28	35	28	35	30	24	8	4
I have never heard of it	6	9	25	51	22	38	23	37	41	48	25	34
Don't know	15	8	10	2	5	2	21	5	6	*	48	42
Refused	1	1	2	5	1	-	-	1	2	3	13	16

Global warming refers to the idea that the world's average temperature has been increasing over the past 150 years, may be increase more in the future, and that the world's climate and weather patterns may change as a result. What do you think? Do you think that global warming is happening? Would you say "yes," "no," or "I don't know?"

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	81	91	78	87	86	86	75	74	79	49	-	-
No	6	6	10	10	11	9	18	10	13	42	-	-
Refused	5	1	4	1	2	3	0	10	2	3	17	24
Don't know	9	1	9	2	2	2	7	6	6	6	83	76

If global warming is happening, do you think it is caused mostly by human activities, by natural changes in the environment, some other cause, or none of these because it is not happening?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Caused mostly by human activities	72	64	65	59	51	57	54	57	49	35	-	-
Caused mostly by natural changes in the environment	24	28	32	35	41	37	42	35	38	49	-	-
Some other cause	-	-	-	1	-	1	-	-	-	-	-	-
None of these because global warming is not happening	1	*	1	1	2	2	1	3	4	6	-	-
Don't know	1	4	2	0	3	0	2	-	2	2	77	73
Refused	1	3	1	4	3	4	1	5	7	8	23	27

Please tell me if you agree or disagree with the following statements... I could easily change my mind about global warming

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	-	-	35	43	9	9	5	13	2	3	7	4
Somewhat agree	6	4	58	37	45	38	38	29	14	8	11	3
Somewhat disagree	40	49	1	6	34	31	39	41	43	43	18	6
Strongly disagree	41	40	-	-	7	8	9	10	41	43	11	3
Don't know	13	7	5	15	5	14	9	7	1	3	53	84

How important is the issue of global warming to you personally? Would you say it is very important, somewhat important, not very important, or not at all important?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Very important	56	68	58	63	22	34	1	1	11	10	11	7
Somewhat important	38	28	39	32	57	51	20	20	25	14	8	8
Not very important	3	1	1	3	16	12	61	51	31	48	4	2
Not at all important	*	*	*	*	2	*	16	24	25	24	12	7
Don't know	2	2	1	1	1	3	1	2	4	-	50	54
Refused	2	1	2	-	2	-	1	2	5	4	14	23

How worried are you about global warming? Would you say you are very worried, somewhat worried, not very worried, or not at all worried?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Very worried	38	46	28	42	16	24	1	4	6	1	5	3
Somewhat worried	52	45	56	47	65	53	19	28	30	15	7	5
Not very worried	8	6	12	9	15	17	63	47	39	41	2	3
Not at all worried	2	0	3	3	2	5	16	18	20	40	6	6
Don't know	*	1	1	-	1	1	1	-	3	-	66	60
Refused	*	2	*	-	1	1	1	3	1	3	15	23

Would you say people in India are being harmed now by global warming or people in India will start to be harmed by global warming in 10 years, in 25 years, in 50 years, in 100 years, or never?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
They are being harmed now	44	44	26	33	14	12	2	*	5	13	5	2
In 10 years	21	26	35	33	39	24	6	14	14	26	10	*
In 25 years	18	12	17	11	15	24	7	3	25	28	3	14
In 50 years	8	6	8	14	16	20	20	21	27	9	3	3
In 100 years	3	4	1	3	3	7	27	24	19	6	2	2
Never	*	*	3	1	2	5	27	36	4	7	8	4
Don't know	4	7	7	2	8	5	9	2	5	8	55	55
Refused	1	*	3	3	3	2	3	-	2	4	14	19

How much do you think global warming will harm [ITEM]? Would you say a great deal, a moderate amount, only a little, not at all, or do you not know?

You and your family

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	43	55	53	47	28	30	28	19	4	5	13	6
A moderate amount	32	29	28	32	39	37	37	46	16	4	4	10
Only a little	21	12	15	20	25	31	29	29	36	55	15	19
Not at all	4	1	3	-	5	1	5	6	43	32	8	*
Not applicable	-	-	*	-	1	-	-	-	-	2	5	5
Don't know	1	2	1	1	1	1	*	-	1	2	56	60

People in your community

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	45	57	52	55	35	39	32	29	4	6	11	6
A moderate amount	30	24	27	30	35	46	48	53	20	27	11	13
Only a little	20	14	18	13	25	14	17	17	38	48	11	13
Not at all	2	2	1	1	4	1	2	1	37	14	5	1
Not applicable	*	-	*	-	-	-	-	-	*	2	4	6
Don't know	3	3	2	1	1	-	1	1	*	4	58	61

People in India

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	53	65	65	61	34	52	48	43	6	20	16	7
A moderate amount	27	20	21	19	45	34	35	45	23	19	7	10
Only a little	18	12	11	16	17	12	14	10	33	32	11	15
Not at all	2	1	2	3	4	0	3	2	35	24	10	*
Not applicable	*	-	*	-	-	-	*	-	1	*	7	5
Don't know	1	2	1	2	*	2	-	*	1	5	49	63

How much do you think global warming will harm [ITEM]? Would you say a great deal, a moderate amount, only a little, not at all, or do you not know? (Cont'd.)

Future generations of people

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	68	72	73	65	42	53	61	44	9	9	16	8
A moderate amount	16	18	15	17	37	25	22	33	20	15	9	9
Only a little	12	7	9	13	18	17	15	19	37	53	11	14
Not at all	2	2	2	2	1	2	1	1	30	18	9	*
Not applicable	0	-	*	-	-	-	-	-	1	1	6	6
Don't know	1	1	1	3	2	4	1	2	3	5	49	64

Plant and animal species

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	69	70	73	62	38	48	62	37	7	7	18	8
A moderate amount	16	19	14	18	37	33	23	46	19	33	3	10
Only a little	10	5	8	11	21	13	10	7	36	31	10	11
Not at all	4	5	4	4	2	4	2	4	32	26	6	4
Not applicable	*	-	*	-	*	-	*	1	2	1	6	8
Don't know	2	1	*	5	2	2	3	5	4	3	57	59

In India, over the next 20 years, please tell me if you think global warming will cause more or less of the following, if nothing is done to address it.

Severe cyclones

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Many more	47	55	49	56	29	31	35	24	2	3	11	9
A few more	26	26	27	32	37	37	43	39	14	5	11	18
No difference	*	2	1	0	1	1	1	2	1	1	5	5
A few less	15	7	12	8	25	21	14	26	31	44	12	13
Many less	11	8	8	3	8	8	6	6	51	46	22	3
Don't know	1	2	2	0	1	3	2	4	1	1	38	53

Extinctions of plant and animal species

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Many more	72	66	67	72	41	55	64	40	5	6	17	11
A few more	18	27	19	20	35	34	23	45	22	23	11	17
No difference	-	-	1	1	*	-	-	2	1	-	5	8
A few less	7	3	8	5	17	6	8	11	36	42	15	9
Many less	3	3	5	2	5	4	4	1	35	28	15	3
Don't know	*	-	*	-	1	1	*	2	1	1	37	52

Famines and food shortages

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Many more	64	74	65	72	33	59	63	54	8	17	18	15
A few more	21	16	22	22	32	29	25	34	22	20	8	16
No difference	1	1	1	0	3	-	*	*	2	1	8	7
A few less	9	5	10	3	21	8	10	7	34	32	17	10
Many less	3	3	1	2	6	4	2	3	34	30	14	2
Don't know	2	1	1	-	5	-	1	1	*	1	35	51

Droughts and water shortages

[illegible]

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Many more	67	74	65	67	31	47	57	48	10	2	23	11
A few more	19	15	21	26	31	41	29	36	22	29	5	19
No difference	2	-	2	0	6	*	1	2	3	-	6	7
A few less	7	6	9	3	19	8	8	7	36	43	15	8
Many less	3	4	2	2	5	2	2	5	28	23	15	2
Don't know	2	1	2	1	7	2	4	1	1	3	37	54

[illegible]

In India, over the next 20 years, please tell me if you think global warming will cause more or less of the following, if nothing is done to address it. (Cont'd.)

Severe floods

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Many more	52	58	55	56	20	40	37	47	7	2	21	7
A few more	23	19	23	21	36	17	40	21	17	23	5	14
No difference	2	1	2	0	6	3	2	*	6	3	5	6
A few less	11	10	10	10	21	17	10	23	34	45	10	12
Many less	7	12	5	7	7	19	6	7	32	26	20	4
Don't know	5	1	5	5	10	4	5	2	5	2	40	57

Support for Policies to Reduce Global Warming

Overall do you think that protecting the environment reduces economic growth and costs jobs, improves economic growth and provides new jobs, or has no effect on economic growth or jobs?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Improves economic growth and provides new jobs	37	28	31	34	37	37	47	48	35	27	16	13
Has no effect on economic growth or jobs	20	31	22	19	12	22	14	15	12	23	6	5
Reduces economic growth and costs jobs	32	26	33	33	40	35	24	22	30	43	22	26
Don't know	9	13	11	13	8	5	10	11	15	4	44	41
Refused	3	3	3	2	3	1	5	4	8	3	12	14

When there is a conflict between environmental protection and economic growth, which do you think is more important?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Protecting the environment, even if it reduces economic growth	60	58	59	61	48	52	57	47	44	46	18	25
Economic growth, even if it leads to environmental problems	24	16	28	20	43	26	28	28	40	36	11	4
Don't know	12	19	9	15	5	12	9	16	8	10	53	45
Refused	4	7	4	3	5	11	5	9	8	7	18	26

Please tell me how much you favor or oppose India taking each of the following steps to help deal with environmental problems.

Preserving or expanding forested areas, even if this means less land for agriculture or housing

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	35	28	48	37	28	13	8	6	25	17	18	24
Somewhat favor	25	26	30	36	31	37	30	13	45	41	8	14
Somewhat oppose	18	18	12	14	24	37	30	34	18	18	8	11
Strongly oppose	21	21	10	9	15	11	31	45	11	19	19	15
Don't know	2	7	1	4	3	2	1	2	1	4	46	36

Reducing the number of coal-burning power plants, even if this increases the cost of electricity

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	25	25	42	36	19	14	11	7	24	20	9	20
Somewhat favor	31	28	31	30	34	51	26	22	38	47	12	12
Somewhat oppose	27	26	15	16	29	26	35	48	26	19	15	16
Strongly oppose	13	15	11	13	15	7	27	20	9	11	20	4
Don't know	4	6	1	5	3	2	1	4	3	3	45	47

Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	35	22	37	36	20	30	11	21	24	28	9	21
Somewhat favor	31	30	32	28	37	37	28	21	45	30	13	10
Somewhat oppose	18	31	16	21	20	20	34	30	20	23	13	8
Strongly oppose	11	9	13	10	21	13	23	24	8	14	22	6
Don't know	5	9	1	6	3	1	3	3	3	5	44	55

Making more electricity from solar and wind power, even if this increases the price of electricity

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	41	31	40	31	25	15	14	13	20	18	19	21
Somewhat favor	26	36	27	34	27	29	30	19	42	26	10	8
Somewhat oppose	17	16	16	15	26	43	32	42	27	31	8	11
Strongly oppose	11	6	14	13	19	11	19	24	8	19	20	6
Don't know	4	11	3	7	3	1	5	2	3	6	43	54

Please tell me how much you favor or oppose India taking each of the following steps to help deal with environmental problems. (Cont'd.)

Encouraging drivers to waste less fuel by increasing the price on petrol and LPG

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	36	28	48	40	22	37	17	8	27	18	15	23
Somewhat favor	25	27	28	30	32	30	26	48	32	29	10	13
Somewhat oppose	18	21	12	21	27	18	33	20	28	37	12	8
Strongly oppose	16	14	9	5	16	12	19	21	11	13	23	2
Don't know	5	9	2	4	3	4	5	3	3	4	41	53

Encouraging households and industry to waste less water by increasing the price of water

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	38	32	46	31	27	31	15	19	25	31	16	25
Somewhat favor	24	30	27	35	30	30	23	11	36	29	11	7
Somewhat oppose	15	18	10	20	24	26	37	38	26	24	12	13
Strongly oppose	18	9	15	8	15	11	19	29	9	11	20	4
Don't know	5	10	2	5	3	1	6	3	4	5	42	51

Requiring new buildings to waste less water and energy, even if this increases their cost

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	42	30	41	34	28	15	11	5	21	23	17	19
Somewhat favor	29	35	34	29	38	41	27	12	38	28	10	11
Somewhat oppose	13	20	14	21	21	28	32	61	28	32	11	14
Strongly oppose	11	6	8	7	8	14	24	21	9	13	19	4
Don't know	6	10	2	9	4	2	6	2	3	3	44	51

Encouraging local communities to build check dams to increase local water supplies

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	54	62	60	57	45	46	13	23	26	36	19	34
Somewhat favor	29	21	28	22	39	31	27	27	38	40	14	17
Somewhat oppose	8	9	7	9	10	14	36	25	24	15	9	9
Strongly oppose	2	1	4	6	3	6	17	22	9	3	13	1
Don't know	7	6	2	6	4	3	7	4	3	6	45	39

Please tell me how much would you favor or oppose India taking each of the following steps to help deal with environmental problems. (Cont'd.)

A national program to teach all Indians about global warming

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly favor	64	68	63	72	42	64	19	26	28	61	22	33
Somewhat favor	17	18	25	11	41	18	24	17	39	21	9	9
Somewhat oppose	11	3	5	10	7	6	31	26	23	12	11	4
Strongly oppose	4	3	3	1	5	6	20	27	7	3	14	5
Don't know	4	8	4	6	6	5	6	3	3	3	44	49

Trust in Global Warming Information Sources

Next I'm going to read you a list of people, groups and organizations. For each one, please tell me how much you trust or distrust each as a source of information about global warming.

Scientists

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	61	55	61	46	52	39	32	24	37	40	26	26
Somewhat trust	27	25	21	30	32	21	25	10	33	39	9	18
Somewhat distrust	6	10	9	15	6	28	12	44	8	17	10	10
Strongly distrust	4	3	3	3	6	5	28	19	5	3	18	4
Don't know	*	4	2	5	4	4	1	2	9	0	31	31
Refused	1	3	3	2	1	1	2	-	7	2	5	12

The news media

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	46	35	45	36	30	30	25	20	35	34	24	19
Somewhat trust	34	39	37	29	40	41	34	26	29	44	16	27
Somewhat distrust	12	11	10	27	18	20	20	27	16	16	10	7
Strongly distrust	4	7	4	4	8	4	18	25	4	3	16	3
Don't know	1	5	4	2	4	4	1	2	9	1	29	30
Refused	2	3	2	3	0	1	1	-	7	2	5	13

Environmental organizations

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	44	40	50	37	49	43	25	29	35	36	18	6
Somewhat trust	35	22	29	34	28	40	26	17	34	33	16	26
Somewhat distrust	14	24	13	22	15	8	22	25	12	20	13	8
Strongly distrust	5	4	3	3	4	3	23	26	4	5	14	5
Don't know	2	7	3	3	4	4	2	3	9	2	32	42
Refused	1	3	2	2	1	2	2	-	7	3	7	13

Next I'm going to read you a list of people, groups and organizations. For each one, please tell me how much you trust or distrust each as a source of information about global warming. (Cont'd.)

Your family and friends

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	53	40	50	37	51	38	24	17	27	37	25	26
Somewhat trust	28	21	28	23	29	37	23	24	34	26	12	13
Somewhat distrust	11	23	15	24	11	19	30	37	18	30	17	8
Strongly distrust	5	6	4	6	5	2	19	19	5	2	10	7
Don't know	1	6	2	8	4	3	1	2	9	3	27	32
Refused	1	4	2	1	1	*	2	1	7	1	8	13

Religious leaders

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	23	17	22	16	24	21	18	16	21	17	8	13
Somewhat trust	23	27	31	23	33	48	17	30	20	37	22	21
Somewhat distrust	17	24	19	29	26	15	30	38	27	34	14	10
Strongly distrust	27	20	24	23	11	11	30	13	15	5	16	8
Don't know	7	10	2	8	5	3	2	3	11	4	33	35
Refused	3	2	2	1	2	2	2	1	7	3	7	13

Corporations

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	23	20	23	30	26	27	18	23	21	32	5	6
Somewhat trust	31	19	34	23	38	47	25	24	29	29	21	23
Somewhat distrust	17	34	15	23	21	8	26	36	20	28	10	8
Strongly distrust	13	14	20	15	8	9	24	13	13	8	19	7
Don't know	12	10	4	7	6	7	3	4	9	1	39	43
Refused	4	2	4	1	2	1	4	-	7	3	6	13

Next I'm going to read you a list of people, groups and organizations. For each one, please tell me how much you trust or distrust each as a source of information about global warming. (Cont'd.)

The national government

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	25	24	26	23	27	14	19	11	24	24	11	7
Somewhat trust	31	21	35	31	43	39	24	23	25	31	24	22
Somewhat distrust	16	21	14	28	15	35	31	60	21	39	12	18
Strongly distrust	16	22	18	16	8	8	18	4	13	4	14	4
Don't know	7	9	4	2	5	4	5	1	10	1	34	35
Refused	5	4	4	1	1	-	3	*	7	1	5	14

The state government

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	25	16	23	26	22	17	25	13	24	32	11	10
Somewhat trust	33	27	35	28	48	55	21	34	30	33	24	27
Somewhat distrust	14	28	15	28	14	19	27	33	17	23	10	12
Strongly distrust	15	18	20	15	9	4	19	19	12	9	13	4
Don't know	7	9	4	2	5	5	6	-	9	3	37	39
Refused	6	2	3	1	1	-	2	1	8	*	5	9

Your local government

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	26	16	25	30	37	30	16	27	24	32	8	8
Somewhat trust	30	24	33	26	33	42	26	22	27	33	22	28
Somewhat distrust	18	23	12	21	12	17	30	25	20	20	11	7
Strongly distrust	14	24	23	19	11	8	20	25	12	12	16	8
Don't know	8	10	3	2	5	4	5	2	9	3	38	37
Refused	5	3	4	1	2	-	3	-	7	*	5	13

Next I'm going to read you a list of people, groups and organizations. For each one, please tell me how much you trust or distrust each as a source of information about global warming. (Cont'd.)

Community leaders

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly trust	23	12	19	24	24	17	14	5	19	17	8	6
Somewhat trust	26	27	36	27	41	51	25	15	34	41	12	27
Somewhat distrust	16	21	13	23	14	17	23	47	17	25	14	11
Strongly distrust	19	26	24	18	13	10	30	32	14	13	22	8
Don't know	9	9	3	6	6	4	5	-	9	2	39	36
Refused	7	5	4	1	2	*	3	1	7	2	6	12

Perceptions of Local Weather

I have personally experienced the effects of global warming

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	27	30	45	45	2	1	15	21	2	3	4	1
Somewhat agree	32	29	46	33	24	43	51	52	21	24	10	5
Somewhat disagree	24	23	5	9	30	27	19	13	33	46	10	3
Strongly disagree	3	10	*	1	38	15	5	6	40	23	15	6
Don't know	13	8	4	12	6	14	9	8	4	3	62	85

Over the past ten years, would you say that the average amount of rainfall each year in your local area has been increasing, decreasing, or has it stayed about the same?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Increasing	36	40	38	28	23	32	40	44	39	45	31	19
Decreasing	49	52	41	65	54	62	34	44	39	22	41	62
Stayed about the same	13	7	17	6	22	5	20	8	17	24	18	10
Refused	1	1	*	-	-	*	2	-	3	1	3	1
Don't know	2	*	3	1	1	1	3	3	2	7	8	7

In your local area, does the monsoon seem more predictable, less predictable, or has it not changed compared to the past?

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Less predictable	32	39	34	53	50	54	38	38	35	36	29	26
More predictable	29	30	29	27	21	25	22	21	21	26	30	20
Not changed compared to the past	27	24	27	13	26	15	31	34	37	36	27	25
Don't know	11	7	11	7	3	5	9	7	7	2	15	29

In your local area, have the following become more frequent, less frequent, or have they not changed compared to the past?

Floods

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
More frequent	13	15	25	26	6	14	10	13	8	7	18	12
Less frequent	30	28	30	39	43	43	32	36	37	30	32	50
Not changed compared to the past	48	53	34	31	30	41	48	47	46	62	41	31
Don't know	8	4	12	5	21	2	11	5	9	1	8	6

Droughts

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
More frequent	21	38	23	31	9	30	11	35	10	13	20	48
Less frequent	31	34	30	46	41	46	40	31	43	42	32	27
Not changed compared to the past	39	25	37	22	28	25	39	34	36	44	36	18
Don't know	9	2	10	1	22	-	10	0	11	1	13	7

Hot days

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
More frequent	64	67	63	58	47	60	54	65	32	19	46	66
Less frequent	17	20	22	20	28	26	22	26	34	37	19	19
Not changed compared to the past	16	11	14	21	20	14	16	8	29	42	23	9
Don't know	2	1	1	1	4	-	8	1	5	2	11	6

In your local area, have the following become more frequent, less frequent, or have they not changed compared to the past? (Cont'd.)

Severe storms

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
More frequent	20	37	28	27	10	32	23	36	12	15	21	23
Less frequent	30	21	29	32	41	26	33	31	40	42	27	33
Not changed compared to the past	42	31	35	39	29	33	33	25	36	39	33	27
Don't know	8	12	9	2	20	9	11	8	12	3	19	17

Egalitarian and Individualistic Values

Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.

In an ideal society, all basic needs (food, housing, health care, education) would be guaranteed by the government for everyone

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	70	71	74	71	31	51	51	33	15	8	28	61
Somewhat agree	17	13	19	20	36	33	28	39	30	17	25	20
Somewhat disagree	5	5	2	5	12	13	10	18	25	31	12	5
Strongly disagree	5	6	3	2	5	3	5	6	28	41	18	3
Don't know	2	5	1	2	9	-	4	3	1	2	16	9
Refused	*	-	2	-	8	-	1	-	1	-	2	2

The government interferes too much in our everyday lives

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	35	23	49	38	28	26	20	20	13	5	16	16
Somewhat agree	26	34	31	25	28	39	30	46	30	43	20	29
Somewhat disagree	22	20	12	18	18	20	36	20	31	23	15	15
Strongly disagree	13	13	5	16	10	15	9	8	25	27	24	7
Don't know	4	8	1	2	9	-	4	5	1	3	23	24
Refused	*	2	2	0	8	0	1	-	1	-	1	10

Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement. (Cont'd.)

If the government spent less time trying to fix everyone's problems, we'd all be a lot better off

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	51	45	57	49	28	41	29	37	19	25	24	31
Somewhat agree	34	28	31	33	33	34	47	42	27	16	18	11
Somewhat disagree	7	12	7	10	15	13	17	15	28	33	11	7
Strongly disagree	4	5	3	2	5	9	2	2	21	21	18	5
Don't know	3	9	1	5	10	2	5	4	1	3	24	36
Refused	1	1	2	*	8	1	1	-	3	3	6	11

People should be allowed to make as much money as they can, even if it means some make millions while others live in poverty

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	30	20	44	29	18	20	24	19	22	10	18	21
Somewhat agree	19	21	22	24	33	27	24	21	25	21	16	8
Somewhat disagree	15	18	15	23	19	25	11	22	31	35	8	12
Strongly disagree	33	30	16	18	13	24	35	32	18	28	18	15
Don't know	3	10	1	5	9	3	4	5	3	5	34	32
Refused	1	1	1	0	8	-	2	1	1	1	6	11

Discrimination against some social groups is still a very serious problem in our society

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	42	46	56	46	25	29	34	32	16	11	26	24
Somewhat agree	30	32	26	35	26	41	42	44	21	35	15	12
Somewhat disagree	13	6	11	11	25	22	14	13	29	31	5	10
Strongly disagree	6	3	5	1	6	5	2	3	23	18	15	5
Don't know	7	10	1	6	10	1	5	7	9	4	36	37
Refused	2	3	2	-	8	1	2	1	2	-	3	11

Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement. (Cont'd.)

Our government tries to do too many things for too many people. We should just let people take care of themselves

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	27	31	46	41	22	35	27	27	15	27	19	21
Somewhat agree	29	23	29	25	35	29	27	37	28	25	12	9
Somewhat disagree	24	22	13	18	20	13	35	23	25	23	14	13
Strongly disagree	15	11	9	10	5	19	5	8	21	21	18	8
Don't know	4	12	1	5	10	3	4	5	8	2	28	37
Refused	1	1	2	-	8	1	2	1	2	1	8	12

The world would be a more peaceful place if its wealth were divided more equally among nations

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	48	31	51	36	24	23	38	37	16	10	19	18
Somewhat agree	23	27	22	23	26	20	35	26	20	19	15	10
Somewhat disagree	9	17	12	21	21	32	14	21	41	55	13	13
Strongly disagree	13	9	11	14	11	18	6	9	17	8	12	2
Don't know	6	12	2	7	10	7	5	6	4	3	28	40
Refused	1	5	2	*	8	1	3	2	3	5	12	18

Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement. (Cont'd.)

Government regulation of business usually does more harm than good

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	42	27	53	38	22	22	38	28	16	19	15	20
Somewhat agree	30	30	28	33	30	30	30	38	25	34	13	10
Somewhat disagree	14	16	8	14	21	26	17	17	34	22	13	10
Strongly disagree	6	4	4	7	7	9	7	8	21	18	16	5
Don't know	5	19	5	8	10	11	5	8	3	5	34	41
Refused	2	4	2	-	9	1	3	1	2	3	10	13

I support government programs to get rid of poverty

	Informed		Experienced		Undecided		Unconcerned		Indifferent		Disengaged	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
(Unweighted base)	(577)	(166)	(585)	(175)	(577)	(102)	(408)	(120)	(358)	(70)	(261)	(188)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	66	56	64	67	26	57	31	33	15	30	29	47
Somewhat agree	21	13	20	16	34	22	42	34	27	11	17	14
Somewhat disagree	5	7	6	4	16	8	17	15	29	31	9	4
Strongly disagree	6	12	3	5	7	4	3	7	25	24	23	9
Don't know	1	9	3	7	9	5	5	8	3	5	21	21
Refused	2	3	4	-	8	3	2	3	1	-	1	6

Appendix III: Survey Instrument

GlobeScan survey						
Introduction: Hello, my name is _____ from the public opinion research firm of Team CVoter. We are conducting a GlobeScan survey of people's views on a number of important issues facing India. Please be assured that we are not selling or soliciting anything. This is strictly a research project, being conducted in India. Shall we begin the survey? [ENSURE RESPONDENT FILLS IN AND SIGNS THE CONSENT FORM BEFORE PROCEEDING]						
FIELD REGISTRATION INFORMATION - TO BE FILLED OR CODED BY/UNDER SUPERVISION OF FIELD MANAGER OR SUPERVISOR.						
RF1	Unique Respondent ID (Please Specify)				RF1	
RF2	Unique Interviewer ID (Please Specify)				RF2	
RF3	Unique Supervisor ID (Please Specify)				RF3	
RF4	Geographic stratum (Region) (Please Specify)				RF4	
RF5	State/province (Please Specify)				RF5	
RF6	Community type				RF6	
	1 City		3 Village			
	2 Town					
RF7	Community name, e.g. name of city, town, or village				RF7	
	Please Specify					
RF8	Community population, e.g. population of city, town or village. (Please record according to the Census data)				RF8	
	Please Specify					
RF9	Was this interview controlled (at least 10% of controlled interviews)				RF9	
	1 Yes		2 No			
RF10	Survey methodology				RF10	
	1 Face-to-face		3 Online			
	2 Telephone					
RF11	Sample Type				RF11	
	1 National		2 Urban			
RF12	Residential PIN number (record)				RF12	
	Please Specify <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>					
FIELD REGISTRATION INFORMATION - TO BE FILLED BY INTERVIEWER						
RI1	Interview Date (day/month/year) <input type="text"/> <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>				RI1	
RI2	Interview Start <input type="text"/> <input type="text"/> : <input type="text"/> <input type="text"/> (enter hour and minutes using 24 hr clock; e.g. 21.09)				RI2	
RI3	Interview End <input type="text"/> <input type="text"/> : <input type="text"/> <input type="text"/> (enter hour and minutes using 24 hr clock; e.g. 21.09)				RI3	
RI4	Household selected according Field Manager's instructions				RI4	
	1 Yes		2 No			
RI5	Respondent selected according Field Manager's instructions				RI5	
	1 Yes		2 No			
RI6	Language of interview				RI6	
	Please Specify					
	Sampling point No.					
Q1	Over the past ten years, would you say that the average amount of rainfall each year in your local area has been increasing, decreasing, or has it stayed about the same?				Q1	
	1 Increasing		98 Refused (DO NOT READ)			
	2 Decreasing		99 Don't know (DO NOT READ)			
	3 Stayed about the same					
Q2	In your local area, have the following become more frequent, less frequent, or have they not changed compared to the past?				Q2	
	How about [XXXX]? Have [XXXX] become more frequent, less frequent, or have they not changed compared to the past?					
ROTATE AND TICK START. ASK FULL QUESTION WORDING FOR FIRST TWO QUESTIONS AND IF RESPONDENT SEEMS COMFORTABLE WITH THE SCALE, FOR EACH REMAINING QUESTION ASK "AND WHAT ABOUT [XXXX]?"						
		Not changed compared to the past	Less frequent	More frequent	Don't know (DO NOT READ)	
Q2a	Floods	1	2	3	99	Q2a
Q2b	Droughts	1	2	3	99	Q2b
Q2c	Hot days	1	2	3	99	Q2c
Q2d	Severe storms	1	2	3	99	Q2d
Q3	In your local area, does the monsoon seem more predictable, less predictable, or has it not changed compared to the past?				Q3	
	1 Not changed compared to the past		3 More predictable			
	2 Less predictable		99 Don't know (DO NOT READ)			

The following two questions are about the potential impact of various events on your household and your community.									
Q4 If a 1 year-long severe drought happened in your local area, how big of an impact would it have on each of the following?								Q4	
Would you say a 1 year-long severe drought would have a large impact, a medium impact, a small impact, or no impact at all on [XXXX]?									
ROTATE AND TICK START. READ FULL QUESTION FOR FIRST TWO, THEN ONCE RESPONDENT IS COMFORTABLE WITH SCALE SIMPLY SAY 'WHAT ABOUT [XXXX]'?									
	No impact at all	Small impact	Medium impact	Large impact	Don't know (DO NOT READ)	Not applicable (DO NOT READ)			
Q4a	1	2	3	4	99	98	Q4a		
Q4b	1	2	3	4	99	98	Q4b		
Q4c	1	2	3	4	99	98	Q4c		
Q4d	1	2	3	4	99	98	Q4d		
Q4e	1	2	3	4	99	98	Q4e		
Q4f	1	2	3	4	99	98	Q4f		
Q5 If a severe flood happened in your local area, how big of an impact would it have on each of the following?								Q5	
Would you say a 1 year-long severe flood would have a large impact, a medium impact, a small impact, or no impact at all on [XXXX]?									
ROTATE AND TICK START. READ FULL QUESTION FOR FIRST TWO, THEN ONCE RESPONDENT IS COMFORTABLE WITH SCALE SIMPLY SAY 'WHAT ABOUT [XXXX]'?									
	No impact at all	Small impact	Medium impact	Large impact	Don't know (DO NOT READ)	Not applicable (DO NOT READ)			
Q5a	1	2	3	4	99	98	Q5a		
Q5b	1	2	3	4	99	98	Q5b		
Q5c	1	2	3	4	99	98	Q5c		
Q5d	1	2	3	4	99	98	Q5d		
Q5e	1	2	3	4	99	98	Q5e		
Q5f	1	2	3	4	99	98	Q5f		
Q6 If [XXXX] happened in your local area, how long do you think it would take for your household to recover? Would you say it would take you a month, several months, a year, or several years? ROTATE AND TICK START.								Q6	
	A month	Several months	A year	Several years	Don't know (DO NOT READ)	Not applicable (DO NOT READ)			
Q6a	1	2	3	4	99	98	Q6a		
Q6b	1	2	3	4	99	98	Q6b		
Q7 Over the past one year, how often, if at all, did you or any member of your household have to go without two full meals a day? Would you say very often, often, sometimes or never?								Q7	
1	Never		4	Very often					
2	Sometimes		98	Refused (DO NOT READ)					
3	Often		99	Don't know (DO NOT READ)					
Q8 How much of your household's diet comes from food you grow, hunt, fish or gather for yourselves? Would you say most or all of it, about half of it, some of it, or none of it?								Q8	
1	None of it		4	Most or all of it					
2	Some of it		98	Refused (DO NOT READ)					
3	About half of it		99	Don't know (DO NOT READ)					
Q9 How much of your household's diet comes from food that other people in your community give to you? Would you say most or all of it, about half of it, some of it, or none of it?								Q9	
1	None of it		4	Most or all of it					
2	Some of it		98	Refused (DO NOT READ)					
3	About half of it		99	Don't know (DO NOT READ)					
Q10 Over the past one year, how often did you or any member of your household have to go without enough clean drinking water in a day? Would you say very often, often, sometimes, or never?								Q10	
1	Never		4	Very often					
2	Sometimes		98	Refused (DO NOT READ)					
3	Often		99	Don't know (DO NOT READ)					
Q11 If prices for electricity and fuel doubled, how often would your household have to go without using electricity or fuel? Would you say very often, often, sometimes, or never, or do you not use electricity or fuel?								Q11	
1	Never		96	Don't use electricity or fuel					
2	Sometimes		98	Refused (DO NOT READ)					
3	Often		99	Don't know (DO NOT READ)					
4	Very often								
Q12 I will now read out a few statements about your household income. Please tell me which one of the following statements is closest to your situation. (PLEASE READ CATEGORIES 01 THROUGH 04. DO NOT ROTATE. CODE ONE.)								Q12	
1	Our income covers our needs and we are able to save money		4	Our income does not cover our needs and we have great difficulties					
2	Our income covers our needs, but by just enough		98	Refused (DO NOT READ)					
3	Our income does not cover our needs and we have some difficulties		99	Don't know (DO NOT READ)					

Q13	If you were in trouble, how many relatives and friends could you count on to help you? Would you say none, one to five, six to ten, eleven to fifteen, sixteen to twenty, or more than twenty? CODE ONE.						Q13	
1	None		5	16 to 20				
2	1 to 5		6	More than 20				
3	6 to 10		98	Refused (DO NOT READ)				
4	11 to 15		99	Don't know (DO NOT READ)				
Q14	How much do you know about global warming? Do you know a lot about it, something about it, just a little about it, or have you never heard of it?						Q14	
1	I have never heard of it		4	I know a lot about it				
2	I know just a little about it		98	Refused (DO NOT READ)				
3	I know something about it		99	Don't know (DO NOT READ)				
Q15	When I say "global warming" what is the first word or phrase that comes to your mind?						Q15	
	Please Specify							
Q16	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 and weather patterns may change as a result. What do you think? Do you think that global warming is happening? Would you say 'yes', 'no', or 'I don't know'?						Q16	
1	Yes		99	Don't know (DO NOT READ)				
2	No		98	Refused (DO NOT READ)				
Q17	If global warming is happening, do you think it is caused mostly by human activities, by natural changes in the environment, some other cause, or none of these because it is not happening?						Q17	
1	Caused mostly by human activities		4	None of these because global warming is not happening				
2	Caused mostly by natural changes in the environment		98	Refused (DO NOT READ)				
3	Some other cause (Please specify)		99	Don't know (DO NOT READ)				
Q18	How worried are you about global warming? Would you say you are very worried, somewhat worried, not very worried, or not at all worried?						Q18	
1	Not at all worried		4	Very worried				
2	Not very worried		98	Refused (DO NOT READ)				
3	Somewhat worried		99	Don't know (DO NOT READ)				
Q19	How much do you think global warming will harm [XXXX]? Would you say a great deal, a moderate amount, only a little, not at all, or do you not know? (ROTATE AND TICK START.YOU MAY STOP READING SCALE AFTER FIRST TWO QUESTIONS.)						Q19	
		Not at all	Only a little	A moderate amount	A great deal	Don't know	Not applicable (DO NOT READ)	
Q19a	You and your family	1	2	3	4	99	98	
Q19b	People in your community	1	2	3	4	99	98	
Q19c	People in India	1	2	3	4	99	98	
Q19d	Future generations of people	1	2	3	4	99	98	
Q19e	Plant and animal species	1	2	3	4	99	98	
Q20	When, if ever, do you think global warming will start to harm people in India? Would you say people in India are being harmed now by global warming or people in India will start to be harmed by global warming in 10 years, in 25 years, in 50 years, in 100 years, or never?						Q20	
1	Never		5	In 10 years				
2	In 100 years		6	They are being harmed now				
3	In 50 years		98	Refused (DO NOT READ)				
4	In 25 years		99	Don't know (DO NOT READ)				

Q21	In India, over the next 20 years, please tell me if you think global warming will cause more or less of the following, if nothing is done to address it?							Q21
	Would you say global warming will cause many more, a few more, a few less, or many less [XXXX], or do you think there will be no difference, or do you not know?							
	ROTATE AND TICK START.YOU MAY STOP READING SCALE AFTER FIRST TWO QUESTIONS.							
		Many less	A few less	A few more	Many more	No difference	Don't know	
Q21a	Severe cyclones	1	2	3	4	96	99	Q21a
Q21b	Extinctions of plant and animal species	1	2	3	4	96	99	Q21b
Q21c	Famines and food shortages	1	2	3	4	96	99	Q21c
Q21d	Droughts and water shortages	1	2	3	4	96	99	Q21d
Q21e	Severe heat waves	1	2	3	4	96	99	Q21e
Q21f	Disease epidemics	1	2	3	4	96	99	Q21f
Q21g	Severe floods	1	2	3	4	96	99	Q21g
Q22	How important is the issue of global warming to you personally? Would you say it is very important, somewhat important, not very important, or not at all important?							Q22
1	Not at all important		4	Very important				
2	Not very important		98	Refused (DO NOT READ)				
3	Somewhat important		99	Don't know (DO NOT READ)				
Q23	I will now read you two statements. Please tell me how much you agree or disagree with each. ROTATE AND TICK START.							Q23
	[ASK STATEMENT.]: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?							
	[ASK SECOND STATEMENT]: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?							
	IF RESPONDENT OFFERS "NEITHER AGREE NOR DISAGREE" CODE AS DON'T KNOW.							
		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know (DO NOT READ)		
Q23a	I could easily change my mind about global warming	1	2	3	4	99		Q23a
Q23b	I have personally experienced the effects of global warming.	1	2	3	4	99		Q23b
Q24	Scientists say that gases emitted by motor vehicles, power plants, and factories are causing global warming. Rich countries like the United States have been emitting these gases for many years. Poorer countries like India, however, are also starting to emit these gases as they buy more motor vehicles and build more power plants and factories.							Q24
	People disagree about when India should reduce its own emissions of these gases. Which one of the following statements comes closest to your own point of view?							
1	India should reduce its own emissions immediately without waiting for other countries.		4	India should not reduce its emissions under any circumstances				
2	India should reduce its own emissions only if rich countries go first		98	Refused (DO NOT READ)				
3	India should reduce its own emissions only if all the other countries of the world reduce their emissions at the same time.		99	Don't know (DO NOT READ)				
Q25	Do you think the government of India should be doing much more, more, less, or much less to address global warming, or is it currently doing the right amount?							Q25
1	Much less		96	Currently doing the right amount				
2	Less		98	Refused (DO NOT READ)				
3	More		99	Don't know (DO NOT READ)				
4	Much more							
Q26	How big of an effort should India make to reduce global warming? Do you think India should make no effort, a small-scale effort, even if it has small economic costs, a medium- scale effort, even if it has moderate economic costs or a large-scale effort, even if it has large economic costs? DO NOT ROTATE. CODE ONE ONLY.							Q26
1	No effort		4	A large-scale effort, even if it has large economic costs (04)				
2	A small-scale effort, even if it has small economic costs		98	Refused (DO NOT READ)				
3	A medium-scale effort, even if it has moderate economic costs		99	Don't know (DO NOT READ)				

Q27	Next, please tell me how much would you favor or oppose India taking each of the following steps to help deal with environmental problems						Q27	
	Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose India ?							
	What about [STATEMENT]? Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose India taking this step?							
	ROTATE AND TICK START. YOU MAY STOP READING SCALE AFTER FIRST TWO QUESTIONS.							
		Strongly oppose	Somewhat oppose	Somewhat favor	Strongly favor	Don't know (DO NOT READ)		
Q27a	Preserving or expanding forested areas, even if this means less land for agriculture or housing.	1	2	3	4	99	Q27a	
Q27b	Reducing the number of coal-burning power plants, even if this increases the cost of electricity.	1	2	3	4	99	Q27b	
Q27c	Requiring that new automobiles be more fuel efficient, even if this increases the cost of cars and bus fare.	1	2	3	4	99	Q27c	
Q27d	Making more electricity from solar and wind power, even if this increases the price of electricity.	1	2	3	4	99	Q27d	
Q27e	Encouraging drivers to waste less fuel by increasing the price on petrol and LPG.	1	2	3	4	99	Q27e	
Q27f	Encouraging households and industry to waste less water by increasing the price of water.	1	2	3	4	99	Q27f	
Q27g	Requiring new buildings to waste less water and energy, even if this increases their cost.	1	2	3	4	99	Q27g	
Q27h	Encouraging local communities to build check dams to increase local water supplies.	1	2	3	4	99	Q27h	
Q27i	A national program to teach all Indians about global warming	1	2	3	4	99	Q27i	
Q28	If there was a major disaster elsewhere in India, how much would you favor or oppose having some of the refugees move to your community to live? Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose having some of the refugees move to your community to live?						Q28	
1	Strongly oppose		4	Strongly favor				
2	Somewhat oppose		98	Refused (DO NOT READ)				
3	Somewhat favor		99	Don't know (DO NOT READ)				
Q29	If there was a major disaster in Bangladesh, how much would you favor or oppose having some of the refugees move to your community to live? Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose having some of the refugees move to your community to live?						Q29	
1	Strongly oppose		4	Strongly favor				
2	Somewhat oppose		98	Refused (DO NOT READ)				
3	Somewhat favor		99	Don't know (DO NOT READ)				
Q30	Overall do you think that protecting the environment reduces economic growth and costs jobs, improves economic growth and provides new jobs, or has no effect on economic growth or jobs?						Q30	
1	Reduces economic growth and costs jobs		98	Refused (DO NOT READ)				
2	Improves economic growth and provides new jobs		99	Don't know (DO NOT READ)				
3	Has no effect on economic growth or jobs							
Q31	When there is a conflict between environmental protection and economic growth, which do you think is more important?						Q31	
1	Protecting the environment, even if it reduces economic growth		98	Refused (DO NOT READ)				
2	Economic growth, even if it leads to environmental problems		99	Don't know (DO NOT READ)				
Q32	Next I'm going to read you a list of people, groups and organizations. For each one, please tell me how much you trust or distrust each as a source of information about global warming.						Q32	
	How about [XXXX]? Do you strongly trust, somewhat trust, somewhat distrust or strongly distrust [XXXX] as a source of information about global warming?							
	ROTATE AND TICK START. YOU MAY STOP READING SCALE AFTER FIRST TWO QUESTIONS. IF RESPONDENT OFFERS "NEITHER TRUST NOR DISTRUST" CODE AS DON'T KNOW.							
		Strongly distrust	Somewhat distrust	Somewhat trust	Strongly trust	Refused (DO NOT READ)	Don't know (DO NOT READ)	
Q32a	Scientists	1	2	3	4	98	99	Q32a
Q32b	The news media	1	2	3	4	98	99	Q32b
Q32c	Environmental organizations	1	2	3	4	98	99	Q32c
Q32d	Your family and friends	1	2	3	4	98	99	Q32d
Q32e	Religious leaders	1	2	3	4	98	99	Q32e
Q32f	Corporations	1	2	3	4	98	99	Q32f
Q32g	The national government	1	2	3	4	98	99	Q32g
Q32h	The state government	1	2	3	4	98	99	Q32h
Q32i	Your local government	1	2	3	4	98	99	Q32i
Q32j	Community leaders	1	2	3	4	98	99	Q32j

Q33	I'm now going to read you a list of statements. For each, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.							Q33	
	[READ STATEMENT]. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?								
	ROTATE AND TICK START. YOU MAY STOP READING SCALE AFTER FIRST TWO QUESTIONS. IF RESPONDENT OFFERS "NEITHER AGREE NOR DISAGREE" CODE AS DON'T KNOW.								
		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Refused (DO NOT READ)	Don't know (DO NOT READ)		
Q33a	In an ideal society, all basic needs (food, housing, health care, education) would be guaranteed by the government for everyone.	1	2	3	4	98	99	Q33a	
Q33b	The government interferes too much in our everyday lives.	1	2	3	4	98	99	Q33b	
Q33c	If the government spent less time trying to fix everyone's problems, we'd all be a lot better off.	1	2	3	4	98	99	Q33c	
Q33d	People should be allowed to make as much money as they can, even if it means some make millions while others live in poverty.	1	2	3	4	98	99	Q33d	
Q33e	Discrimination against some social groups is still a very serious problem in our society.	1	2	3	4	98	99	Q33e	
Q33f	Our government tries to do too many things for too many people. We should just let people take care of themselves.	1	2	3	4	98	99	Q33f	
Q33g	The world would be a more peaceful place if its wealth were divided more equally among nations.	1	2	3	4	98	99	Q33g	
Q33h	Government regulation of business usually does more harm than good.	1	2	3	4	98	99	Q33h	
Q33i	I support government programs to get rid of poverty.	1	2	3	4	98	99	Q33i	
Q34	Some people believe that individuals can make their own destiny, while others think that it is impossible to escape a predetermined fate. What do you think - do individuals make their own destiny or is everything in life the result of fate? CODE ONE.							Q34	
1	Individuals can make their own destiny			98	Refused (DO NOT READ)				
2	Everything in life is the result of fate			99	Don't know (DO NOT READ)				
3	Both (DO NOT READ)								
	Now I will ask you a few questions about yourself.								
Q35	What is your age? (In completed years)							Q35	
	Please Specify								
Q36	Gender							Q36	
1	Male			2	Female				
Q37	Up to what level have you studied? (UNPROMPTED. DO NOT READ LIST. CODE ONE ANSWER IN LIST BELOW)							Q37	
1	Not literate			7	Higher secondary				
2	Literate without formal schooling			8	Diploma/certificate course				
3	Literate but below primary			9	Graduate				
4	Primary			10	Post graduate and above				
5	Middle			98	Refused (DO NOT READ)				
6	Secondary			99	Don't know (DO NOT READ)				
Q38	Which one of the following best describes your occupation? [READ LIST. SELECT ONE ANSWER ONLY]							Q38	
1	Self-employed in agriculture			6	Salaried employment				
2	Self-employed in non-agriculture			7	Student not seeking employment				
3	Casual agricultural labor			8	Retired (Please specify former occupation)				
4	Casual non-agricultural labor			9	Other (Please specify)				
5	Other labor			98	Refused (DO NOT READ)				
Q39	And what is your caste group? (READ LIST. CODE ONE ANSWER ONLY)							Q39	
1	Scheduled Tribe			4	Upper Caste/Forward caste				
2	Scheduled Caste			98	Refused (DO NOT READ)				
3	Other Backward Classes			99	Don't know (DO NOT READ)				
Q40	What is your religion? READ LIST. CODE ONE ANSWER ONLY.							Q40	
1	Hindu			7	Buddhist/Neo Buddhist				
2	Muslim			8	No religion				
3	Jain			9	Other				
4	Animism			98	Refused (DO NOT READ)				
5	Christian			99	Don't know (DO NOT READ)				
6	Sikh								

Now I will ask you about a few religious activities.													
Q41 For each one please tell me how often you practice it – daily, weekly, only on festivals or never?										Q41			
How about [INSERT XXXX]? Do you practice this daily, weekly, only on festivals or never? (ROTATE AND TICK START. YOU MAY STOP READING SCALE AFTER FIRST QUESTION)													
	Never	On festivals	Weekly	Daily	Refused (DO NOT READ)	Don't know (DO NOT READ)							
Q41a	Prayer (puja, namaz, etc)	1	2	3	4	98	99	Q41a					
Q41b	Visiting temple, mosque, church, gurudwara, etc.	1	2	3	4	98	99	Q41b					
Q42 And what about the following activities, how often do you practice them? Please tell me if you practice them frequently, occasionally, rarely or never?										Q42			
How about [INSERT XXXX]? Do you practice this frequently, occasionally, rarely or never? (ROTATE AND TICK START. YOU MAY STOP READING SCALE AFTER FIRST QUESTION)													
	Never	Rarely	Occasionally	Frequently	Refused (DO NOT READ)	Don't know (DO NOT READ)							
Q42a	Participating in kathas, sangats bhajan -kirtans, jalsas, church services etc.	1	2	3	4	98	99	Q42a					
Q42b	Giving donations for religious activities.	1	2	3	4	98	99	Q42b					
Q42c	Keeping fasts, rozas, etc.	1	2	3	4	98	99	Q42c					
Q43 How connected do you feel to other people in your community? Do you feel very connected, somewhat connected, not very connected, or not at all connected? (CODE ONE)										Q43			
1	Not at all connected			4			Very connected						
2	Not very connected			98			Refused (DO NOT READ)						
3	Somewhat connected			99			Don't know (DO NOT READ)						
Q44 Which of the following national political parties do you feel closest to? (READ LIST AND CODE ONE)										Q44			
1	BSP Bahujan Samaj Party			6			NCP Nationalist Congress Party						
2	BJP Bharatiya Janata Party			7			RJD Rashtriya Janata Dal						
3	CPI Communist Party of India			98			Refused (DO NOT READ)						
4	CPM Communist Party of India (Marxist)			99			Don't know (DO NOT READ)						
5	INC Indian National Congress												
Q45 Did you vote in the last general election? Yes or No? (CODE ONE)										Q45			
1	Yes			98			Refused (DO NOT READ)						
2	No			99			Don't know (DO NOT READ)						
97	Not applicable												
Q46 I'm going to read you a list of organizations. Please tell me if you are involved in any of them.										Q46			
How about [XXXX]? Please answer yes or no. ROTATE AND TICK START.													
		Yes	No	Refused (DO NOT READ)	Don't know (DO NOT READ)								
Q46a	Block committee	1	2	98	99	Q46a							
Q46b	Club/Organization/Association/Society	1	2	98	99	Q46b							
Q46c	Economic group/co-operative	1	2	98	99	Q46c							
Q46d	Political organization or Party	1	2	98	99	Q46d							
In an ordinary week, how many days in a week do you..... ?													
Would you say 7 days in a week, 6 days, 5 days, 4 days, 3 days, 2 days, 1 day in a week, or less often? (ROTATE AND TICK BOX. YOU MAY STOP READING SCALE AFTER FIRST TWO QUESTIONS)													
	Less often	1 day in a week	2 days in a week	3 days in a week	4 days in a week	5 days in a week	6 days in a week	7 days in a week	Do not read/watch/listen	Refused (DO NOT READ)	Don't know (DO NOT READ)		
Q47a	Read a daily newspaper?	1	2	3	4	5	6	7	8	9	98	99	Q47a
Q47b	Listen to the radio?	1	2	3	4	5	6	7	8	9	98	99	Q47b
Q47c	Watch television?	1	2	3	4	5	6	7	8	9	98	99	Q47c
Q47d	Watch movies?	1	2	3	4	5	6	7	8	9	98	99	Q47d
Q47e	Use the Internet for personal reasons (not work)?	1	2	3	4	5	6	7	8	9	98	99	Q47e
How closely do you follow news about each of the following? For each, please tell me if you follow each very closely, somewhat closely, a little, or not at all.													
What about [XXXX]? Would you say you follow this very closely, somewhat closely, a little, or not at all?													
ROTATE AND TICK BOX. YOU MAY STOP READING SCALE AFTER FIRST TWO QUESTIONS.													
		Not at all	A little	Somewhat closely	Very closely	Don't know (DO NOT READ)							
Q48a	The local weather forecast	1	2	3	4	99	Q48a						
Q48b	National politics	1	2	3	4	99	Q48b						
Q48c	Sports	1	2	3	4	99	Q48c						
Q48d	World affairs	1	2	3	4	99	Q48d						
Q48e	Business and financial issues	1	2	3	4	99	Q48e						
Q48f	Local politics	1	2	3	4	99	Q48f						
Q48g	Environmental issues, like air or water pollution	1	2	3	4	99	Q48g						
Q48h	Television and movie stars	1	2	3	4	99	Q48h						
Q49 How often do you watch or listen to serial dramas on television or radio? Would you say almost every day, several times a week, a few times a month, or never?										Q49			
1	Never			4			Almost every day						
2	A few times a month			98			Refused (DO NOT READ)						
3	Several times a week			99			Don't know (DO NOT READ)						

Please tell me the total number of family members that live with you in your current household. How many are adults of 18 years of age or older? RECORD ANSWER. How many are children under 18 years of age? RECORD ANSWER.						
Q50a Adults (Please Specify)					Q50a	
Q50b Children (Please Specify)					Q50b	
Q51a Type of house where respondent lives (own or rented) INTERVIEWER TO OBSERVE AND CODE ONE.					Q51a	
1 Hut/ jhuggi jhopri (if wall materials used are plastic/polythene/mud /grass/leaves/stones/unburnt brick and there is either no roof or it is made up of same materials used for walls)						
2 Kutcha house (If wall materials include wood/bamboo/mud and roof is thatched/wooden/tin/asbestos sheets etc.)						
3 Kutcha-pucca (If walls are made up of pucca materials such as burnt brick but roof is not concrete/cemented)						
4 Mixed houses (If some rooms are pucca and other rooms are kutcha-pucca or kutcha)						
5 Pucca independent house (Both walls and roofs are made up of pucca materials and built on separate plot)						
6 Flats (If more than one house shares the same plot and the building is at least double storied)						
97 Other (Please specify)						
Q51b Do you own or rent your home? CODE ONE.					Q51b	
1 Own					98	Refused (DO NOT READ)
2 Rent					99	Don't know (DO NOT READ)
Q52 What is your total monthly household income - putting together the income of all members of the household? UNPROMPTED. CODE ONE.					Q52	
1 Up to 1000 rupees					7	10,001 to 20,000
2 1001 to 2000					8	Above 20,000
3 2001 to 3000					97	Not applicable
4 3001 to 4000					98	Refused (DO NOT READ)
5 4001 to 5000					99	Don't know (DO NOT READ)
6 5001 to 10,000						
Q53a Does your household own outright any agricultural land including orchard and plantation, as of today? RECORD ANSWER IN LOCAL UNITS TAKING CARE TO ENTER AMOUNT IN BOX BELOW.					Q53a	
1 Yes (GO TO Q53b)					98	Refused (DO NOT READ)
2 No (GO TO Q54)					99	Don't know (DO NOT READ)
Q53b Please tell me how much total agricultural land including orchard and plantation your household owns outright, as of today.					Q53b	
RECORD ANSWER IN BOX NEXT TO THE MEASUREMENT THEY OFFER THEIR ANSWER IN. INTERVIEWER DOES NOT NEED TO CALCULATE DURING INTERVIEW. THIS WILL BE DONE DURING DATA ENTRY.						
How much land respondent owns (Please Specify)						
1 Aankadam					11	Cents
2 Ares					12	Grounds
3 Biswa					13	Hectares
4 Chataks					14	Kottha
5 Guntha					15	Square Feet
6 Kanal					16	Square Yards
7 Rood					17	Other (Please specify)
8 Square Meter					98	Refused (DO NOT READ)
9 Acres					99	Don't know (DO NOT READ)
10 Bhighas						
Do you or members of your household have the following? Please answer 'yes' or 'no'. Do you or members of your household have LPG?						
DO NOT ROTATE. READ IN ORDER AND FOLLOW INSTRUCTIONS AS NECESSARY DEPENDING ON RESPONDENTS ANSWER.						
		Yes	No	Refused (DO NOT READ)	Don't know (DO NOT READ)	
Q54a	LPG (Liquefied Petroleum Gas)	1	2	98	99	Q54a
Q54b	Electricity [IF YES, ASK C) THROUGH H). IF NO, GO TO I) TELEPHONES]	1	2	98	99	Q54b
Q54c	Air conditioner	1	2	98	99	Q54c
Q54d	Television	1	2	98	99	Q54d
Q54e	Cable or satellite TV connection	1	2	98	99	Q54e
Q54f	Fridge	1	2	98	99	Q54f
Q54g	Computer	1	2	98	99	Q54g
Q54h	Internet access	1	2	98	99	Q54h
Q54i	Telephones	1	2	98	99	Q54i
Q54j	Scooters, motorcycles, mopeds, or auto-rickshaws	1	2	98	99	Q54j
Q54k	Cars, jeeps, or vans	1	2	98	99	Q54k
ASK QUESTION 55 ONLY TO THOSE WHO SAY 'YES' IN 54i) TELEPHONES						
Q55	You said that you or members of your household have telephones. Please tell me how many telephones, including landline and mobile phones, you and members of your household have in total. CODE ONE.				Q55	
1	One	8	Eight			
2	Two	9	Nine			
3	Three	10	Ten			
4	Four	11	More than 10			
5	Five	98	Refused (DO NOT READ)			
6	Six	99	Don't know (DO NOT READ)			
7	Seven					

ASK QUESTION 56 ONLY TO THOSE WHO SAY 'YES' IN 54j) Scooters, motorcycles, mopeds, or auto-rickshaws											
Q56	You said that you or members of your household have scooters, motorcycles, mopeds or auto-rickshaws. Please tell me how many of these you and members of your household have in total. CODE ONE.								Q56		
1	One					8	Eight				
2	Two					9	Nine				
3	Three					10	Ten				
4	Four					11	More than 10				
5	Five					98	Refused (DO NOT READ)				
6	Six					99	Don't know (DO NOT READ)				
7	Seven										
ASK QUESTION 57 ONLY TO THOSE WHO SAY 'YES' IN 54k) Cars, jeeps, or vans											
Q57	You said that you or members of your household have cars, jeeps or vans. Please tell me how many of these you and members of your household have in total. CODE ONE.								Q57		
1	One					8	Eight				
2	Two					9	Nine				
3	Three					10	Ten				
4	Four					11	More than 10				
5	Five					98	Refused (DO NOT READ)				
6	Six					99	Don't know (DO NOT READ)				
7	Seven										
ASK TO RURAL RESPONDENTS ONLY. (IF RESPONDENT SAYS 'YES' TO OWNING ANY ANIMALS, PLEASE THEN ASK THEM QUESTION 59 FOR THOSE ANIMALS)											
Now I will ask you some questions about livestock. Please tell me if you own any of the following. Please answer 'yes' or 'no'?											
						Yes	No	Refused (DO NOT READ)	Don't know (DO NOT READ)		
Q58a	Pigs, goats, or sheep					1	2	98	99	Q58a	
Q58b	Cows, oxen, or buffalo					1	2	98	99	Q58b	
Q58c	Camels, horses, mules, or donkeys					1	2	98	99	Q58c	
Q58d	Chickens or ducks					1	2	98	99	Q58d	
ASK QUESTION 59 ONLY TO THOSE WHO OWN ANIMALS (ANSWER 'YES' TO ANY PART OF QUESTION 58) AND ONLY FOR THE TYPES OF ANIMALS THEY SAY THEY OWN.											
Q59	You say you own [XXXX]. Please tell me how many [XXXX] you own and their total value in rupees. RECORD AS APPROPRIATE IN GRID, I.E. ASK ONLY ABOUT ANIMALS RESPONDENTS SAYS THEY OWN IN QUESTION 58.								Q59		
						Total number owned (1)		Total value in Rupees (2)			
Q59a	Pigs, goats, or sheep	Q59a	Please Specify	Q59a	Please Specify					Q59a	
Q59b	Cows, oxen, or buffalo	Q59b	Please Specify	Q59b	Please Specify					Q59b	
Q59c	Camels, horses, mules, or donkeys	Q59c	Please Specify	Q59c	Please Specify					Q59c	
Q59d	Chickens or ducks	Q59d	Please Specify	Q59d	Please Specify					Q59d	
Q60	What is the primary way that you heat your home? READ EACH OPTION IN THE LIST AND CODE ONE ONLY.								Q60		
1	Wood					8	Solar				
2	Straw/Grass					9	Charcoal				
3	Dung					10	Kerosene/Paraffin				
4	Electricity					15	Other DO NOT READ				
5	Propane or natural gas					16	Not applicable (I don't heat my home) (DO NOT READ)				
6	Coal					98	Refused (DO NOT READ)				
7	Oil					99	Don't know (DO NOT READ)				
Q61	What type of fuel does your household mainly use for cooking? UNPROMPTED. DO NOT READ LIST. CODE ONE ONLY.								Q61		
1	Wood					8	Solar				
2	Straw/Grass					9	Charcoal				
3	Dung					10	Kerosene/Paraffin				
4	Electricity					15	Other DO NOT READ				
5	Propane or natural gas					16	Not applicable (I don't heat my home) (DO NOT READ)				
6	Coal					98	Refused (DO NOT READ)				
7	Oil					99	Don't know (DO NOT READ)				
Q62	What is the main source of drinking water for members of your household? UNPROMPTED. DO NOT READ LIST. CODE ONE ONLY.								Q62		
1	Tap/Piped into house					11	River/Stream				
2	Tap/Piped into yard/plot					12	Pond/Lake				
3	Public/community tap					13	Dam				
4	Open well in dwelling					14	Rainwater				
5	Open well in yard/plot/homestead					15	Tanker Truck				
6	Open public/community well					16	Bottled water/water bag/sachet				
7	Protected well in dwelling					17	Other (DO NOT READ)				
8	Protected well in yard/plot					98	Refused (DO NOT READ)				
9	Protected public/community well					99	Don't know (DO NOT READ)				
10	Spring										

Q63	On average, how much time do you spend each day collecting and storing water for household use? READ LIST. CODE ONE.					Q63	
1	Less than half an hour a day		7	Five to six hours			
2	Half an hour to one hour		8	Six hours to seven hours			
3	One to two hours		9	More than seven hours			
4	Two to three hours		96	I don't spend any time at all			
5	Three to four hours		98	Refused (DO NOT READ)			
6	Four to five hours		99	Don't know (DO NOT READ)			
Q64	On average, how much money, in rupees, does your family usually pay each month for all your drinking water? READ LIST. CODE ONE.					Q64	
1	We don't pay any money		6	300-400 rupees			
2	Less than 50 rupees		7	More than 400 rupees			
3	50-100 rupees		98	Refused (DO NOT READ)			
4	100-200 rupees		99	Don't know (DO NOT READ)			
5	200-300 rupees						
Q65	What do you usually do to make the water safer to drink? UNPROMPTED. DO NOT READ LIST. CODE ONE ANSWER					Q65	
1	Nothing – it is safe to drink		7	Let it stand and settle			
2	Boil		8	Other			
3	Add bleach / chlorine		9	None DO NOT READ			
4	Strain through a cloth		98	Refused (DO NOT READ)			
5	Use a water filter (ceramic/sand/composite/etc.)		99	Don't know (DO NOT READ)			
6	Solar disinfection						
Q66	What is the main sanitation/toilet facility that this household has? READ LIST. CODE ONE ANSWER					Q66	
1	Connection to a public sewer		7	Open pit latrine			
2	Connection to a septic system		8	Bucket latrine			
3	Pour-flush latrine		17	Other specify (DO NOT READ)			
4	Simple pit latrine		18	None (DO NOT READ)			
5	Ventilated improved pit latrine		98	Refused (DO NOT READ)			
6	Public or shared latrine		99	Don't know (DO NOT READ)			
Q67	How confident are you that your community can work together [INSERT A] OR B). ROTATE AND TICK START]. Are you very confident, somewhat confident, not very confident, or not at all confident?					Q67	
Next, how confident are you that your community can work together [INSERT A] OR B). ROTATE AND TICK START]. Are you very confident, somewhat confident, not very confident, or not at all confident?							
		Not at all confident	Not very confident	Somewhat confident	Very confident	Don't know (DO NOT READ)	
Q67a	to increase access to safe drinking water?	1	2	3	4	99	Q67a
Q67b	to make sure that everyone has enough safe drinking water even during difficult times like floods or droughts?	1	2	3	4	99	Q67b
In the past year, have you ?Would you say 'yes' or 'no'?							
		Yes	No	Refused (DO NOT READ)	Don't know (DO NOT READ)		
Q68a	Encouraged other members of your community to waste less water?	1	2	98	99	Q68a	
Q68b	Participated in community activities to increase the amount of safe drinking water?	1	2	98	99	Q68b	
Q68c	Demand that your community leaders or government officials improve the amount of safe drinking water for your community?	1	2	98	99	Q68c	
Q68d	Participated in social demonstrations - such as "gheroas, rasta rokos, or bands" -- to demand more safe drinking water for your community?	1	2	98	99	Q68d	
In the past year, has your community ?Would you say 'yes' or 'no'?							
		Yes	No	Refused (DO NOT READ)	Don't know (DO NOT READ)		
Q69a	Taken steps to help people waste less water at home?	1	2	98	99	Q69a	
Q69b	Taken steps to increase the amount of safe drinking water for the community?	1	2	98	99	Q69b	

Appendix IV: Survey and Segmentation Methods

Survey method

This study was conducted by global research consultancy GlobeScan between November and December 2011, with fieldwork conducted by C-Voter and Markelytics.

The survey included 138 urban and rural communities in 21 out of the 35 states and union territories in India, covering 98 percent of the Indian population. Respondents were selected by probability sampling methods from four types of communities: 2,094 were interviewed in Tier 1 cities (e.g., New Delhi, Mumbai, Kolkata, etc.), 459 respondents in Tier 2 cities (e.g., Lucknow, Jaipur, Kochi, etc.), 517 in Tier 3 cities (e.g., Jorhat, Tirupur, Udhampur, etc.), and 961 in rural areas across India, for a total of 4,031 respondents, aged 18 years or above. All respondents were interviewed in person.

All of the parliamentary constituencies (primary sampling unit) in the 21 states were noted. At least one assembly segment (secondary sampling unit) in each parliamentary constituency was randomly selected using Random Number Generator software (RNG). In each of the selected assembly segments, polling booths (Sampling Points) were again randomly selected. Finally, from the selected polling booth, a list of randomly selected potential respondents was drawn from the Election Commission of India, which specifies a booth-wise list of electorates. As this process randomly selects the potential respondent from the EC list directly, household selection is not required. If the selected candidate was absent or in case of refusal or non-response, the next available candidate on the list was interviewed, followed by the next 10th candidate on the list and so on.

Interviews were conducted in Hindi, Marathi, Punjabi, Bengali, Tamil, Telugu, Urdu, Kannada, English, Malayalam, Oriya, Assamese, and Gujarati. The final response rate was 40%. The data were weighted using census statistics within the urban and rural samples to match their respective age, gender, religious and regional distributions of the target populations.

Segmentation method

For the Six Indias segmentation, we considered 23 items as inputs. “Refused” and “Don’t Know” were accepted as legitimate responses in the survey. We first created an *a priori* segment, The Disengaged, (n=449, unweighted) who gave “Refused” or “Don’t Know” responses to both Q16 (“Do you think global warming is happening?”) and Q17 (“If yes, is it caused mostly by human activities, or natural causes?”). Among this segment, the proportion of “Refused” and “Don’t Know” responses to other segmentation inputs ranges from 40% to 75%.

Among the remaining respondents, we included in the segmentation those who provided “Refused” or “Don’t Know” responses to not more than 20% (e.g., up to 5) of the 23 segmentation inputs. This excluded 444 respondents, resulting in a segmentation sample size of 3,138 (unweighted) to be used for clustering, half of whom did not provide any “Refused” or “Don’t Know” responses, and another quarter of whom provided only one or two. Among this clustering sample, mean substitution was used to impute scale values where “Refused” and “Don’t Know” responses were provided.

Other than the Q16/Q17 inputs that were used to create the Disengaged segment, the remaining 21 segmentation inputs are ordinal 4-point or 5-point Likert scale items. Two questions are composites of multiple items – Q19 (which has five items) and Q21 (which has seven items). For each of these questions, mean scores were computed from the individual question items to avoid giving the questions disproportionate weight in the clustering.

We identified the climate change segments by first using an agglomerative clustering algorithm to determine initial cluster seeds, and then a k-means algorithm to create the segments. Agglomerative algorithms begin with all cases in separate “clusters,” and combine them one at a time until all cases are together in a single cluster. At each stage of the agglomeration, a linkage criterion is used to determine which two clusters will be combined. In this project, we used Ward’s method (the minimum variance linkage method), which selects clusters to be linked at each stage so that their linkage produces the smallest possible increase in the pooled within-cluster variance.

From the clusters identified using Ward’s method, cluster centroids were determined and used as initial seeds for the k-means algorithm. The k-means algorithm iteratively assigns cases to clusters using a “minimum distance” criterion. On each pass through the data, a case is assigned to the cluster for which the Euclidean distance from the case to the cluster centroid is smallest. With each assignment of a case to a cluster, the cluster centroids are recalculated. The procedure continues until the end of the pass through the data during which convergence occurs.

We examined 3-cluster through 7-cluster solutions. The 4- and 5-segment solutions were similarly stable, but the 5-segment solution offered a more nuanced interpretability. The 5-segment cluster solution was combined with the *a priori* segment to arrive at the 6-segment solution we present here.

The questions used for the segmentation are as follows:

For the *a priori* Disengaged group (answered “don’t know” or refused to answer both questions):

Q16: Global warming refers to the idea that the world’s average temperature has been increasing over the past 150 years, may be increasing in the future, and that the world’s climate and weather patterns may change as a result. What do you think? Do you think that global warming is happening? Would you say “yes,” “no,” or “I don’t know?”

Q17: If global warming is happening, do you think it is caused by human activities, by natural changes in the environment, some other cause, or none of these because it is not happening?

For the Informed, Experienced, Undecided, Unconcerned, and Indifferent groups the following questions were used as the clustering inputs:

Q14: How much do you know about global warming? Do you know a lot about it, something about it, just a little about it, or have you never heard of it?

Q18: How worried are you about global warming? Would you say you are very worried, somewhat worried, not very worried, or not at all worried?

Q19a-e:¹ How much do you think global warming will harm [ITEM]? Would you say a great deal, a moderate amount, only a little, not at all, or do you not know?

- a. You and your family
- b. People in your community
- c. People in India
- d. Future generations of people
- e. Plant and animal species

Q20: When, if ever, do you think global warming will start to harm people in India? Would you say people in India are being harmed now by global warming or people in India will start to be harmed by global warming in 10 years, in 25 years, in 50 years, in 100 years, or never?

Q21a-g:² In India, over the next 20 years, please me if you think global warming will cause more or less of the following, if nothing is done to address it? Would you say global warming will cause many more, a few more, a few less, or many less [ITEM], or do you think there will be no difference, or do you not know?

- a. Severe cyclones
- b. Extinctions of plant and animal species
- c. Famines and food shortages
- d. Droughts and water shortages
- e. Severe heat waves
- f. Disease epidemics
- g. Severe floods

Q22: How important is the issue of global warming to you personally? Would you say it is very important, somewhat important, not very important, or not at all important?

Q23a: I will now read you two statements. Please tell me how much you agree or disagree with each. "I could easily change my mind about global warming." Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

Q23b: "I have personally experienced the effects of global warming." Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

¹ Entered as the mean of all five (a-e) ratings

² Entered as the mean of all seven (a-g) ratings

Q24: Scientists say that gases emitted by motor vehicles, power plants, and factories are causing global warming. Rich countries like the United States have been emitting these gases for many years. Poorer countries like India, however, are also starting to emit these gases as they buy more motor vehicles and build more power plants and factories. People disagree about when India should reduce its own emissions of these gases. Which one of the following statements comes closest to your own point of view? 1) India should reduce its own emissions immediately without waiting for other countries; 2) India should reduce its own emissions only if rich countries go first; 3) India should reduce its own emissions only if all the other countries of the world reduce their emissions at the same time; 4) India should not reduce its emissions under any circumstances.

Q26: How big of an effort should India make to reduce global warming? Do you think India should make no effort, a small-scale effort, even if it has small economic costs, a medium-scale effort, even if it has moderate economic costs, or a large-scale effort, even if it has large economic costs?

Appendix V: Research Organizations and Sponsor

The Yale Project on Climate Change Communication

The Yale Project on Climate Change Communication, in the Yale School of Forestry & Environmental Studies at Yale University, conducts scientific research on public environmental knowledge, risk perceptions, decision-making and behavior and empowers educators and communicators with knowledge, training, and tools to advance public understanding and engagement with climate change science and solutions. We conduct research and outreach at the global, national, state and local levels in partnership with various stakeholders, including government, business, academia, the media, and civil society. <http://environment.yale.edu/climate/>

GlobeScan Incorporated

GlobeScan Incorporated is a global opinion research consultancy specializing in public and stakeholder opinion research, with in-depth experience surveying and analyzing corporate social responsibility (CSR), environmental, sustainability and climate change issues. Our objective, data driven research and analysis is used to help develop, implement and measure the effectiveness of strategy for the largest global corporations, multilateral institutions, governments and NGOs. We regularly conduct research in 75+ countries, employ advanced analytic methodologies and have over 20 years of proven results. GlobeScan's strategic research is conducted for leadership organizations operating at the global or regional level.

The Centre for Voting Opinion & Trends in Election Research (CVOTER)

CVOTER started as an initiative to act as an interface between the people and the polity. Almost two decades after our journey began, we have not only established ourselves as South Asia's largest Indian Owned media and stakeholder research agency but have also managed to make a foray into both print and electronic media, social research, market research and consultancy services. Backed by state-of-the-art data management and analysis software and a group of highly motivated who look at the future as an era of limitless possibilities, Team CVOTER believes in facilitating communication between people.

Hall & Partners

Our business was founded on distinct and original ideas about how advertising works and the relationships that consumers have with brands.

Over time, as brands and communications evolved we have expanded our thinking to embrace new ideas and models. We provide input on everything from digital to integrated and still place the same emphasis on creativity, clarity of thought and innovation.

Shakti Sustainable Energy Foundation

Shakti Sustainable Energy Foundation works to strengthen the energy security of India by aiding the design and implementation of policies that support energy efficiency and renewable energy.