

CLIMATE CHANGE IN THE COLORADAN MIND

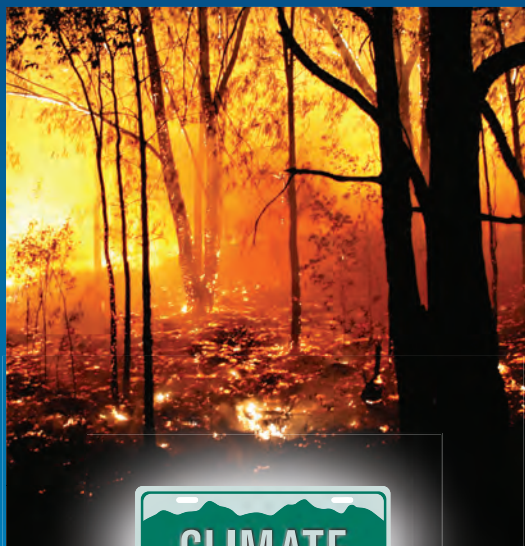


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Introduction

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

A total of 800 adults (age 18+) were interviewed by telephone June 19-26, 2013. To help ensure representativeness of the final sample, the survey was administered to respondents reached on traditional landline telephones (480) as well as to those reached on cellphones (320). The average margin of error for the total sample +/- 3 percentage points at the 95% confidence level. The survey was conducted for YPCCC by Abt SRBI using random digit dial sample supplied by Survey Sampling International.

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Executive Summary

- Most Coloradans (70%) believe global warming is happening. Relatively few—only 19%—believe it is not.
- Nearly half (48%) believe global warming is caused mostly by human activities.
- Coloradans think global warming is important and are worried about it. Three in four (73%) say the issue of global warming is very or somewhat important to them personally. And six in ten (59%) are at least somewhat worried about it.
- Though virtually all climate scientists agree human-caused global warming is happening, many Coloradans, like most Americans, are unaware of this fact. Fully half (50%) believe that “there is a lot of disagreement among scientists” about whether or not global warming is happening.
- Among those who believe global warming is happening, 70% believe it is currently contributing to increased droughts and decreased snowpack, and 66% believe it is exacerbating wildfires.
- About half of Coloradans (48%) say they have personally experienced global warming’s effects.
- Coloradans expect to see a myriad of negative effects due to global warming over the next 50 years. Most (80%) believe that droughts and heat waves will be more likely due to global warming. More than seven in ten believe declining fish and wildlife; increasing storms; and worsening allergies, asthma, and infectious diseases will be more likely as well. About two in three (63%) think power outages will be more likely.
- More than half of Coloradans say that more should be done about global warming at all levels of government—from President Obama and Congress, to Governor Hickenlooper and the state legislature, to local government officials. However, even larger numbers of Coloradans believe that corporations and industry (67%) and citizens themselves (66%) should be doing more to address climate change.
- Coloradans think the United States should take the lead to address global warming. Seven in ten (69%) say the U.S. should reduce greenhouse gas emissions regardless of whether or not other countries do the same.
- Coloradans believe that individual action is effective, and collective action is even more effective in addressing global warming. Among those who believe global warming is happening, 85% say their own actions would reduce their personal contribution to global warming at least a little. And virtually all Coloradans say that if the same actions were taken by most people in the U.S. and around the world, it would reduce global warming a little, some, or a lot.
- Half of Coloradans (52%) say that switching from fossil fuels to clean energy sources would increase economic growth and the number of jobs.

- Many are unsure that people will rally to do what's necessary to reduce global warming. A plurality (43%) believes humans could reduce global warming, but that it's unclear at this point whether we will do what's needed. Few are convinced that people can reduce global warming and will do so successfully (7%).
- Half of Coloradans (51%) have rewarded companies that are taking steps to reduce global warming by buying their products at least once over the past 12 months, and 39% would like to do this more often than they do now. Four in ten (39%) have *punished* companies that are opposing steps to reduce global warming at least once by not buying their products during the past 12 months, and 46% would like to do this more often in the coming year.

Key Findings

Beliefs and Attitudes

Most Coloradans believe global warming is happening and half believe it is human caused.

- Most Coloradans (70%) believe that global warming is happening. Relatively few (19%) do not.
- Seven in ten (70%) of those who believe global warming is happening are either extremely or very sure it is. Those who do *not* believe it is happening also are firm in their beliefs—66% are either extremely or very sure global warming is *not* happening.
- About half of Coloradans (48%) believe global warming is caused mostly by human activities. However, 28% believe it is caused mostly by natural changes in the environment, while 12% believe it is the result of both human activities and natural changes.
- Coloradans are less sure that there is agreement about the reality of global warming among scientists. Half (50%) believe that there is a lot of disagreement among scientists about whether or not global warming is happening. By contrast, fewer than half, 41%, believe most scientists think global warming is happening. Only 4% believe that most scientists think global warming is not happening.

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

- The majority of Coloradans (59%) say they are very or somewhat worried about global warming and three in four (73%) say the issue of global warming is at least somewhat important to them personally. By contrast, only 27% say it is not important.
- Coloradans are split regarding whether they have personally experienced the effects of global warming. About half (48%) say they have experienced global warming's effects, while 49% say they have not.

Most believe human intervention is needed to slow global warming.

- Many Coloradans believe that individual actions can help, and indeed are necessary, to make an impact on global warming. Over half (59%) *disagree* with the assertion that the actions of a single individual won't make any difference in global warming. And 57% disagree with the idea that new technologies can solve global warming without individuals having to make big changes in their lives.
- Coloradans are uncertain about whether we will do what's necessary to reduce global warming. A plurality (43%) believes humans could reduce global warming, but it's unclear at this point whether we will do what's needed. Among other Coloradans, the pessimists (37%) outnumber the optimists (7%)—12% believe humans can't reduce global warming and 25% percent believe

we could reduce global warming, but that people aren't willing to change their behavior to do so. Only 7% believe that humans can reduce global warming and we are going to do so successfully.

Climate Impacts and Extreme Weather

Coloradans have noticed increasing fires and drought and, to a lesser extent, reduced snowpack and hot weather.

- Three in four Coloradans (75%) say that, over the past several years, wildfires have become more severe in their state. And 66% of those who believe global warming is happening also believe that global warming has had at least a moderate influence on the severity of wildfires in Colorado. Few of them (11%) believe global warming has had no influence.
- Similarly, the majority (72%) believe droughts in the state have become more severe over the past several years. And 70% of those who believe in global warming say that it has had at least a moderate influence on the severity of the droughts, while only 10% say global warming has no influence.
- Half of Coloradans (50%) report that reduced snowpack in the mountains has become more severe, with 70% of those who believe in global warming saying it has had at least a moderate influence. Similarly, 49% of Coloradans report more severe heat waves, with 70% of those who believe in global warming saying that it has an influence.
- By contrast, fewer than half (43%) perceive a rise in the severity of river and lake flooding over the past several years. The remainder say either that flooding has stayed about the same (37%) or become more severe (12%).

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

- Most Coloradans believe that negative climate events—such as droughts and water shortages (85%) and more heat waves (84%)—are at least somewhat likely to occur over the next 50 years due to global warming.
- About three in four also believe that the state will experience declining numbers of fish and native wildlife (77%); worse storms, hurricanes, or tornadoes (74%); and increased allergies, asthma, infectious diseases, or other health problems (74%) due to global warming.
- The majority (63%) expect to see more power outages due to global warming over the next 50 years. And despite the general perception that flooding has not been more severe over the past several years, 52% expect more flooding of major Colorado cities over the next 50 years.

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

- About seven in ten Coloradans believe that global warming will cause at least a moderate amount of harm to plant and animal species (73%) and future generations of people (72%).

- About six in ten believe global warming will harm people in developing countries (62%), in modern industrialized countries (62%), or in the United States (59%).
- Fewer Coloradans believe that global warming will harm people in their own communities (49%) and one in four (25%) think it will not do *any* harm to people in their community. Similarly, 45% of Coloradans think their own family will be harmed, whereas 28% think they will not.
- Relatively few Coloradans think they will be personally harmed by global warming. Fewer than half (40%) say global warming will do at least a moderate amount of harm to them personally. And 31% think they will not be harmed at all.

Support for Climate and Energy Policies

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

- The majority of Coloradans (71%) say that global warming should be a high or medium priority for the president and Congress.
- At least half of Coloradans want their representatives at all levels of government to do more to address global warming, including Congress (58%), President Obama (53%), Colorado state legislators (53%), local government officials (53%) and Governor Hickenlooper (52%).
- However, more believe that corporations and industry, and citizens themselves, rather than government, should be doing more to address climate change. Two in three say that corporations and industry (67%), as well as citizens themselves (66%), should be doing more.
- In addition, two in three Coloradans (66%) think their local government should be doing more to prepare for the potential impacts of global warming. Similarly, 61% think the state government should be doing more to prepare.

Coloradans believe the U.S. should take the lead on global warming.

- The majority of Coloradans (69%) say the United States should reduce greenhouse gas emissions regardless of what other countries do. Very few (3%) say the U.S. should act only if other industrialized countries also reduce their emissions, and only 7% said the U.S. should wait for both other industrialized and developing countries to act. Some—12%—say the U.S. should not reduce its emissions.
- Further, two in three (67%) say the U.S. should make a medium- or large-scale effort to reduce global warming, even if there are significant economic costs. Only 13% say the U.S. should make no effort to reduce global warming.

Coloradans support switching to clean energy sources.

- Most Coloradans (79%) support tax rebates for people who purchase energy-efficient vehicles or solar panels.
- Similarly, 67% support requiring electric utilities to produce at least 20% of their electricity from wind, solar, or other renewable energy sources, even if it costs the average household an extra \$100 a year. Comparatively few (29%) would oppose this policy.
- About half of Coloradans (52%) believe that if the state switched from fossil fuels (e.g., coal and oil) to clean energy sources (e.g., solar and wind), it would increase economic growth and the number of jobs in the state, while 14% say it would make no difference. About one in five (22%) thinks it would decrease economic growth and the number of jobs.
- Coloradans are evenly split in their support or opposition to fracking: three in ten (30%) are for it, and three in ten (30%) are against it. A plurality (36%) are undecided.

Actions to limit global warming

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

- Most Coloradans (86%) have at least a few compact fluorescent lights in their home. Only 7% have none.
- Among Coloradans who do not yet have all or most bulbs replaced with CFLs, 37% say that over the next 12 months they would like to replace them and probably will. Others would like to replace them, but probably won't (14%). About one in four (27%) do not want to replace them, and 22% are not sure.
- Two in three (68%) set their thermostats to 68 degrees or cooler in the winter at least sometimes. However, 30% do it only rarely or never.
- Nearly half Coloradans (45%) at least sometimes walk or bike instead of drive. Slightly more (54%), however, do it rarely or never.
- About three in ten (28%) at least sometimes use public transportation or car pool. The majority (69%), however, rarely or never do so.

Individuals can make a difference; together we can make a bigger difference.

- Of those who believe there is at least a possibility that global warming is happening, most (85%) think that the actions they are already taking and those they would like to take over the next 12 months would reduce their personal contribution to global warming at least a little. Only 14% say their individual actions would not help reduce global warming at all.
- Coloradans believe that the same actions would be even more effective if taken collectively. Virtually all say that if most people in the United States (90%) or modern industrialized countries around the world (93%) did the same things, it would reduce global warming at least a little.

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

- Over the past 12 months, half of Coloradans (51%) have rewarded companies that are taking steps to reduce global warming by buying their products at least once.
- Moreover, about four in ten (39%) have *punished* companies in the past 12 months, that are opposing steps to reduce global warming by *not* buying their products.
- In the past 12 months, 30% of Coloradans have volunteered with or donated money to an organization working to reduce global warming.

Global warming communication

Global warming is a topic of conversation for most Coloradans.

- Over half of Coloradans (59%) discuss global warming with their family and friends at least occasionally.
- Most (70%) say that at least some of their friends share their views on global warming. Only 7% say that none of their friends do.

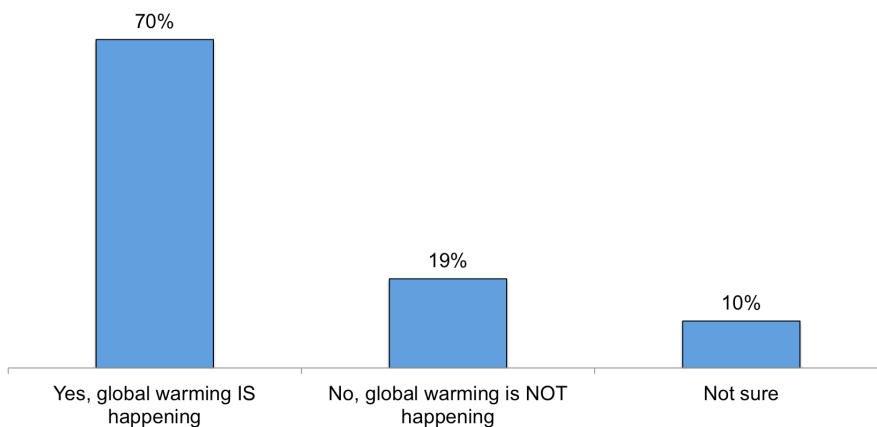
Some Coloradans have communicated with government officials about global warming.

- More than one in ten Coloradans (14%) has written letters, emailed, or phoned government officials about global warming, at least once in the past 12 months. Of these active citizens, 82% urged officials to take action to reduce global warming. Only 8% urged them *not* to take action.
- About three in ten (28%) would like to contact government officials more often over the next 12 months. Of those, 65% would urge officials to take action to reduce global warming, compared to 11% who would urge them not to take action.

Over half of Coloradans say President Obama and Governor Hickenlooper are believable when talking about energy- and climate-related issues.

- Over half of Coloradans (56%) say that President Obama is very or somewhat believable when speaking about energy- and climate-related issues. However, 40% say he is either not very or not at all believable.
- The same number (56%) say that Governor Hickenlooper is believable regarding energy and climate issues. Thirty percent say he is not believable, and 14% say they're not sure.
- Coloradans are less sure about the believability of their United States Senators. Fewer than half (44%) say either Senator Mark Udall and Senator Michael Bennet are believable.

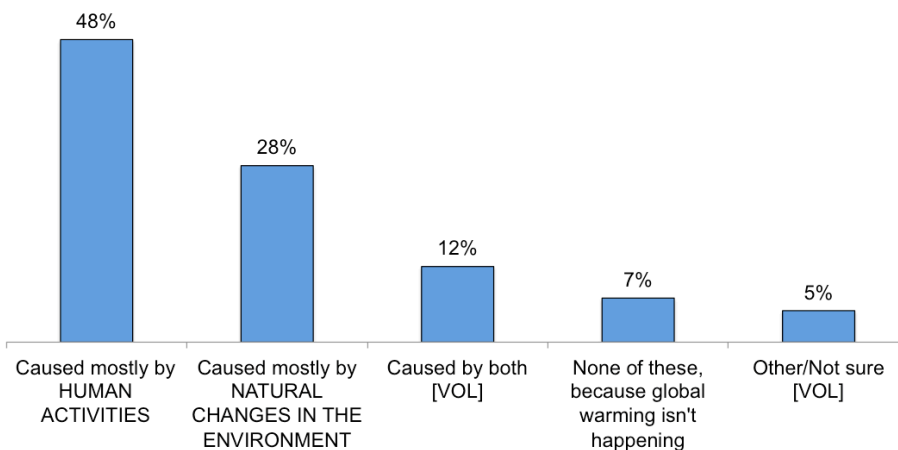
Appendix I: Selected Charts

Most Coloradans Believe Global Warming Is Happening

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

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

Base: Coloradans 18+ (n=800).

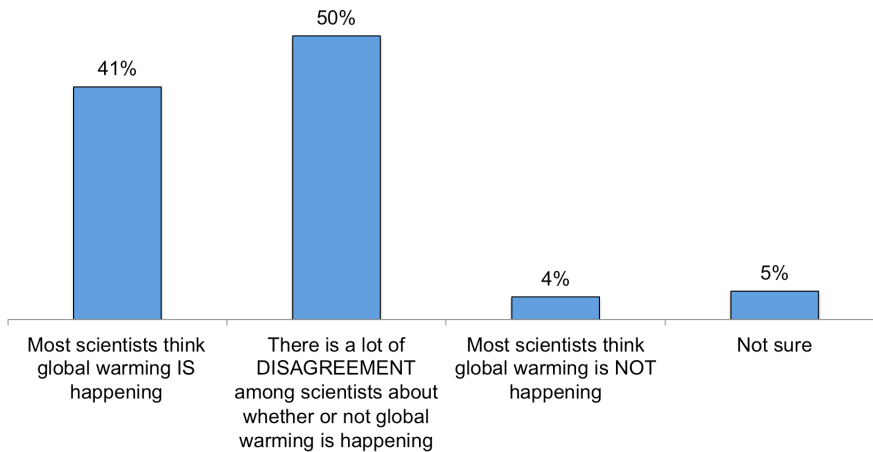
**Half of Coloradans Believe Global Warming Is Human Caused**
More than one in four believe it is caused mostly by natural changes in the environment

Assuming global warming is happening, do you think it is...

Base: Coloradans 18+ (n=800).



Half of Coloradans Believe There Is a Lot of Disagreement Among Scientists About Whether or Not Global Warming Is Happening

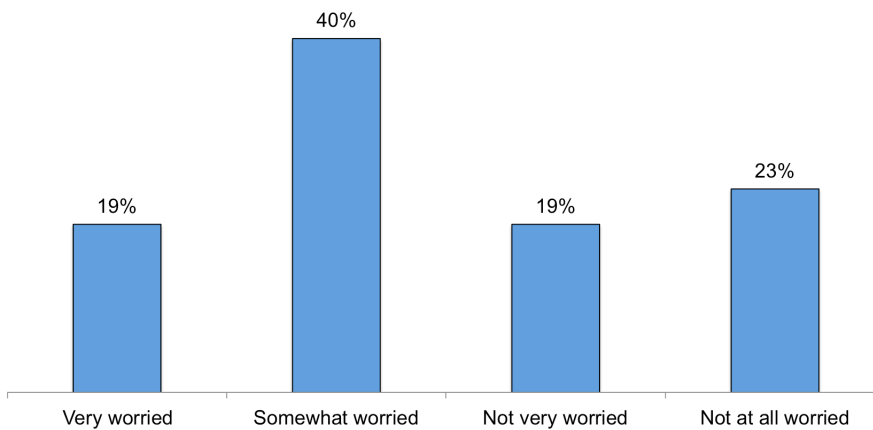


Which of the following statements comes closest to your own view? If you're not sure, just let me know.

Base: Coloradans 18+ (n=800).



One in Five Coloradans Are "Very Worried" About Global Warming

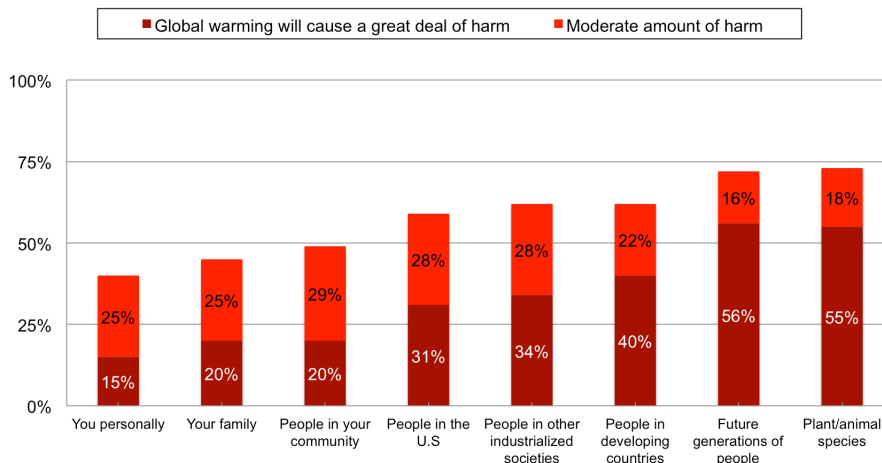


How worried are you about global warming – very worried, somewhat worried, not very worried, or not at all worried?

Base: Coloradans 18+ (n=800).



Many Coloradans Perceive Global Warming as a Relatively Distant Threat

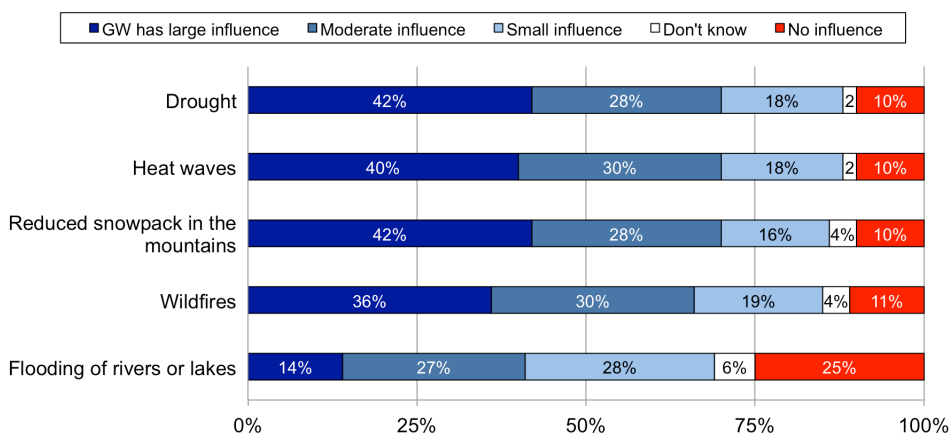


Please tell me whether you think global warming will harm each of the following – not at all, only a little, a moderate amount, or a great deal? If you're not sure about an item, just let me know. First...

Base: Coloradans 18+ (n=800).



Majority of Coloradans Believe Global Warming Is Having a Large or Moderate Influence on the Severity of Drought, Heat Waves, Reduced Snowpack in the Mountains, and Wildfires

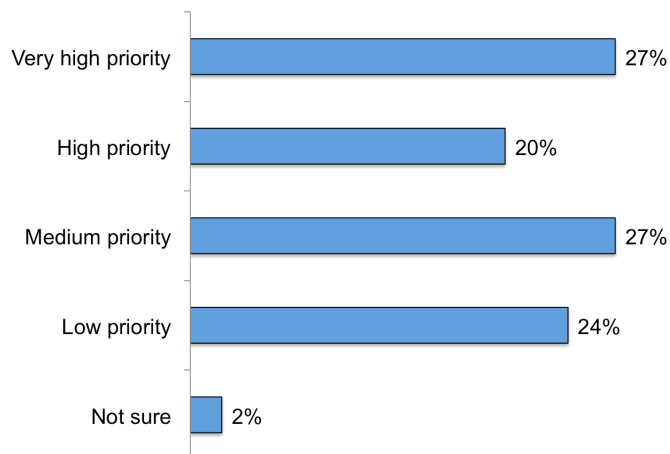


In your opinion, is global warming having no influence, a small influence, a moderate influence, or a large influence on the severity of...

Base: Coloradans 18+ (n=800).



Coloradans Disagree About Whether Global Warming Should Be a High, Medium or Low Priority for the President and Congress

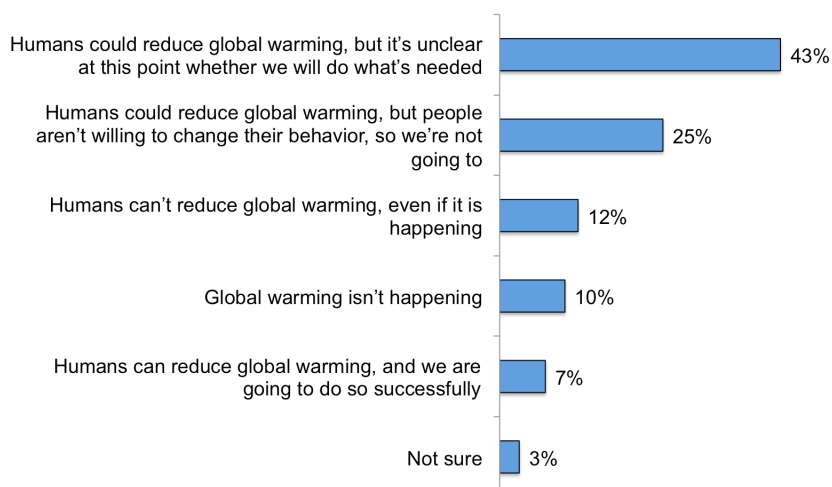


Do you think that global warming should be a low, medium, high, or very high priority for the president and Congress?

Base: Coloradans 18+ (n=800).



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

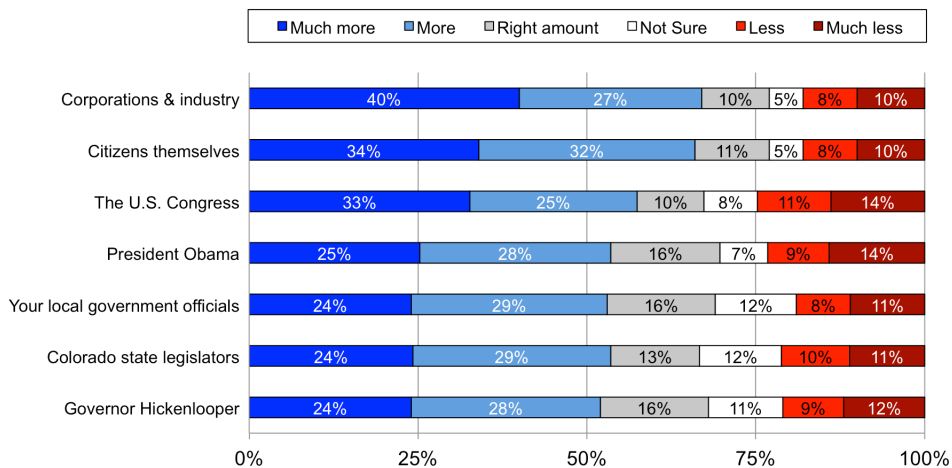


Which one of the following statements comes closest to your view?

Base: Coloradans 18+ (n=800).



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



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

Base: Coloradans 18+ (n=800).



Appendix II: Questionnaire

[ASK ALL; n=800]

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

	Never	Rarely	Some- times	Often	Always	Not app.
In the winter, set the thermostat to 68 degrees or cooler	21%	9%	18%	16%	34%	2%
Use public transportation or car pool	52	17	14	8	6	2
Walk or bike instead of drive	36	18	26	14	5	1

[ASK ALL; n=800]

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

	Less frequently	About the same	More frequently	Don't know [VOL]	Refused [VOL]
In the winter, set the thermostat to 68 degrees or cooler	13%	64%	20%	2%	1%
Use public transportation or car pool	15	57	24	3	1
Walk or bike instead of drive	11	45	42	2	1

[ASK ALL; n=800]

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

All	27%
Most	28
Some	17
A few	14
None	7
Not sure	8
Refused [VOL]	0

[ASK RESPONDENTS WHO ANSWER Q3=3,4, OR 5; n=309]

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

Yes, I'd like to and probably will	37%
Yes, I'd like to but probably won't	14
No, I don't want to	27
Not sure	22
Refused [VOL]	1

[ASK ALL; n=800]

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

	Much less severe	Some-what less severe	Same	Some-what more severe	Much more severe	Don't know [VOL]	Refused [VOL]
Wildfires	1%	2%	19%	34%	41%	3%	1%
Flooding of rivers or lakes	20	23	37	7	5	8	--
Drought	1	6	20	33	39	2	--
Heat waves	3	9	36	28	21	4	3
Reduced snowpack in the mountains	6	11	25	26	24	10	--

[ASK ALL; n=800]

6. On a scale from negative 3 to positive 3, do you think global warming is a bad thing, where negative 3 means "very bad," or a good thing, where positive 3 means "very good?" If you've never heard of global warming, just let me know.

-3 (Very bad)	43%
-2	11
-1	12
+1	12
+2	2
+3 (Very good)	4
Never heard of global warming	3
Don't know [VOL]	10
Refused [VOL]	3

[ASK ALL; n=800]

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

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

Yes	70%
No	19
Not sure	10
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=565]

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

Not at all sure	3%
Somewhat sure	26
Very sure	33
Extremely sure	37
Don't know [VOL]	1
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS NOT HAPPENING (Q7=2); n=153]

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

Not at all sure	4%
Somewhat sure	30
Very sure	31
Extremely sure	35
Don't know [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

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

Caused mostly by human activities	48%
Caused mostly by natural changes in the environment	28
Something else (Please specify)	13
Both human activities and natural changes in the environment [VOL]	12
Other [VOL]	1
None of these, because global warming isn't happening	7
Not sure [VOL]	4

[ASK ALL; n=800]

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

Most scientists think global warming is happening, or	41%
Most scientists think global warming is not happening, or	4
There is a lot of disagreement among scientists about whether or not global warming is happening	50
Don't know [VOL]	5
Refused [VOL]	--

[ASK ALL RESPONDENTS EXCEPT THOSE WHO ARE EXTREMELY/VERY SURE GLOBAL WARMING IS NOT HAPPENING (Q9=3 OR 4); n=698]

- 12. Thinking about the energy-saving actions you're already taking and those you'd like to take over the next 12 months, If you did most of these things, how much do you think it would reduce your personal contribution to global warming – not at all, a little, some, or a lot?**

Not at all	14%
A little	37
Some	35
A lot	13
Don't know [VOL]	1
Refused [VOL]	--

[ASK ALL RESPONENTS EXCEPT THOSE WHO ARE EXTREMELY/VERY SURE GLOBAL WARMING IS NOT HAPPENING (Q9=3 OR 4); n=698]

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

Not at all	8%
A little	17
Some	33
A lot	40
Not sure	1
Refused [VOL]	--

[ASK ALL RESPONENTS EXCEPT THOSE WHO ARE EXTREMELY/VERY SURE GLOBAL WARMING IS NOT HAPPENING (Q9=3 OR 4)] n=698]

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

Not at all	6%
A little	12
Some	24
A lot	57
Don't know [VOL]	1
Refused [VOL]	--

[ASK ALL; n=800]

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

Very worried	19%
Somewhat worried	40
Not very worried	19
Not at all worried	23
Don't know [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

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

	Not at all	Only a little	A moderate amount	A great deal	Not sure	Refused [VOL]
You personally	31%	24%	25%	15%	5%	--%
Your family	28	22	25	20	5	--
People in your community	25	21	29	20	6	--
People in the United States	18	20	28	31	4	--
People in modern industrialized countries	17	15	28	34	6	--
People in developing countries	17	14	22	40	7	--
Future generations of people	14	9	16	56	5	--
Plant and animal species	14	9	18	55	3	--

[ASK ALL; n=800]

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

They are being harmed right now, or	42%
In 10 years, or	11
In 25 years, or	8
In 50 years, or	9
In 100 years, or	7
Never	18
Don't know [VOL]	6
Refused [VOL]	--

[ASK ALL RESPONENTS EXCEPT THOSE WHO ARE EXTREMELY/VERY SURE GLOBAL WARMING IS NOT HAPPENING (Q9=3 OR 4); n=698]

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

[RANDOMIZE]	Very likely	Some- what likely	Some- what unlikely	Very unlikely	Don't know [VOL]	Refused [VOL]
Increased allergies, asthma, infectious diseases or other health problems	41%	33%	10%	10%	6%	--%
Power outages	30	33	16	14	8	--
More heat waves	52	32	7	5	4	--
Droughts and water shortages	61	24	6	7	2	--
Worse storms, hurricanes, or tornadoes	45	29	13	11	3	--
Flooding of major cities	24	28	22	22	4	--
Declining numbers of fish and native wildlife	47	30	10	9	5	--

[ASK ALL RESPONDENTS EXCEPT THOSE WHO ARE EXTREMELY/VERY SURE GLOBAL WARMING IS NOT HAPPENING (Q9=3 OR 4); n=698]

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

	No influence	Small influence	Moderate influence	Large influence	Don't know [VOL]	Refused [VOL]
Wildfires	11%	19%	30%	36%	4%	--%
Flooding of rivers or lakes	25	28	27	14	6	--
Drought	10	18	28	42	2	--
Heat waves	10	18	30	40	2	--
Reduced snowpack in the mountains	10	16	28	42	4	--

[ASK ALL; n=800]

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

Not at all	8%
A little	17
Some	33
A lot	42
Don't know [VOL]	--
Refused [VOL]	8

[ASK ALL; n=800]

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

Not at all important	13%
Not too important	14
Somewhat important	31
Very important	27
Extremely important	15
Don't know [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

- 22. On some issues, people feel that they have all the information they need in order to form a firm opinion, while on other issues they would like more information before making up their mind. For global warming, would you say you... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]**

Do not need any more information, or you	36%
Need a little more information, or you	17
Need some more information, or you	21
Need a lot more information	26
Don't know [VOL]	1
Refused [VOL]	--

[ASK ALL; n=800]

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

	Strongly disagree	Some-what disagree	Some-what agree	Strongly agree	Don't know [VOL]	Refused [VOL]
I could easily change my mind about global warming	48%	20%	21%	10%	1%	--%
The actions of a single individual won't make any difference in global warming	35	24	16	22	2	--
New technologies can solve global warming without individuals having to make big changes in their lives	35	22	27	11	4	1
I have personally experienced the effects of global warming	30	19	28	20	3	--

[ASK ALL; n=800]

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

Never	16%
Rarely	25
Occasionally	42
Often	17
Don't know [VOL]	0
Refused [VOL]	0

[ASK ALL; n=800]

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

None	7%
A few	17
Some	22
Most	39
All	9
Don't know [VOL]	7
Refused [VOL]	0

[ASK ALL; n=800]

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

Global warming isn't happening, or	10%
Humans can't reduce global warming, even if it is happening, or	12
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to, or	25
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed, or	43
Humans can reduce global warming, and we are going to do so successfully	7
Don't know [VOL]	3
Refused [VOL]	--

[ASK ALL; n=800]

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

Low priority	27%
Medium priority	20
High priority	27
Very high priority	24
Don't know [VOL]	2
Refused [VOL]	--

[ASK ALL; n=800]

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

[RANDOMIZE]	Much less	Less	Current-ly doing the right amount	More	Much more	Don't know [VOL]	Refused [VOL]
The U.S. Congress	14%	11%	9%	25%	33%	8%	1%
President Obama	14	9	16	28	25	7	1
Corporations and industry	10	8	10	27	40	5	--
Citizens themselves	10	8	11	32	34	5	1
Your local government officials	11	8	16	29	24	12	1
Your state legislators	11	10	13	29	24	12	1
Your governor	12	9	16	28	24	11	1

[SPLIT SAMPLE A; n=415]

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

Much more	31%
More	30
Same amount	16
Less	8
Much less	11
Don't know [VOL]	4
Prefer not to answer [VOL]	1

[SPLIT SAMPLE B; n=385]

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

Much more	34%
More	32
Same amount	15
Less	5
Much less	9
Don't know [VOL]	5
Prefer not to answer [VOL]	1

[ASK ALL; n=800]

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

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

Regardless of what other countries do, or	69%
Only if other industrialized countries (such as England, Germany, and Japan) reduce their emissions, or	3
Only if other industrialized countries and developing countries (such as China, India, and Brazil) reduce their emissions, or	7
The U.S. should not reduce its emissions	12
Don't know	9
Refused [VOL]	1

[ASK ALL; n=800]

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

No effort, or	13%
A small-scale effort, even if it has small economic costs, or	17
A medium-scale effort, even if it has moderate economic costs, or	32
A large-scale effort, even if it has large economic costs	35
Don't know [VOL]	3
Refused [VOL]	0

[ASK ALL; n=800]

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

	Never	Once	2-3 times	4-5 times	6 or more times	Not sure	Refused [VOL]
Rewarded companies that are taking steps to reduce global warming by buying their products	36%	8%	16%	11%	16%	14%	--%
Punished companies that are opposing steps to reduce global warming by NOT buying their products	48	3	12	7	17	13	--

[ASK ALL; n=800]

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

More frequently than you do now, or	39%
Less frequently than you do now, or	8
About the same as you do now	47
Don't know [VOL]	4
Refused [VOL]	1

[ASK ALL; n=800]

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

More frequently than you do now, or	46%
Less frequently than you do now, or	4
About the same as you do now	47
Don't know [VOL]	3
Refused [VOL]	--

[ASK ALL; n=800]

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

	Never	Once	2-3 times	4-5 times	6 or more times	Not sure	Refused [VOL]
[A] Volunteered with or donated money to an organization working to reduce global warming	69%	8%	15%	4%	3%	3%	--%
[B] Written letters, emailed, or phoned government officials about global warming	86	4	6	2	2	--	--

[ASK RESPONDENTS WHO HAVE CONTACTED A GOVERNMENT OFFICIAL AT LEAST ONCE (Q35B=2,3,4 OR 5); n=127]

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

Urge them to take action to reduce global warming, or	82
Urge them <u>NOT</u> to take action to reduce global warming, or	8
Something else? (Please specify)	10
Don't know [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

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

	Less often	About the same	More often	Don't know [VOL]	Refused [VOL]
[A] Volunteer with or donate money to an organization working to reduce global warming	9%	56%	33%	1%	1%
[B] Write letters, email, or phone government officials about global warming	11	58	28	2	--

[ASK RESPONDENTS WHO WOULD LIKE TO CONTACT GOVERNMENT OFFICIALS OVER THE NEXT YEAR WITH AT LEAST THE SAME FREQUENCY AS IN THE PAST (Q37B=2 OR 3); n=680]

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

Urge them to take action to reduce global warming, or	65%
Urge them NOT to take action to reduce global warming, or	11
Something else? (Please specify)	18
Don't know [VOL]	6
Refused [VOL]	--

[ASK ALL; n=800]

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

	Strongly oppose	Some-what oppose	Some-what support	Strongly support	Don't know [VOL]	Refused [VOL]
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels	11%	8%	30%	49%	2%	--%
Require electric utilities to produce at least 20% of their electricity from wind, solar, or other renewable energy sources, even if it costs the average household an extra \$100 a year	19	10	28	39	4	--

[ASK ALL; n=800]

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

Strongly oppose fracking	19%
Somewhat oppose it	11
I'm undecided	36
Somewhat support it	12
Strongly support it	18
[DO NOT READ] Don't know	4
[DO NOT READ] Prefer not to answer	--

[ASK ALL; n=800]

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

Increase economic growth and the number of jobs in Colorado	52%
Have no effect on the economic growth and number of jobs in Colorado	14
Decrease economic growth and the number of jobs in Colorado	22
[DO NOT READ] Don't know	12
[DO NOT READ] Prefer not to answer	0

[IF 41=1,2, OR 3, ASK; n=703]

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

Strongly agree	47%
Moderately agree	29
Slightly agree	17
Agree not at all	6
Don't know [VOL]	2
Prefer not to answer [VOL]	0

[ASK ALL; n=800]

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

	Very believable	Some-believ-able	Not very believ-able	Not at all believable	Don't know [VOL]	Refused [VOL]
President Obama	20%	36%	14%	26%	4%	1%
Governor John Hickenlooper	16	40	13	17	14	1
U.S. Senator Michael Bennet	9	35	11	13	32	1
U.S. Senator Mark Udall	12	32	12	13	30	1

[ASK ALL; n=800]

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

[RANDOMIZE]	Often	Some-times	Hardly ever	Never	Don't know [VOL]	Refused [VOL]
The Daily Show with Jon Stewart	11%	16%	14%	59%	--%	--%
The Colbert Report with Stephen Colbert	11	16	13	59	2	--
National Public Radio, or NPR	25	22	10	44	--	--
Public Broadcasting Service, or PBS	21	39	13	27	--	--
The Fox News Cable Channel	29	22	9	39	--	--
The New York Times	8	18	11	64	--	--
Rush Limbaugh	7	11	7	75	--	--
CNN	20	35	13	32	--	--
The national nightly network news on CBS, ABC, or NBC	28	26	12	34	--	--
MSNBC	20	25	14	40	1	--

Appendix III: Survey Method

The data in this report are based on a statewide representative survey of 800 Colorado adults, age 18 and older, conducted June 19-26, 2013.

All interviews were administered by telephone. To help ensure representativeness of the final sample, the survey was administered to respondents reached on traditional landline telephones (60%; n=480) as well as to those reached on cellphones (40%; n=320). Respondents within each household were selected using the next/last birthday selection method. If the selected person was not at home during the initial contact, he or she was called back and interviewed at a convenient time.

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

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

Rounding error

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

Appendix IV: Sample Demographics

	N 800 (unweighted)	% 100 (weighted)
Total		
Sex		
Men	352	51
Women	448	49
Age		
18-24	61	12
25-34	85	19
35-44	106	18
45-54	152	19
55-64	184	17
65 or older	208	15
Refused	4	0
Education		
Less than high school	37	6
High school graduate	172	26
Technical/Trade school	17	3
Some college	174	29
College graduate	200	19
Some graduate school	32	2
Graduate degree	166	14
Not sure	1	*
Refused	1	*
Household Income		
Under \$10,000	54	7
\$10,000 to under \$20,000	63	6
\$20,000 to under \$30,000	68	10
\$30,000 to under \$40,000	57	8
\$40,000 to under \$50,000	82	12
\$50,000 to under \$75,000	138	18
\$75,000 to under \$100,000	98	12
\$100,000 to under \$150,000	80	10
\$150,000 or more	66	7
(VOL) Don't know	28	3
(VOL) Refused	66	6
Hispanic		
Yes	70	16
Race/Ethnicity		
White, Caucasian (non-Hispanic)	645	75
Black, African-American (non-Hispanic)	28	4
Other/Not sure/Refused	57	5

