

CLIMATE CHANGE IN THE TEXAN MIND



Table of Contents

Introduction.....	2
Executive Summary.....	3
Key Findings.....	5
Beliefs and attitudes.....	5
Climate impacts and extreme weather	6
Support for climate and energy policies	7
Actions to limit global warming	8
Global warming communication.....	9
Appendices	10
Selected Charts	10
Posted Questionnaire	15
Survey Method	37
Sample Demographics	38

Introduction

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

A total of 800 adults (18+) were interviewed by telephone July 17 to August 7, 2013. To help ensure representativeness of the final sample, the survey was administered to respondents reached on traditional landline telephones (560) as well as to those reached on cellphones (240). The average margin of error for the total sample +/- 3 percentage points at the 95% confidence level. The survey was conducted for YPCCC by Abt SRBI using random digit dial sample supplied by Survey Sampling International.

The research was funded by the Skoll Global Threats Fund and the Energy Foundation.

Principal Investigators:

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

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

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

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

Cite as: Leiserowitz, A., Feinberg, G., Howe, P., & Rosenthal, S. (2013) *Climate change in the Texan mind*. Yale University. New Haven, CT: Yale Project on Climate Change Communication.

Executive Summary

- Most Texans (70%) believe global warming is happening. Relatively few (14%) believe it is not.
- Fewer than half of Texans (44%) believes that if global warming is happening, it is caused mostly by human activities. By contrast, 31% believe it is caused mostly by natural changes in the environment, while 11% believe it is a combination of the two causes.
- Texans think global warming is important and are worried about it. About three in four (73%) say the issue of global warming is at least somewhat important to them personally. About half (54%) are at least somewhat worried about it.
- Though virtually all climate scientists agree human-caused global warming is happening, many Texans, like most Americans, are unaware of this fact. Nearly half (47%) believe that “there is a lot of disagreement among scientists” about whether or not global warming is happening. Fewer (43%) believe most scientists think that global warming is happening.
- Among those who believe global warming is happening, solid majorities believe it is currently having a large or moderate influence on the severity of heat waves (84%), drought (80%), and wildfires (72%) in Texas.
- About half of Texans (52%) say they have personally experienced the effects of global warming.
- Among Texans who believe global warming is happening, large majorities expect to see a myriad of negative effects over the next 50 years. Nearly all anticipate more heat waves (95%) and increased drought and water shortages (92%) in Texas due to global warming. More than eight in ten believe Texas will experience worse storms, hurricanes, or tornadoes (87%), declining numbers of fish and native wildlife (86%), and increased allergies, asthma, infectious diseases, or other health problems (85%) due to global warming.
- More than half of Texans say that more should be done about global warming at all levels of government—from Congress (62%) and President Obama (57%), to Governor Perry (59%) and Texas’s state legislature (56%), to local government officials (60%). However, even larger numbers of Texans believe that citizens themselves (69%) and corporations and industry (68%) should be doing more to address climate change.
- Over half of Texans (55%) say the United States should reduce greenhouse gas emissions regardless of whether or not other countries do the same.
- Many Texans believe that individual action, and especially collective action, can be effective in addressing global warming. Among those who believe global warming is happening, most (89%) say their own actions would reduce their personal contribution to global warming at least a little. Virtually all Texans who believe global warming is happening say that if the same actions were taken by most people in the U.S. (96%) or around the world (96%), it would reduce global warming a little, some, or a lot.

- About four in ten Texans (43%), a plurality, say that switching from fossil fuels to clean energy sources would increase economic growth and the number of jobs. By contrast, only three in ten (29%) say a switch to clean energy would *decrease* economic growth and the number of jobs.
- Many Texans are unsure that people will rally to do what's necessary to reduce global warming. One in three (35%), a plurality, believes humans could reduce global warming but that it's unclear at this point whether we will do what is needed. Relatively few are convinced that people can reduce global warming and will do so successfully (8%).
- More than four in ten Texans (44%) say that, in the past 12 months, they have rewarded companies that are taking steps to reduce global warming by buying their products at least once, and 40% would like to do it more often in the next 12 months. Moreover, one in three (32%) 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 32% would like to do this more often in the coming year.
- A majority of Texans (58%) say that President Obama is very or somewhat believable when speaking about energy- and climate-related issues. Half (50%) say Governor Rick Perry is very or somewhat believable regarding the same issues and four in ten (43%) say he is not very or not at all believable. Fewer than half of Texans say that either Senator Ted Cruz (46%) or Senator John Cornyn (44%) is believable regarding energy and climate issues.

Key Findings

Beliefs and Attitudes

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

- Most Texans (70%) believe that global warming is happening. Relatively few (14%) do not.
- About two in three (68%) of those who believe global warming is happening are either extremely or very sure it is. Those who do *not* believe it is happening are just as firm in their beliefs—67% are either extremely or very sure global warming is *not* happening.
- Fewer than half (44%), a plurality, believes that if global warming is happening, it is caused mostly by human activities. By contrast, 31% believe it is caused mostly by natural changes in the environment, while an additional 11% believe it is a combination of the two causes.
- Texans are less sure that there is agreement about the reality of global warming among scientists. Nearly half (47%) believe that there is a lot of disagreement among scientists about whether or not global warming is happening. By contrast, 43% believe most scientists think global warming is happening. Just 2% believe that most scientists think global warming is *not* happening.

Many Texans are concerned about global warming, and half say they have experienced its effects.

- Slightly over half of Texans (54%) say they are very or somewhat worried about global warming and three-quarters (73%) say the issue of global warming is at least somewhat important to them personally. By contrast, one in four say it is either not too important (13%) or not at all important (13%).
- Half (52%) say that they have personally experienced the effects of global warming.

Most believe human intervention is needed to reduce global warming.

- Many Texans believe that individual actions can help, and indeed are necessary, to reduce global warming. For example, more than half (57%) *disagree* that the actions of a single individual won't make any difference in global warming. Further, 57% *disagree* that new technologies can solve global warming without individuals having to make big changes in their lives.
- Texans are uncertain about whether humanity will do what is necessary to reduce global warming. One in three (35%), a plurality, believes humans could reduce global warming but that it's unclear at this point whether we will do what's needed. Aside from those who are uncertain, the pessimists outnumber the optimists. Nearly one in five (17%) believes humans simply can't reduce global warming, while another three in ten (28%) believe that, although we could reduce global warming, people aren't willing to change their behavior to do so. One in ten (9%) believes global warming isn't happening at all, while only 8% believe that humans can reduce global warming and will do so successfully.

Climate Impacts and Extreme Weather

Texans have observed increasing drought, heat waves, and wildfires.

- Two in three Texans (67%) say that, over the past several years, drought has become more severe in their state. Of those who believe global warming is happening, a solid majority (80%) believes global warming has had at least a moderate influence on the severity of drought in Texas. Very few (4%) believe global warming has had *no* influence on drought.
- Similarly, a majority of all Texans (57%) believes heat waves in the state have become more severe over the past several years. Of those who believe global warming is happening, most (84%) say that it has had at least a moderate influence on the severity of heat waves, while only 3% say global warming has had no influence.
- Half (52%) also say that wildfires have become more severe in Texas over the past several years. Of those who believe global warming is happening, a majority (72%) say it has had at least a moderate influence on wildfires.

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

- Most Texans who believe that global warming is happening say that a number of negative climate impacts are at least somewhat likely to occur over the next 50 years as a result. For example, nearly all anticipate more heat waves (95%) and increased drought and water shortages (92%) in Texas due to global warming. More than eight in ten believe Texas will experience worse storms, hurricanes, or tornadoes (87%), declining numbers of fish and native wildlife (86%), and increased allergies, asthma, infectious diseases, or other health problems (85%). Most (79%) also anticipate increased power outages due to global warming.

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

- Seven in ten Texans believe that global warming will cause at least a moderate amount of harm to plant and animal species (72%) and to future generations of people (71%).
- About six in ten also believe that global warming will harm people in modern industrialized countries (63%), in developing countries (62%), or in the United States (61%).
- Fewer Texans, however, believe that global warming will harm people in their communities (47%) or their own families (46%).
- Still fewer think they will be personally harmed by global warming, with only 40% saying global warming will do at least a moderate amount of harm to them personally, while one in four (26%) say they will not be harmed at all.

Support for Climate and Energy Policies

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

- Three in four Texans (75%) say that global warming should be a very high, high, or medium priority for the president and Congress.
- Over half of Texans want their representatives at all levels of government to do more to address global warming, including Congress (62%), local government officials (60%), Governor Perry (59%), President Obama (57%), and Texas state legislators (56%).
- However, more Texans say that citizens themselves (69%) and corporations and industry (68%) should be doing more to address climate change.

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

- More than half of Texans (55%) say the United States should reduce greenhouse gas emissions regardless of what other countries do. Very few (6%) say the U.S. should act only if other industrialized countries also reduce their emissions, and only 11% say the U.S. should wait for both other industrialized and developing countries to act. Some (14%) say the U.S. should *not* reduce its emissions in any case.
- Further, two in three (66%) say the U.S. should make a medium- or large-scale effort to reduce global warming, even if there are, respectively, medium or large economic costs. Only one in ten (9%) say the U.S. should make *no* effort to reduce global warming.

Texans support switching to clean energy sources.

- Most Texans (77%) support tax rebates for people who purchase energy-efficient vehicles or solar panels. By contrast, only 19% of Texans would oppose this policy.
- A majority (62%) supports requiring electric utilities to produce at least 20% of their electricity from wind, solar, or other renewable energy sources—even if it costs the average household an extra \$100 a year. Comparatively few (35%) would oppose this policy.
- About four in ten Texans (43%) believe that if the state switched from fossil fuels (e.g., coal and oil) to clean energy sources (e.g., solar and wind), it would increase economic growth and the number of jobs in the state, while an additional 17% say it would make no difference. Only three in ten (29%) say a switch to clean energy would *decrease* economic growth and the number of jobs.
- More Texans support “fracking” (32%) than oppose it (17%). Almost half (47%), however, are currently undecided.

Actions to limit global warming

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

- Most Texans (82%) have at least a few compact fluorescent lights in their home. Only 8% have none.
- Among Texans who do not yet have all or most bulbs replaced with CFLs, four in ten (42%) 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 (20%). About one in five (19%) does not want to replace them, and 18% are not sure.
- Four in ten Texans (42%) say they set their thermostats—always, often, or sometimes—to 68 degrees or cooler in the winter. By contrast, 54% do it rarely or never.
- Three in ten Texans (31%) at least sometimes walk or bike instead of drive. More (68%), however, do it rarely or never.
- One in five (21%) at least sometimes use public transportation or car pool. The majority (77%), however, rarely or never do so.

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

- Of those Texans who believe that global warming is happening, most (89%) 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. By contrast, one in ten (11%) says individual actions will not help reduce global warming at all.
- Texans believe that the same actions would be more effective if done collectively. Virtually all who believe that global warming is happening say that if most people in the United States (96%) or in the modern industrialized countries around the world (96%) did the same things, it would reduce global warming at least a little.

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

- More than four in ten Texans (44%) say that, over the past 12 months, they have rewarded companies that are taking steps to reduce global warming by buying their products at least once.
- Moreover, about one in three (32%) says that, over the past 12 months, he or she has *punished* companies that are opposing steps to reduce global warming by *not* buying their products.
- One in five Texans (22%) says that, over the past 12 months, he or she has volunteered with or donated money to an organization working to reduce global warming.

Global warming communication

Global warming is a topic of conversation for most Texans.

- Nearly half of Texans (46%) say they discuss global warming with their family and friends often or occasionally.
- Just over half (55%) say that all, most, or some of their friends share their views on global warming. Only 18% say that *none* of their friends do.

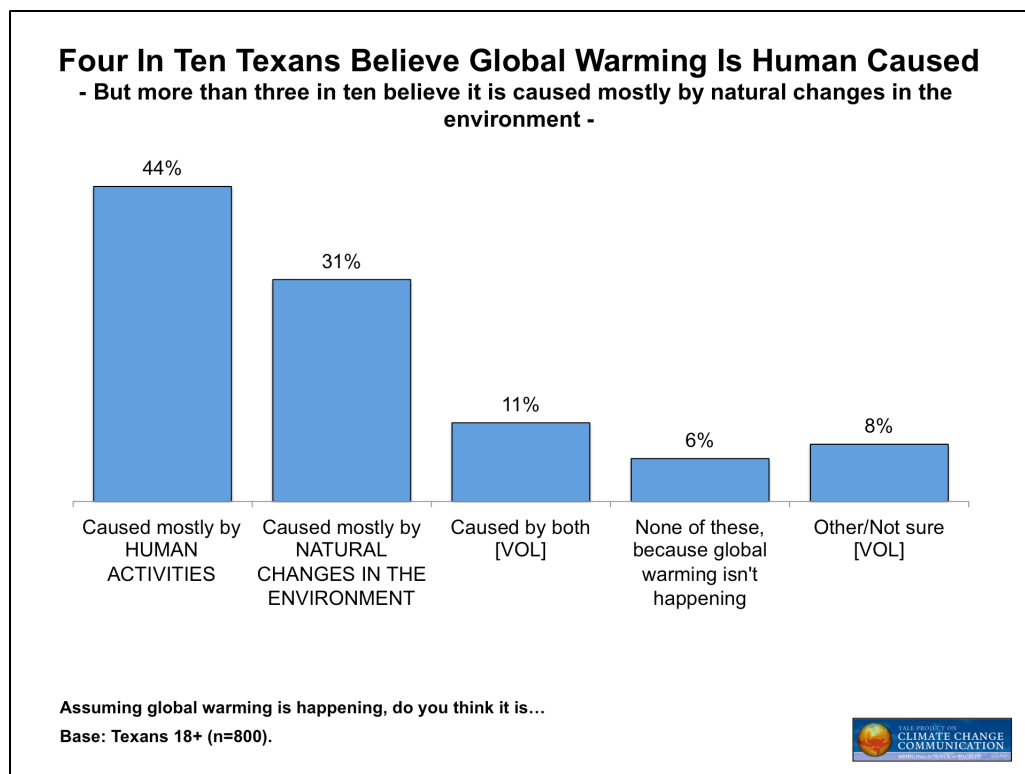
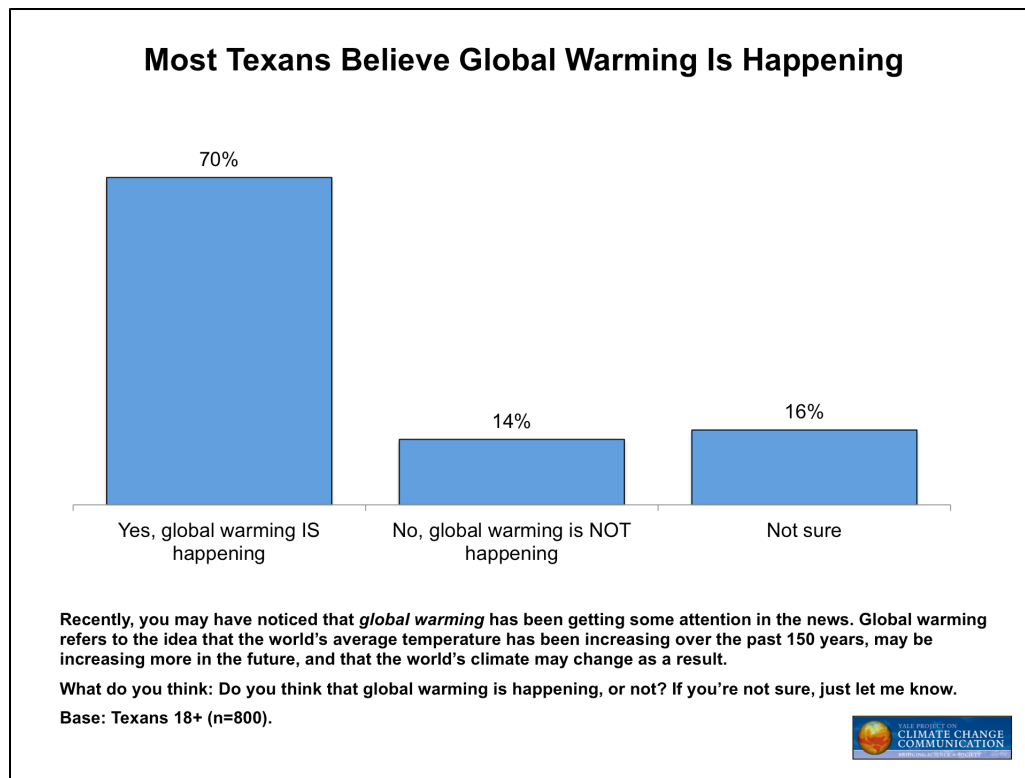
Some Texans have communicated with government officials about global warming.

- About one in ten Texans (11%) has written letters, emailed, or phoned government officials about global warming at least once in the past 12 months. Among them, the large majority (78%) says they urged officials to take action to reduce global warming. Only 8% urged them *not* to take action.
- About one in four Texans (27%) says he or she would like to contact government officials more often than they do now over the next 12 months. Of those, 68% would urge officials to take action to reduce global warming, compared to 8% who would urge them *not* to take action.

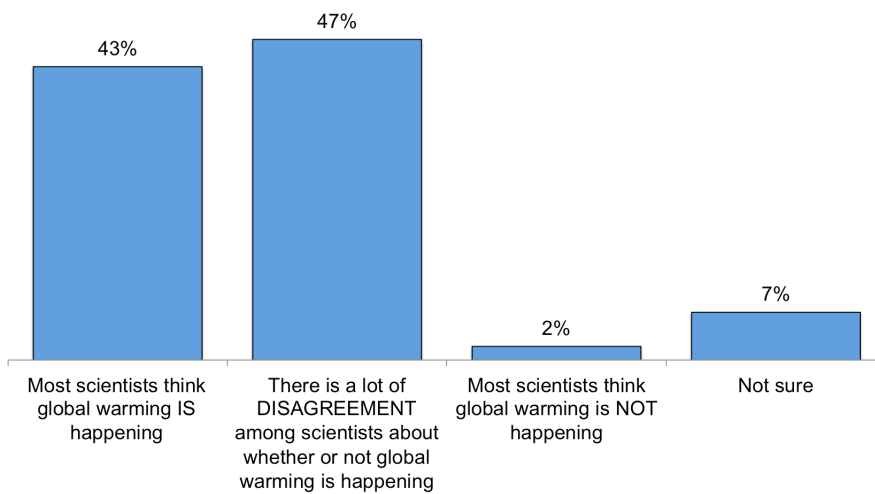
Half or more Texans say President Obama and Governor Perry are believable when talking about energy- and climate-related issues.

- The majority of Texans (58%) say that President Obama is very or somewhat believable when speaking about energy- and climate-related issues. Nearly three in ten (38%) say he is either not very or not at all believable.
- Half of Texans (50%) say Governor Rick Perry is very or somewhat believable regarding energy and climate issues. Four in ten (43%) say he is not very or not at all believable.
- Fewer than half of Texans say that either Senator Ted Cruz (46%) or Senator John Cornyn (44%) are believable regarding energy and climate issues.

Appendix I: Selected Charts



Texans Are Split On Whether Scientists Agree Or Disagree About Whether Global Warming Is Happening

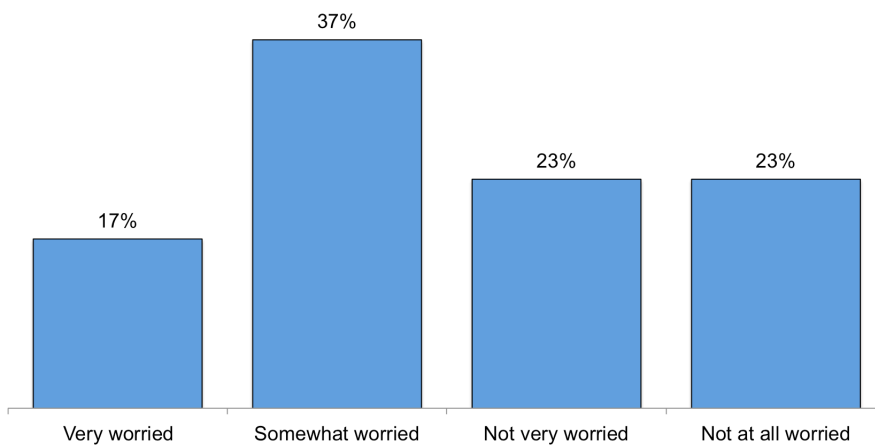


Which of the following statements comes closest to your own view? If you're not sure, just let me know.

Base: Texans 18+ (n=800).



Majority of Texans Are Worried About Global Warming - Relatively few, however, are "very" worried -

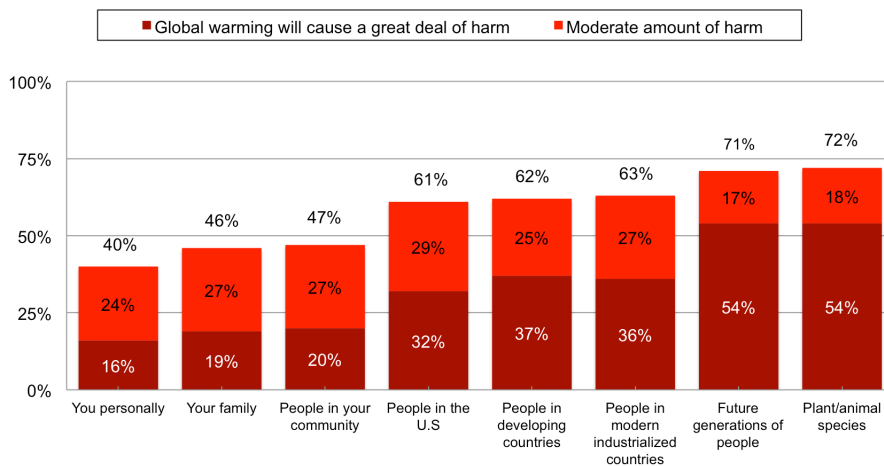


How worried are you about global warming – very worried, somewhat worried, not very worried, or not at all worried?

Base: Texans 18+ (n=800).



Many Texans Perceive Global Warming as a Relatively Distant Threat

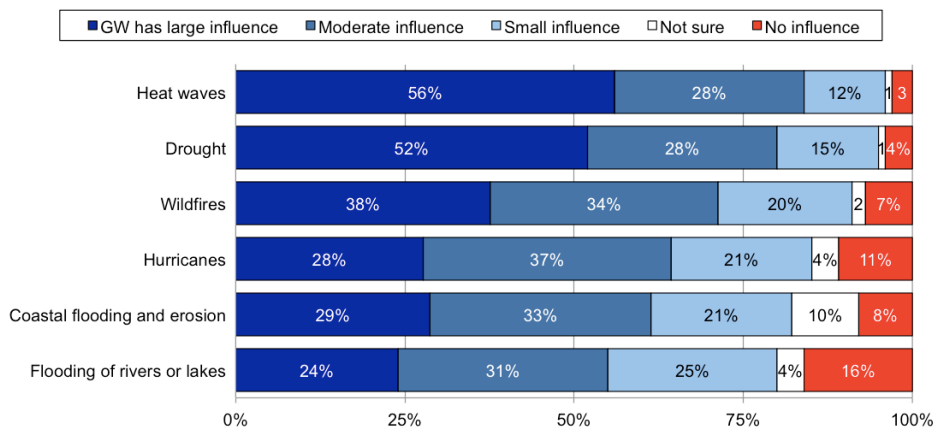


Please tell me whether you think global warming will harm each of the following – not at all, only a little, a moderate amount, or a great deal? If you're not sure about an item, just let me know. First...

Base: Texans 18+ (n=800).



Majority of Texans Believe Global Warming Is Having a Large or Moderate Influence on the Severity of Weather Events

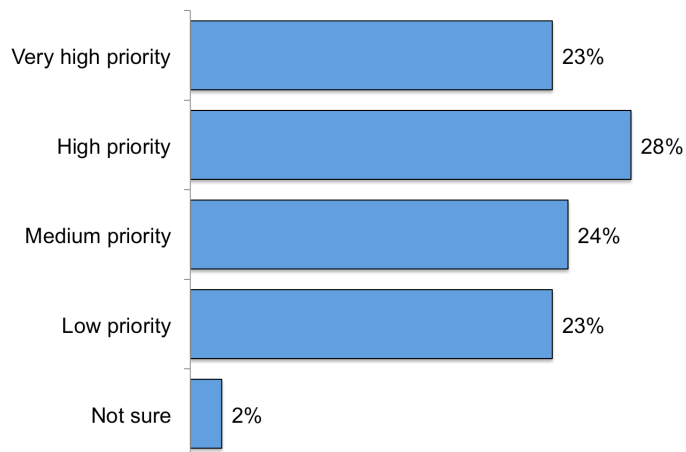


In your opinion, is global warming having no influence, a small influence, a moderate influence, or a large influence on the severity of...

Base: Texans 18+ who believe that global warming is happening (n=532).



Majority of Texans Believe Global Warming Should Be a Very High or High Priority for the President and Congress

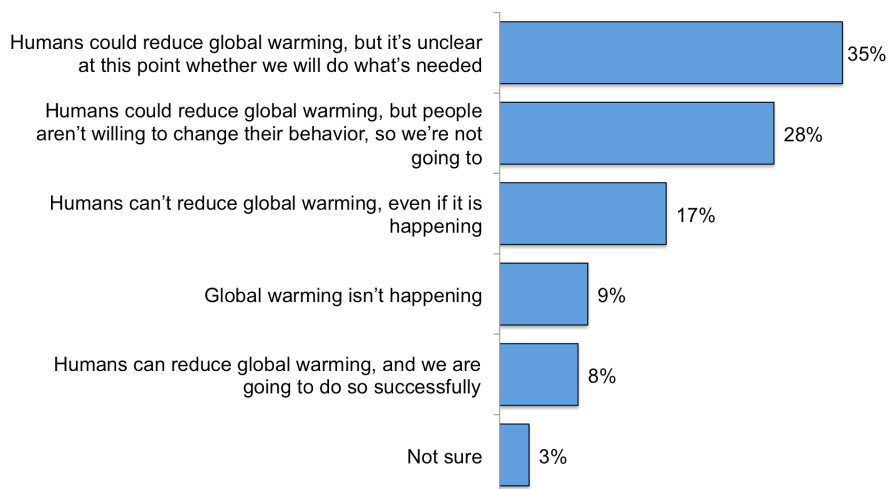


Do you think that global warming should be a low, medium, high, or very high priority for the president and Congress?

Base: Texans 18+ (n=800).



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

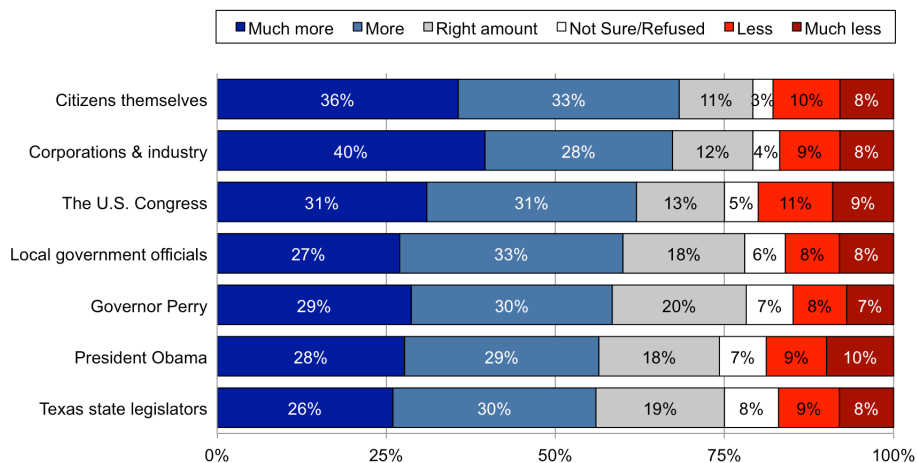


Which one of the following statements comes closest to your view?

Base: Texans 18+ (n=800).



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



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

Base: Texans 18+ (n=800).



Appendix II: Posted Questionnaire

[ASK ALL; n=800]

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

	Never	Rarely	Some- times	Often	Always	Not app.	NS [VOL]	REF [VOL]
In the winter, set the thermostat to 68 degrees or cooler	42%	12%	13%	15%	14%	4%	1%	--%
Use public transportation or car pool	62	15	8	6	7	3	--	--
Walk or bike instead of drive	54	14	17	8	6	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	NS [VOL]	REF [VOL]
In the winter, set the thermostat to 68 degrees or cooler	20%	61%	13%	5%	1%
Use public transportation or car pool	24	56	18	2	1
Walk or bike instead of drive	19	49	31	1	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	26%
Most	24
Some	15
A few	17
None	8
Not sure	10
Refused [VOL]	*

[ASK RESPONDENTS WHO ANSWER Q3=3,4, OR 5; n=320]

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	42%
Yes, I'd like to but probably won't	20
No, I don't want to	19
Not sure	18
Refused [VOL]	--

[ASK ALL; n=800]

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

	Much less severe	Some-what less severe	Same	Some-what more severe	Much more severe	NS [VOL]	REF [VOL]
Wildfires	4%	7%	33%	27%	25%	5%	--%
Flooding of rivers or lakes	19	23	32	11	11	4	--
Drought	4	5	21	24	43	3	--
Heat waves	3	5	34	22	35	1	--
Coastal flooding and erosion	8	10	36	11	10	25	*
Hurricanes	17	14	42	11	9	7	*

[ASK ALL; n=800]

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

Bad thing	69%
Good thing	8
Never heard of global warming	8
Not sure [VOL]	13
Refused [VOL]	2

[ASK RESPONDENTS WHO ANSWER Q6a=1; n=541]

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

Slightly bad	11%
Moderately bad	30
Very bad	58
Not sure [VOL]	2
Refused [VOL]	*

[ASK RESPONDENTS WHO ANSWER Q6a=2; n=59]

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

Slightly good	40%
Moderately good	32
Very good	25
Not sure [VOL]	2
Refused [VOL]	--

[ASK ALL; n=800]

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

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

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

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=532]

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	2%
Somewhat sure	30
Very sure	37
Extremely sure	31
Not sure [VOL]	*
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS NOT HAPPENING (Q7=2); n=152]

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	30
Extremely sure	37
Not sure [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, or	44%
Caused mostly by natural changes in the environment, or	31
Something else (Please specify), or	[12]
Both human activities and natural changes in the environment [VOL]	11
Other [VOL]	1
None of these, because global warming isn't happening	6
Not sure/Refused [VOL]	7

[ASK ALL; n=800]

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

Most scientists think global warming is happening, or	43%
Most scientists think global warming is not happening, or	2
There is a lot of disagreement among scientists about whether or not global warming is happening	47
Not sure [VOL]	7
Refused [VOL]	*

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=532]

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	11%
A little	41
Some	31
A lot	17
Not sure [VOL]	1
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=532]

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	3%
A little	18
Some	28
A lot	50
Not sure	1
Refused [VOL]	*

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=532]

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	3%
A little	12
Some	21
A lot	63
Not sure [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	17%
Somewhat worried	37
Not very worried	23
Not at all worried	23
Not sure [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	REF [VOL]
You personally	26%	27%	24%	16%	6%	1%
Your family	23	25	27	19	6	1
People in your community	21	27	27	20	6	*
People in the United States	13	21	29	32	5	*
People in modern industrialized countries	13	16	27	36	8	*
People in developing countries	14	14	25	37	10	*
Future generations of people	11	9	17	54	8	*
Plant and animal species	11	11	18	54	5	*

[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	36%
In 10 years, or	11
In 25 years, or	14
In 50 years, or	9
In 100 years, or	10
Never	16
Not sure [VOL]	5
Refused [VOL]	*

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=532]

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

[RANDOMIZE]	Very unlikely	Some-what unlikely	Some-what likely	Very likely	NS [VOL]	REF [VOL]
Increased allergies, asthma, infectious diseases or other health problems	5%	7%	29%	56%	3%	*%
Power outages	5	12	38	41	3	--
More heat waves	1	3	26	69	1	--
Droughts and water shortages	3	5	26	66	1	--
Worse storms, hurricanes, or tornadoes	5	6	39	48	2	*
Flooding of major cities	10	18	38	33	2	--
Declining numbers of fish and native wildlife	7	5	35	51	3	--
Abandoning parts of major cities due to sea level rise	13	16	39	29	5	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=532]

- 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 Texas? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]**

	No influence	Small influence	Moderate influence	Large influence	NS [VOL]	REF [VOL]
Wildfires	7%	20%	34%	38%	2%	--%
Flooding of rivers or lakes	16	25	31	24	4	--
Drought	4	15	28	52	1	--
Heat waves	3	12	28	56	1	--
Coastal flooding and erosion	8	21	33	29	10	*
Hurricanes	11	21	37	28	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	12%
A little	26
Some	33
A lot	29
Not sure [VOL]	*
Refused [VOL]	--

[ASK ALL; n=800]

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

Not at all important	13%
Not too important	13
Somewhat important	38
Very important	23
Extremely important	12
Not sure [VOL]	1
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	19
Need some more information, or you	21
Need a lot more information	24
Not sure [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	NS [VOL]	REF [VOL]
I could easily change my mind about global warming	40%	23%	26%	10%	1%	*%
The actions of a single individual won't make any difference in global warming	32	25	19	22	3	*
New technologies can solve global warming without individuals having to make big changes in their lives	34	23	27	12	3	1
I have personally experienced the effects of global warming	27	18	27	25	3	*

[ASK ALL; n=800]

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

Never	31%
Rarely	23
Occasionally	36
Often	10
Not sure [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

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

None	18%
A few	20
Some	24
Most	24
All	7
Not sure [VOL]	7
Refused [VOL]	*

[ASK ALL; n=800]

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

Global warming isn't happening, or	9%
Humans can't reduce global warming, even if it is happening, or	17
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to, or	28
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed, or	35
Humans can reduce global warming, and we are going to do so successfully	8
Not sure [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	23%
Medium priority	24
High priority	28
Very high priority	23
Not sure [VOL]	2
Refused [VOL]	*

[ASK ALL; n=800]

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

[RANDOMIZE]	Much less	Less	Current -ly doing the right amount	More	Much more	NS [VOL]	REF [VOL]
The U.S. Congress	9%	11%	13%	31%	31%	5%	*%
President Obama	10	9	18	29	28	6	1
Corporations and industry	8	9	12	28	40	4	*
Citizens themselves	8	10	11	33	36	3	*
Your local government officials	8	8	18	33	27	6	*
Your state legislators	8	9	19	30	26	8	*
Your governor	7	8	20	30	29	7	*

[SPLIT SAMPLE A; n=408]

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 less	7%
Less	5
Same amount	18
More	26
Much more	42
Not sure [VOL]	3
Prefer not to answer [VOL]	*

[SPLIT SAMPLE B; n=392]

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 less	6%
Less	5
Same amount	21
More	25
Much more	41
Not sure [VOL]	3
Prefer not to answer [VOL]	*

[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	55%
Only if other industrialized countries (such as England, Germany, and Japan) reduce their emissions, or	6
Only if other industrialized countries and developing countries (such as China, India, and Brazil) reduce their emissions, or	11
The U.S. should not reduce its emissions	14
Not sure	14
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	9%
A small-scale effort, even if it has small economic costs, or	19
A medium-scale effort, even if it has moderate economic costs, or	35
A large-scale effort, even if it has large economic costs	31
Not sure [VOL]	6
Refused [VOL]	*

[ASK ALL; n=800]

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

	Never	Once	2-3 times	4-5 times	6 or more times	Not sure	REF [VOL]
Rewarded companies that are taking steps to reduce global warming by buying their products	45%	8%	17%	8%	11%	11%	--%
Punished companies that are opposing steps to reduce global warming by NOT buying their products	58	4	11	7	10	10	*

[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	32%
Less frequently than you do now, or	11
About the same as you do now	52
Not sure [VOL]	4
Refused [VOL]	*

[ASK ALL; n=800]

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

More frequently than you do now, or	40%
Less frequently than you do now, or	7
About the same as you do now	50
Not sure [VOL]	3
Refused [VOL]	*

[ASK ALL; n=800]

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

	Never	Once	2-3 times	4-5 times	6 or more times	Not sure	REF [VOL]
[A] Volunteered with or donated money to an organization working to reduce global warming	77%	8%	10%	2%	2%	1%	--%
[B] Written letters, emailed, or phoned government officials about global warming	88	3	5	1	2	1	*

[ASK RESPONDENTS WHO HAVE CONTACTED A GOVERNMENT OFFICIAL AT LEAST ONCE (Q35B=2,3,4 OR 5); n=86]

- 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	78%
Urge them <u>NOT</u> to take action to reduce global warming, or	8
Something else? (Please specify)	11
Not sure [VOL]	3
Refused [VOL]	--

[ASK ALL; n=800]

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

	Less often	About the same	More often	NS [VOL]	REF [VOL]
[A] Volunteer with or donate money to an organization working to reduce global warming	19%	49%	29%	3%	*%
[B] Write letters, email, or phone government officials about global warming	17	55	27	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=642]

- 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	68%
Urge them NOT to take action to reduce global warming, or	8
Something else? (Please specify)	17
Not sure [VOL]	6
Refused [VOL]	1

[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	NS [VOL]	REF [VOL]
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels	10%	9%	32%	45%	4%	0%
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	22	13	27	35	3	*

[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	9%
Somewhat oppose it	8
I'm undecided	47
Somewhat support it	12
Strongly support it	20
[DO NOT READ] Not sure	6
[DO NOT READ] Prefer not to answer	--

[ASK ALL; n=800]

- 41. If Texas 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 Texas	43%
Have no effect on the economic growth and number of jobs in Texas	17
Decrease economic growth and the number of jobs in Texas	29
[DO NOT READ] Not sure	11
[DO NOT READ] Prefer not to answer	1

[IF 41=1,2, OR 3, ASK; n=697]

- 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?**

Agree not at all	9%
Slightly agree	14
Moderately agree	29
Strongly agree	46
Not sure [VOL]	2
Prefer not to answer [VOL]	--

[ASK ALL; n=800]

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

	Not at all believable	Not very believable	Somewhat believable	Very believable	NS [VOL]	REF [VOL]
President Obama	26%	12%	38%	20%	3%	0%
Governor Rick Perry	25	18	39	11	8	*
U.S. Senator John Cornyn	13	9	35	9	35	*
U.S. Senator Ted Cruz	17	10	34	12	28	*

[ASK ALL; n=800]

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

[RANDOMIZE]	Never	Hardly ever	Sometimes	Often	NS [VOL]	REF [VOL]
The Daily Show with Jon Stewart	57%	11%	19%	12%	1%	--%
The Colbert Report with Stephen Colbert	58	12	17	12	1	--
National Public Radio, or NPR	54	10	20	17	*	--
Public Broadcasting Service, or PBS	27	12	36	25	*	--
The Fox News Cable Channel	28	9	31	32	1	--
The New York Times	61	16	17	6	*	--
Rush Limbaugh	70	8	15	6	1	--
CNN	24	12	37	27	*	--
The national nightly network news on CBS, ABC, or NBC	28	12	27	33	*	--
MSNBC	34	13	34	18	*	--

Appendix III: Survey Method

The data in this report are based on a statewide representative survey of 800 Texas adults, aged 18 and older, conducted July 17 to August 7, 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 \pm 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	385	49
Women	415	51
Age		
18-24	60	14
25-34	97	19
35-44	81	18
45-54	163	19
55-64	164	15
65 or older	229	15
Refused	6	1
Education		
Less than high school	55	10
High school graduate	198	33
Technical/Trade school	19	2
Some college	184	29
College graduate	173	14
Some graduate school	35	3
Graduate degree	130	8
Refused	6	1
Household Income		
Under \$10,000	68	10
\$10,000 to under \$20,000	84	10
\$20,000 to under \$30,000	89	13
\$30,000 to under \$40,000	59	8
\$40,000 to under \$50,000	58	7
\$50,000 to under \$75,000	102	13
\$75,000 to under \$100,000	71	10
\$100,000 to under \$150,000	93	11
\$150,000 or more	73	7
(VOL) Not sure	33	6
(VOL) Refused	70	6
Hispanic/Latino		
Yes	124	33
Race/Ethnicity		
White, Caucasian (non-Hispanic)	499	49
Black, African-American (non-Hispanic)	98	12
Other/Not sure/Refused	79	6

