

Who is most likely to talk about climate change?

Climate Note

Data Tables

Table 1: Percentages of groups that discuss global warming with family and friends often/occasionally

Group	n	MOE	Often/Occasionally
Liberal Democrat	251	6.2	68
Bachelor's degree or higher	437	4.7	49
Moderate/conservative Democrat	215	6.7	48
Urban resident	222	6.6	48
Gen Z/Millennial	340	5.3	41
Hispanic/Latino	134	8.5	41
Female	532	4.2	39
\$50,000 - \$99,999 annual household income	299	5.7	38
\$100,000 or more annual household income	481	4.5	38
Independent (non-leaning)	97	10	37
Suburban resident	616	3.9	37
U.S. population	1085	3	37
Some college	300	5.7	36
White (non-Hispanic/Latino)	776	3.5	35
Baby Boomer/Silent	463	4.6	34
Male	553	4.2	34
Black (non-Hispanic/Latino)	109	9.4	33
Gen X	282	5.8	33
Less than \$50,000 annual household income	305	5.6	33
No party/not interested in politics	103	9.7	27
High school or less	348	5.3	26
Rural resident	238	6.4	24
Liberal/moderate Republican	130	8.6	14
Conservative Republican	282	5.8	11

MOE = Average margin of error at the 95% confidence interval

Table 2: Percentages of Global Warming's Six Americas that discuss global warming with family and friends often/occasionally

Group	n	MOE	Often/Occasionally
Alarmed	281	5.8	83
Concerned	295	5.7	38
Cautious	193	7.1	14
Dismissive	133	8.5	10
Disengaged	62*	12.4	9
Doubtful	121	8.9	3

MOE = Average margin of error at the 95% confidence interval.

*The sample size of the Disengaged is small and the results should be interpreted with caution.

Table 3: Percentages of those who discuss global warming with family and friends often/occasionally by groups who perceive stronger versus weaker descriptive and injunctive norms

Question/Group	n	MOE	Often/ Occasionally
Descriptive Norms: How much of an effort do your family and friends make to reduce global warming?			
A great deal/A lot/A moderate amount of effort	386	5.0	66
A little/No effort	563	4.1	20
Injunctive Norms: How important is it to your family and friends that you take action to reduce global warming?			
Extremely/Very/Moderately important	435	4.7	61
Not too/Not at all important	495	4.4	20

MOE = Average margin of error at the 95% confidence interval

Table 4: Percentages of those who discuss global warming with family and friends often/occasionally by groups who hear about global warming more versus less often

Question/Group	n	MOE	Often/ Occasionally
About how often do you hear other people you know (your family, friends, co-workers, etc.) talk about global warming?			
At least once a week/At least once a month	278	5.9	76
Several times a year/Once a year or less often/Never	724	3.6	22
About how often do you hear about global warming in the media (TV, movies, radio, newspapers/news websites, magazines, etc.)?			
At least once a week/At least once a month	671	3.8	45
Several times a year/Once a year or less often/Never	314	5.5	27

MOE = Average margin of error at the 95% confidence interval