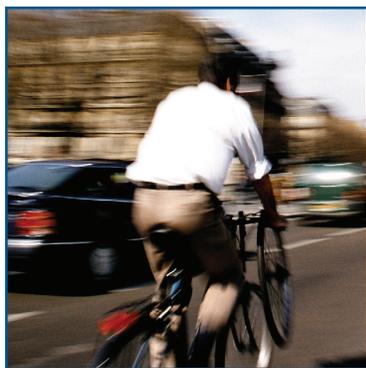


AMERICANS' ACTIONS TO LIMIT GLOBAL WARMING IN SEPTEMBER 2012



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This report is based on findings from a nationally representative survey – *Climate Change in the American Mind* – conducted by the Yale Project on Climate Change Communication and the George Mason University Center for Climate Change Communication. Interview dates: August 31, 2012 – September 12, 2012. Interviews: 1,061 Adults (18+). Total average margin of error: +/- 3 percentage points at the 95% confidence level. The study was funded by the Surdna Foundation, the 11th Hour Project, the Grantham Foundation, and the V.K. Rasmussen Foundation.

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Executive Summary

Saving Energy

- The number of Americans who say they “always” or “often” walk or bike instead of driving – though still a minority – is at its highest recorded level (25%) and has risen considerably since March (up 14 points). Americans today are also more likely say they use public transportation or carpool (17%), returning to a level last observed in November 2008 (18%).
- A majority of Americans say they “always” or “often” set their thermostat no higher than 68 degrees during the winter (53%), although this is below the highest level reported in November of 2008 (62%).
- Majorities intend to keep performing each of these behaviors at their current frequency. Very few Americans intend to perform these behaviors *less* often over the next 12 months.
- Compact fluorescent light bulbs continue to be adopted by the American consumer, with 57 percent now reporting that most or all of the light bulbs in their home are CFLs – up from 40% in November 2008.
- Since 2008, however, Americans have become less confident that their individual actions to save energy will reduce their own contribution to global warming (32%, down 16 points since 2008).
- Though still a majority, Americans are also less likely to say that if most people in the United States took similar actions, it would reduce global warming “a lot” or “some” (60%, down 18 points since 2008).

Consumer Behavior

- Three Americans in ten (32%) say that in the past 12 months they have given business to a company as a reward for their steps to reduce global warming. Nearly a quarter also say that in the past 12 months they have punished companies for *opposing* steps to reduce global warming by not purchasing their products (24%).

Citizen Behavior

- About one in ten (12%) have contacted a government official about global warming by letter, email, or phone, while 15% have volunteered or donated money to an organization working to reduce global warming.
- Americans who contact a government official about global warming have become much more likely to urge them to take action to reduce it (89%, up 17 percentage points since 2010).

Communication Behavior

- No matter what their personal beliefs about global warming, many Americans say they have friends who have different views than their own. In fact, more are likely to have friends who disagree than agree with them about global warming. For example, 30% of Americans who believe global warming is happening and human-caused say “all” or “most” of their friends agree with them, but 42% say that only “a few” or “none” of their friends agree with them.
- Americans who do not think global warming is happening at all are equally likely to say “all” or “most” of their friends agree with them (39%) as to say only “a few” or “none” of them do (41%).
- Relatively few Americans say they feel uncomfortable discussing global warming with those who disagree with them. For example, among those who believe global warming is happening and human caused, only about one in four (26%) say they feel “very” or “somewhat” uncomfortable explaining their point of view to those who do not believe global warming is happening.

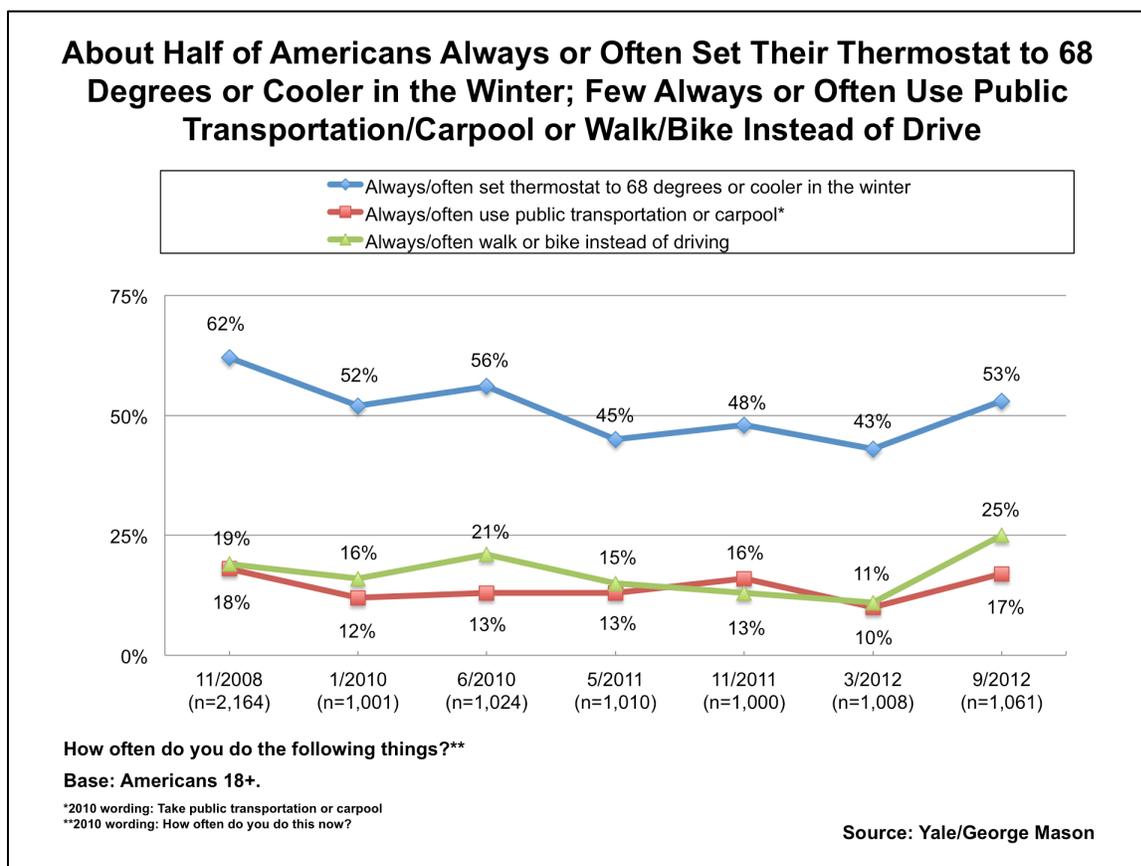
1. Household Behavior

About half of Americans always or often set their thermostat to 68 degrees or cooler in the winter. Few Americans always or often use public transportation or carpool, or walk or bike instead of drive.

A majority of Americans say they “always” or “often” set their thermostat no higher than 68 degrees during the winter (53%), although this is below the highest level reported in November of 2008 (62%).

The number of Americans who say they “always” or “often” walk or bike instead of driving – though still a minority – is at its highest recorded level (25%) and has risen considerably since March (up 14 points).

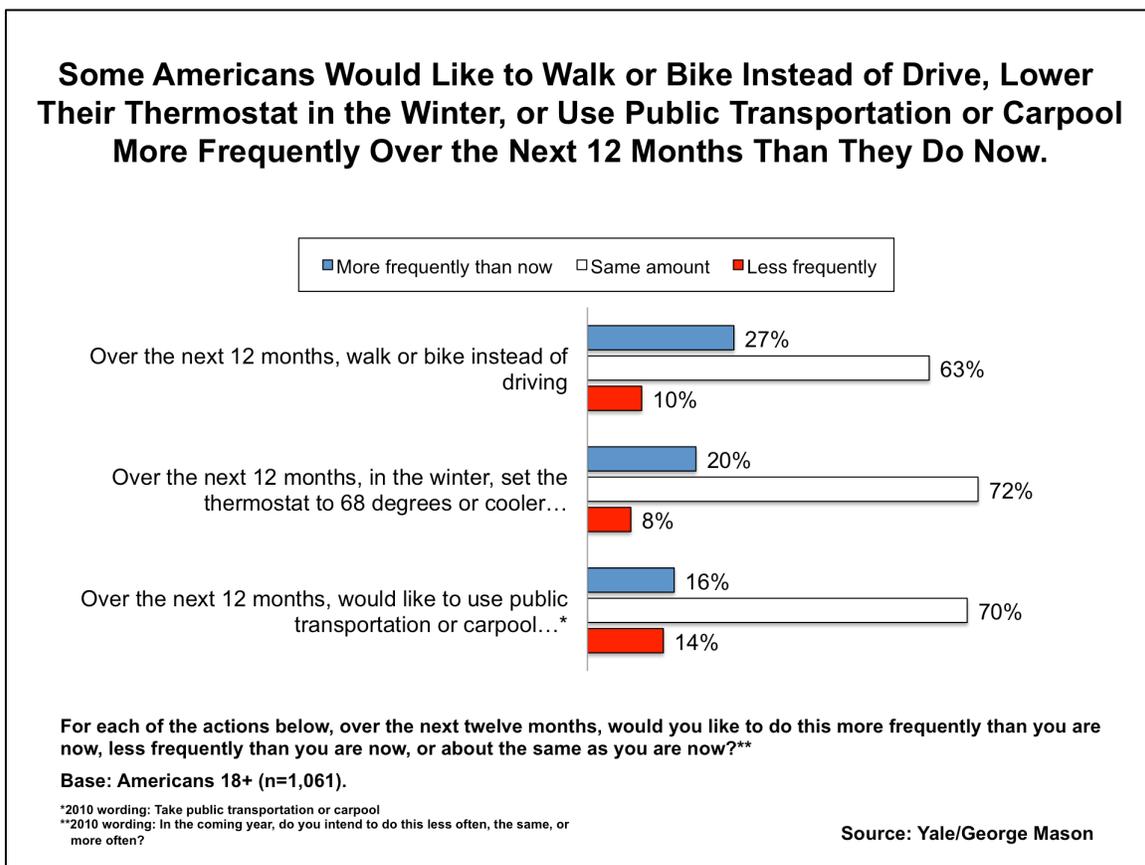
Americans today are also more likely say they use public transportation or carpool (17%), returning to a level last observed in November 2008 (18%).



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

A modest number of Americans say they would like to walk or bike instead of drive (27%), set the thermostat to no more than 68 degrees in the winter (20%), or to use public transportation or carpool (16%) more frequently over the next 12 months than they do now.

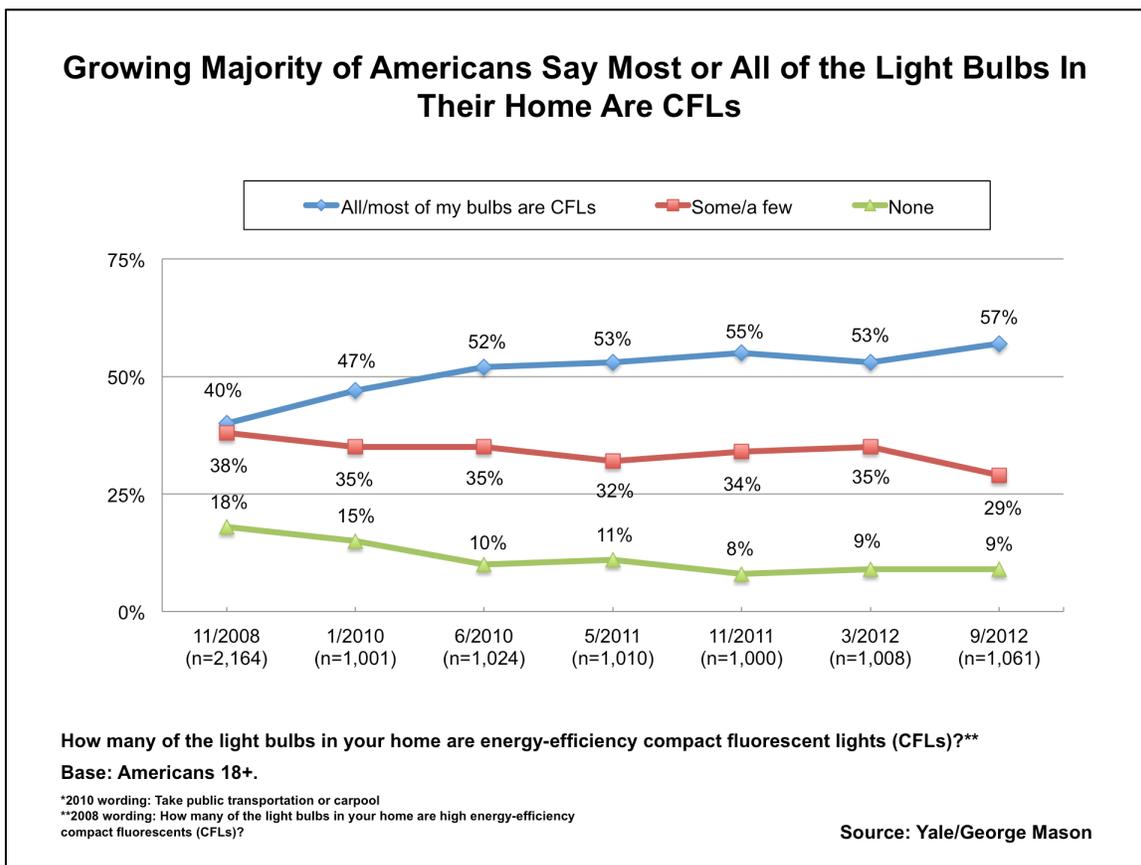
Majorities intend to keep performing each of these behaviors at their current frequency. Very few Americans intend to perform these behaviors *less* often over the next 12 months.



A growing majority of Americans say most or all of the light bulbs in their home are compact fluorescent lights (CFLs).

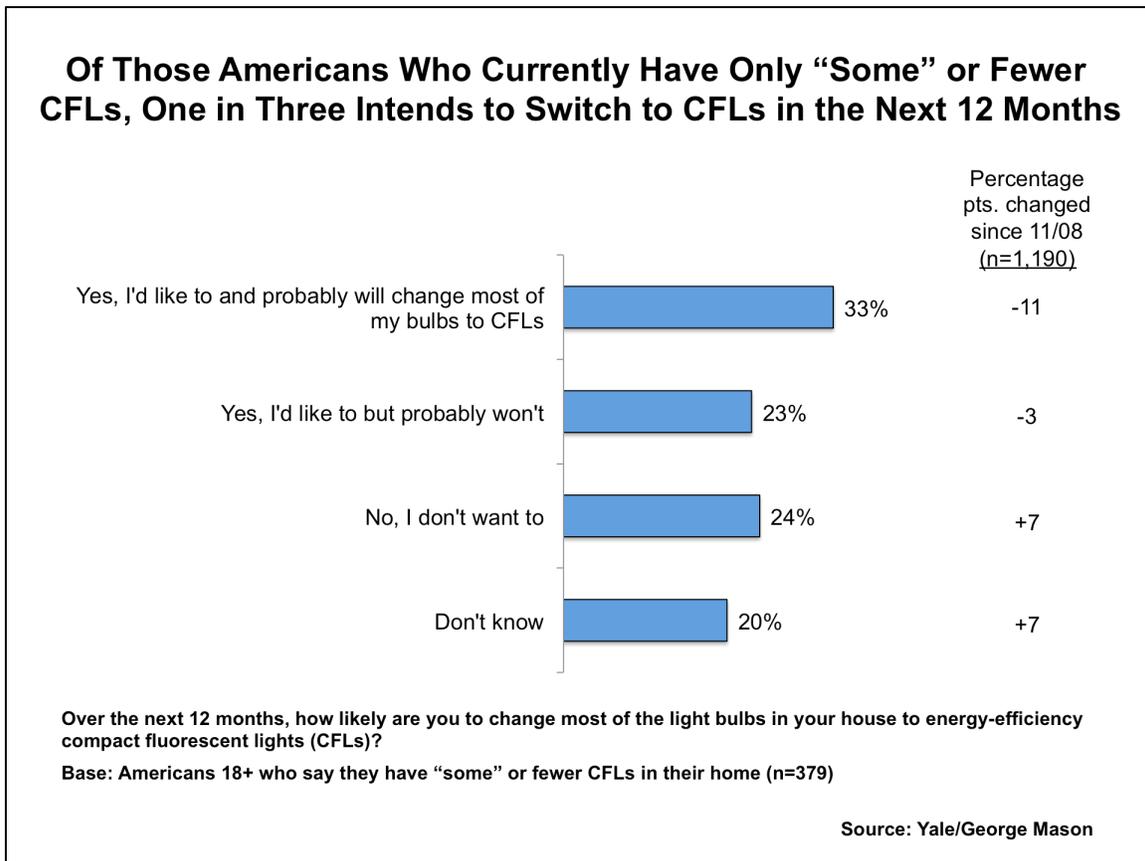
Compact fluorescent light bulbs continue to be adopted by the American consumer, with 57 percent now reporting that most or all of the light bulbs in their home are CFLs – up from 40% in November 2008.

Moreover, the number of Americans who say *none* of their bulbs are CFLs has halved in the same period of time (from 18% to 9%).



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

Of the 38 percent of Americans who say that only “some” or fewer of their current light bulbs are CFLs, one in three say they will probably change most of their bulbs to CFLs in the next twelve months (33%). One in four (23%) say they would like to, but probably won't, while another one in four (24%) express no desire to convert most of their light bulbs to CFLs.



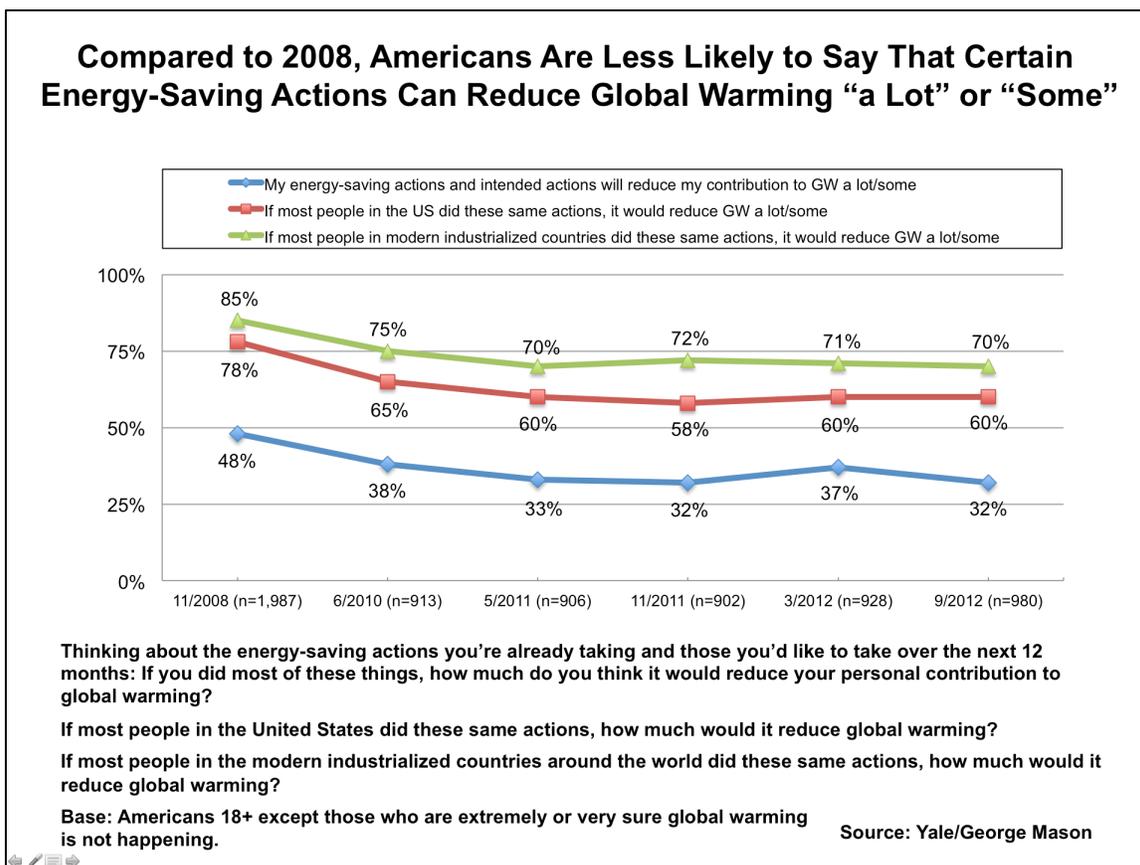
Trend: Compared to 2008, Americans are less likely to say that certain energy-saving actions can reduce global warming “a lot” or “some.”

Since 2008, Americans have become less likely to say a number of actions taken by themselves and others can reduce global warming.

Americans have become less confident that their individual actions to save energy will reduce their own contribution to global warming (32%, down 16 points since 2010).

Though still a majority, Americans are also less likely to say that if most people in modern industrialized societies took these actions, it would reduce global warming “a lot” or “some” (70%, down 15 points since 2008). Similarly, fewer say that if most people in the United States took similar actions, it would reduce global warming “a lot” or “some” (60%, down 18 points since 2008).

It should be noted that since May 2011, the decline leveled off and has since been essentially stable.

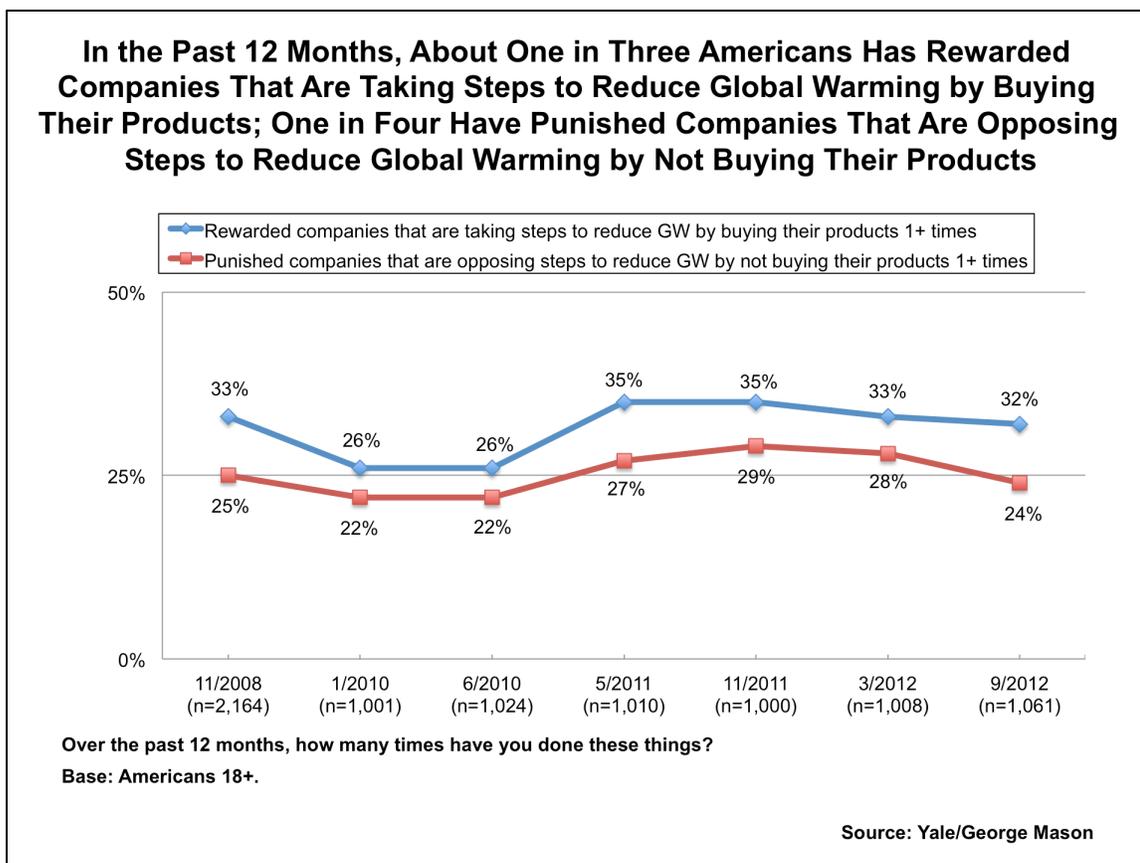


2. Consumer Behavior

In the past 12 months, about one in three Americans has rewarded companies that are taking steps to reduce global warming by buying their products. One in four have punished companies that are opposing steps to reduce global warming by not buying their products.

Americans traditionally make product purchase decisions based on price, value, brand loyalty, and quality, but many also support companies that align with their personal values.

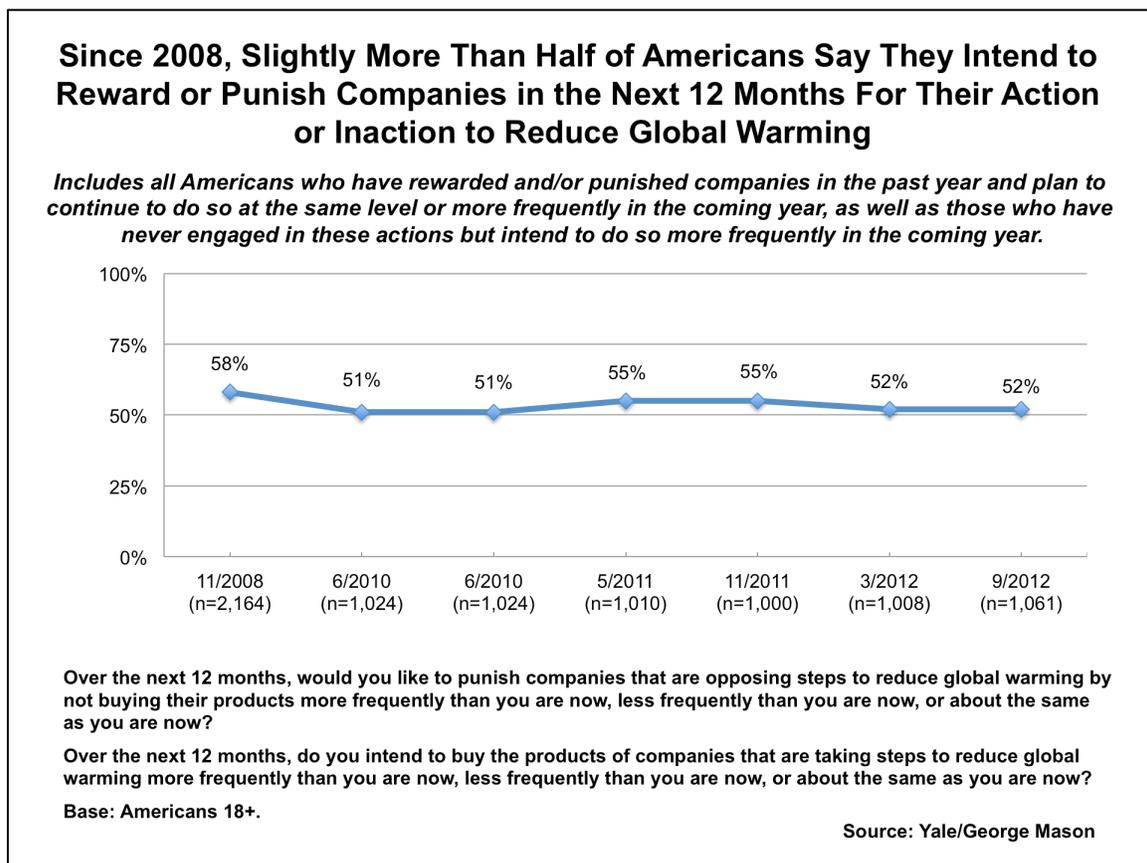
In fact, three Americans in ten (32%) say in the past 12 months they have given business to a company as a reward for their steps to reduce global warming. Nearly a quarter of Americans also say that in the past 12 months they have punished companies for *opposing* steps to reduce global warming by not purchasing their products (24%).



Trend: Since 2008, slightly more than half of Americans say they intend to reward or punish companies in the next 12 months for their action or inaction to reduce global warming

Just over half of Americans (52%) say that they intend to engage in consumer activism based on whether or not companies have taken steps to reduce global warming. These Americans include:

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

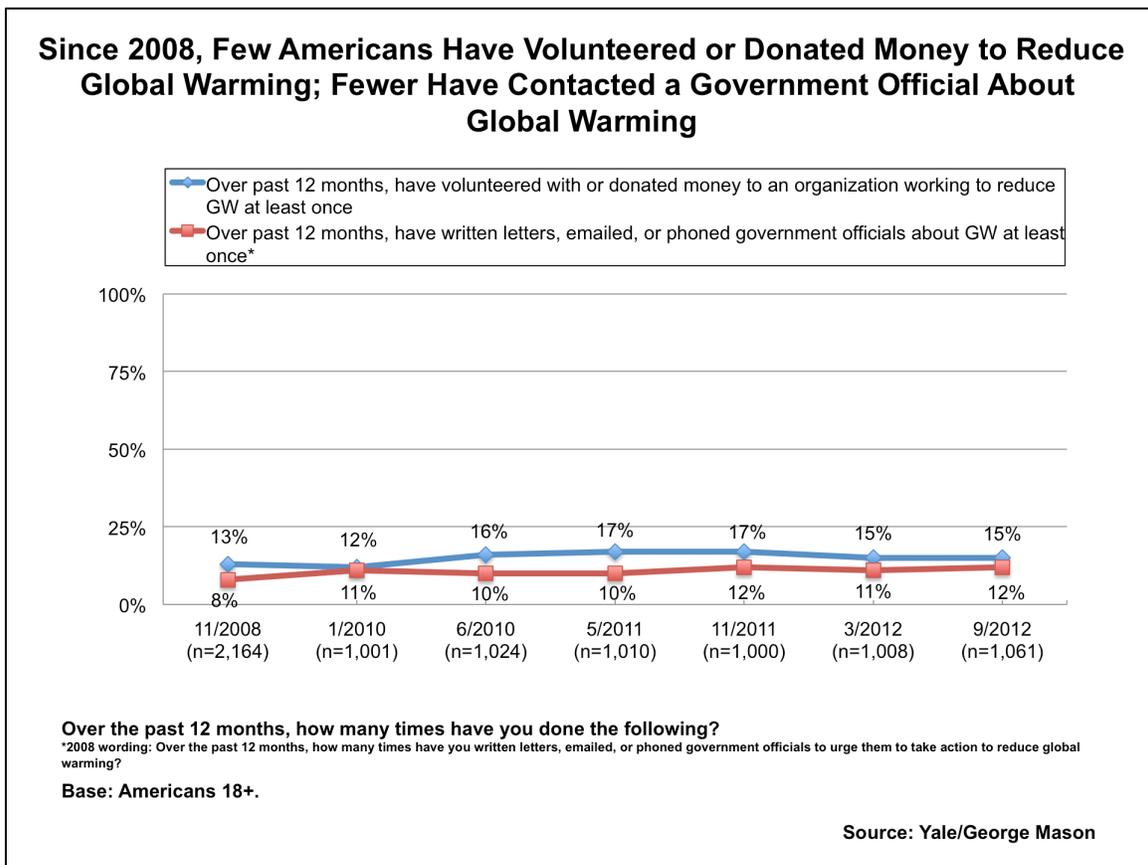


3. Citizen Behavior

Since 2008, few Americans have volunteered or donated money to reduce global warming. Fewer have contacted a government official about global warming.

Though seven in ten Americans (70%) believe global warming is happening, most have not acted as citizens to address the problem.

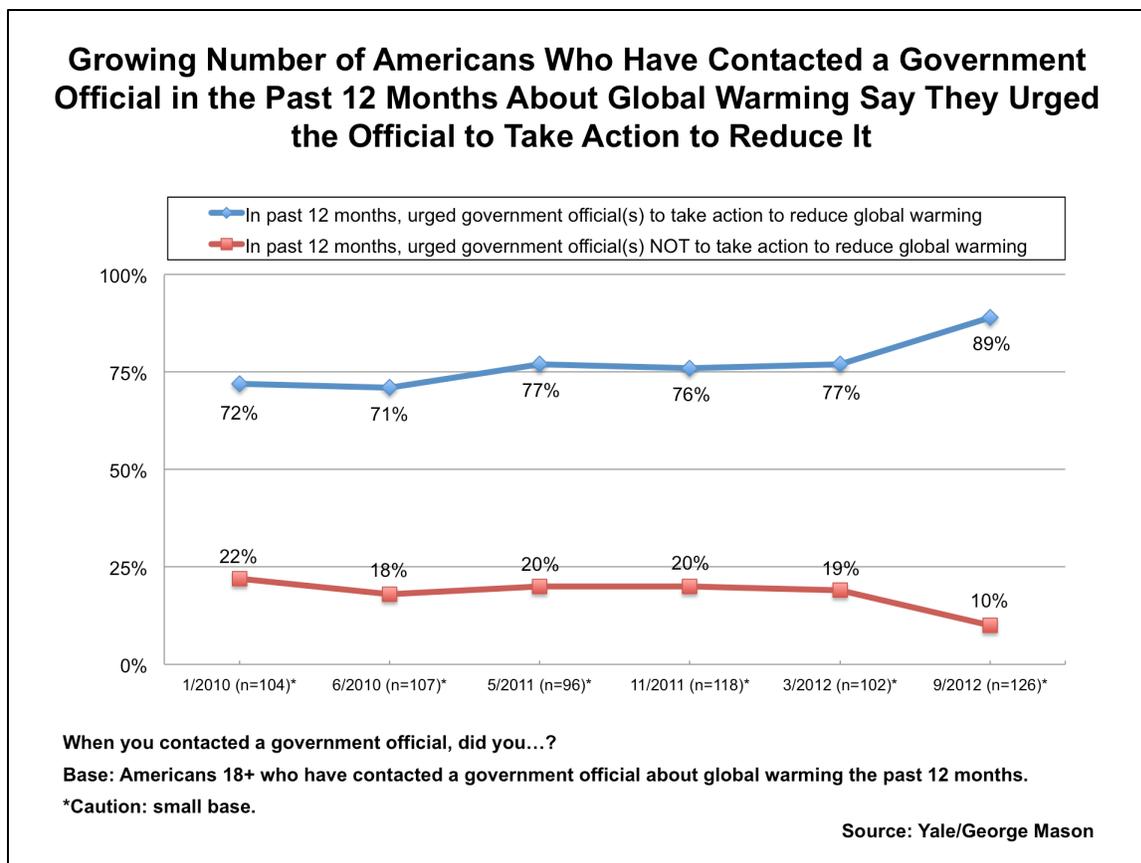
Only about one in ten (12%) have contacted a government official on the subject by letter, email, or phone, while 15% have volunteered or donated money to an organization working to reduce global warming.



Trend: Growing number of Americans who have contacted a government official in the past 12 months about global warming say they urged the official to take action to reduce it.

Americans who have contacted a government official about global warming have become much more likely to urge them to take action to reduce it (89%, up 17 percentage points since 2010).

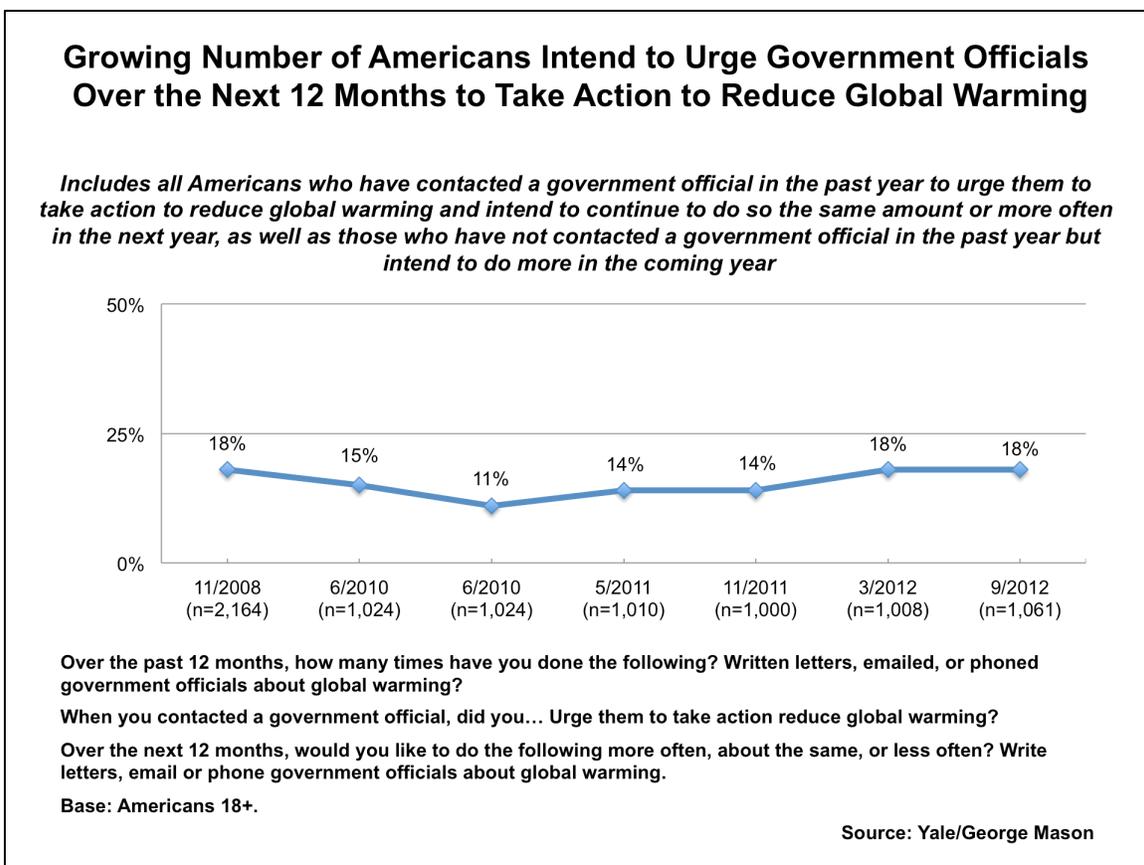
By contrast, fewer have urged an official *not* to take action (10%, down 12 points).



Trend: Growing number of Americans intend to urge government officials over the next 12 months to take action to reduce global warming

About one in five Americans (18%, up 7 points since June 2010 and returning to the former high level – 18% – in November 2008) says he or she intends to engage in civic activism in the next 12 months by urging government officials to take action to reduce global warming. These Americans include:

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

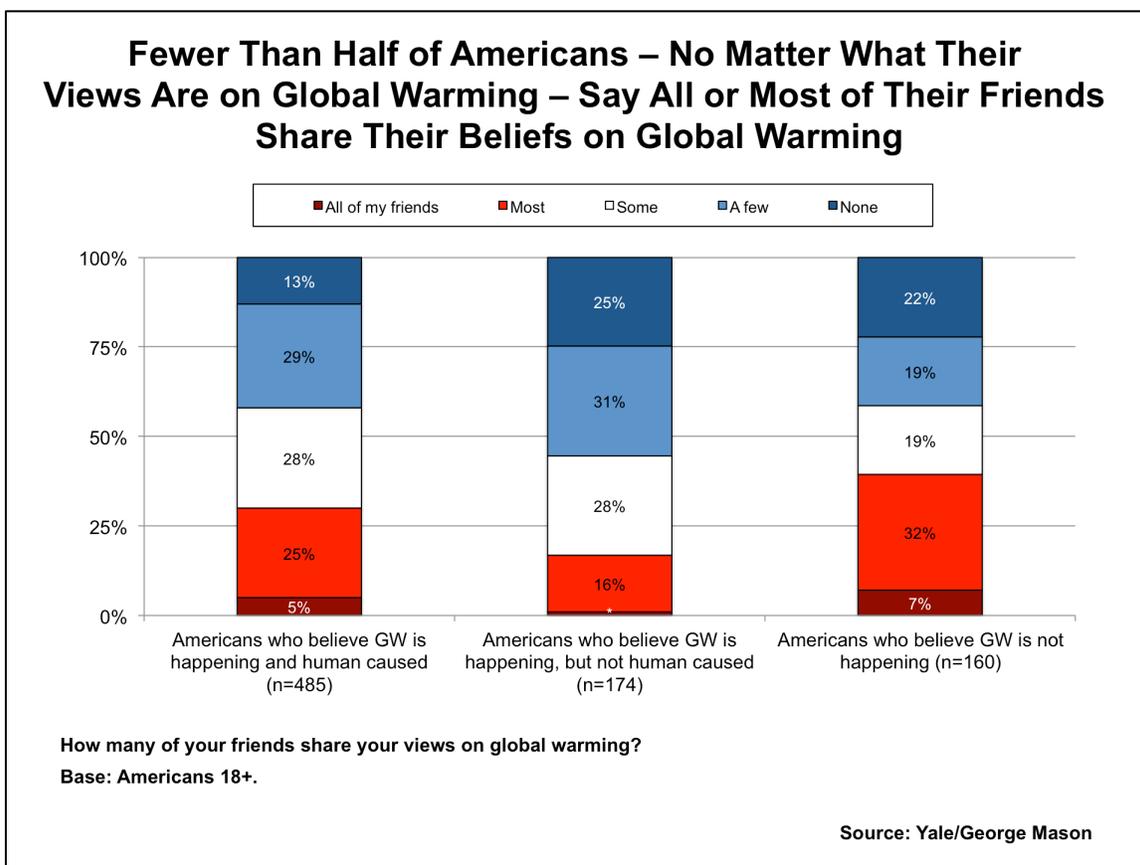


4. Communication Behavior

Fewer than half of Americans – no matter what their views are on global warming – say all or most of their friends share their beliefs on global warming.

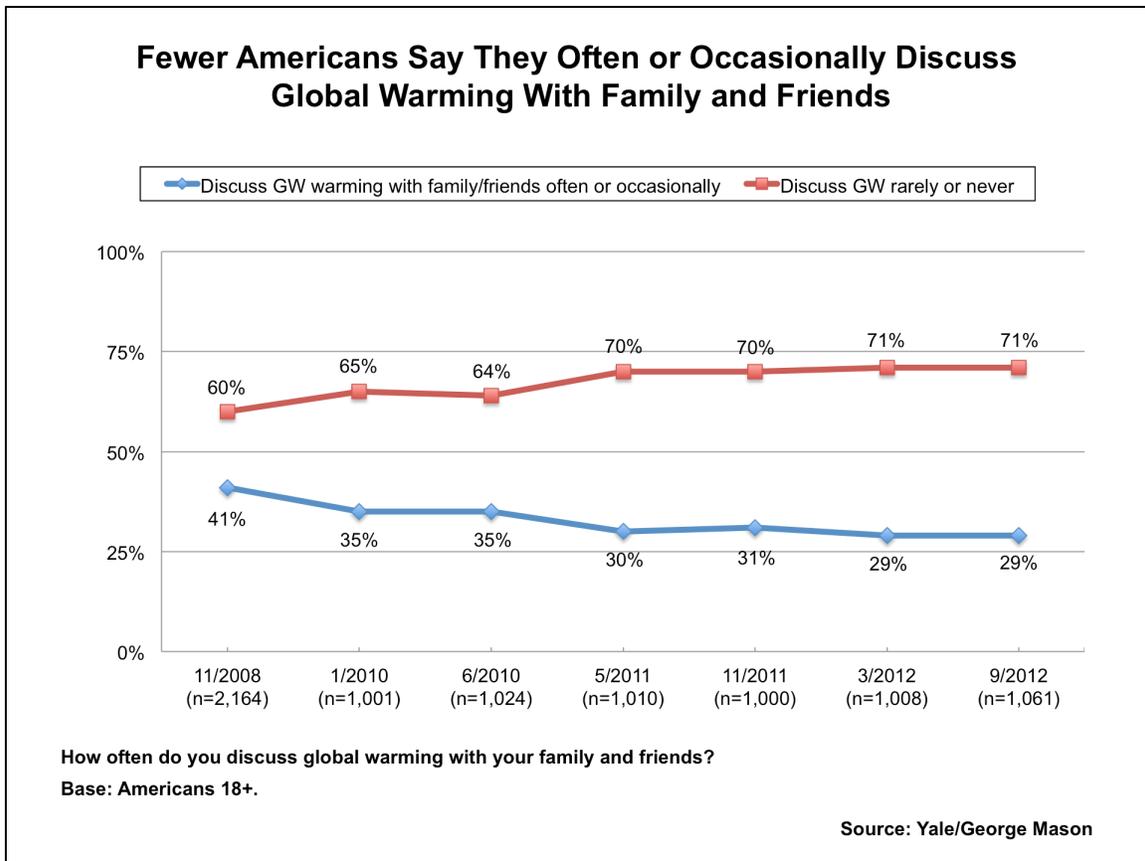
No matter what their personal beliefs about global warming, many Americans say they have friends who have different views than their own. In fact, more are likely to have friends who disagree than agree with them about global warming. For example, 30% of Americans who believe global warming is happening and human-caused say “all” or “most” of their friends agree with them, but 42% say that only “a few” or “none” of their friends agree with them.

Americans who do not think global warming is happening at all are as likely to say “all” or “most” of their friends agree with them (39%) as to say only “a few” or “none” of them do (41%).



Trend: Fewer Americans say they often or occasionally discuss global warming with their family and friends

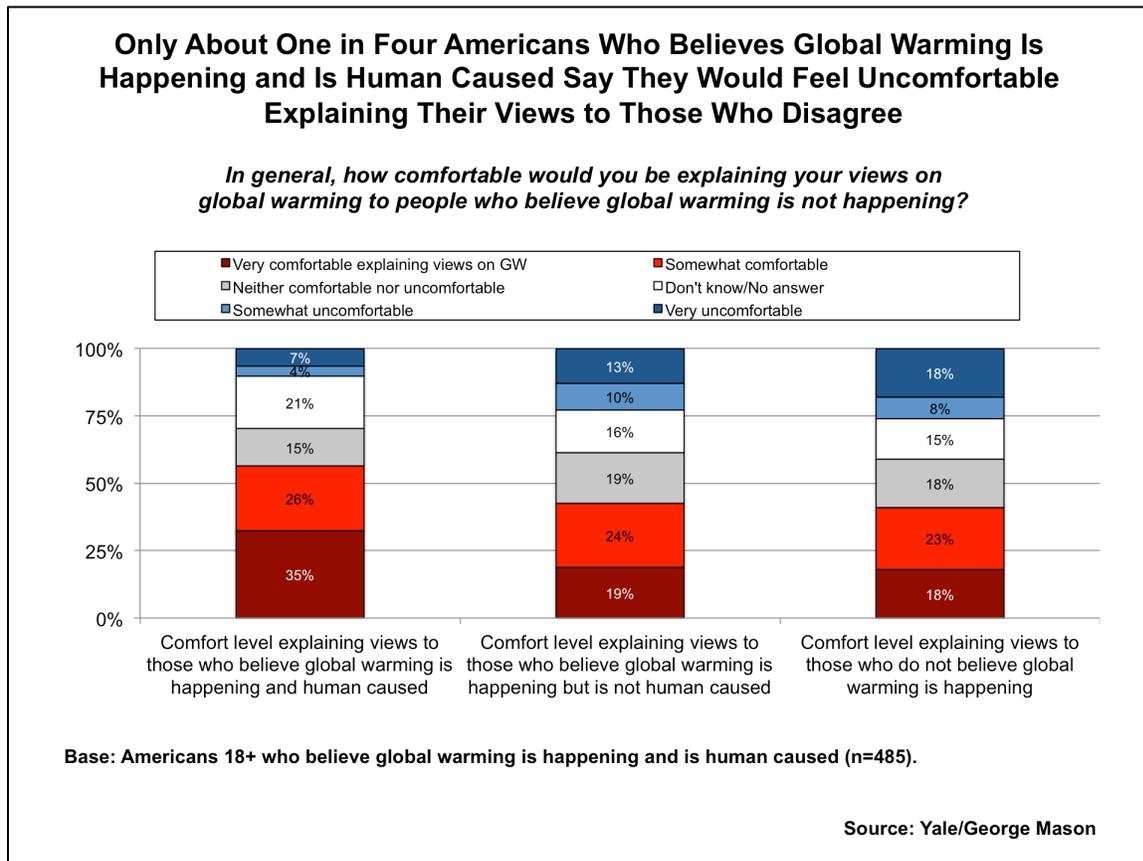
Fewer Americans say they discuss global warming with friends and family “often” or “occasionally” than they did in November 2008 (29%, down 12 percentage points). However, this trend has stabilized in the past year.



Only about one in four Americans who believes global warming is happening and human caused say they would feel uncomfortable explaining their views to those who disagree.

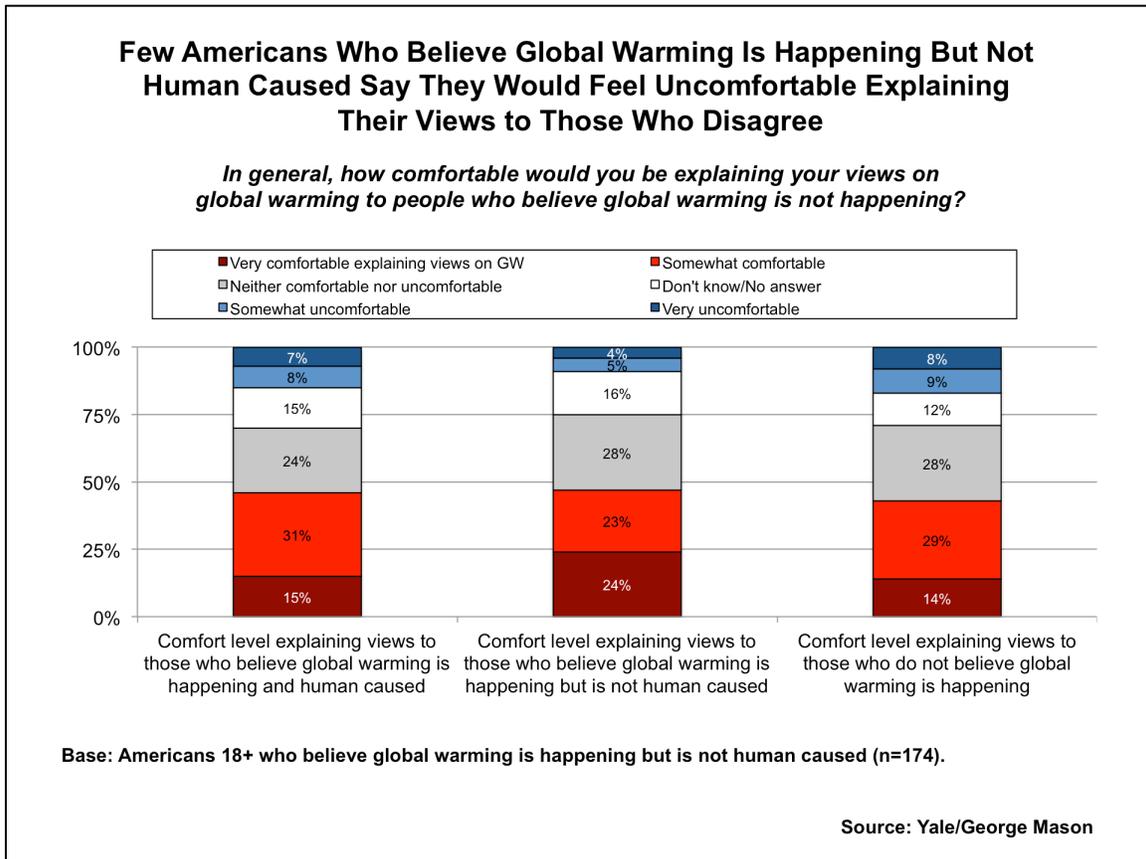
Relatively few Americans say they feel uncomfortable discussing global warming with those who disagree with them.

For example, among those who believe global warming is happening and human caused, only about one in four (26%) say they feel “very” or “somewhat” uncomfortable explaining their point of view to those who do not believe global warming is happening.



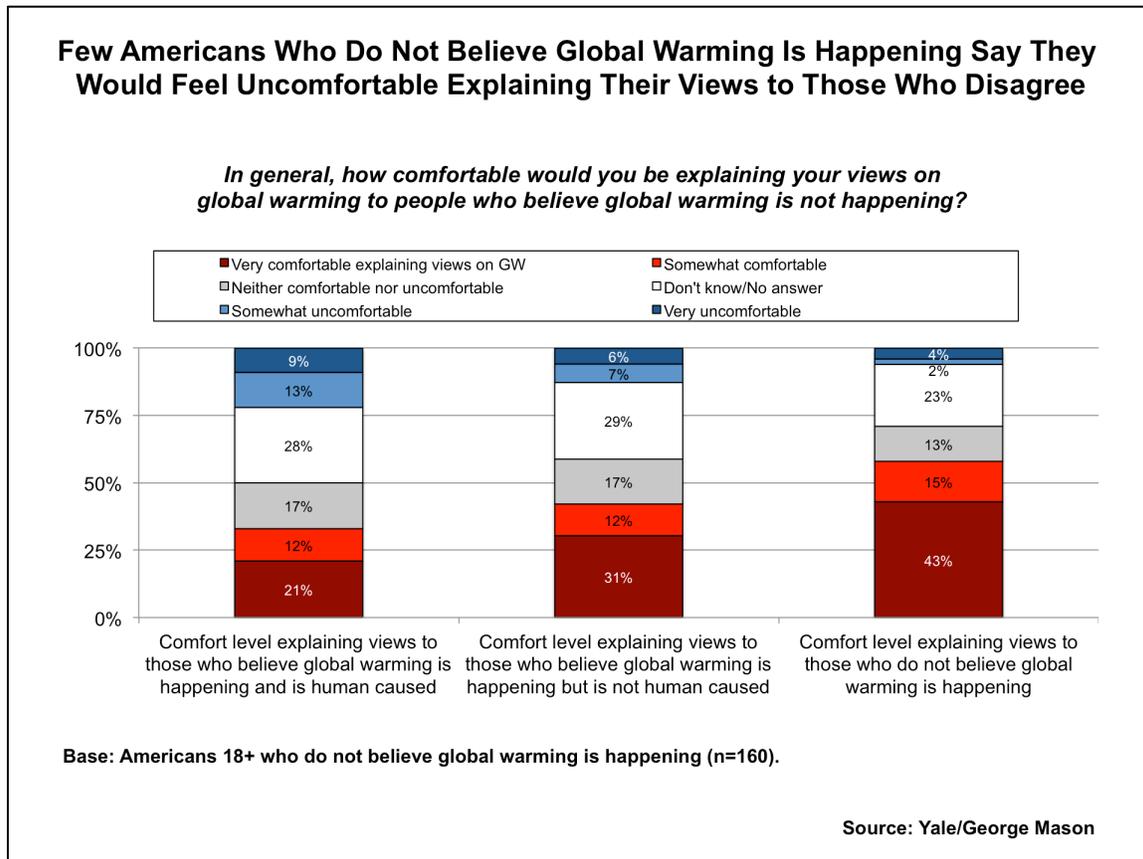
Few Americans who believe global warming is happening but not human caused say they would feel uncomfortable explaining their views to those who disagree

Of those Americans who believe global warming is happening but not human caused, few say they would feel uncomfortable explaining their views to either those who believe global warming is human caused (15%) or who do not think global warming is happening at all (17%).



Few Americans who do not believe global warming is happening say they would feel uncomfortable explaining their views to those who disagree

Few Americans who do not believe global warming is happening say they would feel uncomfortable discussing the issue with those who disagree with them – such as those who think global warming is happening and human-caused (21% feel would feel uncomfortable) and those who think it is happening, but not caused by humans (13%).



Appendix I: Data Tables

(Base: Americans 18+)

How often do you do the following things?¹

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

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

Use² public transportation or car pool

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

¹2010 wording: How often do you do this now?

²2010 wording: Take public transportation or carpool

- = 0%

* = <1%

(Base: Americans 18+)
How often do you do the following things? (Cont'd)

Walk or bike instead of drive

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

- = 0%
 * = <1%

(Base: Americans 18+)

For each of the actions below, over the next 12 months, would you like to do this more frequently than you are now, less frequently than you are now, or about the same as you are now?¹

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

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

Use² public transportation or car pool

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

Walk or bike instead of drive

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

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

²2010 wording: Take public transportation or carpool

- = 0%

* = <1%

(Base: Americans 18+)**How many light bulbs in your home are energy-efficient compact fluorescent lights (CFLs)?¹**

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

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

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

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

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

- = 0%

* = <1%

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

Thinking about the energy saving actions you're already taking and those you'd like to take over the next 12 months: If you did most of these things, how much do you think it would reduce your personal contribution to global warming?

	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(980)	(928)	(902)	(906)	(913)	(864)	(1987)
	%	%	%	%	%	%	%
A lot	8	8	8	7	11	NA	13
Some	24	29	24	26	27	NA	35
A little	45	42	50	48	47	NA	36
Not at all	21	21	18	20	16	NA	16

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

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

	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(980)	(928)	(902)	(906)	(913)	(864)	(1987)
	%	%	%	%	%	%	%
A lot	23	23	24	26	31	NA	42
Some	37	37	34	34	34	NA	36
A little	26	26	33	28	27	NA	14
Not at all	12	13	9	13	8	NA	8

- = 0%
* = <1%

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

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

	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(980)	(928)	(902)	(906)	(913)	(864)	(1987)
	%	%	%	%	%	%	%
A lot	42	38	42	39	46	NA	60
Some	28	33	30	31	29	NA	25
A little	19	19	21	20	18	NA	9
Not at all	8	10	6	11	7	NA	6

- = 0%
* = <1%

(Base: Americans 18+)**Over the past 12 months, how many times have you done these things?****Rewarded companies that are taking steps to reduce global warming by buying their products**

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

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

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

- = 0%

* = <1%

(Base: Americans 18+)

Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products...

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

(Base: Americans 18+)

Over the next 12 months, do you intend to buy the products of companies that are taking steps to reduce global warming...

	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%
More frequently than you are now	37	35	36	39	36	34	40
About the same as you are now	54	58	55	54	55	58	56
Less frequently than you are now	8	8	9	8	10	8	4

- = 0%
* = <1%

(Base: Americans 18+)**Over the past 12 months, how many times have you done the following?****Volunteered with or donated money to an organization working to reduce global warming**

	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%
Many times (6+)	*	1	1	1	1	1	1
Several times (4-5)	2	2	3	2	3	1	1
A few times (2-3)	8	7	8	7	4	4	4
Once	5	5	5	7	8	6	7
Never	80	80	73	77	78	80	85
Don't know	4	5	10	6	7	8	3

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

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

¹2008 wording: Over the past 12 months, how many times have you written letters, emailed, or phoned government officials to urge them to take action to reduce global warming?

- = 0%

* = <1%

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

When you contacted a government official did you...

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

- = 0%
* = <1%

(Base: Americans 18+)**Over the next 12 months, would you like to do the following...****Volunteer with or donate money to an organization working to reduce global warming**

	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%
More often	12	14	13	17	13	12	16
About the same	69	64	68	64	69	64	68
Less often	18	22	19	20	18	24	16

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

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

- = 0%
* = <1%

(Base: Americans 18+)**How many of your friends share your views on global warming?**

	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%
All	4	4	2	4	4	3	4
Most	22	25	24	25	23	23	24
Some	25	27	29	29	33	29	30
A few	28	27	27	27	27	29	24
None	21	18	19	15	13	16	18

(Base: Americans 18+)**How often do you discuss global warming with your family and friends?**

	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%
Often	3	5	4	4	5	6	5
Occasionally	26	24	27	26	30	29	36
Rarely	38	41	40	42	39	35	33
Never	34	30	30	28	25	30	27

- = 0%
* = <1%

(Base: Americans 18+)

In general, how comfortable would you be explaining your views on global warming to people who...

Believe global warming is happening and is caused by humans

	Sept 2012
(Unweighted base)	(1,061)
	%
Very comfortable	25
Somewhat comfortable	23
Neither comfortable nor uncomfortable	17
Somewhat uncomfortable	7
Very uncomfortable	8
Don't know	13
Prefer not to answer	8

Believe global warming is happening but is not caused by humans

	Sept 2012
(Unweighted base)	(1,061)
	%
Very comfortable	20
Somewhat comfortable	21
Neither comfortable nor uncomfortable	20
Somewhat uncomfortable	8
Very uncomfortable	9
Don't know	15
Prefer not to answer	8

- = 0%
* = <1%

(Base: Americans 18+)**In general, how comfortable would you be explaining your views on global warming to people who... (Cont'd)****Don't believe global warming is happening**

	Sept 2012
(Unweighted base)	(1,061)
	%
Very comfortable	20
Somewhat comfortable	21
Neither comfortable nor uncomfortable	18
Somewhat uncomfortable	8
Very uncomfortable	13
Don't know	12
Prefer not to answer	8

- = 0%
* = <1%

Appendix II: Survey Method

The data in this report are based on a nationally representative survey of 1,061 American adults, aged 18 and older, conducted from August 31 – September 12, 2012. All questionnaires were self-administered by respondents in a web-based environment. The survey took, on average, about 25 minutes to complete.

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

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

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

Margins of error

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

- September 2012: Fielded August 31 through September 12, 2012 with 1,061 American adults. The margin of sampling error is plus or minus 3 percentage points.
- March 2012: Fielded March 12 through March 30, 2012 with 1,008 American adults. The margin of sampling error is plus or minus 3 points.
- November 2011: Fielded October 20 through November 16 with 1,000 American adults. The margin of sampling error is plus or minus 3 points.
- May 2011: Fielded April 23 through May 12 with 1,010 American adults. The margin of sampling error is plus or minus 3 points.
- June 2010: Fielded May 14 through June 1 with 1,024 American adults. The margin of sampling error is plus or minus 3 points.
- January 2010: Fielded December 24, 2009 through January 3, 2010 with 1,001 American adults. The margin of sampling error is plus or minus 3 points.
- November 2008: Fielded October 7 through November 12 with 2,164 American adults. Data was collected in two waves: wave 1 from October 7 through October 20 and wave 2 from October 24 through November 12. The margin of sampling error is plus or minus 2 points.
- For positions on global warming, margins of error are: Believe global is happening and is human caused (plus or minus 4 points); Believe global is happening but is not human caused (plus or minus 7 points); Do not believe global warming is happening (plus or minus 8 points).

Appendix III: Sample Demographics

	N (unweighted)	% (weighted)
Total	1,061	100
Sex		
Men	547	48
Women	514	52
Age		
Generation Y (18-29)	165	21
Generation X (30-47)	285	30
Baby Boomers (48-66)	420	35
WWII (67+)	10	15
Education		
Less than high school	73	12
High school graduate	302	30
Some college/tech	319	29
College graduate	219	18
Post graduate	148	11
Household Income		
<\$25K	163	19
\$25K - <\$50K	245	23
\$50K - <\$75K	217	19
\$75K - <\$100K	165	15
\$100K - <\$175K	226	19
\$175K+	45	4
Hispanic		
Yes	152	14
Race/Ethnicity		
White, non-Hispanic	707	67
Black, African-American non-Hispanic	123	12
Other non-Hispanic	65	6
Region		
Northeast	194	18
Midwest	239	21
South	380	36
West	248	23

