



Global Warming's "Six Americas"



An Audience Segmentation

Anthony Leiserowitz, PhD
Yale Project on Climate Change

Edward Maibach, MPH, PhD
Connie Roser-Renouf, PhD
George Mason University Center for
Climate Change Communication



George Mason University
Center for Climate Change Communication

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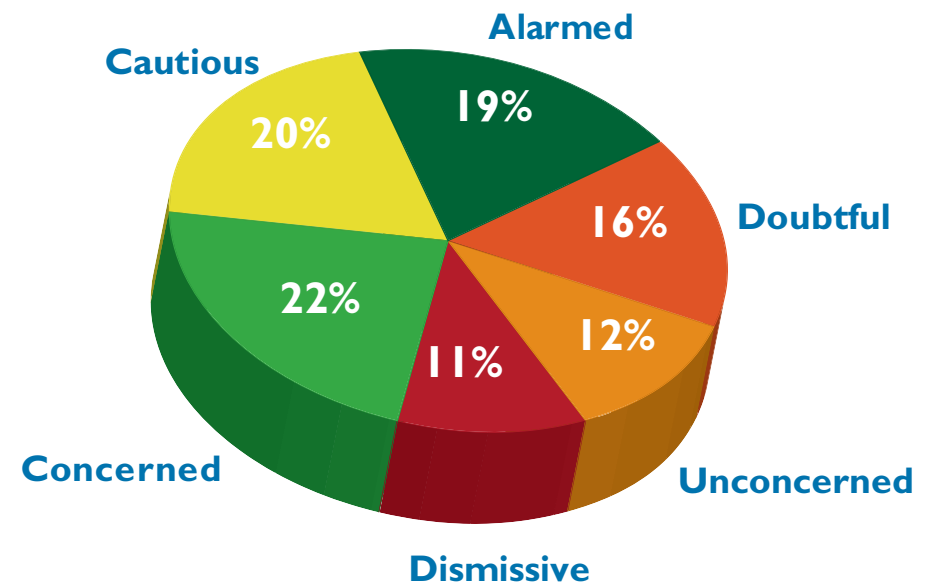
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Executive Summary

There is a critical need to engage the American public in solutions to climate change. The first rule of effective communication is “know thy audience.” With the goal of improving the effectiveness of public climate change education and communication efforts we conducted a national study to identify distinct and motivationally coherent groups within the American public. In the summer of 2007, we conducted two nationally representative telephone surveys to measure Americans’ climate change beliefs, risk perceptions, policy preferences, and behaviors. Using market segmentation techniques, we identified six distinct groups, or global warming audiences within the public. These six groups – the Alarmed (19% of the population), Concerned (22%), Cautious (20%), Unconcerned (12%), Doubtful (16%), and Dismissive (11%) – cover the spectrum from being strongly engaged to completely

dismissive of climate change as a threat. In this report we profile these six different audiences and suggest ways to improve education and communication efforts to engage them.



Overview

Climate change is an urgent problem. In 2007, climatologists collaborating on the Intergovernmental Panel on Climate Change (the IPCC) warned that unless the nations of the world rapidly reduce their carbon emissions, our planet will face dangerous rises in sea levels, droughts, extreme weather, species extinctions, and other threats. A year later, current research is showing that these predictions were too conservative – both the rate and magnitude of climate change impacts are exceeding the IPCC projections, with stronger impacts arriving sooner than expected. The Arctic may already have passed a tipping point, with ice-free summers now anticipated as early as 2013.

Immediate and widespread action is needed to mitigate the worst consequences of climate change. Polls, however, show that global warming continues to rank low on Americans' list of policy concerns. Communicators are faced with the daunting task of fostering public engagement with this complex and



relatively abstract issue at a time when highly concrete issues including the economic recession and melt-down of global financial markets, the wars in the Middle East, and our deteriorating health care system are all justifiably important national concerns. Given the public's lack of understanding of the problem's urgency, it is all too easy for Americans to take a "wait and see" approach – a choice which will only worsen the impacts we are facing.

How then can communicators most effectively promote changes in behavior and build support for aggressive policy responses? Experience from many fields suggests that public information campaigns have limited effects when a "one size fits all" message is directed to an undifferentiated audience. Rather,

public engagement campaigns are much more effective when undifferentiated audiences are sub-divided, or segmented, into groups with similar beliefs, values, and behaviors, and when public engagement efforts specifically designed to speak to each group's concerns, needs, and values are implemented.

In this report we describe six distinct target audiences for climate change public engagement initiatives. These groups were identified through analysis of data obtained from two nationally representative telephone surveys conducted by researchers at Yale University, Gallup, and the ClearVision Institute in the summer of 2007. The 1,980 respondents were asked about their beliefs concerning the reality, threat, causes, and consequences of climate change. Their support for a variety of policies was assessed, as well as their willingness to engage in five climate-relevant behaviors. Values, demographics, religious beliefs, and other profiling information were also gathered, as well as patterns of media use, which enables the identification of optimal communication channels to reach each audience.

To identify people who share similar climate change beliefs, policy preferences and behaviors, we used a statistical procedure called latent class analysis. Specifically, our segmentation analysis only examined people's climate change beliefs, policy preferences and behavior – not their age, gender, ethnicity, education, income and other demographic descriptors

(although as is evident below, some demographic differences between the segments are apparent). Our analysis identified six distinct audience segments. We then profiled (or described) each audience based on their demographics, religious affiliations, media use preferences, and engagement with civic organizations.

The audience segment profiles provide communicators with a nuanced understanding of global warming's "six Americas" – six groups within the American public that each has a distinct response to this issue. Organizations conducting climate change public engagement initiatives can use this information to select their priority target audiences and to tailor their communication and outreach to the unique beliefs, behaviors and policy preferences currently held by members of each audience.

We urge readers to keep something in mind as they read this report. Much has happened in America and around the world since these data were collected in summer 2007, not the least of which was the election of a President who indicates that addressing climate change and energy security will be one of his administration's top priorities. It is likely that the "six Americas" evolved in response to the events of the past 16 months; we are currently conducting new research to see if they have, and how.

Findings

In the subsequent pages of this report, we describe the six American audiences identified through our analysis, each of which responds to the issue of climate change in very distinct ways. These groups differ demographically; but more striking and more useful for communication purposes are the marked differences in their beliefs about climate change – as well as differences in how they are – or are not – responding through their actions and policy preferences. Not coincidentally, these groups also vary markedly with regard to their political orientation.

What follows is a brief text-based description of each audience segment. Detailed data tables follow these descriptions so that readers may examine the actual data for themselves. To illustrate some of the factors that most clearly distinguish one group from the others, we have also produced and included a number of graphs at the end of the report.





The Alarmed (19%)

In overview, members of this segment feel personally threatened by global warming, and hold behavioral intentions and policy preferences consistent with their belief that aggressive actions are needed immediately to deal with the threat.

Beliefs:

The Alarmed are more worried about global warming than members of any other segment. They are completely convinced that global warming is real (see Figure 1), that most scientists agree it is happening, that humans are the primary cause, that it's a very bad thing, and worry about global warming "a fair amount" to "a great deal." Most members of this segment believe that people around the world are already being harmed by global warming, or will be within the next 10 years (Figure 5). Perhaps more importantly, they believe that global warming is a "very serious" threat to themselves and their own families (Figure 2) and to members of their local community. It is therefore not surprising that most members of this segment believe that "immediate and drastic actions to reduce global warming" must be taken to avoid major disruptions in life on earth. Moreover, they strongly believe that they personally (Figure 8) and the United States as a whole (Figure 7) can take actions to reduce global warming. (See Table 1 for the complete data on the Alarmed segment's beliefs.)

Behavioral Intentions:

Members of this segment say they are willing to act in concert with their beliefs. Most say they are "very likely"



to purchase energy efficient consumer products (including CFLs, appliances, and cars (Figures 9 & 10)). Most also say they are "very" or "somewhat" likely to use a bike, public transit, or car pool more frequently. Despite the strength of their concerns about global warming, however, the average member of this segment says they are only "somewhat likely" to contact politicians to express their views. Nonetheless, they express the strongest intention to contact politicians of any of the segments. (Table 2 contains the complete data.)

Policy Preferences:

Overall, members of this segment are the strongest supporters of public policies that will reduce greenhouse gas emissions. Most "strongly favor" policies that require higher energy efficiency from new buildings and cars, require electric utilities to produce more renewable energy

(Figure 14), and support the US signing international treaties to reduce carbon dioxide emissions (Figure 11). Most also favor – albeit not as strongly – increasing taxes on gasoline and electricity so that people use less. (Figures 12 & 13; complete data in Table 2.)

Demographics:

Members of this audience are somewhat more likely to be women (57%), late middle aged (50-64 years of age; 30%), and non-Hispanic blacks (19%). They are less religious than national averages, with 20% having no religion (including atheist or agnostic) and 60% rarely or never attending religious services. (Table 3.)

Political Affiliation:

Politically, members of this segment skew strongly left. They are considerably more likely than national averages to be Democrats (57%), Independents (34%), and liberal (43%). (Table 4.)

Values:

Alarmed Americans hold strongly egalitarian values, favoring a more equitable distribution of wealth internationally (70%), and disagreeing with the assertion that we have pushed equal rights too far (76%). Less than half agree that government regulation of business does more harm than good (40%), and very few believe that people are poor because they are lazy or lack will power (16%). (Table 5.)

Media Use:

Members of this segment have a distinctive pattern of news media use. Although they are the segment most likely

to “enjoy keeping up with the news” (63% strongly agree), including “international news” (45% strongly agree), they are also the segment most likely to find the news to be “mostly bad these days” (47% strong agree). They are also heavy news consumers. They get news from the following sources at approximately double the rate of the average American: websites of national and international newspapers such as NYTimes.com, WallStreetJournal.com and USAToday.com (59%); radio websites such as NPR.com (43%); comedy TV news shows such as The Daily Show and The Colbert Report (41%); serious TV news shows including C-SPAN (27%) and NewsHour with Jim Lehrer (24%); the New York Times (25%); and magazines (29%) including The New Yorker (17%). They also have high rates of NPR listenership (47%). (See Tables 6-9; some data not shown.)

Civic Engagement:

Alarmed Americans are much more likely than the average to participate in a variety of groups and organizations, including charity or social welfare organizations (33%), hobby, investment or garden clubs or societies (26%), public interest groups, political clubs, or party committees (23%), neighborhood associations or crime watch groups (19%), and support groups or self-help programs (13%). (Table 10.)

The Concerned (22%)

In overview, this segment is composed largely of people who are very concerned about global warming, but who feel less personally threatened by it than members of the Alarmed segment. Despite their lower levels of perceived personal threat, they nonetheless strongly support aggressive government policies and say they are willing to change their own climate change-related behaviors.

Beliefs:

The Concerned hold beliefs similar to members of the Alarmed segment, with several important exceptions. In short, they worry less about it, and see it as less of a threat to themselves or their own families (Figure 2), their local communities, people in the US (Figure 3), or people in other countries (Figure 4) than Alarmed Americans do. On average, they believe that global warming will begin to have dangerous impacts on people around the world ten years from now (Figure 5). Interestingly, they are modestly more likely than Alarmed Americans to believe that both the actions of a single person and a single nation like the United States can make a difference in reducing global warming. (Table 1.)

Behavioral Intentions:

Members of this group are only slightly less likely to be willing to take action than Alarmed Americans, and only on a few measures. Most say they are highly likely to purchase energy efficient consumer products (including CFLs, appliances, and cars [Figures 9 & 10]). On average, they



say they are “somewhat likely” to use a bike, public transit, or car pool more frequently, and to contact politicians to express their views on global warming. (Table 2.)

Policy Preferences:

Members of this segment are strong supporters of public policies to reduce greenhouse gas emissions – nearly as much as Alarmed Americans are. Most “strongly favor” policies that require higher energy efficiency standards for new buildings and cars, and require electric utilities to produce more renewable energy (Figure 14). Most also favor having the US sign international treaties to reduce carbon dioxide emissions (Figure 11), and are somewhat supportive of increasing taxes on gasoline and electricity so that people use less of each. (Figures 12 & 13; complete data in Table 2.)

Demographics:

Members of this segment are somewhat more likely to be women (61%), to be early middle-aged (30-49 years of age; 47%), and to hold a post-graduate degree (20%). They are also less likely to attend religious services than the national average, with 55% rarely or never attending. (Table 3.)

Political Affiliation:

Members of this segment skew left politically, but not quite as strongly as members of the Alarmed segment. They are more likely than average to be Democrats (54%), and liberal (38%). (Table 4.)

Values:

The values of Concerned Americans closely resemble the values of the Alarmed group: They agree that the world would be more peaceful if wealth were distributed more equally (though their agreement with this assertion is weaker than Alarmed Americans); they support efforts to promote equal rights, do not believe the poor are lazy, and are not opposed to government regulation of business. (Table 5.)

Media Use:

Members of this segment are active users of news media, but not exceptionally so. They have somewhat above average viewership of CNN (58%) and MSNBC (44%), and are relatively heavy viewers of comedy news programs such as The Daily Show and The Colbert Report (41%). They are above average users of TV news channel websites, such as CNN.com, FoxNews.com, MSNBC.com and ABC.com (67%), local newspaper websites (51%), and national and international newspaper websites such as NYTimes.com,

WallStreetJournal.com and USAToday.com (38%). And they have high NPR listenership rates (39%). (Tables 6-9.)

Civic Engagement:

Concerned Americans are significantly more likely to participate in charity and social welfare organizations (31%) than national averages. (Table 10.)

The Cautious (20%)

In overview, this segment is concerned about global warming, moderately supportive of climate change policies, and indicates a willingness to change their own climate change related-behaviors, but they also view global warming as a more distant threat – primarily to other people – that won't manifest for another decade or two.

Beliefs:

Cautious Americans, as their name implies, are concerned about global warming, but in somewhat different ways – and on the whole, somewhat less – than Concerned Americans. For example, they are somewhat less convinced that global warming is happening (Figure 1) or caused by humans. Only half believe there is a scientific consensus that climate change is happening. On average, they believe that global warming will begin to harm people further into the future -- between 10 and 25 years from now (Figure 5) – and likewise, are somewhat less worried about global warming or to say that immediate actions are needed. Interestingly, they share similar views with Concerned Americans regarding the perceived threat to themselves or their own families (i.e., they see a “somewhat serious” threat; Figure 2), but they actually see a somewhat greater threat to members of their community, to people in the US (Figure 3), and to people in other countries (Figure 4). They are much less likely, however, than Concerned Americans to believe that the actions of a single person (Figure 6), or a single nation (Figure 7), will make any difference, and modestly less



likely to believe that either they personally (Figure 8) or the US as a nation, can take actions to reduce global warming. (Table 1.)

Behavioral Intentions:

Members of this audience are less likely than Concerned Americans to say they take each of the five actions they were asked about, although they are, on average, “somewhat likely” to take all of these actions. They are predisposed to purchase energy efficient consumer products (including CFLs and appliances), but are significantly less likely to express their concerns to politicians. (Table 2.)

Policy Preferences:

As with behavioral intentions, members of this group show less support for the full range of policies than Concerned Americans. However, with the exception of tax increases on

gasoline and electricity (which they oppose), they do show moderate or better support for the policies that reduce greenhouse gas emissions. (Table 2.)

Demographics:

Cautious Americans are more likely to be women (56%), to be 65 or older (22%), to have less education (46% hold a high school diploma or less), to be non-Hispanic black (17%), and to have limited income (22% live in households with an income of less than \$25,000). This group has the highest concentration of low-income Americans of any of the six segments, a characteristic that may help to explain their lack of support for policies that will increase their costs. (Table 3.)

Political Affiliation:

Politically, members of this segment appear to occupy a center left position. They are more likely than average to be Democrats (44%), and to call themselves political moderates (47%). (Table 4.)

Values:

Cautious Americans' values closely resemble the average values of Americans as a whole, differing by only a few percentage points from the full sample. They are somewhat more likely than the average, however, to agree that government regulation of business does more harm than good (61%) and that people are poor because they are lazy or lack will power (33%). (Table 5.)

Media Use:

With regard to news media, they are more likely than any other segment to “trust the media to deliver the

news accurately” (30% agree or strongly agree). They are avid TV watchers and they appear to gather their news predominantly from TV. They have high rates of viewership of news magazine programs such as Dateline, 20/20 and 60 minutes (75%), network evening news including ABC World News Tonight (52%), CBS Evening News (49%), and NBC Nightly News (58%), Sunday morning news programs (39%), and the NewsHour with Jim Lehrer (19%). They also have high viewership rates of morning news show such as The Today Show and GMA (53%), and late night TV shows such as Leno and Letterman (32%). As readers of the news, they appear to be more limited: they have above average readership rates of only Reader's Digest (40%) and AARP magazine (37%). They are the segment least likely to use the Internet to get news (50% never do), and the least likely to listen to news radio (16% never do). (Tables 6-9.)

Civic Engagement:

Cautious Americans are somewhat more likely to participate in senior citizens' clubs or organizations (16%) than national averages. (Table 10.)

The Unconcerned (12%)

In overview, although members of this segment are significantly less concerned about global warming than are members of the Cautious segment, they are stronger supporters of government policies to combat global warming and more willing to change their own behavior. Their willingness to change, despite low confidence in the reality of the threat, may reflect a “better safe than sorry” stance, or they may simply have other reasons for endorsing these actions that are not reflected in our questions – reasons such as reducing American dependence on foreign oil.

Beliefs:

The Unconcerned are less worried about global warming than Cautious Americans. They are slightly less likely to be convinced that global warming is happening or that it is primarily caused by human activities. Only half believe that most scientists agree that global warming is happening. On average, they believe that global warming will begin to harm people even further into the future – between 25 and 50 years from now – and they are less worried, less likely to perceive a threat to themselves or their own family, local community, people in the US, or people around the world, and less likely to feel that immediate action is needed. Interestingly, however, they are significantly more likely to believe that the actions of a single person, and a single nation like the United States, could make a difference in reducing global warming, and they are slightly more likely to agree that they, and the US, could take actions to reduce global warming. (Table 1.)



Behavioral Intentions:

With one exception – contacting politicians – members of this segment say they are actually more likely than Cautious Americans to take each of the five climate change-related actions. In fact, behaviorally speaking, Unconcerned Americans are surprisingly more like Concerned Americans than Cautious Americans. (Table 2.)

Policy Preferences:

As with the behaviors, members of this group show more support for the full range of policies than Cautious Americans. And again, their policy preferences are more similar to those of Concerned Americans than Cautious Americans. (Table 2.)

Demographics:

Unconcerned Americans are somewhat more likely to be men (55%), to be non-Hispanic white (81%), to attend religious services weekly (48%), to be Protestant (58%), and to live in a middle income (\$50,000-\$74,999; 28%) or high-income (\$100,000+; 25%) household. (Table 3.)

Political Affiliation:

Members of this segment appear to occupy a center right political position. They are somewhat more likely than average to be Republicans (42%), conservative (44%) or moderate (43%). (Table 4.)

Values:

The values of Unconcerned Americans are similar to the Cautious group and to the averages for the entire nation. They are somewhat opposed to the assertion that the world would be more peaceful if wealth were distributed more equally (55% disagree), and are more likely than average to agree that government regulation does more harm than good (61%), and that poverty is caused by laziness or lack of will power (37%). (Table 5.)

Media Use:

With regard to news media use, members of this audience appear quite selective. They are the segment most likely to be regular newspaper readers (61%) although they are also the least likely to read national newspapers such as the New York Times (1%), USA Today (4%), or the Wall Street Journal (1%). Similarly, they are the least likely segment to read The New Yorker (1%), Newsweek (10%), and Time (10%), but have the highest rate of Reader's Digest readership (44%). They are above average viewers of ABC World News

Tonight (47%) and CNN (55%), but below average viewers of TV news magazine programs (55%), morning news shows (37%), Sunday morning news (27%), comedy news shows (13%), and late night shows such as Leno and Letterman (19%). They are well above average listeners to AM talk radio (44%), but below average users of NPR. (Tables 6-9.)

Civic Engagement:

With regard to their civic involvement, they have high rates of participation in church or religious institutions (67%) and youth organizations (29%), yet they are the segment least likely to participate in hobby, investment or garden clubs or societies (9%) and public interest groups, political clubs or party committees (3%). (Table 10.)

The Doubtful (16%)

In overview, members of this segment are significantly less likely to believe that global warming is happening or human caused. Of those who think it might be happening, most see it as a distant threat that won't harm people for at least 50 years.

Beliefs:

The doubtful are significantly less concerned about global warming than Unconcerned Americans. On average, they believe that global warming will begin to harm people much further into the future – between 50 and 100 years from now – and they are much less likely to feel that immediate action is needed. Interestingly, they share more or less similar views as Unconcerned Americans with regard to the perceived threat – to themselves and their own families, their local community, and to people in the US and elsewhere in the world -- but perhaps because they see the threat as being so temporally distant, they worry about global warming “only a little” or “not at all.” (Table 1.)

Behavioral Intentions:

Members of this group say they are somewhat likely to buy energy efficient appliances, and modestly inclined to purchase CFLs and fuel-efficient cars. They are unwilling, however, to increase their use of public transit, or to express their concerns to politicians. (Table 2.)

Policy Preferences:

Doubtful Americans are modestly in favor of policy measures that have no direct cost to the consumer (e.g.,



higher standards for new buildings), but modestly opposed to the US becoming party to an international climate control treaty, and significantly more opposed to increasing taxes on gas or electricity. (Table 2.)

Demographics:

Members of this audience are more likely to be men (60%), to be 65 or older (23%), to be non-Hispanic white (83%) and to live in moderate-income households (\$35,000-\$49,999; 24%). They are also more likely to attend religious services weekly (49%), and to be Evangelical Christians (46%). (Table 3.)

Political Affiliation:

Doubtful Americans skew to the political right. They are considerably more likely than average to be Republicans (57%) and conservative (60%). (Table 4.)

Values:

Doubtful Americans have strongly individualistic values, opposing government intervention, and supporting individual initiative and the free market: Close to three-quarters agree that government regulation of business usually does more harm than good, and over half believe we have gone too far in pushing equal rights. (Table 5.)

Media Use:

Members of this segment have a higher than average distrust of news media (32% strongly distrust), but they appear to have a diverse diet of news sources. They have higher than average rates of radio use for information (44%), although they have low listenership to NPR (23%). They have the highest use of both magazine websites such as Newsweek.com (30%) and of Internet search engines such as Google & Yahoo (93%), and they are above average viewers of Fox News Cable (68%), CNBC (29%), and late night TV shows such as Leno & Letterman (31%). Conversely, they are the least likely segment to use websites associated with radio stations such as NPR.com (7%), and less likely than average to use the website of a local newspaper (37%), or to read magazines. (Tables 6-9.)

Civic Engagement:

The Doubtful are the segment most likely to be involved in veteran's groups (17%), service clubs or fraternal organizations (17%), and Internet groups (11%), but least likely to be involved in charity or social welfare organizations (17%), PTA or other school support groups (11%), or ethnic, nationality or civil rights organizations (0%). (Table 10.)

The Dismissive (11%)

In overview, members of this segment are not at all convinced that global warming is happening and therefore don't support any form of societal response.

Beliefs:

The Dismissive are the only segment that can fairly be described as completely unconcerned about global warming, probably because they don't believe it is happening. Nearly all members of this segment believe that there is either a lot of disagreement among scientists or that most scientists say global warming is not happening. (Table 1.)

Behavioral Intentions:

Members of this segment say they are somewhat likely to buy energy efficient appliances, less inclined to purchase CFLs and fuel-efficient cars, and disinclined to increase their use of public transit. Needless to say, they have little intention of expressing concerns about global warming to politicians. (Table 2.)

Policy Preferences:

The Dismissive are modestly in favor of policy measures that have no direct cost to the consumer (e.g., higher standards for new buildings), but strongly opposed to the US becoming party to an international climate treaty or to increasing taxes on gasoline or electricity. (Table 2.)

Demographics:



Members of this segment are more likely to be men (62%), to be early middle-aged (30-49; 46%), to be non-Hispanic white (88%), and to live in an upper middle-income household (\$75,000-\$99,999; 17%). They are also more likely to attend religious services weekly (61%), and to be Evangelical Christians (51%).

Political Affiliation:

Politically, members of this segment are skewed strongly to the right. They are far more likely than average to be Republican (72%), and conservative (81%). (Table 3.)

Values:

Dismissive Americans have the strongest individualistic values of any of the six segments: Almost half believe that poverty is the result of laziness or a lack of will power; only 12% believe that the world would be more peaceful if wealth

were more equally divided among nations; 70% believe we've gone too far in pushing equal rights; and 83% say that government regulation of business does more harm than good. (Table 5.)

Media Use:

The Dismissive have the highest rate of distrust in news media (47% strongly distrust) and highly selective news media preferences. They are the segment most likely to watch Fox News Cable (69%), to listen to AM talk radio (77%), XM Satellite Radio (15%), and to read The Weekly Standard (9%).

Conversely, they are the segment least likely to read the New York Times (0%), their local newspaper (86%), or to watch ABC World News Tonight (31%), CBS Evening News (25%), NBC Nightly News (27%), CNN (23%), news magazine programs (47%), morning news programs (27%), or comedy news programs (6%). They are also the least likely to listen to NPR (16%), to use Internet search engines such as Google and Yahoo (71%), and they tied for least likely to read The New Yorker (1%). They have lower than average use of national and international newspaper websites, such as NYTimes.com, WallStreetJournal.com and USAToday.com (23%), websites of TV news channels (46%), and websites of radio stations such as NPR.com (12%). (Tables 6-9.)

Civic Participation:

The Dismissive are the segment most likely to participate in a church or religious organization (73%) or a professional, trade, farm or business association (21%), but the segment least likely to participate in a literary or art discussion or study group (2%), or a support or self-help group (1%). (Table 10.)

Recommendations for Engaging the Six Americas

The Alarmed

These people need no further motivation to act – what they appear to need are clear, actionable suggestions regarding what they can do to become part of the solution.

Perhaps most importantly, they need to understand how critical it is for them to act as citizens – by engaging with elected officials on the issue – in addition to wielding their influence as consumers.

They may even be ready for information about the need for society to take steps now to adapt to climate change (in addition to taking dramatic steps to prevent further climate change).

Their strongly egalitarian values suggest that messages framed in terms of the dangers of climate change for people in other nations, for future generations, and for other species will be well received.

This group is easily reached through the news media and a wide range of civic organizations.

The Concerned

Like the Alarmed, this group probably does not need additional motivation to act (they appear highly motivated already). Rather, they might benefit from clear instruction on how to act in ways that will make a difference, including political advocacy, and the relative efficacy of various actions, for example, identifying which actions will reduce their carbon footprint the most.



That said, emphasizing the potential for local impacts and those impacts that are already occurring in their area and elsewhere may be particularly important for this group as they tend to see global warming as happening elsewhere and a decade into the future. For example, most Americans are unaware of the potential public health impacts of climate change. Messages focusing on these impacts may increase this segment's perception of the local threat.

Various news channels – print, TV, and especially websites – are a good way to reach this segment.

With their already high engagement in charity and social welfare organizations, Concerned Americans may be accessible to outreach by environmental groups, as well as through local civic organizations that promote community welfare.

The Cautious

As frequent viewers of television news with a high trust in the medium, Cautious Americans are likely to have seen multiple reports of “both sides” of the climate change “controversy” – a misrepresentation that fosters their uncertainty. Outreach efforts should, therefore, continue to emphasize that there is strong scientific agreement that global warming is happening, that it is primarily human caused, and will be harmful to people.

As with Concerned Americans, emphasizing the potential for local impacts may be particularly important as Cautious Americans have a tendency to see global warming as happening elsewhere and several decades into the future.

Communicators should also work to bolster this segment's sense of both personal efficacy – i.e., that an individual can make a difference – and collective efficacy – i.e., that the United States could make a big difference in reducing global warming.

TV is a strong medium to reach Cautious Americans, as are certain popular print magazines that appeal to older audiences such as Readers Digest and AARP Magazine. Civic groups that cater to an older audience are also an important place to engage this group.

The Unconcerned

As with Concerned and Cautious Americans, communicators should emphasize the potential for local impacts with this group. Even more than the other two groups, Unconcerned Americans tend to see global warming as happening elsewhere and many decades into the future.

Likewise, outreach efforts should continue to emphasize that there is strong scientific agreement that global warming is happening, is primarily human caused, and is harmful to people.

This group is perhaps best reached through local newspapers as well as mainstream TV news.

Many members of this segment attend church weekly. Thus efforts to engage non-evangelical Protestant churches may be a particularly effective way to reach this group with messages framed in terms of the stewardship ethic.

The Doubtful

With this audience communicators should probably stress the strong scientific agreement that global warming is happening, human caused, and harmful to people. Communicators should help them understand that outlier views in the scientific community are outlier views. (If your child were seriously ill, would you allow her to be treated by the one pediatrician out of 100 who took a contrarian perspective?)

Communicators should also help these people see that we often take action to protect against uncertain threats – such as fire insurance for our homes – because it is a sensible thing to do; uncertainty by itself is not a compelling reason to avoid action.

Conversely, a different approach to engaging the Doubtful may be to ignore the issue of global warming altogether and instead focus communication on the economic savings that accompany conservation, on the potential for growth in new green industries, and on achieving freedom from dependence on foreign oil. With their strongly individualistic values, the Doubtful may be willing to support policies and behaviors that result in reductions in our reliance on fossil fuels, though their strong resistance to government regulation of business may make them unwilling to support many climate change policies that limit the free operation of the marketplace.

Doubtful Americans are likely best reached through conservative media commentators and other conservative voices in their own communities.

Many members of the Doubtful segment belong to service organizations, which may be the most likely forum for their civic engagement.

The Dismissive

This group is extremely hard to reach through traditional methods. They are strongly predisposed to disbelieve that global warming is happening, human caused, or a serious threat to the world. Moreover, they strongly distrust most of the news media. Prior research has also found that they also strongly distrust environmental organizations and also distrust many scientists and doctors on this issue.

Their reactions are strongly mediated by their underlying values, including a strong mistrust of government. Their deep-held individualism suggests, however, that they may yet support movement toward a clean energy economy, if it is framed in terms of freeing us from dependence on foreign oil and fostering the growth of new American industries.

They are probably best reached by the few media organizations they pay attention to, i.e., Fox News and talk radio. This may suggest that a strategy to reach out to these news organizations and leading commentators may ultimately be the most productive with this group, albeit very difficult.

Many members of this group are also deeply religious. Many Evangelical Christian leaders (including Pat Robertson) have recently begun to speak publicly about climate change as a moral issue and may, over time, have a significant influence on this community.

It may not make sense to focus climate change public engagement resources on members of this segment, but it is important not to belittle their concerns in outreach to

other segments. Rather, when addressing societal issues of enormous importance, it is important to offer groups with opposing positions face-saving ways of moving beyond their opposition.

Tables & Figures

Table 1: Global Warming Beliefs of the Audience Segments

Segments	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Beliefs							
How convinced that global warming is happening	2.97	3.83	3.59	3.20	2.70	2.15	1.34
Most scientists think global warming is happening (percent who agree)	50%	76%	74%	49%	49%	17%	8%
Global warming is mostly caused by humans. (3 = humans; 2 = humans & natural causes; 1 = natural causes)	2.29	2.79	2.81	2.41	2.31	1.55	1.16
Rating of global warming (6-point scale; 6="very bad")	4.59	5.58	5.29	4.26	4.30	3.87	3.40
How worried about global warming.	2.43	3.42	2.91	2.65	1.98	1.62	1.05
When global warming will start to have dangerous impacts to people. (6-point scale, from 6-now to 1-never)	4.03	5.29	5.00	4.62	3.44	2.70	1.23
How serious a threat global warming is to your and your family.	2.57	3.73	2.95	2.99	1.89	1.72	1.00
How serious a threat global warming is to your local community	2.55	3.72	2.73	2.96	1.92	1.89	1.03
How serious a threat global warming is to people in US	2.88	3.97	3.03	3.29	2.49	2.31	1.25
How serious a threat global warming is to people in other countries	3.01	3.97	3.26	3.49	2.51	2.46	1.28
How serious a threat global warming is to plants and animals	3.15	4.00	3.69	3.57	2.83	2.42	1.26
Immediate action is needed to reduce global warming	2.78	3.72	3.44	3.00	2.43	1.86	1.13
Actions of single person will make a difference in reducing global warming	3.01	3.52	3.71	2.77	3.12	2.53	1.80
Actions of single country will make a difference in reducing global warming	3.23	3.72	3.89	3.09	3.55	2.64	1.88
You can take actions to reduce global warming	3.27	3.88	3.89	3.29	3.45	2.64	1.66
US can take actions to reduce global warming	3.46	3.98	3.98	3.63	3.76	2.83	1.76

Note: Items were measured on four-point scales, except where otherwise noted. Higher scores indicate stronger belief in the reality, threat, and negative consequences of global warming. Please see the Appendix for complete question wording and exact response options.

Table 2: Behavioral Intentions and Policy Preferences of the Audience Segments

Segments	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Behavioral Intentions: How likely respondent is to:							
Contact politicians to express your views on GW	2.40	3.16	2.99	2.28	1.99	1.68	1.64
Bike, ride public transit or walk one more day per week	2.57	3.29	3.07	2.45	2.45	1.98	1.58
Buy more fuel-efficient vehicle	3.20	3.85	3.69	2.98	3.49	2.63	2.04
Buy compact fluorescent bulbs	3.45	3.97	3.97	3.34	3.60	2.97	2.26
Buy more energy efficient appliances	3.55	3.98	3.95	3.44	3.63	3.21	2.68
Policy Support	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Increase taxes on electricity	1.90	2.46	2.32	1.66	2.03	1.44	1.14
Increase taxes on gasoline	2.05	2.68	2.61	1.83	2.11	1.35	1.21
US agree to international treaties to reduce carbon dioxide emission	2.97	3.85	3.62	2.98	3.14	1.97	1.43
Requiring electric utilities to use renewable energy source to 20% of production	3.23	3.81	3.83	2.88	3.60	2.56	2.24
Requiring automakers to increase fuel efficiency to 35 mpg	3.46	3.87	3.93	3.28	3.80	2.94	2.54
Require new construction to meet higher energy efficiency	3.48	3.92	3.87	3.34	3.66	3.05	2.67

Note: Behavioral intentions were measured on five-point scales where 5 = “already doing this”; 4 = “very likely”; and 1 = “very unlikely.” Policy support was measured on four-point scales, where 4 = “strongly support,” and 1 = “strongly oppose. Please see the Appendix for complete question wording.

Table 3: Demographics of the Audience Segments

Segments	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Gender							
Male	49%	43%	39%	44%	55%	60%	62%
Female	51%	57%	61%	56%	45%	40%	38%
Age							
18-29	20%	21%	19%	23%	22%	22%	12%
30-49	39%	36%	47%	36%	41%	31%	46%
50-64	23%	30%	23%	19%	20%	24%	21%
65+	17%	12%	11%	22%	17%	23%	21%
Education							
HS or less	36%	30%	29%	46%	36%	37%	38%
Some college / tech	27%	27%	28%	24%	25%	28%	35%
Four-year degree	14%	17%	14%	11%	18%	12%	11%
Post Grad degree	11%	14%	20%	6%	9%	7%	11%
Ethnicity							
Non-Hispanic White	73%	61%	71%	65%	81%	83%	88%
Non-Hispanic Black	11%	19%	8%	17%	6%	6%	1%
White-Hispanic	6%	6%	9%	4%	4%	4%	5%
Black-Hispanic	1%	2%	1%	1%	0%	0%	0%
Native American	0%	0%	0%	1%	0%	0%	1%
Asian	0%	0%	1%	0%	1%	0%	0%
Other	2%	3%	2%	2%	2%	1%	1%

Table 3 (continued): Demographics of the Audience Segments

Multiracial	4%	5%	4%	4%	3%	4%	4%
Income	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Less than \$25,000	13%	12%	9%	22%	9%	13%	7%
\$25,00 to \$34,999	11%	11%	10%	15%	8%	12%	11%
\$35,000 to \$49,999	18%	15%	21%	16%	14%	24%	21%
\$50,000 to \$74,999	19%	19%	19%	18%	28%	14%	19%
\$75,000 to \$99,999	12%	11%	15%	8%	11%	15%	17%
More than \$100,000	18%	19%	21%	12%	25%	16%	19%
Region							
East	22%	22%	23%	24%	24%	18%	20%
Midwest	22%	17%	21%	20%	30%	24%	23%
South	33%	33%	30%	40%	26%	30%	39%
West	23%	28%	27%	16%	19%	27%	18%
Urban							
Urban	25%	34%	22%	24%	24%	22%	21%
Suburban	46%	41%	47%	41%	47%	49%	58%
Rural	19%	16%	19%	23%	20%	21%	15%

Table 4: Political Orientation

	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Political party							
Republicans	32%	8%	14%	24%	42%	57%	72%
Democrats	38%	57%	54%	44%	33%	15%	4%
Independent	28%	34%	30%	29%	24%	26%	22%
Other party (volunteered)	1%	0%	0%	0%	0%	2%	1%
Political ideology							
Conservative	38%	18%	23%	31%	44%	60%	81%
Moderate	36%	38%	37%	47%	43%	31%	14%
Liberal	24%	43%	38%	19%	14%	8%	4%
Registered to vote							
Yes	87%	91%	84%	84%	84%	84%	95%
No	11%	6%	12%	14%	13%	13%	4%

Table 5: Values of Audience Segments

Segments	Percent Who Agree with Each Statement						
	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
The world would be a more peaceful place if wealth more equally divided among nations.	49%	70%	64%	52%	45%	30%	12%
We have gone too far in pushing equal rights.	40%	24%	23%	42%	39%	58%	70%
Government regulation of business usually does more harm than good.	56%	40%	41%	61%	61%	71%	83%
People are poor because they are lazy or lack will power.	29%	16%	17%	33%	37%	40%	48%

Table 6: General Media Use

Segments	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Primary source of news:							
Television	53%	56%	48%	60%	50%	57%	40%
Radio	11%	11%	8%	5%	8%	14%	25%
Newspaper	17%	16%	18%	17%	17%	16%	14%
Internet	19%	17%	25%	17%	25%	13%	19%
Frequency of use for information:							
The Internet							
Never	36%	37%	23%	50%	33%	42%	31%
Hardly ever	16%	10%	10%	17%	21%	19%	21%
Sometimes	24%	26%	32%	16%	26%	19%	23%
Regularly	25%	27%	36%	16%	20%	19%	25%
Newspapers							
Never	4%	5%	3%	0%	3%	9%	5%
Hardly ever	14%	12%	15%	12%	10%	11%	23%
Sometimes	28%	26%	29%	34%	25%	24%	28%
Regularly	54%	56%	54%	54%	61%	56%	44%
Television							
Never	1%	4%	1%	0%	0%	0%	1%
Hardly ever	5%	3%	6%	4%	7%	4%	4%
Sometimes	21%	17%	21%	20%	21%	21%	29%
Regularly	73%	77%	71%	76%	72%	76%	66%
Radio							
Never	10%	12%	6%	16%	13%	11%	4%
Hardly ever	17%	22%	16%	16%	20%	15%	12%
Sometimes	36%	37%	46%	31%	33%	31%	32%
Regularly	37%	29%	32%	37%	35%	44%	51%
Magazines							
Never	21%	17%	16%	23%	19%	28%	28%
Hardly ever	27%	17%	26%	19%	40%	28%	36%
Sometimes	35%	38%	42%	46%	33%	26%	23%
Regularly	17%	29%	17%	13%	9%	17%	13%

Table 7: Newspaper Readership

Segments	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Chicago Tribune	3%	5%	2%	1%	0%	6%	1%
Financial Times	4%	9%	6%	1%	0%	2%	4%
Investor's Business Daily	9%	9%	8%	13%	7%	10%	4%
Los Angeles Times	3%	8%	2%	3%	0%	2%	4%
The New York Times	10%	25%	13%	12%	1%	6%	0%
USA Today	17%	19%	18%	20%	4%	17%	20%
The Wall Street Journal	8%	11%	11%	4%	1%	9%	12%
The Washington Post	2%	5%	2%	0%	1%	2%	1%
Local newspaper in your area	91%	92%	93%	92%	92%	89%	86%
Other newspapers	42%	54%	42%	41%	37%	42%	33%

Table 8: Viewing of TV News Programming

Segments	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
ABC World News Tonight	42%	42%	35%	52%	47%	43%	31%
CBS Evening News	40%	51%	35%	49%	41%	41%	25%
NBC Nightly News	47%	52%	50%	58%	46%	45%	27%
NewsHour with Jim Lehrer	14%	24%	17%	19%	7%	8%	8%
Cable News Network (CNN) or CNN Headline News	49%	55%	58%	45%	55%	54%	23%
FOX News Cable Channel	53%	42%	38%	52%	52%	68%	69%
MSNBC	32%	36%	44%	29%	21%	33%	21%
CNBC	22%	24%	26%	16%	16%	29%	17%
C-SPAN	16%	27%	11%	15%	18%	11%	17%

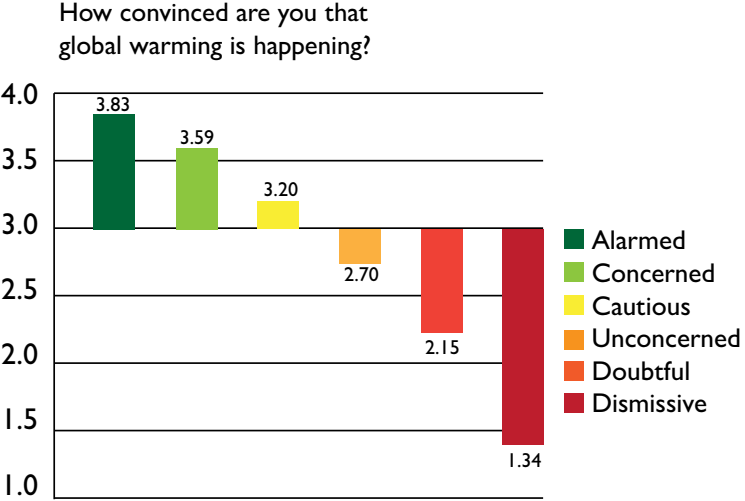
Table 9: Use of Websites

Segments	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Web sites of local newspapers	42%	46%	51%	41%	45%	37%	25%
Web sites of national or international newspapers, such as NYTimes.com, WallStreetJournal.com, USAToday.com	33%	59%	38%	27%	10%	33%	23%
Web sites of TV channels, such as CNN.com, FoxNews.com, MSNBC.com, ABC.com, NBC.com, CBS.com	60%	70%	67%	55%	59%	57%	46%
Web sites of radio stations, such as NPR.com	19%	43%	17%	15%	18%	7%	12%
Web sites of magazines, such as Newsweek.com	17%	16%	19%	14%	8%	30%	11%
Internet search engines (such as Google.com, Yahoo.com)	82%	82%	79%	81%	88%	93%	71%
Other types of web sites	60%	51%	65%	69%	41%	70%	62%

Table 10: Civic Participation

Segments	Total	Alarmed	Concerned	Cautious	Unconcerned	Doubtful	Dismissive
Church or religious institution	59%	46%	53%	60%	67%	63%	73%
Sports league or outdoor activity club	28%	26%	31%	22%	30%	32%	24%
Youth organization	23%	20%	24%	19%	29%	19%	26%
Parents' association or school support service group	16%	20%	20%	13%	19%	11%	14%
Veterans' group	11%	9%	10%	12%	8%	17%	11%
Neighborhood association or crime watch group	14%	19%	17%	12%	15%	10%	11%
Senior citizens' organization/club	11%	12%	10%	16%	11%	13%	4%
Charity or social welfare organization	26%	33%	31%	21%	27%	17%	26%
Labor union	11%	14%	10%	11%	10%	9%	9%
Professional, trade, farm, or business association	16%	16%	17%	13%	13%	13%	21%
Service club or fraternal organization	11%	12%	7%	12%	9%	17%	11%
Ethnic, nationality, or civil rights organization	5%	9%	6%	5%	3%	0%	3%
Public interest group, political club, or party committee	13%	23%	10%	10%	3%	15%	16%
Literary/art discussion or study group	9%	13%	11%	8%	9%	6%	2%
Hobby, investment, or garden club/society	17%	26%	21%	12%	9%	13%	20%
Support group or self-help program	8%	13%	9%	12%	3%	9%	1%
Internet group	6%	5%	6%	3%	2%	11%	6%

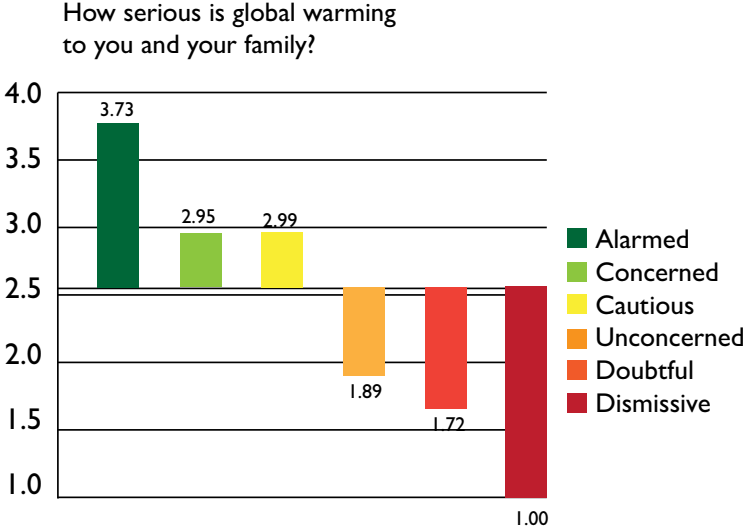
Figure 1: Belief in the Reality of Global Warming



Average = 2.97

Note: Belief was measured on a four-point scale, where 4 = “completely convinced” and 1 = “not at all convinced.”

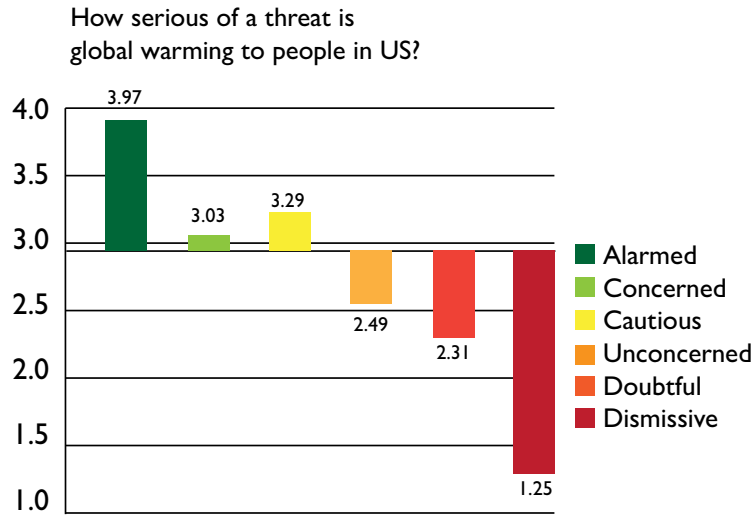
Figure 2: Personal Risk Perceptions



Average = 2.57

Note: Risk perceptions were measured on a four-point scale, where 4 = “very serious” and 1 = “not at all serious.”

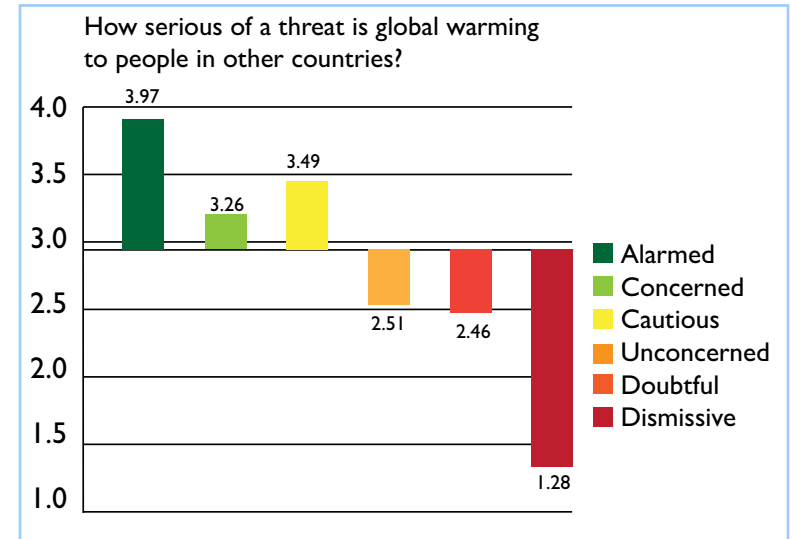
Figure 3: Perceptions of Risk to People in the United States



Average = 2.88

Note: Risk perceptions were measured on a four-point scale, where 4 = “very serious” and 1 = “not at all serious.”

Figure 4: Perceptions of Risk to People in Other Nations

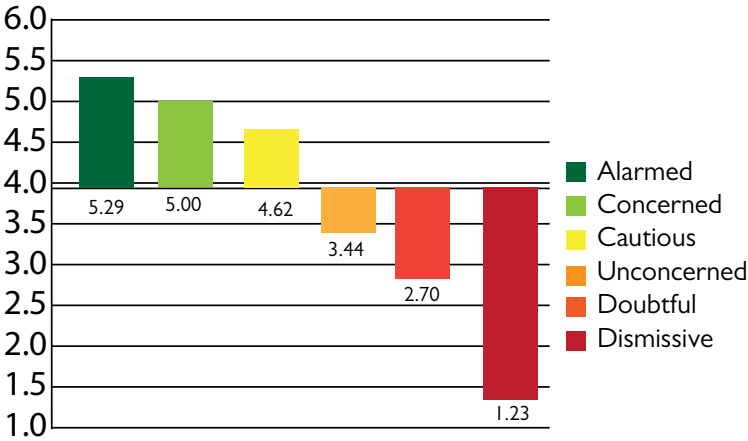


Average = 3.01

Note: Risk perceptions were measured on a four-point scale, where 4 = “very serious” and 1 = “not at all serious.”

Figure 5: Timing of Global Warming Impacts

When do you think global warming will start to have dangerous impacts to people around the world?



Average = 4.03

Note: Timing of impacts was measured on a six-point scale, where 6 = “now”; 5= “in 10 years”; 4 = “in 25 years”; 3 = “in 50 years”; 2 = “in 100 years”; and 1 = “never.”

Figure 6: Single Person’s Impact on Global Warming

The actions of a single person won’t make any difference in reducing global warming.



Average = 3.01

Note: Agreement was measured on a four-point scale, where 1 = “strongly agree” and 4 = “strongly disagree.”

Figure 7: Single Nation's Impact on Global Warming

The action of a single country, like the US, won't make any difference in reducing global warming.

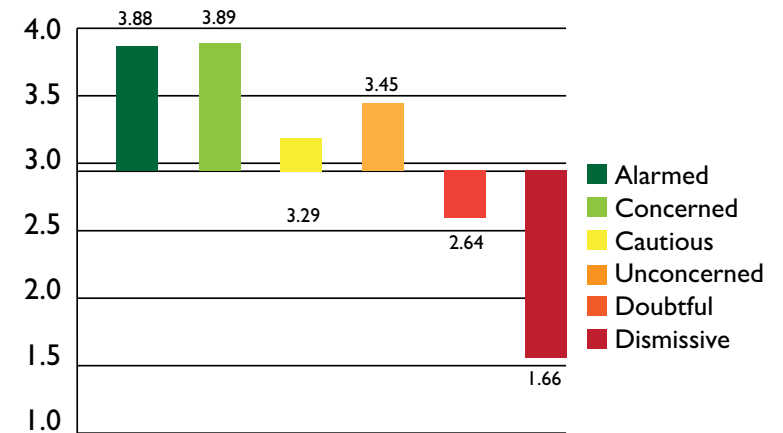


Average = 3.23

Note: Agreement was measured on a four-point scale, where 1 = "strongly agree" and 4 = "strongly disagree."

Figure 8: Self-Efficacy

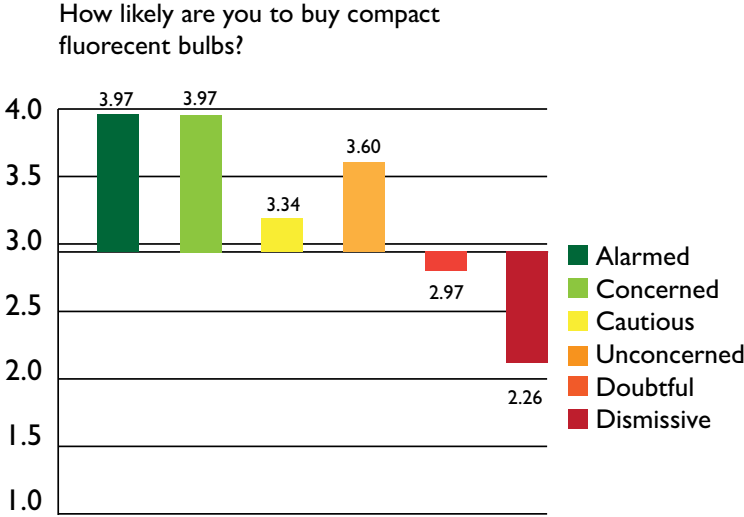
Do you agree that you can take actions that will help reduce global warming?



Average = 2.27

Note: Agreement was measured on a four-point scale, where 4 = "strongly agree" and 1 = "strongly disagree."

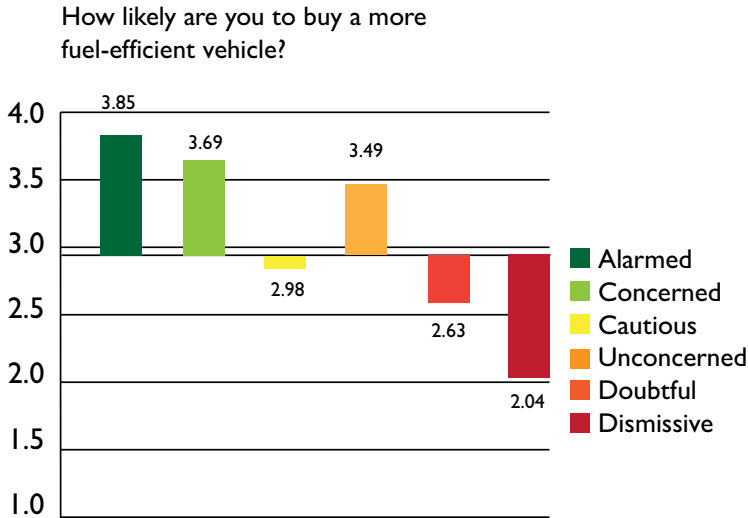
Figure 9: Intention to Purchase CFLs



Average = 3.45

Note: Behavioral intentions were measured on a four-point scale, where 4 = “very likely” and 1 = “very unlikely.”

Figure 10: Intention to Purchase Fuel-Efficient Vehicles

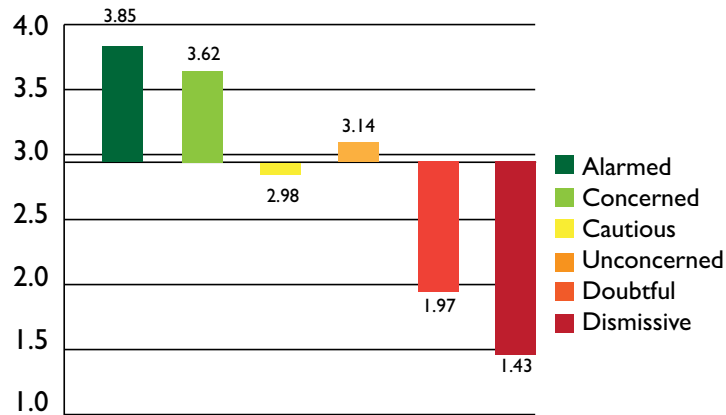


Average = 3.2

Note: Behavioral intentions were measured on a four-point scale, where 4 = “very likely” and 1 = “very unlikely.”

Figure 11: Support for an International Treaty

Do you agree to an international treaty that requires the US to cut its emission of carbon dioxide 90% by year 2050?

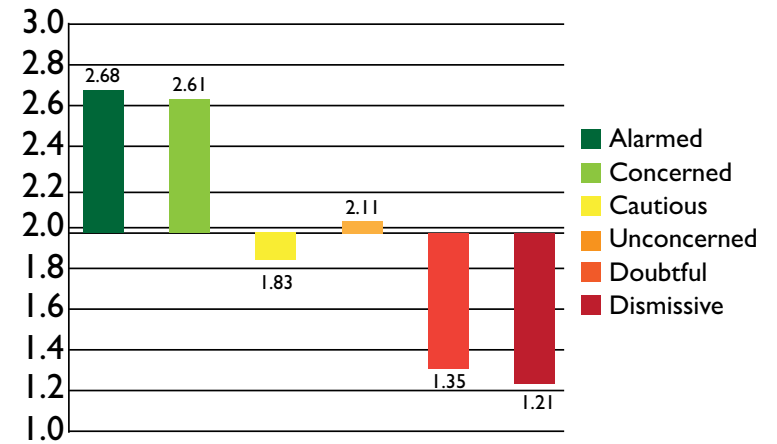


Average = 2.97

Note: Policy support was measured on a four-point scale, where 4 = “strongly favor,” and 1 = “strongly oppose.”

Figure 12: Support for Gasoline Tax

How about increasing taxes on gasoline so people drive less or buy cars that use less gas?

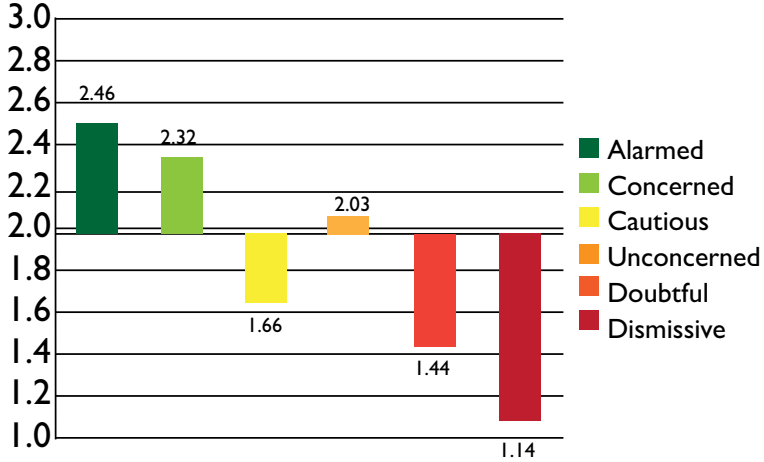


Average = 2.05

Note: Policy support was measured on a four-point scale, where 4 = “strongly favor,” and 1 = “strongly oppose.”

Figure 13: Support for an Electricity Tax

How about increasing taxes on electricity so people use less of it?

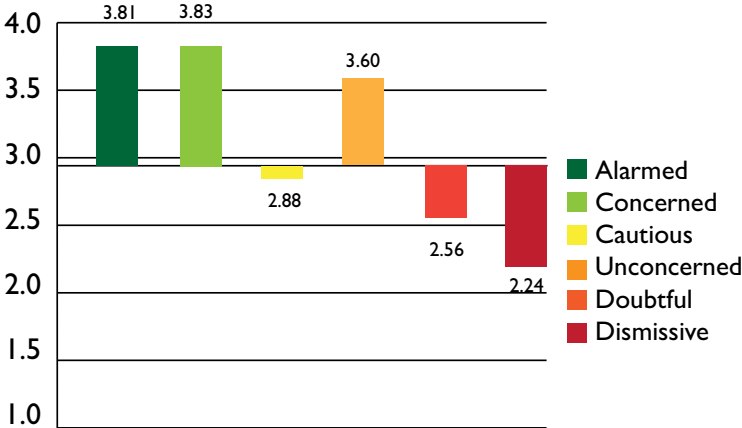


Average = 1.90

Note: Policy support was measured on a four-point scale, where 4 = “strongly favor,” and 1 = “strongly oppose.”

Figure 14: Support for Clean Energy Generation

How about requiring electric utilities to produce at least 20% of their electricity from wind, solar, or other renewable energy, even if it costs the average household an extra \$100 per year?



Average = 3.23

Note: Policy support was measured on a four-point scale, where 4 = “strongly favor,” and 1 = “strongly oppose.”

Appendix

Questionnaire Items

1. Please think about global warming for a moment. On a scale of 1 to 6, where one means it is a “very bad thing” and six means it is a “very good thing”, how would you rate global warming?
2. How convinced are you that global warming is happening -- would you say you are -- completely convinced, mostly convinced, not so convinced, or not at all convinced?
3. Which comes closer to your own view -- [ROTATED: most scientists think global warming is happening, (or) most scientists think global warming is not happening], or there is a lot of disagreement among scientists about whether or not global warming is happening, or do you not know enough to say?
4. If global warming is happening, do you think it is -- [ROTATED: caused mostly by human activities, (or) caused mostly by natural changes in the environment]?
5. How much do you personally worry about global warming -- a great deal, a fair amount, only a little, or not at all?
6. When do you think global warming will start to have dangerous impacts on people around the world -- is it having dangerous impacts now, will it have dangerous impacts in 10 years, in 25 years, in 50 years, in 100 years, or will it never have dangerous impacts?
7. How serious of a threat is global warming to -- [ITEMS READ IN ORDER] -- very serious, somewhat serious, not very serious, or not at all serious?
 - You and your family
 - Your local community
 - People in the United States
 - People in other countries
 - Plants and animals

8. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement? Life on earth will continue without major disruptions only if we take immediate and drastic action to reduce global warming.
9. As you may know, global warming is said to be partly caused by the emission of carbon dioxide from the burning of gasoline, oil, coal, and natural gas in cars, homes, and electric power plants. Do you favor or oppose each of the following as a way for the federal or state governments to reduce both carbon dioxide emissions and global warming? How about -- [RANDOM ORDER]? [PROBE: Do you [favor/oppose] strongly or only moderately]?
- Requiring that any newly constructed home, residential, or commercial building meet higher energy efficiency standards
 - Requiring automakers to increase the fuel efficiency of cars, trucks, and SUVs to 35 miles per gallon, even if it meant a new car would cost up to \$500 more to buy
 - Requiring electric utilities to produce at least 20% of their electricity from wind, solar, or other renewable energy sources, even if it cost the average household an extra \$100 a year
 - Agreeing to an international treaty that requires the United States to cut its emissions of carbon dioxide 90% by the year 2050
 - Increasing taxes on gasoline so people either drive less or buy cars that use less gas
 - Increasing taxes on electricity so people use less of it
10. How likely are you to do each of the following because of your concerns about global warming -- very likely, somewhat likely, somewhat unlikely, or very unlikely? How about -- [RANDOM ORDER]?
- Buy energy-efficient appliances
 - Buy compact fluorescent light bulbs
 - Buy a more fuel-efficient car, SUV, or truck
 - Bike, ride public transit, or car pool one more time a week
 - Contact politicians to express your views on global warming

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11. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements -- [ITEMS READ IN ORDER]?
- You can take actions that will help reduce global warming.
 - The United States can take actions that will help reduce global warming.
 - The actions of a single person won't make any difference in reducing global warming.
 - The actions of a single country like the United States won't make any difference in reducing global warming.
12. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? [RANDOM ORDER]
- Government regulation of business usually does more harm than good.
 - The world would be a more peaceful place if its wealth were divided more equally among nations.
 - We have gone too far in pushing equal rights.
 - People are poor because they are lazy or lack will power.



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