

SURVEY QUESTIONS

Wave One Questions

[RANDOMIZE ORDER OF Q1-Q11]

Here are some issues now being discussed in Washington, D.C. Do you think each of these issues should be a low, medium, high, or very high priority for the next president and Congress?

1. Education
2. Health care
3. Social Security
4. The federal budget deficit
5. Terrorism
6. Global warming
7. Tax cuts
8. The economy
9. Illegal immigration
10. The wars in Iraq and Afghanistan
11. Abortion

[RANDOMIZE ORDER OF Q12-Q20]

Here are some environmental issues now being discussed in Washington, D.C. Do you think each of these issues should be a low, medium, high, or very high priority for the next president and Congress?

12. Water pollution
13. Toxic waste
14. Air pollution
15. Damage to the Earth's ozone layer
16. Loss of tropical rain forests
17. Extinction of plant and animal species
18. Urban sprawl and loss of open spaces
19. Global warming
20. Acid rain

[SHOW ITEMS SELECTED “VERY HIGH” IN Q12-Q20]

[If no “very high” show items selected “high” in Q12-Q20]

21. Of the environmental issues that you said should be a very high priority, which one do you think is the most important?

The following questions ask about some actions you may have taken to save energy.

- Yes
 - No
 - I Don’t Know
 - Not Applicable: I don’t have one
22. Is your attic well insulated?
 23. Has your home been caulked & weather-stripped to reduce drafts?
 24. Is your home furnace a high energy-efficiency model?
 25. Is your home air conditioner a high energy-efficiency model?
 26. Is your water heater a high energy-efficiency model?
 27. How many of the light bulbs in your home are high energy-efficiency compact fluorescents (CFLs)?
 - All
 - Most
 - Some
 - A few
 - None
 - I don’t know

How often do you do the following things?

- Never
 - Rarely
 - Sometimes
 - Often
 - Always
 - Not applicable
28. Turn off the lights when they are not needed
 29. In the winter, set the thermostat to 68 degrees or cooler
 30. In the summer, set the thermostat to 76 degrees or warmer, or use less air conditioning
 31. Use public transportation or car pool
 32. Walk or bike instead of driving

[QUESTIONS 33-38 ASKED IF RESPONDENT HAD NOT MADE THE ENERGY-EFFICIENCY IMPROVEMENT, OR DIDN'T KNOW]

The next questions ask about energy-related actions you might like to do. Which of the following best describes what you are likely to do over the next 12 months?

- Yes, I'd like to and probably will
- Yes, I'd like to but probably won't
- No, I don't want to
- I don't know

33. Install new insulation in your attic
34. Caulk and weather-strip your home to reduce drafts
35. Purchase an energy-efficient home furnace
36. Purchase an energy-efficient home air conditioner
37. Purchase an energy-efficient home water heater
38. Change most of the light bulbs in your home to high energy-efficiency compact fluorescents (CFLs)

[ASKED OF EVERYONE]

39. Purchase a car that averages 30 miles per gallon or more.

[QUESTIONS 40-45 WERE ASKED IF RESPONDENT WOULD LIKE TO MAKE THE IMPROVEMENT, BUT PROBABLY WON'T]

40. There are many reasons why people don't install new insulation in their attics. Please check all of the reasons below that apply to you.
 - I don't know how
 - It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - Other [TEXT BOX]
41. There are many reasons why people don't caulk and weather-strip their homes to reduce drafts. Please check all of the reasons below that apply to you.
 - I don't know how
 - It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - Other [TEXT BOX]

42. There are many reasons why people don't purchase an energy-efficient home furnace. Please check all of the reasons below that apply to you.
- It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - Other [TEXT BOX]
43. There are many reasons why people don't purchase an energy-efficient home air conditioner. Please check all of the reasons below that apply to you.
- It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - I don't need a new one yet
 - I don't need one
 - Other [TEXT BOX]
44. There are many reasons why people don't purchase an energy-efficient home water heater. Please check all of the reasons below that apply to you.
- It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - Other [TEXT BOX]
45. There are many reasons why people don't change most of the light bulbs in their homes to high energy-efficiency compact fluorescents (CFLs). Please check all of the reasons below that apply to you.
- I don't like them
 - It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - Other [TEXT BOX]

[ASKED OF ALL RESPONDENTS WHO DON'T INTEND TO PURCHASE A FUEL-EFFICIENT CAR]

46. There are many reasons why people don't purchase cars that average 30 miles per gallon or more. Please check all of the reasons below that apply to you.
- They're too small
 - They're not safe
 - I can't afford to
 - They're not powerful enough
 - I don't need a new car
 - Someone else in my home would object
 - Other [TEXT BOX]

[QUESTIONS 47 – 51 WERE ASKED IF RESPONDENT DOESN'T INTEND TO MAKE THE IMPROVEMENT, OR DOESN'T KNOW]

47. There are many reasons why people don't install new insulation in their attics. Please check all of the reasons below that apply to you.
- I don't know how
 - It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - Other [TEXT BOX]
48. There are many reasons why people don't caulk and weather-strip their homes to reduce drafts. Please check all of the reasons below that apply to you.
- I don't know how
 - It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - Other [TEXT BOX]

49. There are many reasons why people don't purchase an energy-efficient home furnace. Please check all of the reasons below that apply to you.
- It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but I don't want to spend the money
 - Someone else in my home would object
 - I don't need a new one yet
 - Other [TEXT BOX]
50. There are many reasons why people don't purchase an energy-efficient home air conditioner. Please check all of the reasons below that apply to you.
- It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but I don't want to spend the money
 - Someone else in my home would object
 - I don't need a new one yet
 - I don't need one
 - Other [TEXT BOX]
51. There are many reasons why people don't purchase an energy-efficient home water heater. Please check all of the reasons below that apply to you.
- It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - Other [TEXT BOX]
52. There are many reasons why people don't change most of the light bulbs in their homes to high energy-efficiency compact fluorescents (CFLs). Please check all of the reasons below that apply to you.
- I don't like them
 - It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but don't want to spend the money
 - Someone else in my home would object
 - I don't need new ones yet
 - Other [TEXT BOX]

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?

- Less frequently
- About the same
- More frequently

53. Turn off the lights when they are not needed
54. In the winter, set the thermostat to 68 degrees or cooler
55. In the summer, set the thermostat to 76 degrees or warmer or use less air conditioning
56. Use public transportation or car pool
57. Walk or bike instead of drive

[QUESTIONS 58-62 ASKED IF RESPONDENT INTENDS TO ENGAGE IN CONSERVATION ACTIONS ABOUT THE SAME OR LESS FREQUENTLY]

58. There are many reasons why people don't turn off lights when they're not needed. Please check all of the reasons below that apply to you.
 - I'm too busy
 - It's too hard to remember
 - I'm more comfortable with many lights on
 - It's too inconvenient
 - I don't think it's important
 - Someone else in my home would object
 - I'm already doing this as much as I can
 - Other [TEXT BOX]
59. There are many reasons why people don't set the thermostat to 68 degrees or cooler in the winter. Please check all of the reasons below that apply to you.
 - I'm too busy
 - It's too hard to remember
 - I prefer my home to be warmer than 68 degrees in the winter
 - It's too inconvenient
 - I don't think it's important
 - I don't know how to set my thermostat
 - Someone else in my home would object
 - I'm already doing this as much as I can
 - Other [TEXT BOX]

60. There are many reasons why people don't set the thermostat to 76 degrees or warmer or use less air conditioning in the summer. Please check all of the reasons below that apply to you.
- I'm too busy
 - I can't set an exact temperature on my AC unit
 - I prefer my home to be cooler than 76 degrees in the summer
 - It's too inconvenient
 - I don't think it's important
 - I don't know how to set my thermostat
 - Someone else in my home would object
 - I'm already doing this as much as I can
 - I don't have air conditioning
 - Other [TEXT BOX]
61. There are many reasons why people don't use public transportation or car pool. Please check all of the reasons below that apply to you.
- It's too much effort
 - I'm too busy
 - I can't afford it
 - I could afford it, but I don't want to spend the money
 - I wouldn't feel safe
 - It's physically too uncomfortable
 - It's too inconvenient
 - I don't think it's important
 - I don't have the option
 - Someone else in my home would object
 - I'm already doing this as much as I can
 - Other [TEXT BOX]
62. There are many reasons why people don't walk or bike instead of driving. Please check all of the reasons below that apply to you.
- It would take too much time
 - It's too much effort
 - I'm too busy
 - I wouldn't feel safe
 - The weather makes it too uncomfortable
 - The distances I travel are too far
 - I don't think it's important
 - I can't, due to my health or physical condition
 - Someone else in my home would object
 - I'm already doing this as much as I can
 - Other [TEXT BOX]

[QUESTIONS 63–72 ASKED IF RESPONDENT INTENDS TO ENGAGE IN THE CONSERVATION ACTION MORE FREQUENTLY]

The following items are the actions that you said you would like to do more frequently over the next 12 months. How confident are you that you can do these things more frequently over the next 12 months?

- Not at all confident
- A little bit confident
- Moderately confident
- Completely confident

63. Turn off the lights when they are not needed
64. In the winter, set the thermostat to 68 degrees or cooler
65. In the summer, set the thermostat to 76 degrees or warmer or use less air conditioning
66. Use public transportation or car pool
67. Walk or bike instead of drive
68. There are many reasons why people turn off the lights when they are not needed. Please check all of the reasons below that make you want to do this.
- It saves me money
 - It helps reduce global warming
 - It saves energy
 - Someone asked me to
 - It's the moral thing to do
 - People I care about are doing it
 - It makes me feel good about myself
 - Other people approve when I do it
 - Other [TEXT BOX]
69. There are many reasons why people set the thermostat to 68 degrees or cooler in the winter. Please check all of the reasons below that make you want to do this.
- It saves me money
 - It helps reduce global warming
 - It saves energy
 - Someone asked me to
 - It's the moral thing to do
 - People I care about are doing it
 - It makes me feel good about myself
 - Other people approve when I do it
 - Other [TEXT BOX]

70. There are many reasons why people set the thermostat to 76 degrees or warmer or use less air conditioning in the summer. Please check all of the reasons below that make you want to do this.
- It saves me money
 - It helps reduce global warming
 - It saves energy
 - Someone asked me to
 - It's the moral thing to do
 - People I care about are doing it
 - It makes me feel good about myself
 - Other people approve when I do it
 - Other [TEXT BOX]
71. There are many reasons why people use public transportation or car pool. Please check all of the reasons below that make you want to do this.
- It saves me money
 - It helps reduce global warming
 - It saves energy
 - Someone asked me to
 - It's the moral thing to do
 - People I care about are doing it
 - It makes me feel good about myself
 - Other people approve when I do it
 - Other [TEXT BOX]
72. There are many reasons why people walk or bike instead of driving. Please check all of the reasons below that make you want to do this.
- It saves me money
 - It helps reduce global warming
 - It saves energy
 - It is good for my own or someone else's health
 - Someone asked me to
 - It's the moral thing to do
 - People I care about are doing it
 - It makes me feel good about myself
 - Other people approve when I do it
 - Other [TEXT BOX]

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

73. What do you think? Do you think that global warming is happening?
- Yes
 - No
 - Don't know

[ASKED IF 73 = YES]

74. How sure are you that global warming is happening?
- Extremely sure
 - Very sure
 - Somewhat sure
 - Not at all sure

[ASKED IF 73 = NO]

75. How sure are you that global warming is not happening?
- Extremely sure
 - Very sure
 - Somewhat sure
 - Not at all sure

[ROTATE ANSWERS 1 AND 2]

76. Assuming global warming is happening, do you think it is...
- [ROTATE] Caused mostly by human activities
 - [ROTATE] Caused mostly by natural changes in the environment
 - Other (Please specify) [TEXT BOX]
 - None of the above because global warming isn't happening

[QUESTIONS 77-79 SKIPPED IF RESPONDENT IS VERY SURE OR EXTREMELY SURE THAT GLOBAL WARMING IS NOT HAPPENING]

77. Think back to the energy-saving actions you're already doing and those you'd like to do 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?
- A lot
 - Some
 - A little
 - Not at all

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

- A lot
- Some
- A little
- Not at all

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

- A lot
- Some
- A little
- Not at all

Personally, how well informed do you feel you are about...

- Not at all informed
- Not very well informed
- Fairly well informed
- Very well informed

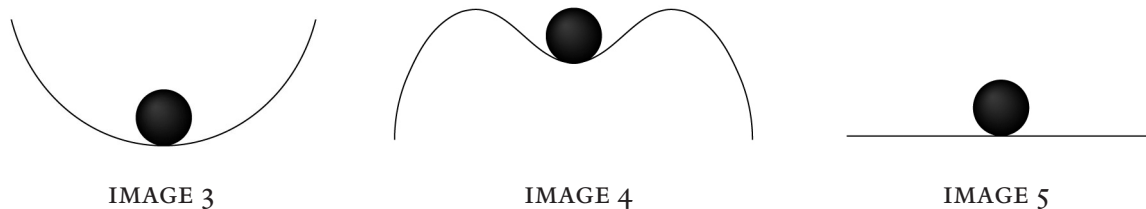
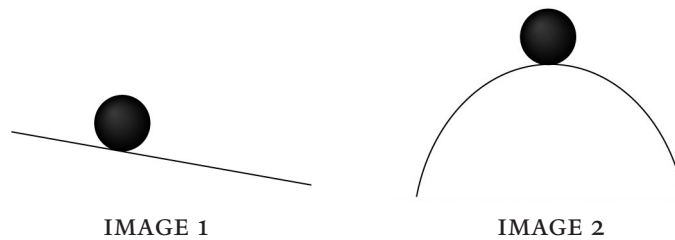
80. The different causes of global warming

81. The different consequences of global warming

82. Ways in which we can reduce global warming

83. People disagree about how the climate system works. The five pictures below illustrate five different perspectives. Each picture depicts the earth's climate system as a ball balanced on a line, yet each one has a different ability to withstand human-caused global warming. Which one of the five pictures best represents your understanding of how the climate system works?

- [SHOW IMAGE 1] Earth's climate is slow to change. Global warming will gradually lead to dangerous effects
- [SHOW IMAGE 2] Earth's climate is delicately balanced. Small amounts of global warming will have abrupt and catastrophic effects
- [SHOW IMAGE 3] Earth's climate is very stable. Global warming will have little to no effects
- [SHOW IMAGE 4] Earth's climate is stable within certain limits. If global warming is small, climate will return to equilibrium. If it is large, there will be dangerous effects
- [SHOW IMAGE 5] Earth's climate is random and unpredictable. We do not know what will happen



[RANDOM ASSIGNMENT TO FORM A OR B]

84. Which comes closer to your own view?

[FORM A:]

- Most scientists think global warming is happening.
- Most scientists think global warming is not happening.
- There is a lot of disagreement among scientists about whether or not global warming is happening.
- Don't know enough to say

[FORM B:]

- Most scientists think global warming is not happening.
- Most scientists think global warming is happening.
- There is a lot of disagreement among scientists about whether or not global warming is happening.
- Don't know enough to say

85. How worried are you about global warming?

- Very worried
- Somewhat worried
- Not very worried
- Not at all worried

Now please think about the human health effects of global warming. (Please choose the answer corresponding to your best estimate.)

Worldwide, how many people do you think...

- None
- Hundreds
- Thousands
- Millions
- Don't know

86. Currently die each year due to global warming?

87. Are currently injured or become ill each year due to global warming?

88. Will die each year 50 years from now due to global warming?

89. Will be injured or become ill each year 50 years from now due to global warming?

How much do you think global warming will harm:

- Not at all
- Only a little
- A moderate amount
- A great deal
- Don't know

90. You personally

91. Your family

92. Your community

93. People in the United States

94. People in other modern industrialized countries

95. People in developing countries

96. Future generations of people

97. Plant and animal species

98. When do you think global warming will start to harm people in the United States?

- They are being harmed now
- In 10 years
- In 25 years
- In 50 years
- In 100 years
- Never

99. When do you think global warming will start to harm other people around the world?

- They are being harmed now
- In 10 years
- In 25 years
- In 50 years
- In 100 years
- Never

[QUESTIONS 100- 109 WERE PRESENTED IN RANDOM ORDER]

Worldwide over the next 20 years, do you think global warming will cause more or less of the following, if nothing is done to address it?

- Many less
- A few less
- No difference
- A few more
- Many more
- Don't know

100. Intense hurricanes
101. Extinctions of plant and animal species
102. Famines and food shortages
103. Droughts and water shortages
104. People living in poverty
105. Refugees
106. Severe heat waves
107. Forest fires
108. Disease epidemics
109. Floods

Worldwide over the next 20 years, how likely do you think it is that global warming will cause each of the following if nothing is done to address it?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely
- Don't know

110. Expanding deserts
111. Melting ice caps and glaciers
112. Abandoning large coastal cities due to rising sea levels
113. How much had you thought about global warming before today?
 - Not at all
 - A little
 - Some
 - A lot

114. How important is the issue of global warming to you personally?
- Not at all important
 - Not too important
 - Somewhat important
 - Very important
 - Extremely important
115. On some issues people feel that they have all the information they need in order to form a firm opinion, while on other issues they would like more information before making up their mind. For global warming, where would you place yourself?
- I need a lot more information
 - I need some more information
 - I need a little more information
 - I do not need any more information
116. How often do you discuss global warming with your family and friends?
- Never
 - Rarely
 - Occasionally
 - Very often
117. How many of your friends share your views on global warming?
- None
 - A few
 - Some
 - Most
 - All
118. I could easily change my mind about global warming.
- Strongly agree
 - Somewhat agree
 - Somewhat disagree
 - Strongly disagree
119. Which of the following statements comes closest to your view?
- Global warming isn't happening
 - Humans can't reduce global warming, even if it is happening
 - Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to
 - Humans could reduce global warming, but it's unclear at this point whether we will do what's needed
 - Humans can reduce global warming, and we are going to do so successfully

[QUESTIONS 120-126 WERE PRESENTED IN RANDOM ORDER]

How much do you trust or distrust the following as a source of information about global warming?

- Strongly distrust
- Somewhat distrust
- Somewhat trust
- Strongly trust

120. Family & friends
121. Environmental organizations
122. Corporations
123. Religious leaders
124. Scientists
125. The mainstream news media
126. Television weather reporters
127. Barack Obama
128. John McCain

Do you think the following should be doing more or less to address global warming?

- Much less
- Less
- Currently doing the right amount
- More
- Much more

129. Your local government officials
130. Your state legislators
131. Your Governor
132. The U.S. Congress
133. The President
134. Corporations and industry
135. Citizens themselves

People disagree whether the United States should reduce greenhouse gas emissions on its own, or make reductions only if other countries do too. Which of the following statements comes closest to your own point of view?

136. The United States should reduce its greenhouse gas emissions...
- Regardless of what other countries do
 - Only if other industrialized countries (such as England, Germany and Japan) reduce their emissions
 - Only if other industrialized countries and developing countries (such as China, India and Brazil) reduce their emissions
 - The US should not reduce its emissions
 - Don't know
137. How big of an effort should the United States make to reduce global warming?
- No effort
 - A small-scale effort, even if it has small economic costs
 - A medium-scale effort, even if it has moderate economic costs
 - A large-scale effort, even if it has large economic costs

[QUESTIONS 138-150 WERE PRESENTED IN RANDOM ORDER]

How much do you support or oppose the following policies?

- Strongly oppose
 - Somewhat oppose
 - Somewhat support
 - Strongly support
138. Establish a special fund to help make buildings more energy efficient and teach Americans how to reduce their energy use. This would add a \$2.50 surcharge to the average household's monthly electric bill.
139. Provide a government subsidy to replace old water heaters, air conditioners, light bulbs, and insulation. This subsidy would cost the average household \$5 a month in higher taxes. Those who took advantage of the program would save money on their utility bills.
140. Regulate carbon dioxide (the primary greenhouse gas) as a pollutant.
141. Require 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.
142. Sign an international treaty that requires the United States to cut its emissions of carbon dioxide 90% by the year 2050.
143. Create a new national market that allows companies to buy and sell the right to emit the greenhouse gases said to cause global warming. The federal government would set a national cap on emissions. Each company would then purchase the right to emit a portion of this total amount. If a company then emitted more than its portion, it would have to buy more emission rights from other companies or pay large fines.

144. Require automakers to increase the fuel efficiency of cars, trucks, and SUVs, to 45 mpg, even if it means a new vehicle will cost up to \$1,000 more to buy.
 145. Expand offshore drilling for oil and natural gas off the U.S. coast.
 146. Drill for oil in the Arctic National Wildlife Refuge.
 147. Build more nuclear power plants.
 148. Fund more research into renewable energy sources, such as solar and wind power.
 149. Provide tax rebates for people who purchase energy-efficient vehicles or solar panels.
 150. Increase taxes on gasoline by 25 cents per gallon and return the revenues to taxpayers by reducing the federal income tax.
-
151. Generally speaking, do you think of yourself as a...
 - Republican
 - Democrat
 - Independent
 - Other; Please specify: [TEXT BOX]
 - No party/not interested in politics

 152. In general, do you think of yourself as...
 - Very liberal
 - Somewhat liberal
 - Moderate, middle of the road
 - Somewhat conservative
 - Very conservative

 153. Are you registered to vote?
 - Yes
 - No
 - Not sure

 154. How important will a candidate's views on global warming be in determining your vote for President this year? Will it be the single most important issue, one of several important issues, or not important in determining your vote?
 - Not an important issue
 - One of several important issues
 - The single most important issue

155. What is your religion?
- Baptist – any denomination
 - Protestant (e.g., Methodist, Lutheran, Presbyterian, Episcopal)
 - Catholic
 - Mormon
 - Jewish
 - Muslim
 - Hindu
 - Buddhist
 - Pentecostal
 - Eastern Orthodox
 - Other Christian
 - Other-non-Christian – Please specify [TEXT BOX]
 - None
156. Would you describe yourself as "born-again" or evangelical?
- Yes
 - No
 - Don't Know
 - Refused
157. How often do you attend religious services?
- Never
 - Once a year or less
 - A few times a year
 - Once or twice a month
 - Once a week
 - More than once a week

End of Wave One Questions

Wave Two Questions

[QUESTIONS 1-25 WERE PRESENTED IN RANDOM ORDER]

In this survey, we'd like to ask you about your values, opinions, and beliefs on a range of topics. Please tell us how strongly you agree or disagree with each statement below.

- Strongly disagree
- Somewhat disagree
- Somewhat agree
- Strongly agree

1. The world would be a more peaceful place if its wealth were divided more equally among nations.
2. In my ideal society, all basic needs (food, housing, health care, education) would be guaranteed by the government for everyone.
3. I support government programs to get rid of poverty.
4. Discrimination against minorities is still a very serious problem in our society.
5. If the government spent less time trying to fix everyone's problems, we'd all be a lot better off.
6. Our government tries to do too many things for too many people. We should just let people take care of themselves.
7. The government interferes too much in our everyday lives.
8. Government regulation of business usually does more harm than good.
9. Human beings, as we know them today, evolved from earlier species of animals.
10. One must believe in God in order to be moral and have good values.
11. Generally speaking, most people can be trusted.
12. People will cheat you if they get the chance.
13. I trust the people in my neighborhood a lot.
14. Overall, modern science does more harm than good.
15. You can tell if people are successful by the things they own and the way they dress.
16. It's very important to me to have a home as well-equipped and furnished as that of other people I know.
17. I feel that I am more a citizen of the world than a citizen of a country.
18. I follow the latest trends and fashions.
19. Just as the Bible says, the world literally was created in six days.
20. I prefer brands and products that make me feel accepted by others.
21. I like a lot of excitement in my life.
22. I like doing things that are new and different.
23. We should always be willing to fight for our country, whether our country is right or wrong.
24. I would rather make something than buy it.
25. People should be allowed to make as much money as they can, even if it means some make millions while others live in poverty.

[QUESTIONS 26-33 WERE PRESENTED IN RANDOM ORDER]

26. The actions of a single individual won't make any difference in global warming.
27. The best way for average Americans to reduce their own personal contributions to global warming is to not have children.
28. I have personally experienced the effects of global warming.
29. New technologies can solve global warming, without individuals having to make big changes in their lives.
30. I live too far from where I work and shop to walk or bike.
31. There are no convenient mass transit options in my area.
32. Most of my friends are trying to act in ways that reduce global warming.
33. I consider myself an environmentalist.

[RESPONSE OPTIONS WERE PRESENTED IN RANDOM ORDER]

34. Which do you think is more important?
 - Protecting the environment, even if it costs jobs or economic growth
 - Economic growth, even if it leads to environmental problems

[QUESTIONS 35-46 WERE PRESENTED IN RANDOM ORDER]

How concerned are you about the impact of global warming on....

- 1 – Not at all concerned
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7 – Extremely concerned
35. Plants
 36. Marine life
 37. Animals
 38. Birds
 39. All people
 40. All children
 41. Your children
 42. People in the United States
 43. You
 44. Your health
 45. Your lifestyle
 46. Your future

Now we'd like to know a few things about your involvement in civic activities. Which, if any, of the following have you done in the past 12 months? (Select all that apply)

47. Written or called any politician at the state, local, or national level.
 48. Attended a political rally or speech or organized protest of any kind.
 49. Attended a public meeting on town or school affairs.
 50. Held or run for political office.
 51. Served on a committee of a local organization.
 52. Served as an officer of a local club or organization.
 53. Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion.
 54. Written an article for a magazine or newspaper.
 55. Signed a petition.
 56. Worked for a political party.
 57. Made a speech.
 58. Been an active member of any group that tries to influence public policy or government.
 59. None of the above.
-
60. How many people have you spoken with about global warming in the last two weeks?
 - 0
 - 1-4
 - 5-10
 - More than 10

 61. In general, do you like to talk with other people about global warming?
 - No
 - Yes
 - Don't know

[FIRST AND THIRD RESPONSE OPTION WERE PRESENTED IN RANDOM ORDER]

62. When you talk with other people about global warming, do you usually...
 - Receive more information than you give?
 - Give and receive about the same amount of information?
 - Give more information than you receive?
 - Don't know

63. Do people you know come to you for advice about global warming?
 - No
 - Yes
 - Don't know

64. Do you think other people consider you a good source of advice about global warming?
- No
 - Yes
 - Don't know

[ALL BUT THE LAST CHOICE BELOW WERE PRESENTED IN RANDOM ORDER]

65. Please check all of the answers below that you believe are true.
If our nation takes steps to reduce global warming, it will ...
1. Help free us from dependence on foreign oil
 2. Improve people's health
 3. Improve our national security
 4. Create green jobs and a stronger economy
 5. Save many plant and animal species from extinction
 6. Protect God's creation
 7. Save many people around the world from poverty and starvation
 8. Provide a better life for our children and grandchildren
 9. Prevent the destruction of most life on the planet
 10. Protect the world's poorest people from environmental harm caused by the world's richest people
 11. Cost jobs and harm our economy
 12. Lead to more government regulation
 13. Undermine American sovereignty
 14. Cause energy prices to rise
 15. Interfere with the free market
 16. Harm poor people more than it helps them
 17. Other: [TEXT BOX]

[SHOW SELECTIONS 1-10 IN Q65; IF NO SELECTIONS FROM 1-10 MADE IN Q65 SKIP TO 68; IF ONE SELECTION FROM 1-10 MADE IN Q65, SKIP TO 68, AND PLACE THAT SELECTION IN THE FIRST RESPONSE IN 70.]

66. Which of the following reasons to reduce global warming are most important to you?
Please select up to three [IF ONLY TWO SELECTIONS WERE MADE, SHOW "two"] reasons.

[SHOW SELECTIONS FROM Q66; IF ONLY ONE SELECTION MADE, SKIP]

67. Of the reasons you selected, which one is most important to you personally?

[SHOW SELECTIONS 11-16 MADE IN Q65; IF NO SELECTIONS FROM 11-16 MADE IN Q65, SKIP TO 71; IF ONE SELECTION FROM 11-16 MADE IN Q65, SKIP TO 70 AND PLACE THAT SELECTION IN THE SECOND RESPONSE IN 70]

68. Which of the following things that might result from taking steps to reduce global warming are of the greatest concern to you? Please select up to three [IF ONLY TWO SELECTIONS ARE SHOWN SHOW “two”] things.

[SHOW SELECTIONS MADE IN 68; IF ONE SELECTION MADE IN 68, SKIP]

69. Of the things you selected which one is of greatest concern to you personally?

[SKIP IF IN Q65 THERE WERE 0 SELECTIONS MADE FROM CHOICES 1-10 OR IN Q65 THERE WERE 0 SELECTIONS MADE FROM CHOICES 11-16.]

70. Which of the following two statements do you find the most convincing?
- We should take steps to reduce global warming because it will [INSERT TOP REASON FOR ACTION]
 - We should not take steps to reduce global warming because it will [INSERT TOP CONCERN]
71. If you were to change your lifestyle to reduce your personal contribution to global warming, how do you think it would affect your quality of life?
- Improve my quality of life a lot
 - Improve my quality of life a little
 - Have no impact on my quality of life
 - Decrease my quality of life a little
 - Decrease my quality of life a lot
 - I don't know

Over the past 12 months, how many times have you done these things?

- Never
 - Once
 - A few times (2-3)
 - Several times (4-5)
 - Many times (6+)
 - Don't know
72. Rewarded companies that are taking steps to reduce global warming by buying their products.
73. Punished companies that are opposing steps to reduce global warming by NOT buying their products.

74. Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products...
- More frequently than you are now?
 - Less frequently than you are now?
 - About the same as you are now?
75. Which of the following reasons might prevent you from punishing companies that oppose steps to reduce global warming? Check all that apply.
- I don't know which companies to punish
 - I can't afford to do this
 - My actions won't have any influence on a company
 - It would be inconvenient
 - It's too much effort
 - I'm too busy
 - Someone else in my home would object if I did this
 - I don't think it's important to do this
 - We don't need to reduce global warming
 - Other [TEXT BOX]
76. Over the next 12 months do you intend to buy the products of companies that are taking steps to reduce global warming...
- Less frequently than you are now?
 - About the same as you are now?
 - More frequently than you are now?

Over the past 12 months, how many times have you done each of the following?

- Never
 - Once
 - A few times (2-3)
 - Several times (4-5)
 - Many times (6+)
 - Don't know
77. Written letters, emailed, or phoned government officials to urge them to take action to reduce global warming?
78. Attended a community meeting or rally about global warming?
79. Volunteered with or donated money to an organization working to reduce global warming?

Over the next 12 months, would you like to do each of the following....

- Less frequently than you are now?
 - About the same as you are now?
 - More frequently than you are now?
80. Write letters, email, or phone government officials to urge them to take action to reduce global warming?
81. Attend a community meeting or rally about global warming?
82. Volunteer with or donate money to an organization working to reduce global warming?
83. There are many reasons why people do not write letters, emails, or call their elected officials about global warming. Which of the following reasons might prevent you from taking these actions? Please check all that apply.
- It's too much effort
 - I would feel uncomfortable
 - It wouldn't make any difference if I did
 - I don't know how
 - I'm too busy
 - Someone else in my home would object
 - I don't think it's important
 - I am not an activist
 - I do not believe in global warming
 - Other [TEXT BOX]
 - None of the above would prevent me from doing this
84. There are many reasons why people do not attend community meetings or rallies about global warming. Which of the following reasons might prevent you from attending? Please check all that apply.
- It's too much effort
 - I would feel uncomfortable
 - It wouldn't make any difference if I did
 - I don't know how
 - I'm too busy
 - Someone else in my home would object
 - I don't think it's important
 - I don't know of any events in my area
 - I do not believe in global warming
 - Other [TEXT BOX]
 - None of the above would prevent me from doing this

85. There are many reasons why people do not volunteer or donate money to organizations working on global warming. Which of the following reasons might prevent you from volunteering or donating money? Please check all that apply.
- I can't afford it
 - I could afford it, but don't want to spend the money
 - It's too much effort
 - I would feel uncomfortable
 - It wouldn't make any difference if I did
 - I don't know how
 - I'm too busy
 - Someone else in my home would object
 - I don't think it's important
 - I do not believe in global warming
 - Other [TEXT BOX]
 - None of the above would prevent me from doing this

[ASKED ONLY FOR THOSE WHO SELECTED "MORE FREQUENTLY" IN 80-82]

How confident are you that you can do these things more frequently over the next 12 months?

- Not at all confident
 - Little bit confident
 - Moderately confident
 - Completely confident
86. Write letters, email, or phone government officials to urge them to take action to reduce global warming.
87. Attend a community meeting or rally on global warming.
88. Volunteer with or donate money to an organization working to reduce global warming.

If you were to do each of the following, how effective would it be in getting government officials to take action to reduce global warming?

- No effect
 - A little effect
 - Pretty effective
 - Highly effective
 - Don't know
89. Write letters, email, or phone government officials to urge them to take action to reduce global warming.
90. Attend a community meeting or rally on global warming.
91. Volunteer with or donate money to an organization working to reduce global warming.

The next questions are about media use.

92. How many days per week do you read a printed newspaper?

0 1 2 3 4 5 6 7 Days

93. How many days per week do you typically read news stories online?

0 1 2 3 4 5 6 7 Days

94. In a typical week, approximately how many hours total do you spend listening to the radio? Type the number of hours in the space provided below. (If you didn't listen to the radio in the past week, type in "0".)

_____ hours last week

95. What is the total number of hours of broadcast and cable television you watch ... during a typical week? (Add up Monday through Friday.)

_____ hours

... during a typical weekend? (Add up Saturday and Sunday.)

_____ hours

96. In a typical week, how many hours do you spend using the Internet for personal reasons (not for work)? Write in the number of hours in the space provided below. (If you didn't use the Internet in the past week, type "0".)

_____ hours last week

97. In a typical week, how many hours total do you spend playing video games? (If you didn't play any video games, type in "0").

_____ hours last week

98. How many magazines do you subscribe to? (If you don't subscribe to any magazines, type in "0".)

_____ magazines

How closely do you follow news about each of the following?

- Not at all
- A little
- Somewhat closely
- Very closely

99. National politics
100. State politics
101. Local politics
102. Business and financial issues
103. World affairs
104. People and events in your community
106. The environment
107. Science and technology
108. Celebrities
109. The local weather forecast
110. Health
111. Sports
112. Fashion and style trends

Which of the following media sources do you turn to most often for each of the following?

- Internet (excluding email)
- Television
- Radio
- Print newspapers
- Magazines

113. Keeping up with current news and world events
114. Finding out about products you are planning to buy

How often do you watch or listen to the following shows or visit their websites?

- Never
- Hardly ever
- Sometimes
- Often

115. The national nightly network news on CBS, ABC or NBC.
116. The Fox News CABLE Channel
117. MSNBC
118. CNN
119. CNBC
120. Local TV news
121. National Public Radio (NPR)
122. The Weather Channel
123. "Countdown" with Keith Olbermann
124. "Hannity & Colmes"
125. "The Daily Show" with Jon Stewart
126. Rush Limbaugh's radio show
127. "The O'Reilly Factor" with Bill O'Reilly
128. "The Colbert Report" with Stephen Colbert
129. Religious programs, such as "Focus on the Family"
130. Soap operas
131. Sunday morning news shows, such as "Meet the Press"
132. Daytime talk shows, such as "Oprah"
133. Late night talk shows, such as David Letterman
134. Sitcoms
135. Home and garden shows
136. Travel programs
137. Medical dramas
138. Cooking shows
139. Do-it-yourself programs, such as "This Old House"
140. Prime-time dramas
141. On-line video-sharing services, such as YouTube

[RANDOMIZED ANSWER CHOICES]

142. Thinking about the different kinds of political news available to you, what do you prefer?
 - Getting news from sources that share your political point of view
 - Getting news from sources that don't have a particular political point of view
143. What do you find gives you the best understanding of major news events?
 - Reading or hearing the facts about what happened
 - Seeing pictures and video showing what happened

144. How much attention do you pay to information about global warming?
- None
 - A little
 - Some
 - A lot
145. How much attention do you pay to information about conserving energy?
- None
 - A little
 - Some
 - A lot
146. In the past 30 days, how much have you actively looked for information about global warming?
- None
 - A little
 - Some
 - A lot
147. In the past 30 days, how much have you actively looked for information about conserving energy?
- None
 - A little
 - Some
 - A lot
148. Have you, personally, seen the recent movie “An Inconvenient Truth,” starring Al Gore, or not?
- Yes, I saw it
 - No, I did not see it
 - Don’t know
149. How much do you trust or distrust Al Gore as a source of information about global warming?
- Strongly distrust
 - Somewhat distrust
 - Somewhat trust
 - Strongly trust