

CLIMATE CHANGE IN THE AMERICAN MIND

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GEORGE MASON UNIVERSITY
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Table of Contents

Introduction	2
Key Findings	3
1. Global Warming Beliefs	5
2. Global Warming Emotions	10
3. Perceived Risks of Global Warming.....	13
4. Talking and Hearing About Global Warming	16
5. Taking Action	18
6. Perceived Effectiveness of Action	20
7. How Americans Conceptualize Global Warming.....	22
Appendix I: Data Tables	23
Appendix II: Survey Method	48
Appendix III: Sample Demographics	49

Introduction

This report is based on findings from a nationally representative survey—*Climate Change in the American Mind*—conducted by the Yale Program on Climate Change Communication (<http://climatecommunication.yale.edu/>) and the George Mason University Center for Climate Change Communication (<http://www.climatechangecommunication.org>). Interview dates: March 18–31, 2016. Interviews: 1,204 Adults (18+) who are registered to vote. Average margin of error: +/- 3 percentage points at the 95% confidence level. The research was funded by the 11th Hour Project, the Energy Foundation, the Grantham Foundation, and the MacArthur Foundation.

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Key Findings

- Seven in ten Americans (70%) think global warming is happening. By contrast, only about one in ten Americans (11%) think global warming is not happening. The percentage of Americans who think global warming is happening has been steadily rising since March, 2015, and nearly matches its highest level (71%) since our surveys began in November, 2008.
- About half of Americans (53%) think that global warming, if it is happening, is mostly human caused. By contrast, one in three (34%) believe it is due mostly to natural changes in the environment.
- Only about one in ten Americans (11%) understand that nearly all climate scientists (more than 90%) are convinced that human-caused global warming is happening.
- Over half of Americans (58%) say they are at least “somewhat worried” about global warming, but only 16% say they are “very worried.” Worry about global warming has increased 6 points since spring 2015, an increase that is driven mostly by people who now say they are “very worried” (+5 points since spring 2015).
- When asked how strongly they feel a number of emotions when they think about global warming, over half of Americans (67%) say they feel very or moderately “interested” in it, followed by about half who say they feel “helpless” (49%), “disgusted” (48%) and/or “hopeful” (48%). Large minorities also feel very or moderately “afraid” (42%), “angry” (41%), and/or “outraged” (41%).
- Only about four in ten Americans (38%) think people in the U.S. are being harmed “right now” by global warming. However, this number has risen by 6 percentage points since spring 2015 and is higher now than at any other time the question has been asked (starting in 2008).
- Also since spring 2015, the number of Americans who think global warming will cause harm has increased substantially. More think it will cause a “great deal” or “moderate amount” of harm to people in developing countries (63%, +10 points), people in the U.S. (59%, +10 points), future generations (70%, +7 points), and to them personally (41%, +5 points).
- Thirty-one percent of Americans say they discuss global warming with family and friends at least occasionally, while most say they rarely or never discuss it (69%).
- About one in five Americans say they hear about global warming in the media at least once a week (22%), and another one in five say they hear about it at least once a month (22%). About one in six (15%) say they hear about global warming in the media no more often than once a year, if ever.
- Most Americans (68%) say they hear people they know talking about global warming no more often than several times a year if ever.

- At least two in three Americans say corporations and industry (71%), and citizens themselves (66%) should be doing “much more” or “more” to address global warming. Half or more also think the U.S. Congress (60%), their member of Congress (57%), their governor (55%), their local government officials (55%), and President Obama (49%) should be doing more.
- Six in ten Americans (61%) say the U.S. should reduce its own greenhouse gas emissions, regardless of what other countries do. Only 6% of Americans say the U.S. should not reduce its greenhouse gas emissions.
- By a three-to-one margin, Americans support (76%) rather than oppose (23%) teaching our children about global warming in schools.
- Fewer than four in ten Americans (37%) think the American people can convince the U.S. Congress to pass legislation needed to reduce global warming. One in four (25%) think it is *not* possible.
- About half of Americans say it is “probably” or “definitely” possible to prevent catastrophic harm due to global warming to future generations (51%), plant and animal species (50%), people in the U.S. (49%), and the stability of the Earth’s climate (46%). However, fewer than half think it is possible to save people in poor countries from catastrophic harm (40%).
- Majorities of Americans say global warming is a major environmental (68%), scientific (59%), agricultural (55%), or severe weather issue (54%). Nearly half consider it a major health (45%) or economic issue (44%). Fewer currently consider it to be a major moral (24%), national security (18%), poverty (17%), social justice (16%), or religious issue (7%).

1. Global Warming Beliefs

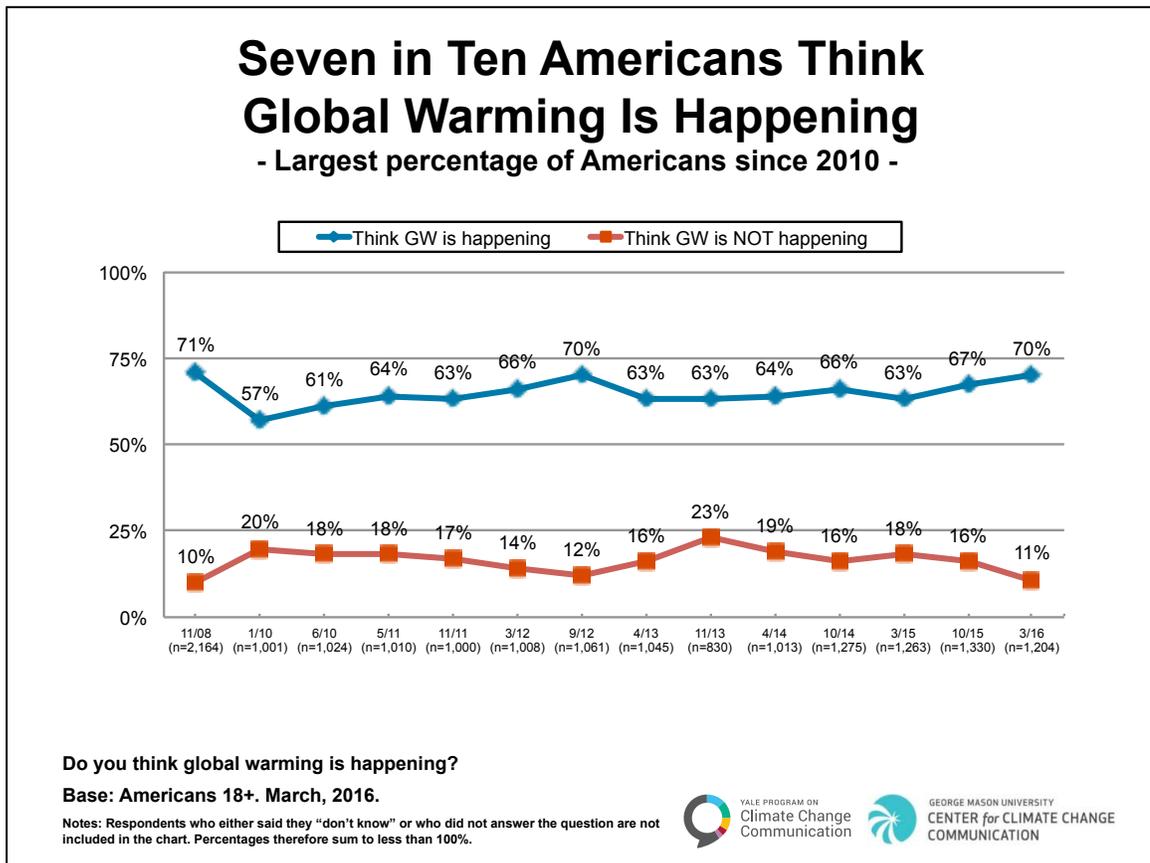
1.1. Seven in ten Americans think global warming is happening.

Americans who think global warming is happening outnumber those who think it is not by more than 6 to 1.

Seven in ten Americans (70%) think global warming is happening. By contrast, only about one in ten Americans (11%) thinks global warming is not happening.

The percentage of Americans who think global warming is happening has been rising steadily since March, 2015, and nearly matches its highest level (71%) since our surveys began in November, 2008.

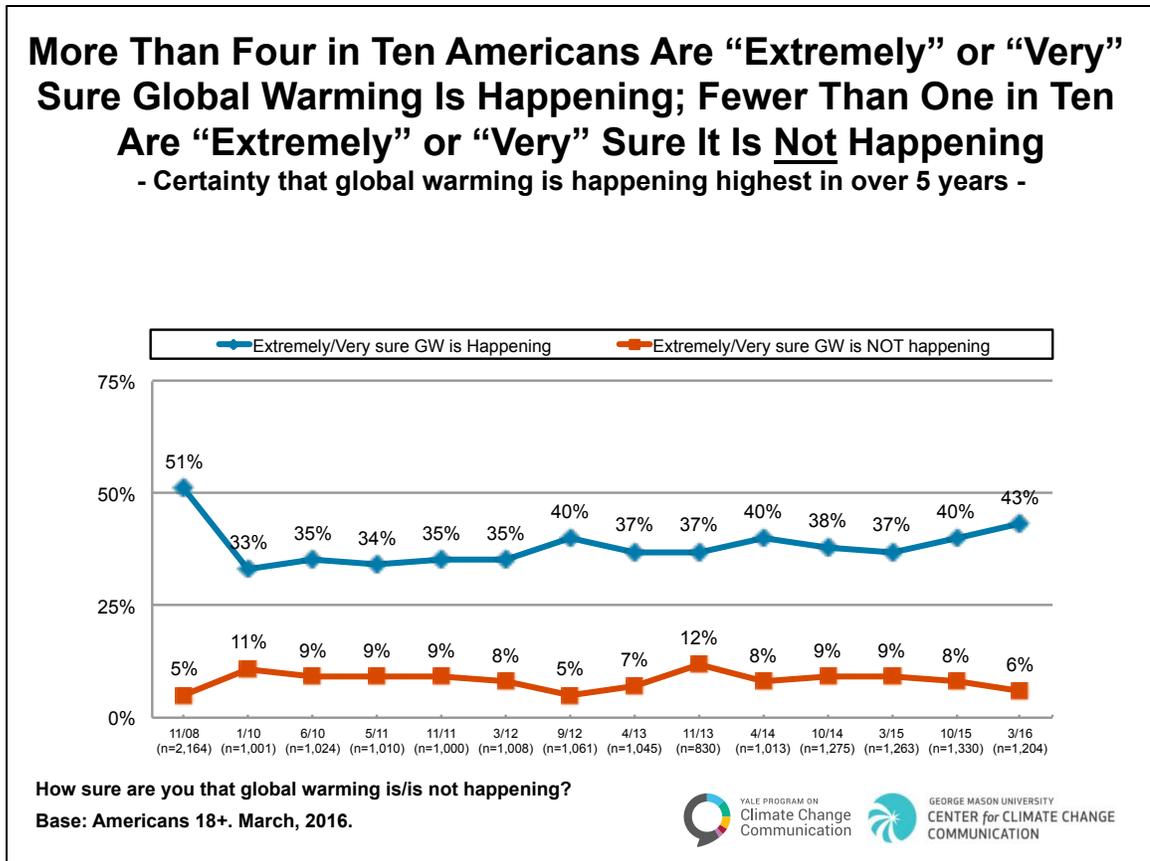
Majorities of Americans across age, sex, education level, and political party think global warming is happening.



1.2. More than four in ten Americans are “extremely” or “very” sure global warming is happening. Fewer than one in ten are “extremely” or “very” sure it is not happening.

Forty-three percent of Americans are either “extremely” or “very” sure global warming is happening. Far fewer—6%—are “extremely” or “very sure” global warming is not happening.

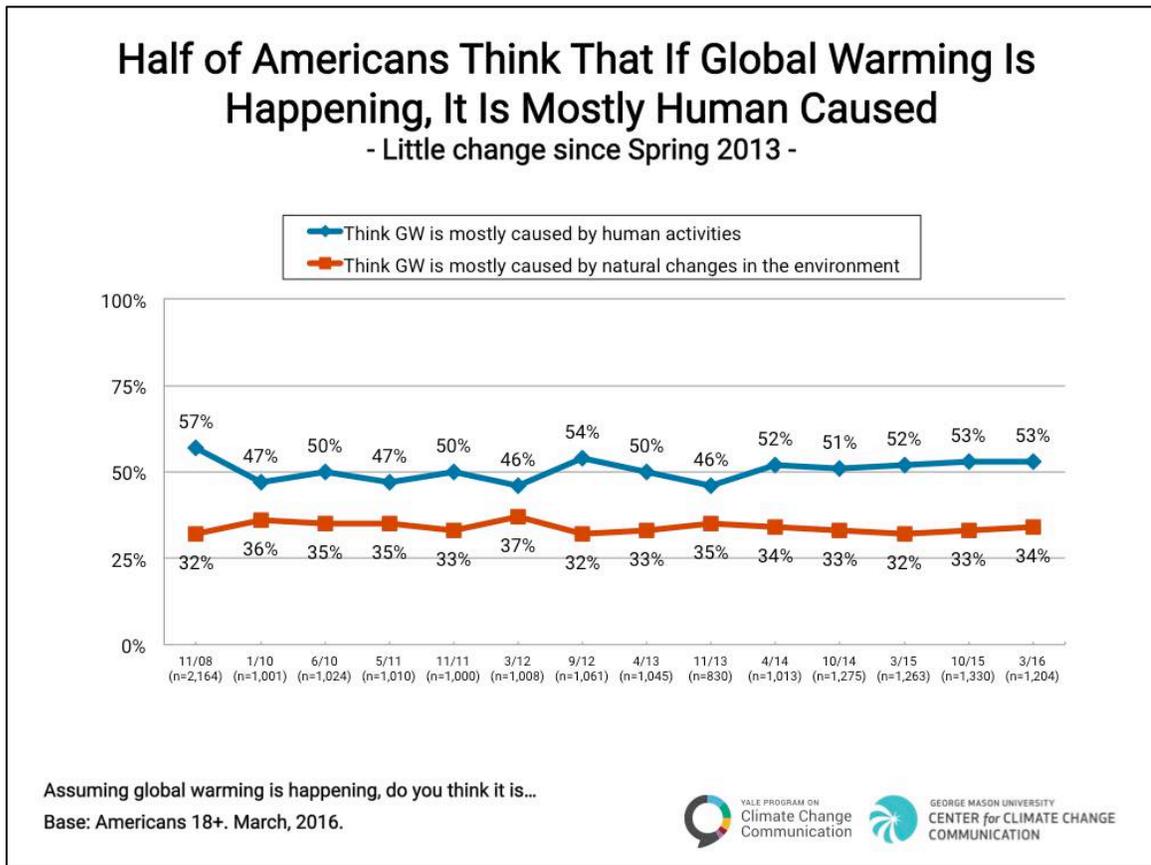
The percentage who are sure global warming is happening has risen steadily in the past year, and is now at its highest level since January, 2010.



1.3. Half of Americans think that if global warming is happening, it is mostly human caused.

The 2014 U.S. National Climate Assessment (written and reviewed by hundreds of climate experts over the course of four years) states: “The global warming of the past 50 years is primarily due to human activities, predominantly the burning of fossil fuels. Many independent lines of evidence confirm that human activities are affecting climate in unprecedented ways” (p. 15).¹

Public understanding of climate change, however, is very different than the conclusions of the nation’s climate experts. Currently, only half of Americans (53%) understand that global warming, if it is happening, is mostly human caused, a finding that has held steady since April, 2014. By contrast, one in three (34%) say it is due mostly to natural changes in the environment.

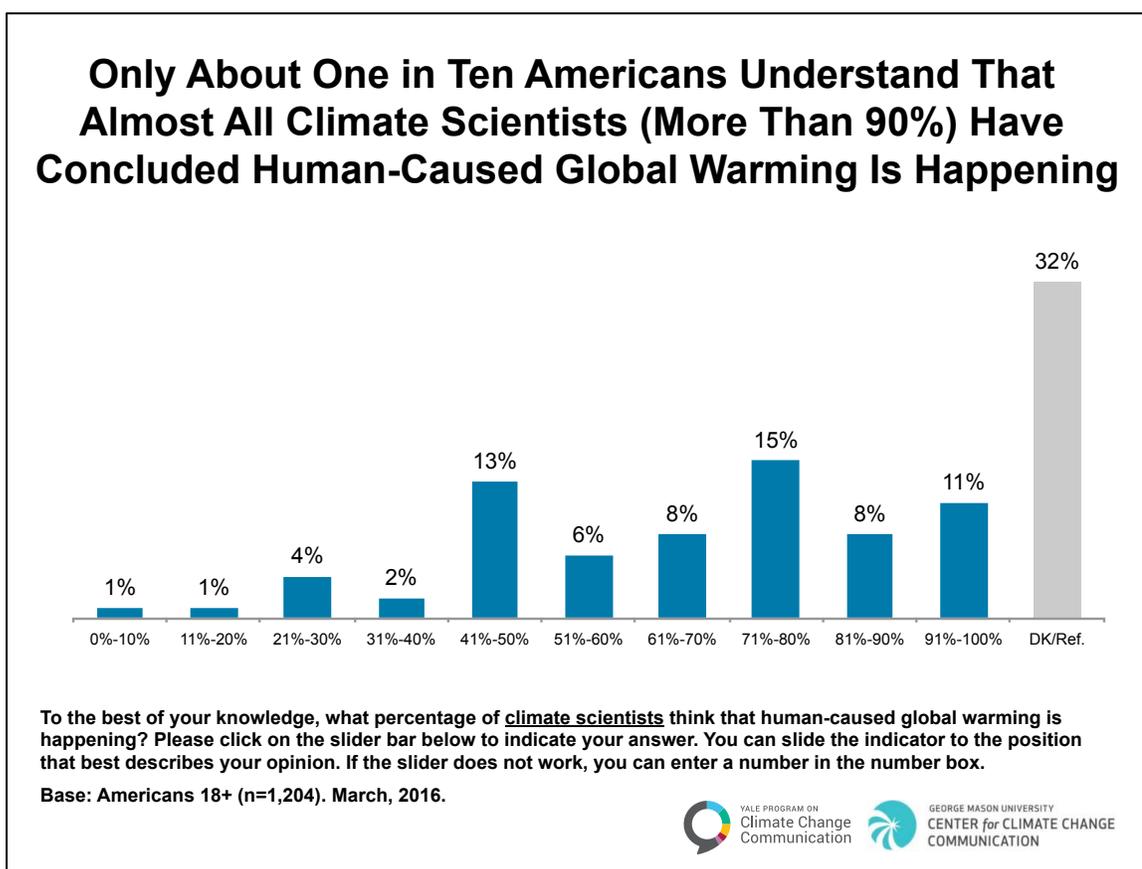


¹ <http://nca2014.globalchange.gov/report>

1.4. Only about one in ten Americans understand that almost all climate scientists (more than 90%) have concluded human-caused global warming is happening.

A recent review study by John Cook and colleagues² found that all peer-reviewed studies about the extent of the scientific consensus about global warming have reached similar conclusions: between 90% and 100% of climate experts are convinced that human-caused climate change is happening. The most rigorous of these studies found that 97% of climate scientists are convinced that human-caused climate change is happening.

Only about one in ten Americans (11%) understand that nearly all climate scientists (more than 90%) are convinced that human-caused global warming is happening. About half (48%) of the American public believes that more than half of climate scientists think human-caused global warming is happening.³



² Cook, J., Oreskes, N., Doran, P. T., Anderegg, W. R. I., Verheggen, B., Maibach, E. W., Carlton, J. S., Lewendowsky, S., Skuce, A. G., Green, S. A., Nuccitelli, D., Jacobs, P., Richardson, M., Winkler, B., Painting, R., & Rice, K. (2016). Consensus on consensus: A synthesis of consensus estimates on human-caused global warming. *Environmental Research Letters* 11(4). doi: 10.1088/1748-9326/11/4/048002

³ Respondents were asked to estimate the percentage of climate scientists who have concluded that human-caused global warming is happening by moving a simulated “slider bar” which appeared on the screen of their computer. This slider bar allowed respondents to move a marker from one end to the other, where placing the marker all the way to the left recorded a “0%” response, all the way to the right a “100%” response, and any other whole number response at points in between.

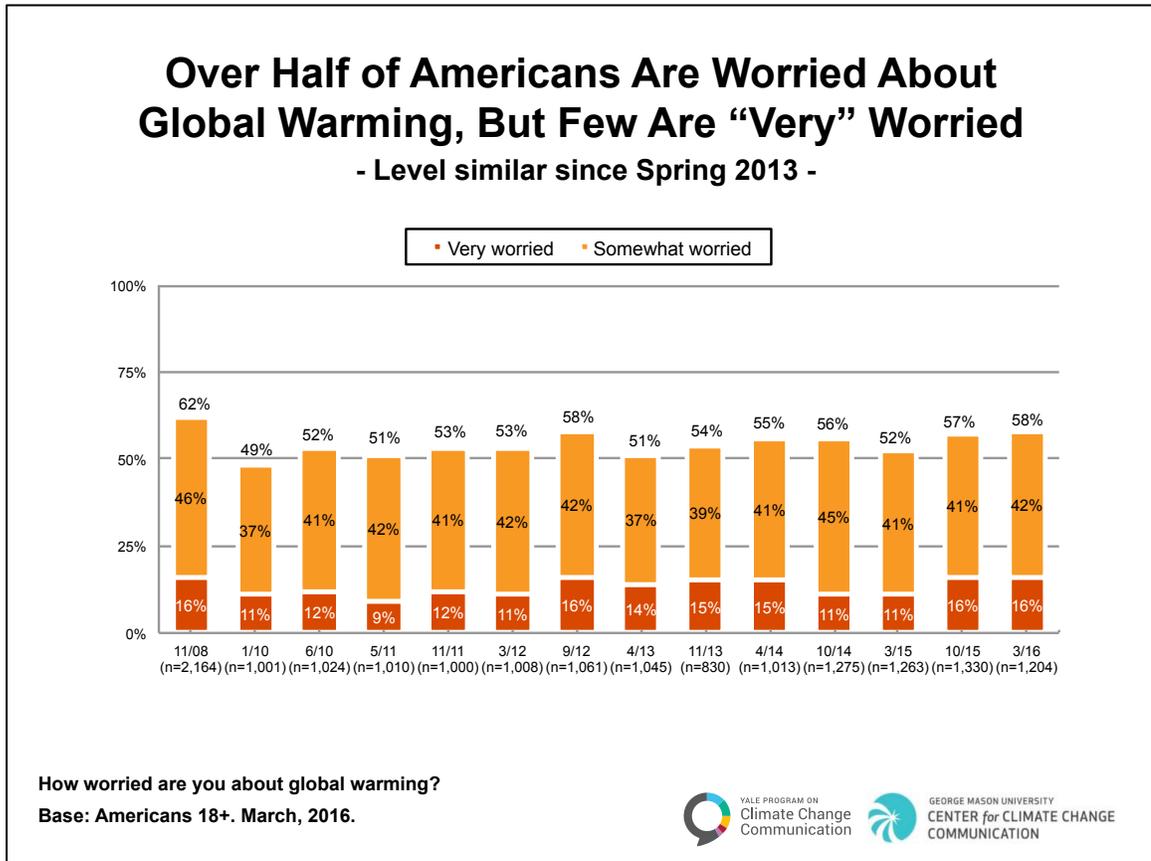
Public misunderstanding of the scientific consensus—which has been found in each of our surveys since 2008—has significant consequences. Other research has identified public understanding of the scientific consensus as a critical “gateway belief” that influences other important beliefs (i.e., global warming is happening, human caused, a serious problem, and solvable) and support for action.

For more information, see: van der Linden, S. L., Leiserowitz, A. A., Feinberg, G. D., & Maibach, E. W. (2015). The Scientific Consensus on Climate Change as a Gateway Belief: Experimental Evidence. *PLoS ONE*, *10*(2). doi: 10.1371/journal.pone.0118489

2. Global Warming Emotions

2.1. Over half of Americans are worried about global warming, but few are “very” worried.

Over half of Americans (58%) say they are at least “somewhat worried” about global warming, but only 16% say they are “very worried.” Worry about global warming has increased 6 points since spring 2015, an increase that is driven mostly by people who now say they are “very worried” (+5 points since spring 2015).

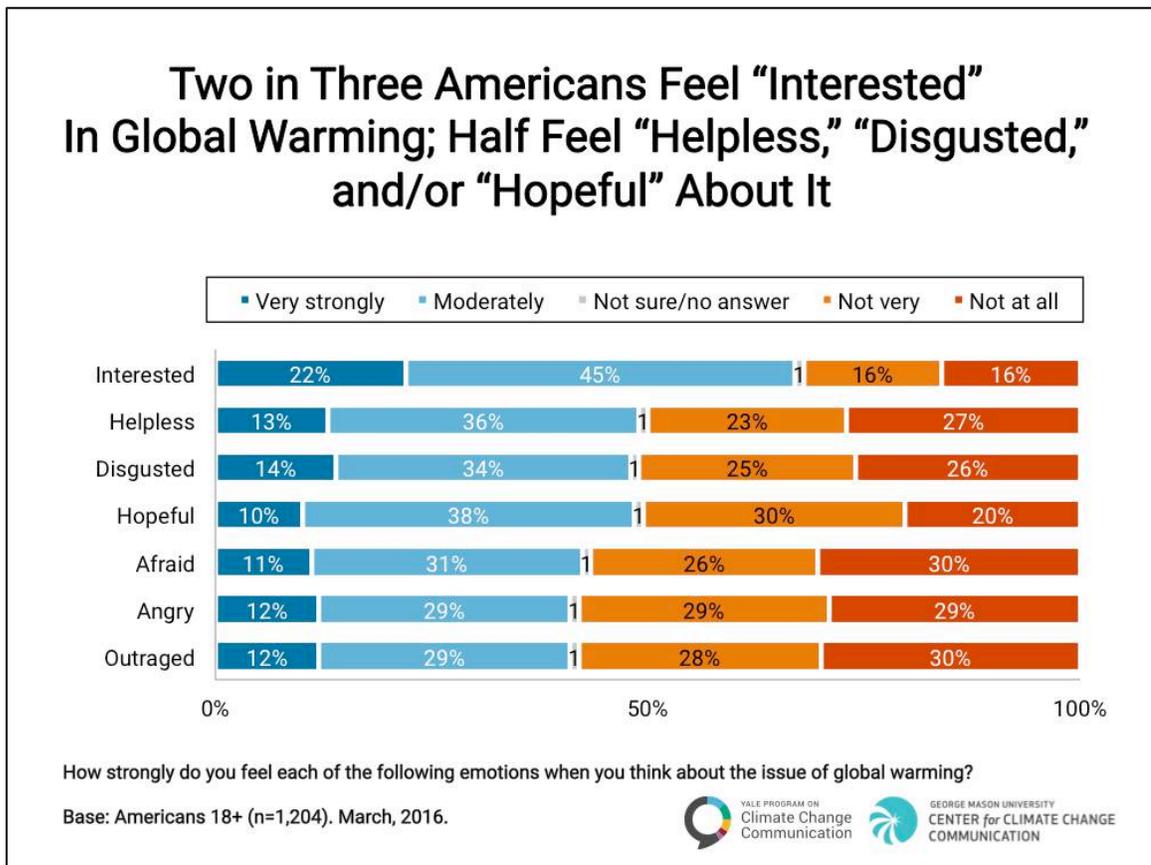


Similarly, over half of Americans (61%) say global warming is at least “somewhat *important*” to them personally (see Table, p. 26, for details), but only one in four (26%) say it is “extremely” or “very” important. About four in ten (39%) say the issue is “not too” or “not at all” important to them.

2.2. Two in three Americans feel “interested” in global warming. Half feel “helpless,” “disgusted,” and/or “hopeful” about it.

When asked how strongly they feel several emotions when they think about global warming, over half of Americans (67%) say they feel very or moderately “interested” in it, followed by about half who say they feel “helpless” (49%), “disgusted” (48%) and/or “hopeful” (48%).

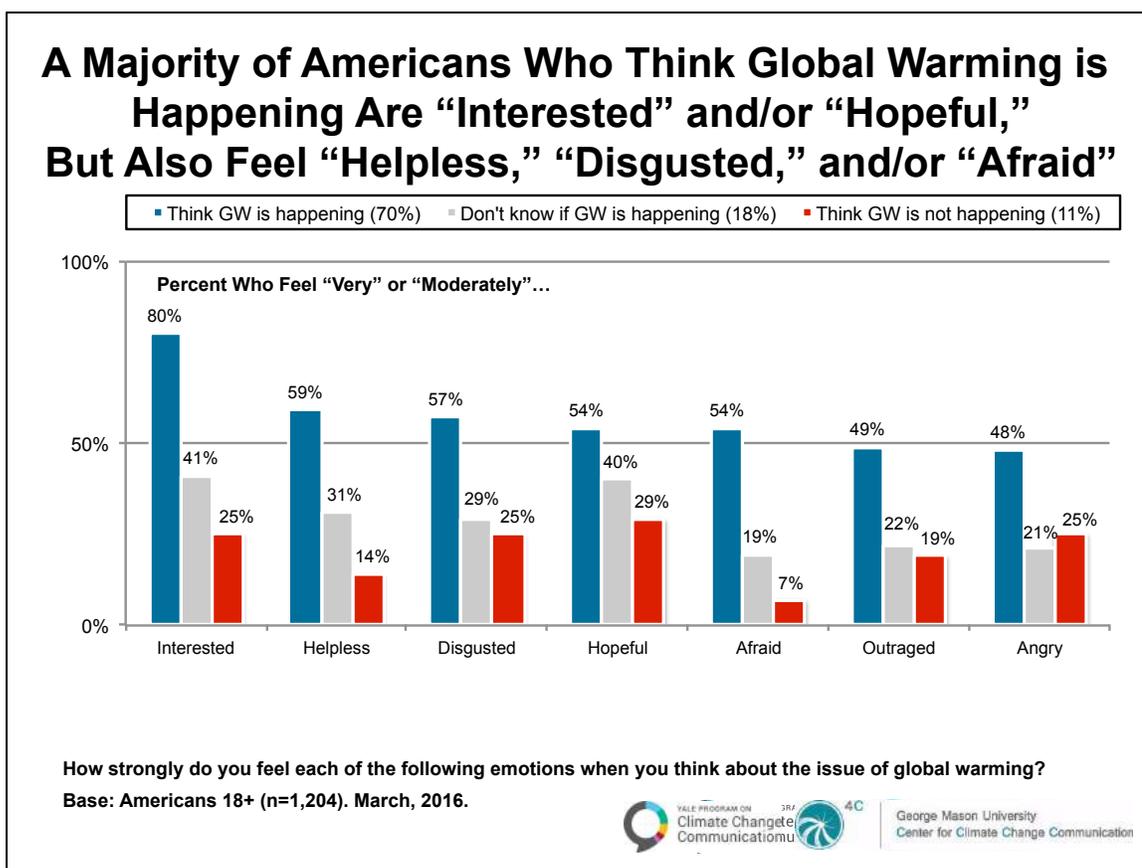
Large minorities also feel very or moderately “afraid” (42%), “angry” (41%), and/or “outraged” (41%) when they think about global warming.



Emotional reactions to global warming may be felt for different reasons, and signify different meanings depending on an individual’s beliefs about global warming. For instance, someone who thinks global warming is happening may feel “disgusted” about it for very different reasons than does someone who does *not* think global warming is happening. For that reason, we looked separately at people’s emotions about global warming depending on whether they think it *is* happening, don’t know whether or not it’s happening, or think it is *not* happening.

We found that eight in ten (80%) Americans who think global warming is happening say they are very or moderately “interested” in it. About six in ten feel “helpless” (59%) and “disgusted” (57%), and about half feel other negative emotions (“afraid,” 54%; “outraged,” 49%; and/or “angry,” 48%). However, a majority who think global warming is happening also feel “hopeful” (54%).

Four in ten Americans who don’t know if global warming is happening still feel “interested” (41%) and “hopeful” (40%). One in four Americans who think global warming is *not* happening are also “interested” (25%), “disgusted” (25%), and “angry” (25%).



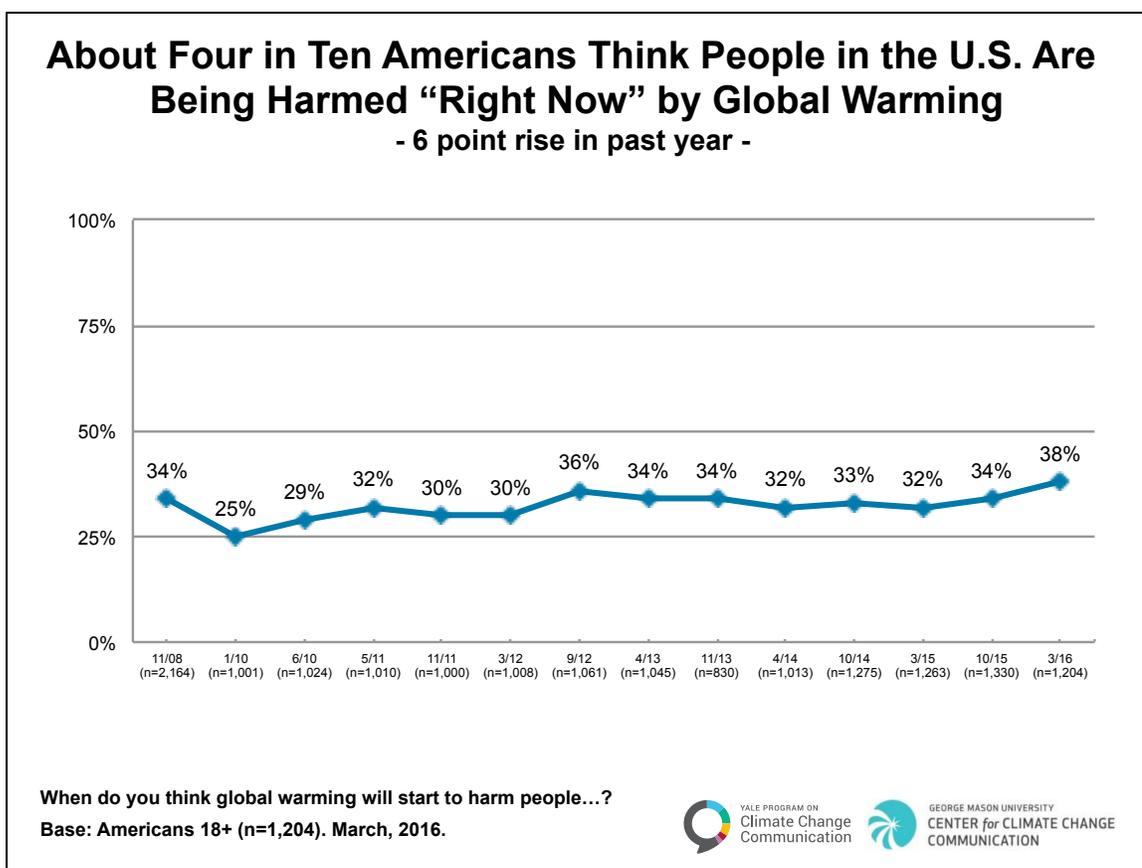
3. Perceived Risks of Global Warming

3.1. Four in ten Americans think people in the U.S. are currently being harmed by global warming.

The impacts of global warming are starting to be felt in the United States. According to the 2014 U.S. National Climate Assessment:⁴

“Residents of some coastal cities see their streets flood more regularly during storms and high tides. Inland cities near large rivers also experience more flooding, especially in the Midwest and Northeast. Insurance rates are rising in some vulnerable locations, and insurance is no longer available in others. Hotter and drier weather and earlier snow melt mean that wildfires in the West start earlier in the spring, last later into the fall, and burn more acreage. In Arctic Alaska, the summer sea ice that once protected the coasts has receded, and autumn storms now cause more erosion, threatening many communities with relocation” (p. 1).

While only about four in ten Americans (38%) think people in the U.S. are being harmed “right now” by global warming, this number has risen 6 percentage points in the past year to a new record high.



⁴ <http://nca2014.globalchange.gov/downloads>

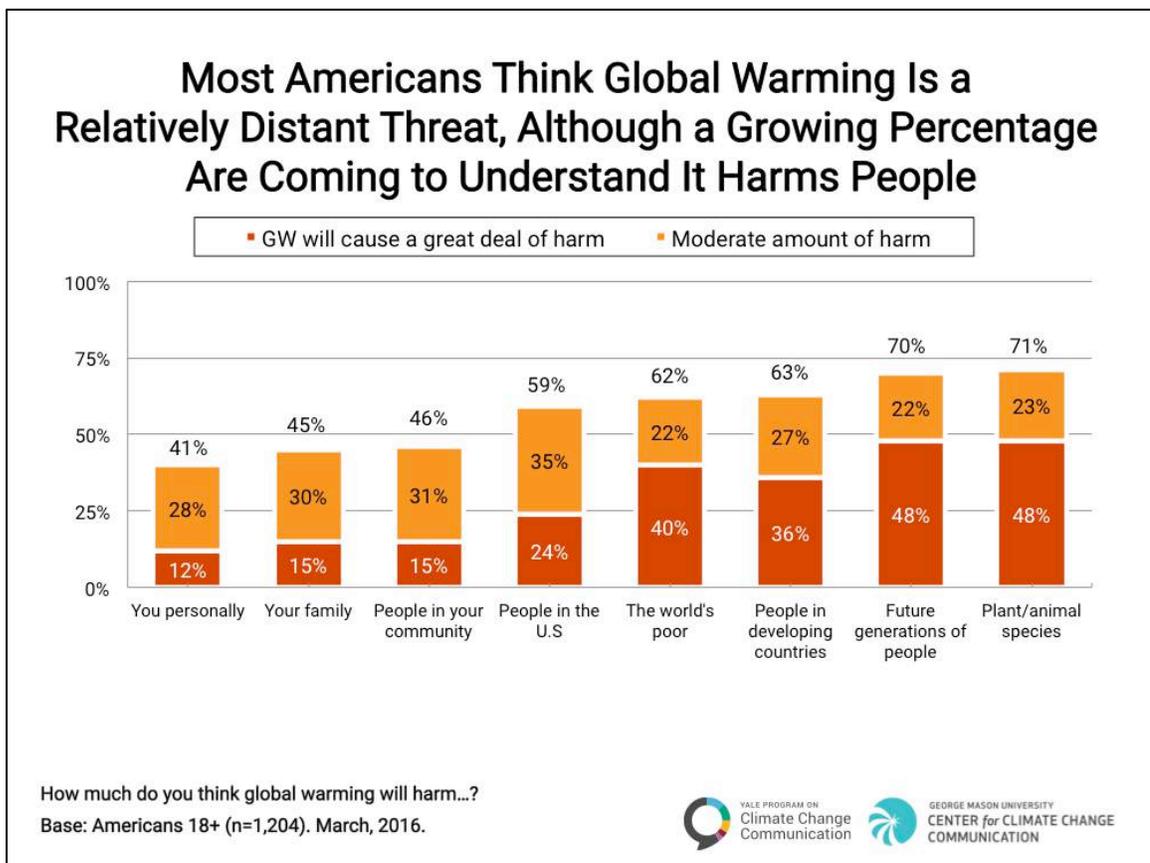
3.2. Most Americans think global warming is a relatively distant threat, although a growing percentage are coming to understand it harms people.

Americans are most likely to think that plant and animal species (71%) and future generations of people (70%) will be harmed a “great deal” or a “moderate amount” by global warming. They are somewhat less likely to think people living in developing countries (63%), the world’s poor (62%), or people in the U.S. (59%) will face such harm.

They are least likely to think that those closest to themselves—people in their community (46%), their family (45%), and they themselves (41%) will be harmed.

Although Americans perceive the threat of harm from global warming to be more distant than personal, since spring 2015, the number of Americans who think climate change will cause harm to humans has increased substantially. More Americans now think global warming will harm:

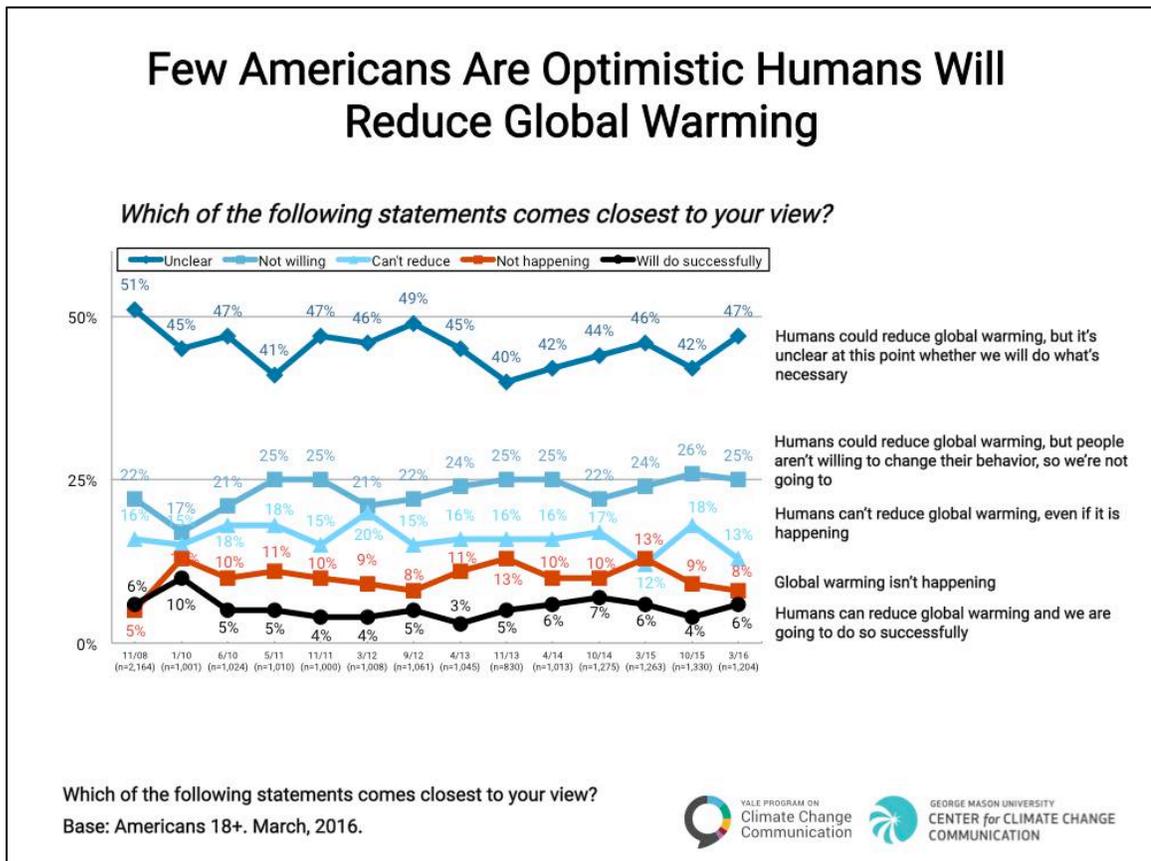
- People in the U.S. (+10 percentage points since spring 2015)
- People in developing countries (+10 points)
- Future generations (+7 points)
- Them personally (+5 points)



3.3. Few Americans are optimistic humans will reduce global warming.

Nearly half of Americans (47%, up 5 points since fall 2015) say humans could reduce global warming, but it's unclear at this point whether we will do what is necessary.

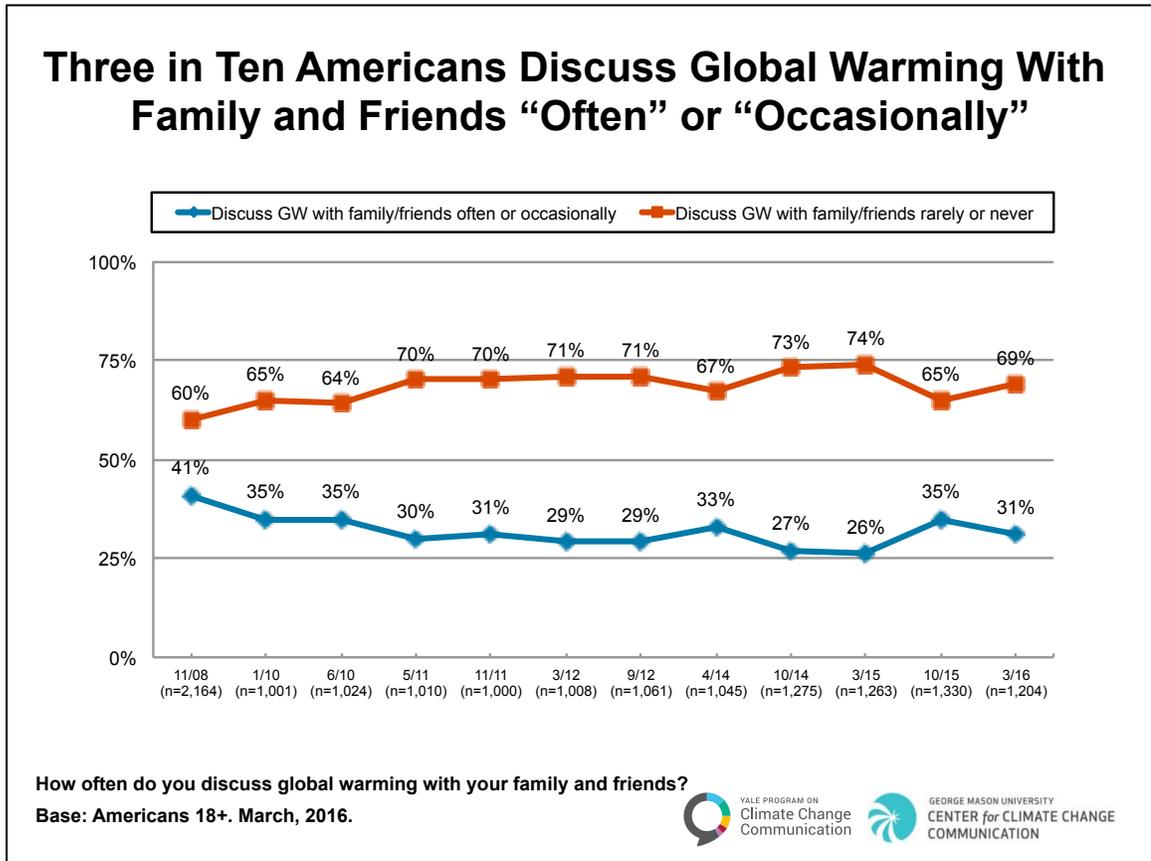
Whereas only 6% say humans can and will successfully reduce global warming, one in four (25%) say we won't because people are unwilling to change their behavior, and 13% say humans can't reduce global warming even if it is happening (down 5 points since fall 2015).



4. Talking and Hearing About Global Warming

4.1. Three in ten Americans discuss global warming with family and friends “often” or “occasionally.”

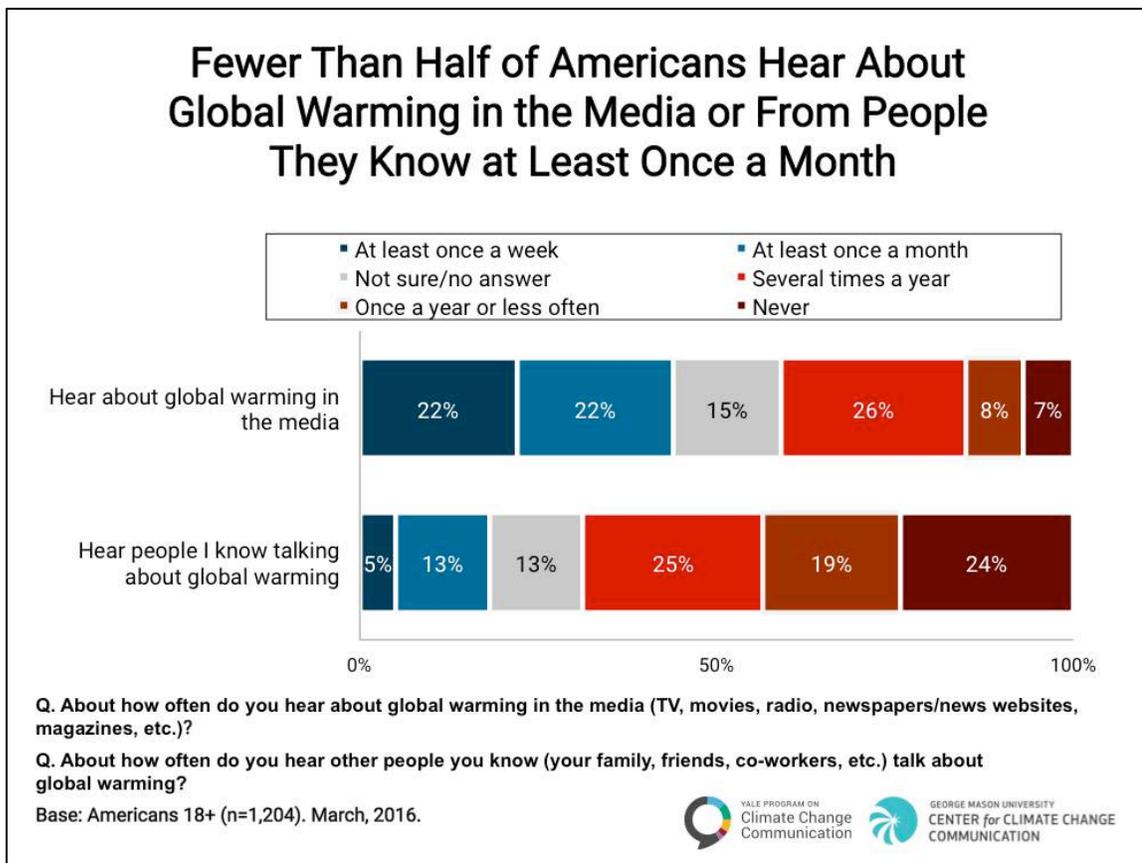
Thirty-one percent of Americans say they discuss global warming with family and friends at least occasionally, while most say they rarely or never discuss it (69%). These numbers have remained fairly stable for the past five years.



4.2. Fewer than half of Americans hear about global warming in the media or from people they know at least once a month.

About one in five Americans say they hear about global warming in the media at least once a week (22%), and another one in five say they hear about it at least once a month (22%). About one in six (15%) say they hear about global warming in the media no more often than once a year, if ever.

Most Americans (68%) say they hear people they know talking about global warming no more often than several times a year if ever.

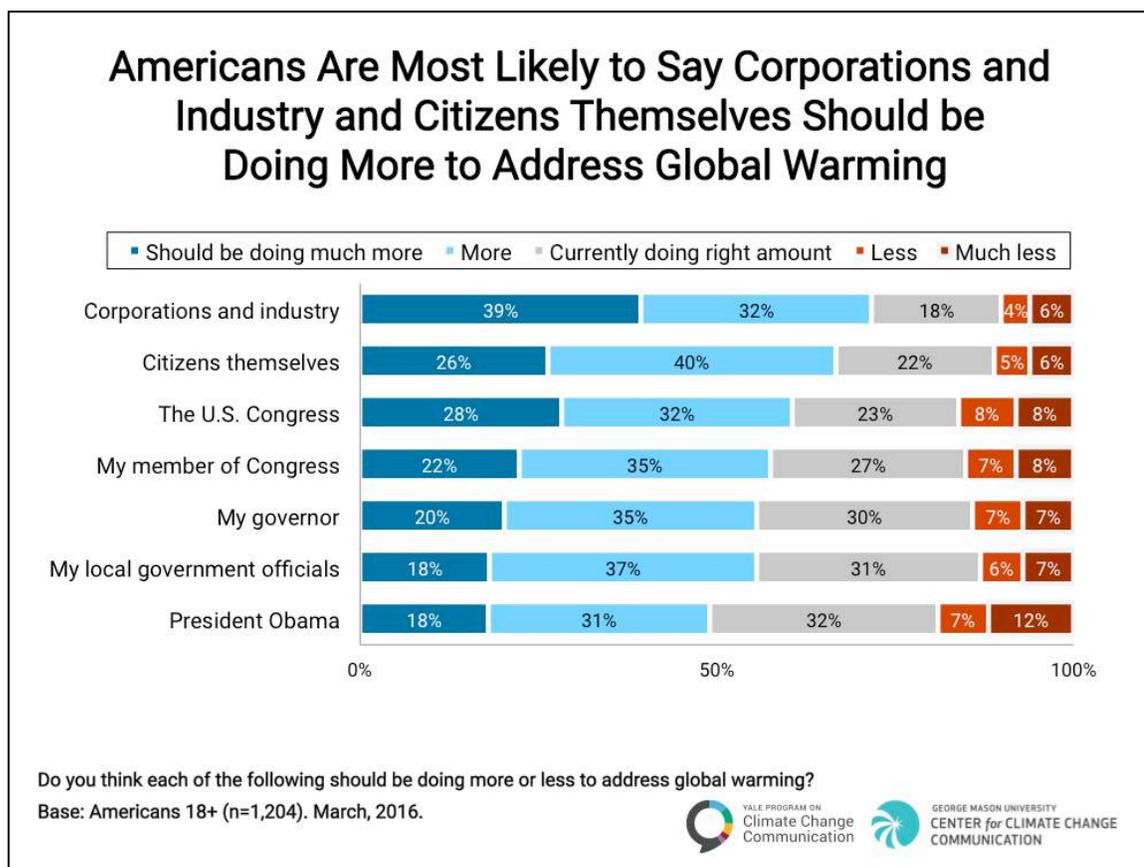


5. Taking Action

5.1. Americans are most likely to say corporations and industry, and citizens themselves, should be doing more to address global warming.

Americans think both the private and public sectors—and citizens themselves—should be doing more to address global warming. At least two in three Americans say corporations and industry (71%), and citizens themselves (66%) should be doing “much more” or “more” to address global warming. Half or more also think the government should be doing more:

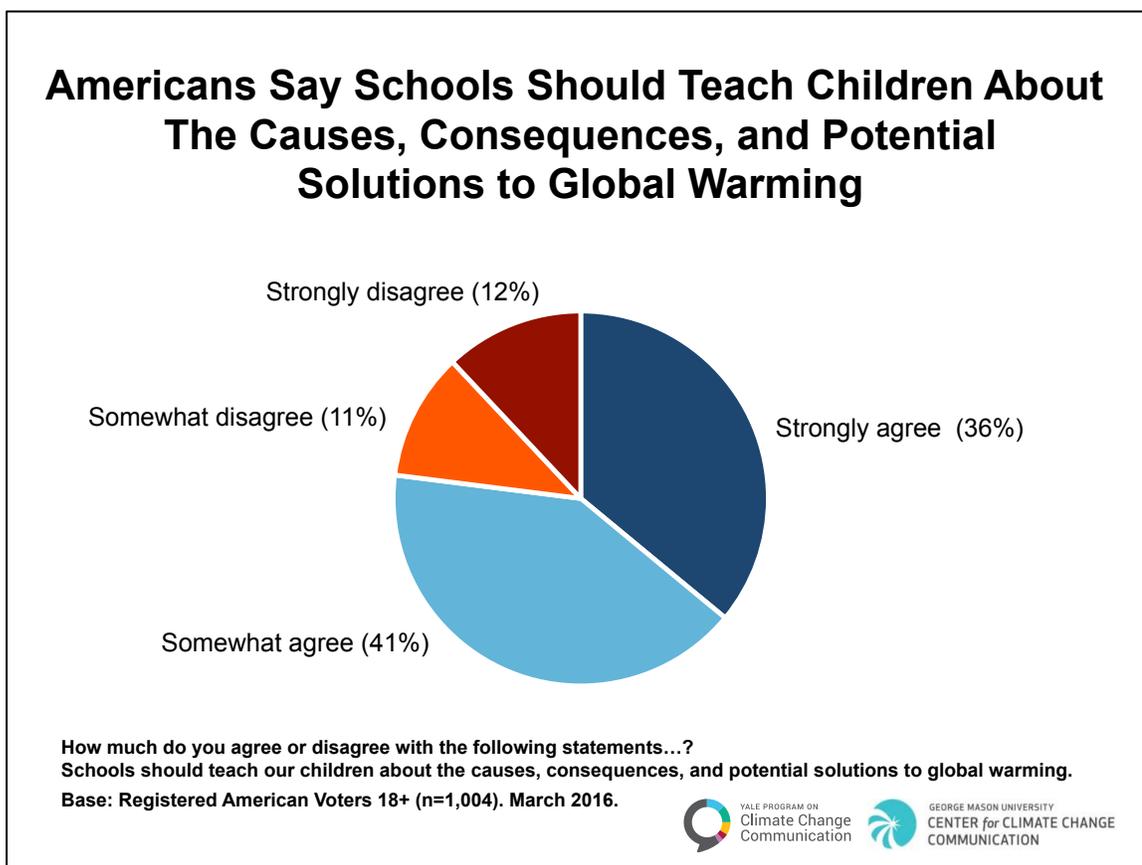
- The U.S. Congress (60%)
- Their member of Congress (57%)
- Their governor (55%)
- Their local government officials (55%)
- President Obama (49%)



Moreover, six in ten Americans (61%) say the U.S. should reduce its own greenhouse gas emissions, regardless of what other countries do (see Table, p. 41, for details). Relatively few (13%) say the U.S. should reduce its emissions only if other industrialized and/or developing countries do—and only 6% of Americans say the U.S. should not reduce its greenhouse gas emissions at all.

5.2. Americans say schools should teach children about the causes, consequences, and potential solutions to global warming.

The Next Generation Science Standards⁵ for K-12 STEM (Science, Technology, Engineering and Mathematics) education in the U.S. require that climate change be included in the curriculum, a mandate that is controversial in some parts of the country. Overall, however, Americans support the new standards: By a three-to-one margin, Americans support (76% “strongly” or “somewhat”) rather than oppose (23%) teaching our children about global warming in schools.



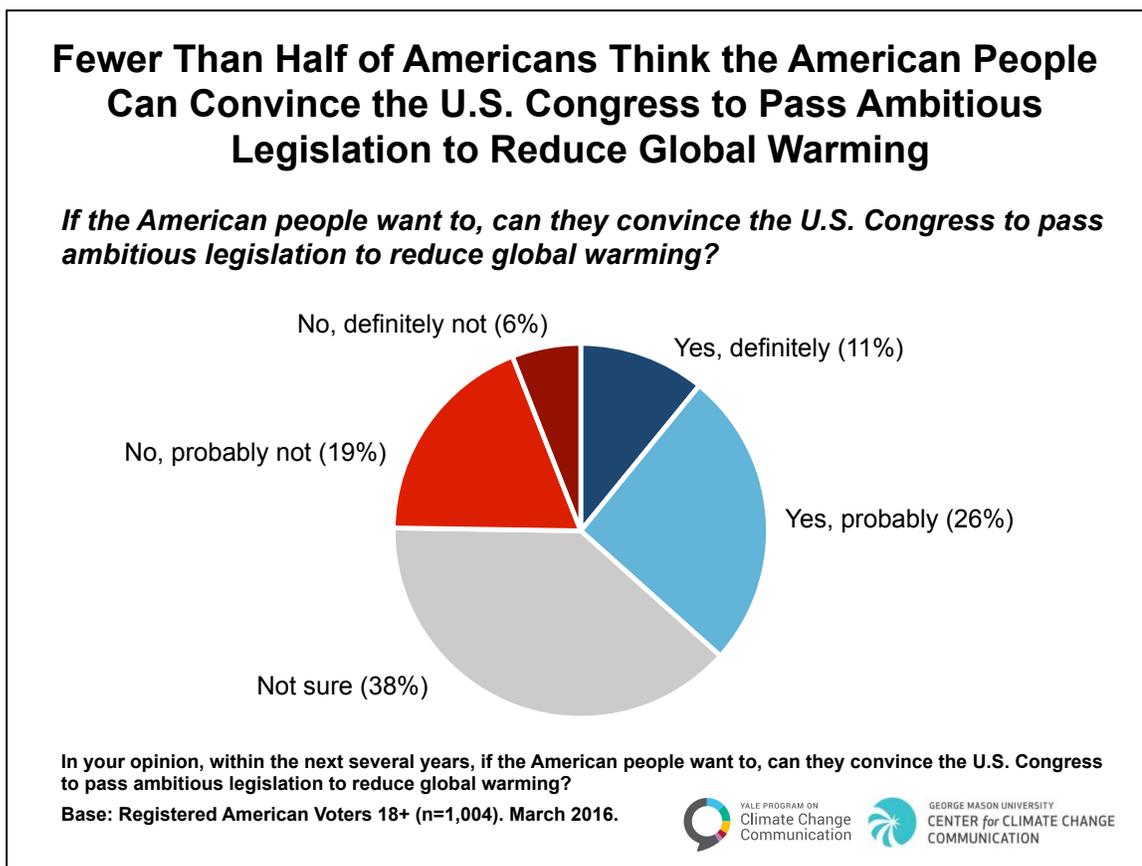
⁵ The Next Generation Science Standards were developed by a collaboration of scientists and educators at the National Research Council of the National Academy of Sciences; the American Academy for the Advancement of Science; the National Teacher’s Association; 26 states; and Achieve (a non-profit organization). Released in 2013, the standards represent the most current, research-based method of educating K-12 students in STEM and preparing them for STEM careers. See: <http://www.nextgenscience.org/>

6. Perceived Effectiveness of Action

6.1. Fewer than half of Americans think the American people can convince the U.S. Congress to pass ambitious legislation to reduce global warming.

Fewer than four in ten Americans (37%) think the American people can “definitely” or “probably” convince the U.S. Congress to pass legislation needed to reduce global warming. A similar number—38%—say they are not sure.

One in four (25%) say it is “definitely” or “probably” *not* possible.

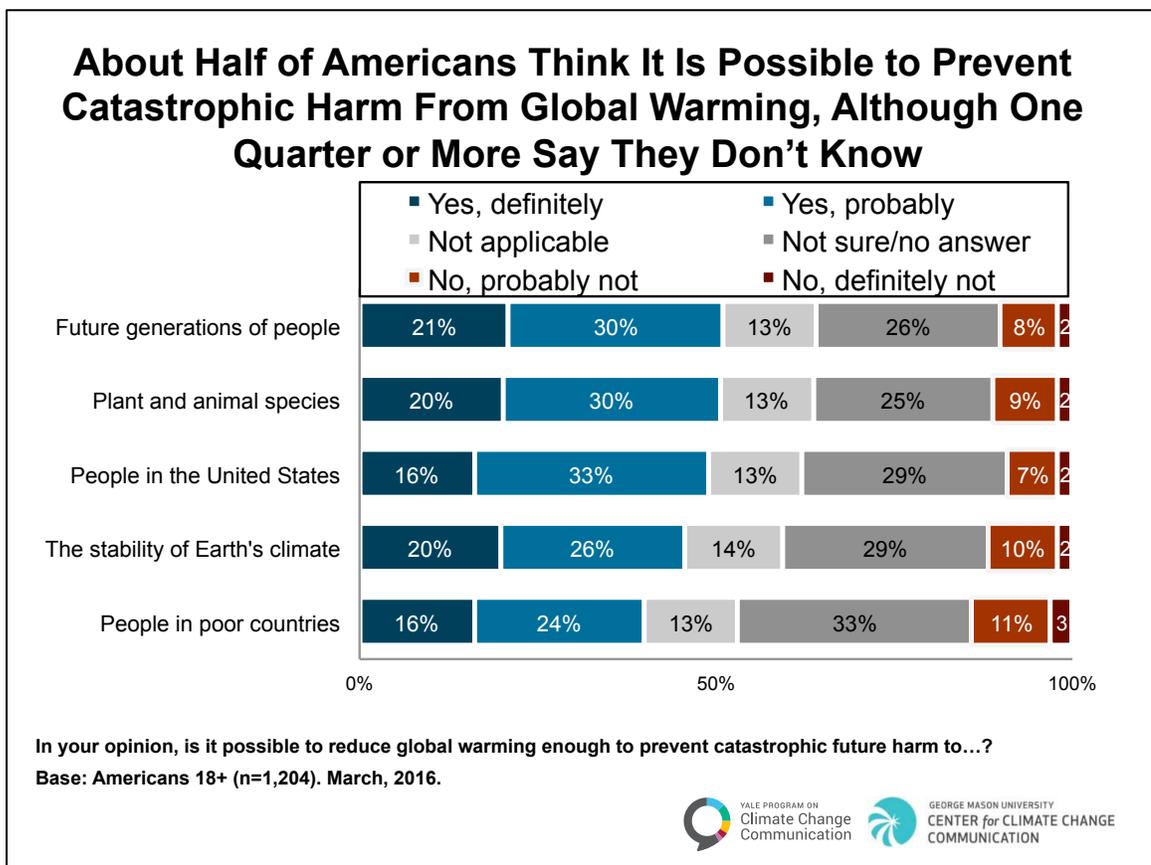


6.2. About half of Americans think it is possible to prevent catastrophic harm from global warming, although one quarter or more say they don't know.

About half of Americans say it is “probably” or “definitely” possible to prevent catastrophic harm, due to global warming, to the following:

- Future generations of people (51%)
- Plant and animal species (50%)
- People in the United States (49%)
- The stability of Earth’s climate (46%)

However, fewer than half of Americans think it is possible to save people in poor countries from catastrophic harm (40%).



7. How Americans Conceptualize Global Warming

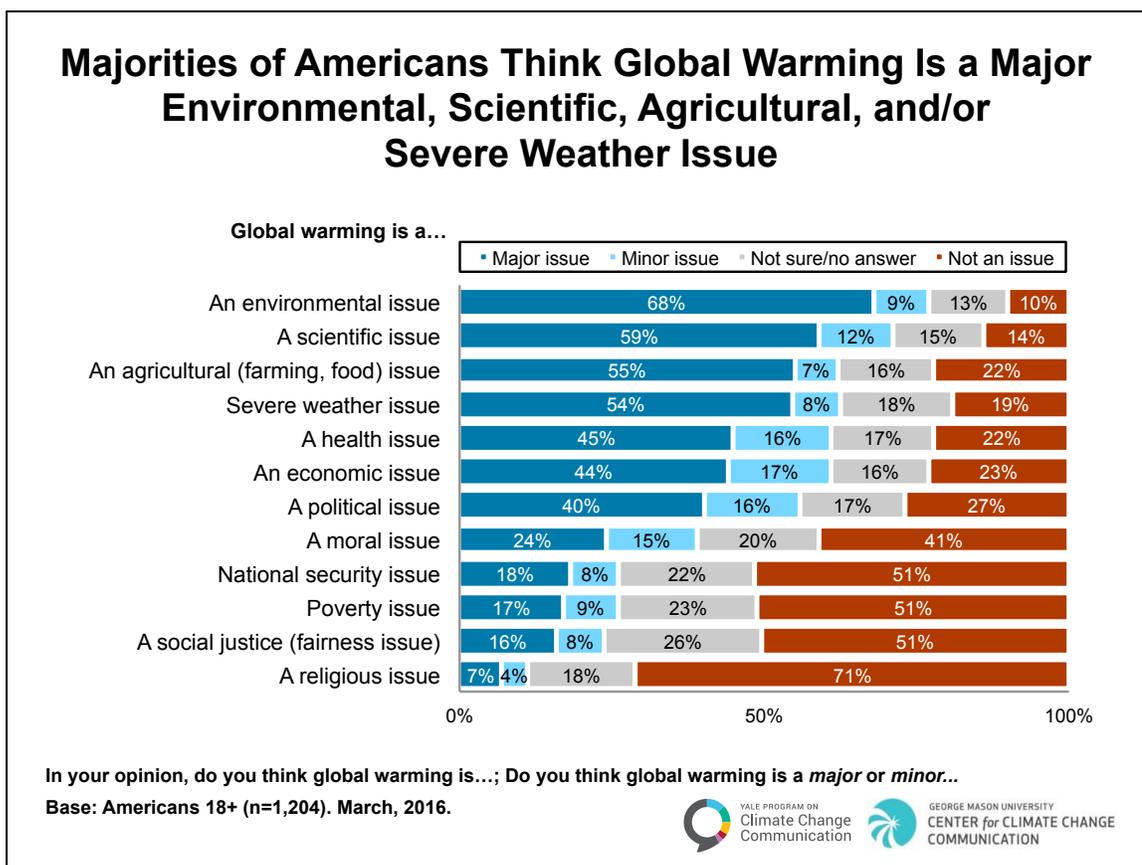
Majorities of Americans think global warming is a major environmental, scientific, agricultural, and/or severe weather issue.

Global warming is a complex challenge to humanity with many dimensions. Understanding how people conceptualize the issue is critical to formulating effective communication strategies.

To better understand how Americans think about global warming, we asked respondents to indicate what kind of issue, if any, they consider it to be: environmental, scientific, economic, health, moral, religious, etc. For each category of the issue they selected, we then asked if they consider it to be a major or minor issue.

Majorities of Americans say global warming is a major environmental (68%), scientific (59%), agricultural (55%), or severe weather issue (54%). Nearly half consider it a major health (45%) or economic issue (44%).

Fewer currently consider it to be a major moral (24%), national security (18%), poverty (17%), social justice (16%), or religious issue (7%).



Appendix I: Data Tables

(Base: Americans 18+)

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

What do you think: Do you think that global warming is happening?

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	Sept 2012	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	70	67	63	66	64	63	63	70	66	63	64	61	57	71
No	11	16	18	16	19	23	16	12	14	17	18	18	20	10
Don't know	18	18	19	18	17	14	20	18	20	20	18	21	23	19

(Base: Americans 18+ who say global warming is happening)

How sure are you that global warming is happening?

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	Sept 2012	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(855)	(899)	(793)	(815)	(649)	(521)	(674)	(722)	(658)	(619)	(614)	(622)	(558)	(1,745)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Extremely sure	30	28	27	24	30	27	27	27	19	22	21	20	24	35
Very sure	31	32	32	35	32	31	33	30	34	35	33	37	35	37
Somewhat sure	34	37	38	38	33	39	37	40	42	39	40	40	37	24
Not at all sure	4	3	3	4	5	3	4	3	5	5	6	3	5	4

(Base: Americans 18+ who say global warming is not happening)
How sure are you that global warming is not happening?

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	Sept 2012	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(144)	(215)	(251)	(228)	(196)	(179)	(164)	(160)	(156)	(175)	(188)	(199)	(227)	(301)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Extremely sure	20	21	21	23	15	20	18	15	15	21	21	20	28	26
Very sure	37	32	31	30	26	36	28	27	41	37	31	31	31	28
Somewhat sure	34	36	37	35	47	36	42	45	35	37	38	44	34	38
Not at all sure	9	12	11	11	12	9	12	13	8	5	11	4	7	8

(Base: Americans 18+)
Assuming global warming is happening, do you think it is...

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Caused mostly by human activities	53	53	52	51	52	46	50	54	46	50	47	50	47	57
Caused mostly by natural changes in the environment	34	33	32	33	34	35	33	32	37	33	35	35	36	32
Neither because global warming isn't happening	7	8	10	9	8	8	8	7	5	8	8	6	9	4
Other (please specify), caused by human activities and natural changes	5	5	5	6	5	9	7	5	9	6	8	7	6	5
Other (please specify), unclassified	1	1	2	1	1	3	2	1	2	2	1	1	1	1

(Base: Americans 18+)

To the best of your knowledge, what percentage of climate scientists think that human-caused global warming is happening? Please click on the slider bar below to indicate your answer. You can slide the indicator to the position that best describes your opinion. If the indicator does not work, you can enter a number in the number box.

	March 2016	Oct 2015	March 2015	Oct 2014
	(1,204)	(1,330)	(1,263)	(1,275)
	%	%	%	%
0% - 10%	1	2	1	1
11% - 20%	1	2	1	1
21% - 30%	4	4	4	4
31% - 40%	2	2	2	2
41% - 50%	13	12	14	15
51% - 60%	6	5	6	7
61% - 70%	8	6	8	7
71% - 80%	15	18	15	17
81% - 90%	8	10	8	7
91% - 100%	11	12	9	9
Don't know enough to say	32	27	31	30
Of those who provided an estimate:				
Mean	67	67	64	65
Median	71	74	68	67

(Base: Americans 18+)**How worried are you about global warming?**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very worried	16	16	11	11	15	15	14	16	11	12	9	12	11	16
Somewhat worried	42	41	41	45	41	39	37	42	42	41	42	41	37	46
Not very worried	25	27	29	25	27	25	30	25	30	30	28	30	27	24
Not at all worried	18	16	19	18	18	20	19	17	16	15	20	18	22	13

(Base: Americans 18+)**How important is the issue of global warming to you personally?**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Extremely important	9	7	6	5	8	8	8	6	6	6	7	6	5	11
Very important	17	18	15	16	17	14	13	17	14	13	15	18	15	21
Somewhat important	35	37	35	37	38	33	36	36	41	41	38	39	38	40
Not too important	21	21	24	24	21	26	24	24	23	25	25	24	23	18
Not at all important	17	17	20	18	16	19	18	17	16	15	14	14	20	11

(Base: Americans 18+)

How strongly do you feel each of the following emotions when you think about the issue of global warming?

Interested

	March 2016	Oct 2015		Global Warming is Happening, March 2016	Don't Know if Global Warming is Happening, March 2016	Global Warming is <i>Not</i> Happening, March 2016
	(1,204)	(1,330)		(855)	(205)	(144)
	%	%		%	%	%
Very	22	23		29	9	4
Moderately	45	43		51	33	21
Not very	16	19		12	23	29
Not at all	16	14		7	33	45

Helpless

	March 2016	Oct 2015		Global Warming is Happening, March 2016	Don't Know if Global Warming is Happening, March 2016	Global Warming is <i>Not</i> Happening, March 2016
	(1,204)	(1,330)		(855)	(205)	(144)
	%	%		%	%	%
Very	13	14		15	9	3
Moderately	36	39		43	23	11
Not very	23	25		23	21	25
Not at all	27	21		17	45	60

(Base: Americans 18+)**How strongly do you feel each of the following emotions when you think about the issue of global warming?****Disgusted**

	March 2016	Global Warming is Happening, March 2016	Don't Know if Global Warming is Happening, March 2016	Global Warming is <i>Not</i> Happening, March 2016
	(1,204)	(855)	(205)	(144)
	%	%	%	%
Very	14	17	6	13
Moderately	34	40	22	12
Not very	25	24	26	25
Not at all	26	18	43	49

Hopeful

	March 2016	Oct 2015	Global Warming is Happening, March 2016	Don't Know if Global Warming is Happening, March 2016	Global Warming is <i>Not</i> Happening, March 2016
	(1,204)	(1,330)	(855)	(205)	(144)
	%	%	%	%	%
Very	10	11	12	6	11
Moderately	38	39	42	34	18
Not very	30	32	33	21	26
Not at all	20	17	12	37	45

(Base: Americans 18+)**How strongly do you feel each of the following emotions when you think about the issue of global warming?****Afraid**

	March 2016	Global Warming is Happening, March 2016	Don't Know if Global Warming is Happening, March 2016	Global Warming is <i>Not</i> Happening, March 2016
	(1,204)	(855)	(205)	(144)
	%	%	%	%
Very	11	15	3	--
Moderately	31	39	16	7
Not very	26	26	28	22
Not at all	30	19	50	71

Angry

	March 2016	Global Warming is Happening, March 2016	Don't Know if Global Warming is Happening, March 2016	Global Warming is <i>Not</i> Happening, March 2016
	(1,204)	(855)	(205)	(144)
	%	%	%	%
Very	12	14	5	8
Moderately	29	34	17	17
Not very	29	30	27	24
Not at all	29	20	49	50

(Base: Americans 18+)**How strongly do you feel each of the following emotions when you think about the issue of global warming? (Cont'd.)****Outraged**

	March 2016	Global Warming is Happening, March 2016	Don't Know if Global Warming is Happening, March 2016	Global Warming is <i>Not</i> Happening, March 2016
	(1,204)	(855)	(205)	(144)
	%	%	%	%
Very	12	14	5	6
Moderately	29	34	18	13
Not very	28	29	27	24
Not at all	30	22	48	56

(Base: Americans 18+)**When do you think global warming will start to harm people in the United States?**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
They are being harmed right now	38	34	32	33	32	34	34	36	30	30	32	29	25	34
In 10 years	12	13	11	10	9	10	11	13	12	10	12	12	12	13
In 25 years	13	14	13	14	14	14	12	11	14	13	13	12	14	13
In 50 years	12	11	11	12	15	11	12	12	14	15	12	13	13	13
In 100 years	10	11	13	13	14	12	13	13	15	15	11	15	13	12
Never	14	18	20	18	16	18	17	15	16	16	20	19	23	15

(Base: Americans 18+)**How much do you think global warming will harm...?****You personally**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	12	14	10	12	13	13	15	16	11	9	11	10	14	10
A moderate amount	28	27	26	24	25	25	25	26	18	21	18	21	23	22
Only a little	24	26	26	26	26	27	26	25	30	28	28	27	22	24
Not at all	23	20	25	27	25	26	23	20	29	25	25	24	31	22
Don't know	12	12	13	11	11	8	11	13	11	17	18	18	11	23

Your family

	March 2016	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	15	13	15	16	17	17	18	12	10	13	11	15	11
A moderate amount	30	28	28	27	25	27	28	21	24	21	25	25	24
Only a little	22	23	23	24	25	23	23	29	27	26	24	21	23
Not at all	21	22	23	21	24	20	17	26	21	23	21	28	19
Don't know	12	13	11	11	9	12	14	12	18	18	19	11	23

(Base: Americans 18+)**How much do you think global warming will harm...? (Cont'd.)****People in your community**

	March 2016	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	15	14	16	17	14	17	19	12	11	12	11	15	13
A moderate amount	31	29	27	28	29	28	29	22	24	33	25	27	26
Only a little	23	24	23	24	24	23	23	29	27	26	24	22	20
Not at all	19	20	22	20	23	18	15	24	21	22	21	24	17
Don't know	12	14	11	11	10	13	13	13	18	18	19	12	23

People in the United States

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	24	23	19	23	23	23	22	26	18	15	16	16	22	21
A moderate amount	35	34	30	30	30	30	30	31	28	29	26	28	29	28
Only a little	16	18	20	20	18	19	19	17	24	23	23	22	16	15
Not at all	15	14	17	17	18	20	16	12	18	17	17	17	22	14
Don't know	10	12	14	11	11	8	12	13	12	16	18	18	12	22

(Base: Americans 18+)**How much do you think global warming will harm...? (Cont'd.)****The world's poor**

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
A great deal	40	36	30
A moderate amount	22	26	23
Only a little	12	12	16
Not at all	13	13	16
Don't know	14	13	15

People in developing countries

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	36	34	27	29	31	32	30	35	26	22	23	22	29	31
A moderate amount	27	27	26	26	24	24	25	29	26	28	22	28	25	22
Only a little	12	13	17	16	17	17	18	10	19	17	20	17	14	11
Not at all	13	13	15	17	16	19	13	11	16	15	17	15	19	13
Don't know	12	13	15	12	12	9	13	15	14	18	19	18	13	24

(Base: Americans 18+)**How much do you think global warming will harm...? (Cont'd.)****Future generations of people**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	48	51	42	46	49	46	42	47	43	40	37	39	42	44
A moderate amount	22	19	21	18	18	19	21	21	22	22	22	22	22	17
Only a little	8	8	10	11	10	11	12	9	12	13	10	11	9	7
Not at all	10	11	12	13	12	15	12	8	11	10	12	12	15	10
Don't know	11	11	15	13	11	9	12	14	13	16	19	16	12	22

Plant and animal species

	March 2016	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	48	42	44	47	46	39	43	43	41	39	40	43	45
A moderate amount	23	21	20	19	19	24	25	21	19	19	21	19	17
Only a little	9	12	10	12	11	13	11	13	16	12	12	11	8
Not at all	11	12	13	12	15	13	8	10	10	13	13	15	9
Don't know	10	13	12	11	8	10	13	12	15	18	15	12	20

(Base: Americans 18+)**Which of the following statements comes closest to your view?**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Humans can reduce global warming, and we are going to do so successfully	6	4	6	7	6	5	3	5	4	4	5	5	10	6
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed	47	42	46	44	42	40	45	49	46	47	41	47	45	51
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to	25	26	24	22	25	25	24	22	21	25	25	21	17	22
Humans can't reduce global warming, even if it is happening	13	18	12	17	16	16	16	15	20	15	18	18	15	16
Global warming isn't happening	8	9	13	10	10	13	11	8	9	10	11	10	13	5

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

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Often	4	5	3	3	4	3	4	3	5	4	4	5	5	5
Occasionally	27	30	23	24	28	23	28	26	24	26	26	30	29	35
Rarely	36	33	38	36	39	39	39	38	40	39	41	39	34	33
Never	32	32	36	37	29	34	28	34	30	29	28	25	30	26

(Base: Americans 18+)

About how often do you hear about global warming in the media (TV, movies, radio, newspapers/news websites, magazines, etc.)?

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
At least once a week	22	25	19
At least once a month	22	23	21
Several times a year	26	26	30
Once a year or less often	8	8	8
Never	7	6	6
Not sure	15	11	15

(Base: Americans 18+)

About how often do you hear other people you know (your family, friends, co-workers, etc.) talk about global warming?

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
At least once a week	5	6	4
At least once a month	13	15	12
Several times a year	25	22	23
Once a year or less often	19	22	21
Never	24	26	25
Not sure	13	9	14

(Base: Americans 18+)**Do you think each of the following should be doing more or less to address global warming?****Corporations and industry**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Much more	39	39	38	35	36	40	39	39	40	37	34	38	33	41
More	32	33	30	32	30	25	31	32	30	30	31	28	31	32
Currently doing the right amount	18	16	20	20	20	20	18	18	18	20	18	22	21	17
Less	4	6	6	5	6	5	5	6	7	6	8	7	7	5
Much less	6	7	6	7	7	8	5	5	5	6	9	6	9	6

Citizens themselves

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Much more	26	24	25	23	23	27	24	25	27	26	28	31	27	30
More	40	43	39	39	42	34	39	41	40	39	35	33	36	42
Currently doing the right amount	22	20	23	23	22	23	25	23	22	24	21	24	23	20
Less	5	7	6	6	6	6	6	5	7	6	9	7	7	5
Much less	6	5	7	8	6	8	5	4	5	6	7	5	8	5

(Base: Americans 18+)**Do you think each of the following should be doing more or less to address global warming?****(Cont'd.)****The U.S. Congress**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Much more	28	25	26	21	25	26	25	24	23	20	19	19	19	26
More	32	34	33	36	31	26	32	36	35	35	38	35	35	41
Currently doing the right amount	23	21	23	23	24	26	20	22	21	25	20	26	23	20
Less	8	10	9	10	8	9	11	8	12	11	11	10	10	6
Much less	8	10	9	11	10	13	10	9	9	8	12	9	15	7

Your member of Congress

	March 2016	March 2015	Oct 2014
(Unweighted base)	(1,204)	(1,263)	(1,275)
	%	%	%
Much more	22	22	17
More	35	35	37
Currently doing the right amount	27	26	27
Less	7	8	9
Much less	8	9	10

(Base: Americans 18+)**Do you think each of the following should be doing more or less to address global warming?****(Cont'd.)****Your governor**

	March 2016	March 2015	Oct 2014
(Unweighted base)	(1,204)	(1,263)	(1,275)
	%	%	%
Much more	20	20	16
More	35	35	37
Currently doing the right amount	30	28	28
Less	7	8	9
Much less	7	8	10

Your local government officials

	March 2016	March 2015	Oct 2014
(Unweighted base)	(1,204)	(1,263)	(1,275)
	%	%	%
Much more	18	18	15
More	37	38	39
Currently doing the right amount	31	28	28
Less	6	8	8
Much less	7	8	10

(Base: Americans 18+)**Do you think each of the following should be doing more or less to address global warming?****(Cont'd.)****President Obama**

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Much more	18	16	18	16	18	18	18	18	19	19	19	20	17	28
More	31	33	34	34	31	28	34	35	35	33	35	32	33	38
Currently doing the right amount	32	28	26	26	29	31	24	29	25	28	22	30	26	21
Less	7	10	8	9	7	7	12	7	10	10	10	9	9	6
Much less	12	13	13	13	13	14	12	10	11	11	14	10	15	7

+President George W. Bush

(Base: Americans 18+)

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

	March 2016	Oct 2015	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,204)	(1,330)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Regardless of what other countries do	61	62	56	57	58	60	59	61	63	60	61	65	57	67
Only if other industrialized countries (such as England, Germany, and Japan) reduce their emissions	4	2	4	3	3	4	3	2	3	3	3	3	3	2
Only if other industrialized countries and developing countries (such as China, India, and Brazil) reduce their emissions	9	9	8	9	9	8	7	7	8	7	8	8	7	7
The U.S. should not reduce its emissions	6	6	6	6	6	6	6	6	5	5	6	5	7	4
Don't know/Refused	20	21	26	24	23	22	25	25	21	25	23	19	25	20

(Base: Americans 18+)

How much do you agree or disagree with the following statement(s)? “Schools should teach our children about the causes, consequences, and potential solutions to global warming.”

	March 2016
(Unweighted base)	(1,204)
	%
Strongly agree	36
Somewhat agree	41
Somewhat disagree	11
Strongly disagree	12

(Base: Americans 18+)

In your opinion, with the next several years, if the American people want to, can they convince the U.S. Congress to pass ambitious legislation to reduce global warming?

	March 2016
(Unweighted base)	(1,204)
	%
Yes, definitely	11
Yes, probably	26
No, probably not	19
No, definitely not	6
Not sure	38

(Base: Americans 18+)

In your opinion, is it possible to reduce global warming enough to prevent catastrophic future harm to...?

Future generations of people

	March 2016
(Unweighted base)	(1,204)
	%
Yes, definitely	21
Yes, probably	30
No, probably not	8
No, definitely not	2
Not applicable because global warming will not cause catastrophic harm to...	4
Not applicable because global warming is not happening	9
Not sure	25

(Base: Americans 18+)**In your opinion, is it possible to reduce global warming enough to prevent catastrophic future harm to...? (Cont'd).****Plant and animal species**

	March 2016
(Unweighted base)	(1,204)
	%
Yes, definitely	20
Yes, probably	30
No, probably not	9
No, definitely not	2
Not applicable because global warming will not cause catastrophic harm to...	4
Not applicable because global warming is not happening	9
Not sure	25

People in the United States

	March 2016
(Unweighted base)	(1,204)
	%
Yes, definitely	16
Yes, probably	33
No, probably not	7
No, definitely not	2
Not applicable because global warming will not cause catastrophic harm to...	4
Not applicable because global warming is not happening	9
Not sure	28

(Base: Americans 18+)**In your opinion, is it possible to reduce global warming enough to prevent catastrophic future harm to...? (Cont'd).****The stability of the Earth's climate**

	March 2016
(Unweighted base)	(1,204)
	%
Yes, definitely	20
Yes, probably	26
No, probably not	10
No, definitely not	2
Not applicable because global warming will not cause catastrophic harm to...	5
Not applicable because global warming is not happening	9
Not sure	28

People in poor countries

	March 2016
(Unweighted base)	(1,204)
	%
Yes, definitely	16
Yes, probably	24
No, probably not	11
No, definitely not	3
Not applicable because global warming will not cause catastrophic harm to...	4
Not applicable because global warming is not happening	9
Not sure	32

(Base: Americans 18+)**In your opinion, do you think global warming is...****(If “yes”) Do you think global warming is a *major* or *minor*...****An environmental issue**

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	78	78	76
<i>Major</i>	68	69	68
<i>Minor</i>	9	8	8
No	10	11	11
Not sure	12	11	12
No answer	1	1	1

A scientific issue

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	71	73	71
<i>Major</i>	59	62	60
<i>Minor</i>	12	10	11
No	14	13	13
Not sure	14	14	15
No answer	1	1	2

An agricultural (farming, food) issue

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	62	65	64
<i>Major</i>	55	56	55
<i>Minor</i>	7	9	9
No	22	17	19
Not sure	15	16	16
No answer	1	1	2

A severe weather issue

	March 2016
(Unweighted base)	(1,204)
	%
Yes (Total)	63
<i>Major</i>	54
<i>Minor</i>	8
No	19
Not sure	17
No answer	1

(Base: Americans 18+)**In your opinion, do you think global warming is... (Cont'd).****(If “yes”) Do you think global warming is a *major* or *minor*... (Cont'd).****A health issue**

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	61	62	58
<i>Major</i>	45	49	44
<i>Minor</i>	16	13	14
No	22	21	24
Not sure	16	16	17
No answer	1	1	2

An economic issue

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	61	63	60
<i>Major</i>	44	47	46
<i>Minor</i>	17	16	14
No	23	19	22
Not sure	15	17	16
No answer	1	1	2

A political issue

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	56	56	54
<i>Major</i>	40	39	37
<i>Minor</i>	16	16	17
No	27	26	27
Not sure	16	17	17
No answer	1	1	2

A moral issue

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	39	41	35
<i>Major</i>	24	24	21
<i>Minor</i>	15	17	14
No	41	39	44
Not sure	19	19	19
No answer	1	1	2

(Base: Americans 18+)**In your opinion, do you think global warming is... (Cont'd).****(If “yes”) Do you think global warming is a *major* or *minor*... (Cont'd).****A national security issue**

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	26	23	26
<i>Major</i>	18	14	16
<i>Minor</i>	8	9	9
No	51	50	53
Not sure	21	26	20
No answer	1	1	1

A poverty issue

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	27	26	24
<i>Major</i>	17	17	16
<i>Minor</i>	9	9	8
No	51	50	53
Not sure	22	24	21
No answer	1	1	2

A social justice (fairness issue)

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	23	27	23
<i>Major</i>	16	17	15
<i>Minor</i>	8	11	9
No	51	46	53
Not sure	25	25	22
No answer	1	1	2

A religious issue

	March 2016	Oct 2015	March 2015
(Unweighted base)	(1,204)	(1,330)	(1,263)
	%	%	%
Yes (Total)	10	12	10
<i>Major</i>	7	7	6
<i>Minor</i>	4	5	4
No	71	67	71
Not sure	17	20	18
No answer	1	1	2

Appendix II: Survey Method

The data in this report are based on a nationally representative survey of 1,204 American adults, aged 18 and older. The survey was conducted March 18–31, 2016. All questionnaires were self-administered by respondents in a web-based environment. The survey took, on average, about 26 minutes to complete.

The sample was drawn from GfK’s KnowledgePanel[®], an online panel of members drawn using probability sampling methods. Prospective members are recruited using a combination of random digit dial and address-based sampling techniques that cover virtually all (non-institutional) resident phone numbers and addresses in the United States. Those contacted who would choose to join the panel but do not have access to the Internet are loaned computers and given Internet access so they may participate. The sample therefore includes a representative cross-section of American adults—irrespective of whether they have Internet access, use only a cell phone, etc. Key demographic variables were weighted, post survey, to match US Census Bureau norms.

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

Sample details and margins of error

All samples are subject to some degree of sampling error—that is, statistical results obtained from a sample can be expected to differ somewhat from results that would be obtained if every member of the target population were interviewed. Average margins of error each wave, at the 95% confidence level, are plus or minus 3 percentage points except where noted.

- March 2016: Fielded March 18–31 (n=1,204).
- October 2015: Fielded September 30–October 19 (n=1,330).
- March 2015: Fielded February 27–March 10 (n=1,263).
- October 2014: Fielded October 17–28 (n=1,275).
- April 2014: Fielded April 15–22 (n=1,013).
- November 2013: Fielded November 23–December 9 (n=830).
- April 2013: Fielded April 10–15 (n=1,045).
- September 2012: Fielded August 31–September 12 (n=1,061).
- March 2012: Fielded March 12–March 30 (n=1,008).
- November 2011: Fielded October 20–November 16 (n=1,000).
- May 2011: Fielded April 23–May 12 (n=1,010).
- June 2010: Fielded May 14–June 1 (n=1,024).
- January 2010: Fielded December 24, 2009–January 3, 2010 (n=1,001).
- November 2008: Fielded October 7–November 12 (n=2,164).
 - Data were collected over two periods: from October 7–October 20 and from October 24–November 12. Margin of error plus or minus 2 percentage points.

Rounding error

For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given chart may total slightly higher or lower than 100%. Summed response categories (e.g., “strongly trust” + “somewhat trust”) are also rounded.

Appendix III: Sample Demographics

	N (unweighted)	% (weighted)
Total	1,204	100
Men	593	48
Women	611	52
Millennial (18-34)	259	29
Generation X (35-50)	279	25
Baby Boomer (51-69)	491	35
WWII (70+)	175	11
Less than high school	84	12
High school graduate	319	30
Some college/Associate degree/Technical degree	361	28
College graduate	248	17
Post graduate	192	13
<\$25K	195	17
\$25K - <\$50K	249	21
\$50K - <\$75K	233	18
\$75K - <\$100K	167	15
\$100K - <\$125K	165	14
\$125K+	195	15
Hispanic	133	15
White, non-Hispanic	888	65
Black, African-American non-Hispanic	111	12
Other non-Hispanic	72	8
Northeast	212	18
Midwest	305	21
South	403	37
West	284	24

