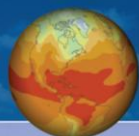




Global Warming's Six Americas Screening tools

- *Survey instruments*
- *Instructions for coding and data treatment*
- *Statistical program scripts*



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Note: You may need to download additional files to execute your analysis.

- SixAmer_15discrimFuncV2 (SAS)
- SixAmer_36discrimFuncV2 (SAS)

INTRODUCTION

This manual was developed to assist interested parties in using the Global Warming's Six Americas audience segmentation typology. The segmentation typology is fully described in Maibach, Leiserowitz, Roser-Renouf, & Mertz (2011).

In brief, the segmentation analysis was performed by subjecting 36 variables to Latent Class Analysis (Magidson & Vermunt, 2002a, 2002b); the variables were drawn from four categories: global warming beliefs, issue involvement, climate-relevant behaviors, and preferred societal responses. The resulting six audience segments – which form a continuum – were named the Alarmed, Concerned, Cautious, Disengaged, Doubtful and Dismissive. A description of these audience segments can be found in the Maibach et al. paper, and in a variety of reports located in the resources sections of George Mason University's Center for Climate Change Communication website (<http://climatechange.gmu.edu>) and the Yale Project on Climate Change Communication website (<http://environment.yale.edu/climate>).

Also described in the Maibach et al. article are two survey tools – a 36-item instrument and a 15-item instrument – that we developed for our own use, and for use by other researchers to identify the Six Americas in new, independent data sets. These tools were created using linear discriminant functions (Hair, Anderson, Tatham & Black, 1992; Tabachnik & Fidell, 1989) to identify Six America segment status.

The discriminant analysis using the 36-item instrument correctly classifies 90.6% of the sample (as compared to the original Latent Class Analysis results); accuracy varies by segment, ranging from 79% to 99%. The 15-item instrument correctly classifies 84% of the sample, ranging by segment from 60% to 97%.

Both of these instruments – along with codebooks, and SAS and SPSS scripts that run the discriminant functions – are provided in this manual. Additional SAS files that include the discriminant functions are needed in order to run the SAS scripts, and should be downloaded along with this manual.

References

Hair, J.F, Anderson, R.E. Tatham, R.L., & Black, W.C. (1992). Chapter 3, "Multiple discriminant analysis" in *Multivariate data analysis with readings*. New York: Macmillan Publishing Company. pp 87-152.

Maibach, E. W., Leiserowitz, A., Roser-Renouf, C., & Mertz, C. K.. 2011. Identifying like-minded audiences for climate change public engagement campaigns: An audience segmentation analysis and tool development. *PLoS ONE* 6(3), e17571.

Magidson, J., & Vermunt, J. K. (2002a) Latent class models. In D. Kaplan (ed.) *The Sage handbook of quantitative methodology for the social sciences*. Thousand Oaks, CA: Sage. pp. 175-198.

Magidson, J., & Vermunt, J. K. (2002b) Latent class models for clustering: A comparison with K-means. *Can. J. Marketing Research*, 20, 37-44.

Tabachnick, B.G. & Fidell, L.S. (1989). Chapter 11. "Discriminant Function Analyses", in *Using Multivariate Statistics*. New York: Harper Collins Publishers. pp. 505-596.

INSTRUCTIONS FOR DATA TREATMENT AND SEGMENTATION, 15- AND 36-ITEM SCREENING INSTRUMENTS

The SAS and SPSS syntax for conducting audience segmentation using either the 15-item or 36-item instruments may be copied from this manual and pasted directly into your statistical programs' editors with either some (SAS) or no (SPSS) modification. SAS discriminant function files are also required for running the syntax for that program, and need to be downloaded separately.

Please refer to the codebooks for variable names, response numbering, and notation about data handling for the discriminant analysis. The instruments with suggested question and response order are also included within this manual.

Data preparation:

Step 1: Create your data set.

Using your own data set, create either 15 or 36 variables with the labels and response coding found in codebooks (15-item, p. 12; 36-item, p. 36). Please note that many of the variables in the 36-item version are combinations of two or more items. These must be recoded per instructions in the codebooks. You will also need to create dummy variables from several nominal variables; this is true for both screeners and again, instructions are included in the codebooks.

Step 2: Calculate item mean values

The discriminant analysis cannot run with missing data. Calculate the mean of each of the items, excluding "missing," "don't know" and "not applicable" response values where appropriate. See codebooks for instructions regarding each item. Round the means to the nearest response category value, and record them for use in Step 4.

Step 3: Identify cases with 80% or more non-missing values

The segmentation should be run on only those cases with 80% or more non-missing values, i.e., 12 or more responses on the 15-item screener or 28 or more responses on the 36-item screener. Drop those cases from your sample that do not qualify. Please note that "do not know" responses are *not* missing data and should be retained in your analysis.

Step 4: Substitute item means for any remaining missing values

Replace any remaining missing values with the new rounded “mean” value for each of the 15 or 36 variables.

Step 5: Running the analysis

In order to include “don’t know” responses in the analysis and handle nominal variables (such as perceived causes of global warming), some variables must be dummy-coded for the discriminant analysis. With dummy variable coding, one response option will appear to be missing, but it is accounted for when all the dummy variables for that item are coded as zero. The syntax to create the dummy variables is included in the SAS and SPSS syntax in this manual.

...Using SAS

Open your SAS editor, and copy and paste the segmentation syntax (pp. 16, 44). Enter your own library name, data file name, and final name of segmentation file into the script as noted in the instructions above the syntax. Make sure that both the data file and the discriminant function file are in the location you designate in the syntax. Click “Submit” (running person at top of screen). The new segmentation file should now be located in your library file, and the segmentation final percentages should appear on your screen.

...Using SPSS

Open your SPSS data file with the correctly labeled and coded variables. Open a new syntax file, and copy and paste the SPSS syntax (pp. 21, 52) into the editor. Highlight the syntax, and run the file. You will see eight new variables. The final one – “Segment” – is the segment value. You may clear the other variables from your data set.

15-ITEM SCREENING INSTRUMENT

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.

1. What do you think? Do you think that global warming is happening?

Yes...

- ...and I'm extremely sure
- ...and I'm very sure
- ...and I'm somewhat sure
- ...but I'm not at all sure

No...

- ...and I'm extremely sure
- ...and I'm very sure
- ...and I'm somewhat sure
- ...but I'm not at all sure

Or...

- I don't know

2. Assuming global warming is happening, do you think it is ...

- Caused mostly by human activities
- Caused mostly by natural changes in the environment
- Other
- None of the above because global warming isn't happening

3. How worried are you about global warming?

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

4. How much do you think global warming will harm you personally?

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

5. 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

6. How much do you think global warming will harm future generations of people?

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

7. How much had you thought about global warming before today?

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

8. How important is the issue of global warming to you personally?

- Not at all important
- Not too important
- Somewhat important
- Very important
- Extremely important

9. How much do you agree or disagree with the following statement: "I could easily change my mind about global warming."

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

10. How many of your friends share your views on global warming?

- None
- A few
- Some
- Most
- All

11. 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.
12. Do you think citizens themselves should be doing more or less to address global warming?
- Much less
 - Less
 - Currently doing the right amount
 - More
 - Much more
13. Over the past 12 months, how many times have you punished companies that are opposing steps to reduce global warming by NOT buying their products?
- Never
 - Once
 - A few times (2-3)
 - Several times (4-5)
 - Many times (6+)
 - Don't know

14. Do you think global warming should be a low, medium, high, or very high priority for the President and Congress?

- Low
- Medium
- High
- Very high

15. 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?

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

CODEBOOK, 15-ITEMS

Label	Question Stem	Responses & Coding	Recoding & Missing Data Treatment
Belief Items			
Belief1	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 global warming is happening?	<ol style="list-style-type: none"> 1. Extremely sure global warming is not happening 2. Very sure global warming is not happening 3. Somewhat sure global warming is not happening 4. Not at all sure global warming is not happening 5. Don't know 6. Not at all sure global warming is happening 7. Somewhat sure global warming is happening 8. Very sure global warming is happening 9. Extremely sure global warming is happening 	Calculate mean & substitute for missing data.
Belief2	Assuming global warming is happening, do you think it is...	<ol style="list-style-type: none"> 1. Caused mostly by human activities 2. Caused mostly by natural changes in the environment 3. Other 4. None of the above because global warming isn't happening 	<p>This variable is recoded into three dummy variables. "Other" is the omitted response category.</p> <p>Recoding of missing data on this item: if respondent said gw is not occurring on Belief1, respondent is coded as 4; if respondent said gw is occurring on Belief1, s/he is coded as 1.¹ The remainder are recoded as 3.</p>

¹ This recoding is similar to mean substitution, given that 70% of the respondents who believe global warming is occurring also believe that humans are causing it. Please note that this recoding applies to very few respondents: in two independent data sets gathered in 2010 (Ns = 1,001 & 1,024) only one respondent was recoded in this manner.

Belief4	How much do you think global warming will harm you personally?	<ul style="list-style-type: none"> 0. Don't know 1. Not at all 2. Only a little 3. A moderate amount 4. A great deal 	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables for discriminant analysis within the SPSS and SAS syntax. "Only a little" is the omitted response category.
Belief5	How much do you think global warming will harm future generations?	<ul style="list-style-type: none"> 0. Don't know 1. Not at all 2. Only a little 3. A moderate amount 4. A great deal 	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables for discriminant analysis. "Only a little" is the omitted response category.
Belief7	When do you think global warming will start to harm people in the United States?	<ul style="list-style-type: none"> 1. Never 2. 100 years 3. 50 years 4. 25 years 5. 10 years 6. They are being harmed now 	Calculate item mean & substitute for missing data.
Belief8	Which of the following statements comes closest to your view?	<ul style="list-style-type: none"> 1. Global warming isn't happening 2. Humans can't reduce global warming, even if it is happening 3. Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to 4. Humans could reduce global warming, but it's unclear at this point whether we will do what's needed 5. Humans can reduce global warming, and we are going to do so successfully 	Calculate item mean & substitute for missing data.

Issue Involvement (INV) Items			
Inv15	How worried are you about global warming?	4. Very worried 3. Somewhat worried 2. Not very worried 1. Not at all worried	Calculate item mean & substitute for missing data.
Inv16	How much had you thought about global warming before today?	1. Not at all 2. A little 3. Some 4. A lot	Calculate item mean & substitute for missing data.
Inv18	How important is the issue of global warming to you personally?	1. Not at all important 2. Not too important 3. Somewhat important 4. Very important 5. Extremely important	Calculate item mean & substitute for missing data.
Inv19	How much do you agree or disagree with the following statement: "I could easily change my mind about global warming."	4. Strongly disagree 3. Somewhat disagree 2. Somewhat agree 1. Strongly agree	Calculate item mean & substitute for missing data.
Inv22	How many of your friends share your views on global warming?	1. None 2. A few 3. Some 4. Most 5. All	Calculate item mean & substitute for missing data.
Behavior Items			
Behavior25	Over the past 12 months, how often have you punished companies that are opposing steps to reduce global warming by NOT buying their products?	0. Don't know 1. Never 2. Once 3. A few times (2-3) 4. Several times (4-5) 5. Many times (6+)	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables for discriminant analysis. "Once" is the omitted response option.

Preferred Societal Response (PSR) Items			
PSR32	Do you think global warming should be a low, medium, high, or very high priority for the next president and Congress?	<ol style="list-style-type: none"> 1. Low 2. Medium 3. High 4. Very high 	Calculate item mean & substitute for missing data.
PSR34	Do you think citizens themselves should be doing more or less to address global warming?	<ol style="list-style-type: none"> 1. Much less 2. Less 3. Currently doing the right amount 4. More 5. Much more 	Calculate item mean & substitute for missing data.
PSR36	The United States should reduce its greenhouse gas emissions...	<ol style="list-style-type: none"> 4. Regardless of what other countries do 3. Only if other industrialized countries (such as England, Germany and Japan) reduce their emissions 2. Only if other industrialized countries and developing countries (such as China, India and Brazil) reduce their emissions 1. The US should not reduce its emissions 0. Don't know 	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables for discriminant analysis within the SPSS and SAS syntax. "Only if other industrialized countries reduce" is the omitted response option.

SAS SCRIPT, 15-ITEMS

```
/*This is an SAS script file for the 15-item screener that applies  
discriminant functions based on the original Six Americas 2008 survey  
research to new independent datasets in order to create the Six Americas  
audience segmentation*/
```

```
/* Instructions to users:
```

1. All variables must have the same names and response coding as indicated in the Codebook (previous section). Note: Prefixes are: PSR=Preferred Societal Response, INV=Issue Involvement, Belief=Belief and Behavior=Behavior.

2. In the script, the user must replace YOURLIBNAME.YOURDATA with their own SAS libname and name of their dataset.

3. The user must download separately the "SixAmer_15discrimFuncV2" SAS file with the discriminant functions and place it in an identified SAS libname - again YOURLIBNAME in the script -- so SAS will know where the file is located.

4. In the script, replace YOURLIBNAME.YOURSEGMENTS with your libname and the name you want for your new dataset. This script will create a new dataset containing the original variables plus a new one (Segment6) that contains the Six America segment for each respondent.

5. Segment6 is coded: 1=Alarmed, 2=Concerned 3=Cautious, 4=Disengaged, 5=Doubtful, & 6=Dismissive.

6. Also, please note that the first portion of this script file creates the new dummy-coded variables needed.

```
*/
```

```
Data temp;
```

```
Set YOURLIBNAME.YOURDATA; /* REPLACE WITH YOUR SAS LIBNAME AND DATASET NAME  
*/
```

```
Data temp;
```

```
Set temp;
```

```
/*creating dummy variables for discrim analyses */
```

```
If PSR36= 0 then PSR36_DK=1;
```

```
Else if PSR36=1 then PSR36_DK=0;
```

```
Else if PSR36=2 then PSR36_DK=0;
```

```
Else if PSR36=3 then PSR36_DK=0;
```

```
Else if PSR36=4 then PSR36_DK=0;
```

```
If PSR36= 0 then PSR36_dummy1=0;
```

```
Else if PSR36=1 then PSR36_dummy1=1;
```

```
Else if PSR36=2 then PSR36_dummy1=0;
```

```
Else if PSR36=3 then PSR36_dummy1=0;
```

```
Else if PSR36=4 then PSR36_dummy1=0;
```

```

If PSR36= 0 then PSR36_dummy2=0;
  Else if PSR36=1 then PSR36_dummy2=0;
  Else if PSR36=2 then PSR36_dummy2=1;
  Else if PSR36=3 then PSR36_dummy2=0;
  Else if PSR36=4 then PSR36_dummy2=0;

If PSR36= 0 then PSR36_dummy3=0;
  Else if PSR36=1 then PSR36_dummy3=0;
  Else if PSR36=2 then PSR36_dummy3=0;
  Else if PSR36=3 then PSR36_dummy3=0;
  Else if PSR36=4 then PSR36_dummy3=1;

If Behavior25= 0 then BEHAVIOR25_DK=1;
  Else if Behavior25=1 then BEHAVIOR25_dk=0;
  Else if Behavior25=2 then BEHAVIOR25_dk=0;
  Else if Behavior25=3 then BEHAVIOR25_dk=0;
  Else if Behavior25=4 then BEHAVIOR25_dk=0;
  Else if Behavior25=5 then BEHAVIOR25_dk=0;

If Behavior25= 0 then BEHAVIOR25_dummy1=0;
  Else if Behavior25=1 then BEHAVIOR25_dummy1=1;
  Else if Behavior25=2 then BEHAVIOR25_dummy1=0;
  Else if Behavior25=3 then BEHAVIOR25_dummy1=0;
  Else if Behavior25=4 then BEHAVIOR25_dummy1=0;
  Else if Behavior25=5 then BEHAVIOR25_dummy1=0;

If Behavior25= 0 then BEHAVIOR25_dummy2=0;
  Else if Behavior25=1 then BEHAVIOR25_dummy2=0;
  Else if Behavior25=2 then BEHAVIOR25_dummy2=0;
  Else if Behavior25=3 then BEHAVIOR25_dummy2=1;
  Else if Behavior25=4 then BEHAVIOR25_dummy2=0;
  Else if Behavior25=5 then BEHAVIOR25_dummy2=0;

If Behavior25= 0 then BEHAVIOR25_dummy3=0;
  Else if Behavior25=1 then BEHAVIOR25_dummy3=0;
  Else if Behavior25=2 then BEHAVIOR25_dummy3=0;
  Else if Behavior25=3 then BEHAVIOR25_dummy3=0;
  Else if Behavior25=4 then BEHAVIOR25_dummy3=1;
  Else if Behavior25=5 then BEHAVIOR25_dummy3=0;

If Behavior25= 0 then BEHAVIOR25_dummy4=0;
  Else if Behavior25=1 then BEHAVIOR25_dummy4=0;
  Else if Behavior25=2 then BEHAVIOR25_dummy4=0;
  Else if Behavior25=3 then BEHAVIOR25_dummy4=0;
  Else if Behavior25=4 then BEHAVIOR25_dummy4=0;
  Else if Behavior25=5 then BEHAVIOR25_dummy4=1;

/* Belief2 dummig coding based on original coding of
1=Caused mostly by human activities
2=Caused mostly by natural changes in the environment
3=Other
4=None of the above because GW not happening
*/

```

```

If Belief2=1 then BELIEF2_dummy1=0;
  Else if Belief2=2 then BELIEF2_dummy1=0;
  Else if Belief2=3 then BELIEF2_dummy1=0;
  Else if Belief2=4 then BELIEF2_dummy1=1;

If Belief2=1 then BELIEF2_dummy2=0;
  Else if Belief2=2 then BELIEF2_dummy2=1;
  Else if Belief2=3 then BELIEF2_dummy2=0;
  Else if Belief2=4 then BELIEF2_dummy2=0;

If Belief2=1 then BELIEF2_dummy3=1;
  Else if Belief2=2 then BELIEF2_dummy3=0;
  Else if Belief2=3 then BELIEF2_dummy3=0;
  Else if Belief2=4 then BELIEF2_dummy3=0;

If Belief4= 0 then Belief4_DK=1;
  Else if Belief4=1 then Belief4_dk=0;
  Else if Belief4=2 then Belief4_dk=0;
  Else if Belief4=3 then Belief4_dk=0;
  Else if Belief4=4 then Belief4_dk=0;

If Belief4= 0 then Belief4_dummy1=0;
  Else if Belief4=1 then Belief4_dummy1=1;
  Else if Belief4=2 then Belief4_dummy1=0;
  Else if Belief4=3 then Belief4_dummy1=0;
  Else if Belief4=4 then Belief4_dummy1=0;

If Belief4= 0 then Belief4_dummy2=0;
  Else if Belief4=1 then Belief4_dummy2=0;
  Else if Belief4=2 then Belief4_dummy2=0;
  Else if Belief4=3 then Belief4_dummy2=1;
  Else if Belief4=4 then Belief4_dummy2=0;

If Belief4= 0 then Belief4_dummy3=0;
  Else if Belief4=1 then Belief4_dummy3=0;
  Else if Belief4=2 then Belief4_dummy3=0;
  Else if Belief4=3 then Belief4_dummy3=0;
  Else if Belief4=4 then Belief4_dummy3=1;

If Belief5= 0 then Belief5_DK=1;
  Else if Belief5=1 then Belief5_dk=0;
  Else if Belief5=2 then Belief5_dk=0;
  Else if Belief5=3 then Belief5_dk=0;
  Else if Belief5=4 then Belief5_dk=0;

If Belief5= 0 then Belief5_dummy1=0;
  Else if Belief5=1 then Belief5_dummy1=1;
  Else if Belief5=2 then Belief5_dummy1=0;
  Else if Belief5=3 then Belief5_dummy1=0;
  Else if Belief5=4 then Belief5_dummy1=0;

If Belief5= 0 then Belief5_dummy2=0;
  Else if Belief5=1 then Belief5_dummy2=0;
  Else if Belief5=2 then Belief5_dummy2=0;
  Else if Belief5=3 then Belief5_dummy2=1;

```

```

        Else if Belief5=4 then Belief5_dummy2=0;

If Belief5= 0 then Belief5_dummy3=0;
    Else if Belief5=1 then Belief5_dummy3=0;
    Else if Belief5=2 then Belief5_dummy3=0;
    Else if Belief5=3 then Belief5_dummy3=0;
    Else if Belief5=4 then Belief5_dummy3=1;

Label

PSR36_dk = 'PSR36 dummy: DK vs others'
PSR36_dummy1 = 'PSR36 dummy: Should not reduce vs others'
PSR36_dummy2 = 'PSR36 dummy: Only if other industrialized/developing
countries do vs others'
PSR36_dummy3 = 'PSR36 dummy: Regardless of what other countries do vs others'
Behavior25_dk = 'Behavior25 dummy: DK vs others'
Behavior25_dummy1 = 'Behavior25 dummy: Never vs others'
Behavior25_dummy2 = 'Behavior25 dummy: A few times vs others'
Behavior25_dummy3 = 'Behavior25 dummy: Several times vs others'
Behavior25_dummy4 = 'Behavior25 dummy: Many times vs others'
Belief2_dummy1 = 'Belief2 dummy1: Neither, GW not happening vs others'
Belief2_dummy2 = 'Belief2 dummy2: Caused mostly by natural changes vs others'
Belief2_dummy3 = 'Belief2 dummy3: Caused mostly by human activities vs
others'
Belief4_dk = 'Belief4 dummy DK: personal harm: DK vs others'
Belief4_dummy1 = 'Belief4 dummy1: personal harm: Not at all vs others'
Belief4_dummy2 = 'Belief4 dummy2: personal harm: Moderate amount vs others'
Belief4_dummy3 = 'Belief4 dummy3: personal harm: A great deal vs others'
Belief5_dk = 'Belief5_dummyDK: harm to future generations: DK vs others'
Belief5_dummy1 = 'Belief5_dummy1: harm to future generations: Not at all vs
others'
Belief5_dummy2 = 'Belief5_dummy2: harm to future generations: Moderate amount
vs others'
Belief5_dummy3 = 'Belief5_dummy3: harm to future generations: A great deal vs
others'
PSR32='GW priority for Congress/next President'
PSR34='Citizens should do more or less about GW'
Belief1='How sure are you than GW is happening'
Belief7='When will GW harm people in US'
Belief8='Which comes closest to your view on stopping GW'
Inv15='How worried are you about GW'
Inv16='How much have you thought about GW'
Inv18='How important is GW to you personally'
Inv19='I could easily change my mind about GW'
Inv22='How many friends share your views';

PROC DISCrIm data=YOURLIBNAME.SixAmer_15DiscrimFuncV2 testdata=temp
testout=YourSegments;
    VAR
    Inv15
    Belief5_dummy1
    Belief5_dk
    Belief5_dummy3
    Belief5_dummy2
    Inv19

```

```

PSR34
Inv18
Belief7
Inv22
Belief8
Belief4_dk
Belief4_dummy1
Belief4_dummy2
Belief4_dummy3
Belief2_dummy1
Belief2_dummy2
Belief2_dummy3
Belief1
PSR36_dummy3
PSR36_dummy1
PSR36_dummy2
PSR36_dk
Behavior25_dummy4
Behavior25_dummy1
Behavior25_dummy2
Behavior25_dummy3
Behavior25_dk
PSR32
Inv16;
CLASS segment6;

Data YOURLIBNAME.YOURSEGMENTS;
  Set yoursegments;

  Segment6=_into_;
  Drop _1 _2 _3 _4 _5 _6 _into_;
  Label Segment6='Six Americas Segment based on 15-item screener';

Proc freq;
Tables segment6;
TITLE1 'Segments based on discriminant functions using 15 item-screener ';

Run;

```

SPSS SCRIPT, 15-ITEMS

```
/*SPSS syntax to run audience segmentation for Global Warming's Six Americas*/
```

```
/*15 item version*/
```

```
/*10.3.10*/
```

```
/*creating dummy variables for discrim analyses */
```

```
*BELIEF ITEM RECODES.
```

```
IF (Belief2=1) Belief2_dummy1=0.
```

```
IF (Belief2=2) Belief2_dummy1=0.
```

```
IF (Belief2=3) Belief2_dummy1=0.
```

```
IF (Belief2=4) Belief2_dummy1=1.
```

```
IF (Belief2=1) Belief2_dummy2=0.
```

```
IF (Belief2=2) Belief2_dummy2=1.
```

```
IF (Belief2=3) Belief2_dummy2=0.
```

```
IF (Belief2=4) Belief2_dummy2=0.
```

```
IF (Belief2=1) Belief2_dummy3=1.
```

```
IF (Belief2=2) Belief2_dummy3=0.
```

```
IF (Belief2=3) Belief2_dummy3=0.
```

```
IF (Belief2=4) Belief2_dummy3=0.
```

```
IF (Belief4= 0) Belief4_dk=1.
```

```
IF (Belief4=1) Belief4_dk=0.
```

```
IF (Belief4=2) Belief4_dk=0.
```

```
IF (Belief4=3) Belief4_dk=0.
```

```
IF (Belief4=4) Belief4_dk=0.
```

```
IF (Belief4= 0) Belief4_dummy1=0.
```

```
IF (Belief4=1) Belief4_dummy1=1.
```

```
IF (Belief4=2) Belief4_dummy1=0.
```

```
IF (Belief4=3) Belief4_dummy1=0.
```

```
IF (Belief4=4) Belief4_dummy1=0.
```

```
IF (Belief4= 0) Belief4_dummy2=0.
IF (Belief4=1) Belief4_dummy2=0.
IF (Belief4=2) Belief4_dummy2=0.
IF (Belief4=3) Belief4_dummy2=1.
IF (Belief4=4) Belief4_dummy2=0.

IF (Belief4= 0) Belief4_dummy3=0.
IF (Belief4=1) Belief4_dummy3=0.
IF (Belief4=2) Belief4_dummy3=0.
IF (Belief4=3) Belief4_dummy3=0.
IF (Belief4=4) Belief4_dummy3=1.

IF (Belief5= 0) Belief5_dk=1.
IF (Belief5=1) Belief5_dk=0.
IF (Belief5=2) Belief5_dk=0.
IF (Belief5=3) Belief5_dk=0.
IF (Belief5=4) Belief5_dk=0.

IF (Belief5= 0) Belief5_dummy1=0.
IF (Belief5=1) Belief5_dummy1=1.
IF (Belief5=2) Belief5_dummy1=0.
IF (Belief5=3) Belief5_dummy1=0.
IF (Belief5=4) Belief5_dummy1=0.

IF (Belief5= 0) Belief5_dummy2=0.
IF (Belief5=1) Belief5_dummy2=0.
IF (Belief5=2) Belief5_dummy2=0.
IF (Belief5=3) Belief5_dummy2=1.
IF (Belief5=4) Belief5_dummy2=0.

IF (Belief5= 0) Belief5_dummy3=0.
IF (Belief5=1) Belief5_dummy3=0.
IF (Belief5=2) Belief5_dummy3=0.
IF (Belief5=3) Belief5_dummy3=0.
IF (Belief5=4) Belief5_dummy3=1.
```

*BEHAVIOR RECODES.

IF (Behavior25=0) Behavior25_dk=1.
IF (Behavior25=1) Behavior25_dk=0.
IF (Behavior25=2) Behavior25_dk=0.
IF (Behavior25=3) Behavior25_dk=0.
IF (Behavior25=4) Behavior25_dk=0.
IF (Behavior25=5) Behavior25_dk=0.

IF (Behavior25=0) Behavior25_dummy1=0.
IF (Behavior25=1) Behavior25_dummy1=1.
IF (Behavior25=2) Behavior25_dummy1=0.
IF (Behavior25=3) Behavior25_dummy1=0.
IF (Behavior25=4) Behavior25_dummy1=0.
IF (Behavior25=5) Behavior25_dummy1=0.

IF (Behavior25=0) Behavior25_dummy2=0.
IF (Behavior25=1) Behavior25_dummy2=0.
IF (Behavior25=2) Behavior25_dummy2=0.
IF (Behavior25=3) Behavior25_dummy2=1.
IF (Behavior25=4) Behavior25_dummy2=0.
IF (Behavior25=5) Behavior25_dummy2=0.

IF (Behavior25=0) Behavior25_dummy3=0.
IF (Behavior25=1) Behavior25_dummy3=0.
IF (Behavior25=2) Behavior25_dummy3=0.
IF (Behavior25=3) Behavior25_dummy3=0.
IF (Behavior25=4) Behavior25_dummy3=1.
IF (Behavior25=5) Behavior25_dummy3=0.

IF (Behavior25=0) Behavior25_dummy4=0.
IF (Behavior25=1) Behavior25_dummy4=0.
IF (Behavior25=2) Behavior25_dummy4=0.
IF (Behavior25=3) Behavior25_dummy4=0.
IF (Behavior25=4) Behavior25_dummy4=0.
IF (Behavior25=5) Behavior25_dummy4=1.

*PREFERRED SOCIETAL RESPONSE RECODES.

IF (PSR36=0) PSR36_dk=1.


```

IF (PSR36=1) PSR36_dk=0.
IF (PSR36=2) PSR36_dk=0.
IF (PSR36=3) PSR36_dk=0.
IF (PSR36=4) PSR36_dk=0.

IF (PSR36=0) PSR36_dummy1=0.
IF (PSR36=1) PSR36_dummy1=1.
IF (PSR36=2) PSR36_dummy1=0.
IF (PSR36=3) PSR36_dummy1=0.
IF (PSR36=4) PSR36_dummy1=0.

IF (PSR36=0) PSR36_dummy2=0.
IF (PSR36=1) PSR36_dummy2=0.
IF (PSR36=2) PSR36_dummy2=1.
IF (PSR36=3) PSR36_dummy2=0.
IF (PSR36=4) PSR36_dummy2=0.

IF (PSR36=0) PSR36_dummy3=0.
IF (PSR36=1) PSR36_dummy3=0.
IF (PSR36=2) PSR36_dummy3=0.
IF (PSR36=3) PSR36_dummy3=0.
IF (PSR36=4) PSR36_dummy3=1.

/*calculate scores on each segment */

COMPUTE
Seg1=(3.2284798852*Belief1)+(11.5079786006*Belief2_dummy3)+(13.6904840356*Belief2_dummy2)+(18.5731386352*Belief2_dummy1)
+(12.0797542474*Inv15)+(5.8427850018*Belief4_dummy3)+(2.3930680504*Belief4_dummy2)+(-
0.7691695976*Belief4_dummy1)+(0.2012890276*Belief4_dk)+(2.7046419357*Belief7)
+(23.2246663429*Belief5_dummy3)+
(14.0902389364*Belief5_dummy2)+(14.7898550235*Belief5_dummy1)+(22.3128623659*Belief5_dk)+(5.1463518237*Inv16)+(3.8390709517*Inv18)+(8.3807770779*Inv19)+(2.0290111850*Inv22)+(8.4995302131*Belief8)+ (8.0786612406*PSR34)+

```

(36.5459151519*Behavior25_dummy1)+
(35.4576975514*Behavior25_dummy2)+(40.7629296767*Behavior25_dummy3)+(40.61973
61652*Behavior25_dummy4)+(33.0336182280*Behavior25_dk)+(8.0785866977*PSR32)+
(48.5967144345*PSR36_dummy3)+(51.2838895142*PSR36_dummy2)+(46.3068510844*PSR3
6_dummy1)+(48.9322792165*PSR36_dk)-194.5358884009.
EXECUTE.

COMPUTE

Seg2=(2.9987729884*Belief1)+(11.8779992956*Belief2_dummy3)+(14.4861958473*Bel
ief2_dummy2)+(18.8534743577*Belief2_dummy1)
+(10.7668045757*Inv15)+(2.7392827372*Belief4_dummy3)+(2.2996117048*Belief4_du
mmy2)+(-
0.4549351653*Belief4_dummy1)+(1.1680995240*Belief4_DK)+(2.4522651997*Belief7)
+(21.5856836133*Belief5_dummy3)+
(15.0998480823*Belief5_dummy2)+(14.3792197221*Belief5_dummy1)+(20.6108950371*
Belief5_dk)+(4.1677674194*Inv16)+(2.4204975264*Inv18)+(6.6137214249*Inv19)+(1
.2257623650*Inv22)+(7.9540337990*Belief8)+ (7.2327243697*PSR34)+
(35.7508174068*Behavior25_dummy1)+
(33.8007118547*Behavior25_dummy2)+(35.6593871544*Behavior25_dummy3)+(34.44139
45641*Behavior25_dummy4)+(32.6814925834*Behavior25_dk)+(6.3738342237*PSR32)+
(46.6806809221*PSR36_dummy3)+(49.7756891746*PSR36_dummy2)+(45.5440893473*PSR3
6_dummy1)+(47.1568535149*PSR36_dk)-152.1547655233.
EXECUTE.

COMPUTE

Seg3=(2.6053209984*Belief1)+(12.2146467510*Belief2_dummy3)+(16.6238719038*Bel
ief2_dummy2)+(20.4871488764*Belief2_dummy1)
+(8.6300659093*Inv15)+(0.7971699451*Belief4_dummy3)+(0.6120600561*Belief4_dum
my2)+(1.8460125797*Belief4_dummy1)+(-
1.5051598605*Belief4_dk)+(1.7866243160*Belief7)+(14.7975189596*Belief5_dummy3
)+
(13.1187908094*Belief5_dummy2)+(11.8557424532*Belief5_dummy1)+(15.9490510674*
Belief5_dk)+(3.8678869619*Inv16)+(1.3447539013*Inv18)+(5.2599506157*Inv19)+(0
.7590469936*Inv22)+(7.3153798749*Belief8)+ (6.9137687892*PSR34)+
(35.5316408395*Behavior25_dummy1)+
(32.0799087611*Behavior25_dummy2)+(33.6275785235*Behavior25_dummy3)+(32.76439
48929*Behavior25_dummy4)+(31.5978434907*Behavior25_dk)+(5.3109631541*PSR32)+

(41.9104837812*PSR36_dummy3)+(47.0012185484*PSR36_dummy2)+(43.0172720768*PSR36_dummy1)+(44.4482920817*PSR36_dk)-117.6878462187.

EXECUTE.

COMPUTE

Seg4=(2.2348930223*Belief1)+(12.4569891301*Belief2_dummy3)+(17.0620359445*Belief2_dummy2)+(20.1005379347*Belief2_dummy1)
+(8.1474420935*Inv15)+(2.9082109518*Belief4_dummy3)+(1.9267988235*Belief4_dummy2)+(0.3248284895*Belief4_dummy1)+(5.3668578075*Belief4_dk)+(2.1418527450*Belief7)+(17.6783708846*Belief5_dummy3)+
(12.2727710786*Belief5_dummy2)+(15.8789830288*Belief5_dummy1)+(28.3748119410*Belief5_dk)+(3.2842417086*Inv16)+(2.0416658924*Inv18)+(4.7263734917*Inv19)+(0.8187360185*Inv22)+(7.3982724288*Belief8)+ (6.5305042252*PSR34)+
(37.5193119594*Behavior25_dummy1)+
(34.7180134396*Behavior25_dummy2)+(34.4974831738*Behavior25_dummy3)+(34.1730650308*Behavior25_dummy4)+(34.7230287539*Behavior25_dk)+(5.3865473425*PSR32)+
(42.2460971229*PSR36_dummy3)+(47.9147832556*PSR36_dummy2)+(43.8646498235*PSR36_dummy1)+(46.3976098975*PSR36_dk)-128.1099282283.

EXECUTE.

COMPUTE

Seg5=(2.1306226685*Belief1)+(11.9811709330*Belief2_dummy3)+(18.8753890747*Belief2_dummy2)+(20.9131782993*Belief2_dummy1)
+(5.5472055353*Inv15)+(2.5358705635*Belief4_dummy3)+(2.0203760495*Belief4_dummy2)+(4.1731160821*Belief4_dummy1)+(0.4775679431*Belief4_dk)+(1.0938454085*Belief7)+(9.8681696214*Belief5_dummy3)+
(7.5378104627*Belief5_dummy2)+(18.6813205653*Belief5_dummy1)+(16.0039738665*Belief5_dk)+(3.8443649492*Inv16)+(0.5807554851*Inv18)+(6.466607518*Inv19)+(1.8111948545*Inv22)+(5.4053958195*Belief8)+ (5.3399656490*PSR34)+
(37.6146821041*Behavior25_dummy1)+
(33.2858721048*Behavior25_dummy2)+(35.3756370262*Behavior25_dummy3)+(34.1473193401*Behavior25_dummy4)+(33.8626290652*Behavior25_dk)+(3.8934788930*PSR32)+
(42.2556145430*PSR36_dummy3)+(47.7249377761*PSR36_dummy2)+(44.4860607659*PSR36_dummy1)+(45.6033590279*PSR36_dk)-102.3905392904.

EXECUTE.

```

COMPUTE
Seg6=(1.5943550833*Belief1)+(12.5175769012*Belief2_dummy3)+(19.0491087262*Belief2_dummy2)+(23.9988562505*Belief2_dummy1)
+(3.2985655119*Inv15)+(3.4061605398*Belief4_dummy3)+(2.6139517679*Belief4_dummy2)+(3.2637582409*Belief4_dummy1)+(0.9277354280*Belief4_dk)+(0.6390613901*Belief7)+(10.3578154521*Belief5_dummy3)+(8.0134843756*Belief5_dummy2)+(45.3740329220*Belief5_dummy1)+(15.4200673744*Belief5_dk)+(4.8184818287*INV16)+(-0.3735500348*Inv18)+(8.1671282627*Inv19)+(2.7100831022*Inv22)+(4.8842883677*Belief8)+(3.4956968702*PSR34)+(37.2718511398*Behavior25_dummy1)+(30.5647292437*Behavior25_dummy2)+(34.0235050701*Behavior25_dummy3)+(31.6606305951*Behavior25_dummy4)+(32.4181472957*Behavior25_dk)+(3.4331079508*PSR32)+(41.9484654096*PSR36_dummy3)+(47.5826604488*PSR36_dummy2)+(56.5421091023*PSR36_dummy1)+(45.0400541451*PSR36_dk)-118.6431285116.
EXECUTE.

```

```

/*Determine segment by highest score*/

```

```

COMPUTE TopSeg=MAX (Seg1, Seg2, Seg3, Seg4, Seg5, Seg6).
EXECUTE.

```

```

IF (TopSeg = Seg1) Segment=1.
IF (TopSeg = Seg2) Segment=2.
IF (TopSeg = Seg3) Segment=3.
IF (TopSeg = Seg4) Segment=4.
IF (TopSeg = Seg5) Segment=5.
IF (TopSeg = Seg6) Segment=6.

```

```

VALUE LABELS Segment

```

```

1 'Alarmed'
2 'Concerned'
3 'Cautious'
4 'Disengaged'
5 'Doubtful'
6 'Dismissive'.

```

36-ITEM SURVEY INSTRUMENT

Note: Numbering below does not correspond to the numbering used in the original 2008 survey.

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.

1. What do you think? Do you think that global warming is happening?

1. Yes
2. No
3. Don't know

[ASK IF Q1=1]

1a. How sure are you that global warming is happening?

1. Extremely sure
2. Very sure
3. Somewhat sure
4. Not at all sure

[ASK IF Q1=2]

1b. How sure are you that global warming is not happening?

1. Extremely sure
2. Very sure
3. Somewhat sure
4. Not at all sure

2. Assuming global warming is happening, do you think it is...

1. [ROTATE] Caused mostly by human activities
2. [ROTATE] Caused mostly by natural changes in the environment
3. Other (Please specify) [TEXT BOX]
4. None of the above because global warming isn't happening

3. Which comes closer to your own view?

4. [ROTATE] Most scientists think global warming is happening.
2. [ROTATE] Most scientists think global warming is not happening.
3. There is a lot of disagreement among scientists about whether or not global warming is happening.
1. Don't know enough to say

4. How much do you think global warming will harm you personally?
 1. Not at all
 2. Only a little
 3. A moderate amount
 4. A great deal
 0. Don't know

5. How much do you think global warming will harm future generations?
 1. Not at all
 2. Only a little
 3. A moderate amount
 4. A great deal
 0. Don't know

6. How much do you think global warming will harm plant & animal species?
 1. Not at all
 2. Only a little
 3. A moderate amount
 4. A great deal
 0. Don't know

7. When do you think global warming will start to harm people in the United States?
 6. They are being harmed now
 5. 10 years
 4. 25 years
 3. 50 years
 2. 100 years
 1. Never

8. Which of the following statements comes closest to your view? [Rotate response option order: half see 1 to 5, other half see 5 to 1.]
 1. Global warming isn't happening.
 2. Humans can't reduce global warming, even if it is happening.
 3. Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to.
 4. Humans could reduce global warming, but it's unclear at this point whether we will do what's needed.
 5. Humans can reduce global warming, and we are going to do so successfully.

9. The actions of a single individual won't make any difference in global warming.
 4. Strongly disagree
 3. Somewhat disagree
 2. Somewhat agree

1. Strongly agree

10. New technologies can solve global warming, without individuals having to make big changes in their lives.

1. Strongly disagree
2. Somewhat disagree
3. Somewhat agree
4. Strongly agree

[Q11 through 13 skipped if respondent is very or extremely sure that global warming is not occurring.]

11. 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?

1. Not at all
2. A little
3. Some
4. A lot

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

1. Not at all
2. A little
3. Some
4. A lot

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

1. Not at all
2. A little
3. Some
4. A lot

14. On a scale from -3 (Very Bad) to +3 (Very Good) do you think global warming is a bad thing or a good thing?

1. +3 (very good)
2. +2
3. +1
4. -1
5. -2
6. -3 (very bad)

15. How worried are you about global warming?

4. Very worried
 3. Somewhat worried
 2. Not very worried
 1. Not at all worried
- 16.** How much had you thought about global warming before today?
4. A lot
 3. Some
 2. A little
 1. Not at all
- 17.** 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?
1. I need a lot more information
 2. I need some more information
 3. I need a little more information
 4. I do not need any more information
- 18.** How important is the issue of global warming to you personally?
1. Not at all important
 2. Not too important
 3. Somewhat important
 4. Very important
 5. Extremely important
- 19.** How much do you agree or disagree with the following statement: "I could easily change my mind about global warming."
1. Strongly agree
 2. Somewhat agree
 3. Somewhat disagree
 4. Strongly disagree
- 20.** How much do you agree or disagree with the following statement: "I have personally experienced the effects of global warming."
1. Strongly disagree
 2. Somewhat disagree
 3. Somewhat agree
 4. Strongly agree
- 21.** How often do you discuss global warming with your family and friends?
1. Never
 2. Rarely

- 3. Occasionally
 - 4. Very often
- 22.** How many of your friends share your views on global warming?
- 1. None
 - 2. A few
 - 3. Some
 - 4. Most
 - 5. All
- 23.** Over the past 12 months, how often have you written letters, emailed, or phoned government officials to urge them to take action to reduce global warming?
- 1. Never
 - 2. Once
 - 3. A few times (2-3)
 - 4. Several times (4-5)
 - 5. Many times (6+)
 - 0. Don't know
- 24.** Over the past 12 months, how often have you rewarded companies that are taking steps to reduce global warming by buying their products?
- 1. Never
 - 2. Once
 - 3. A few times (2-3)
 - 4. Several times (4-5)
 - 5. Many times (6+)
 - 0. Don't know
- 25.** Over the past 12 months, how often have you punished companies that are opposing steps to reduce global warming by NOT buying their products?
- 1. Never
 - 2. Once
 - 3. A few times (2-3)
 - 4. Several times (4-5)
 - 5. Many times (6+)
 - 0. Don't know
- 26.** Over the next 12 months do you intend to buy the products of companies that are taking steps to reduce global warming...
- 3. More frequently
 - 1. Less frequently
 - 2. About the same

- 27.** Over the next 12 months would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products...
3. More frequently
 1. Less frequently
 2. About the same
- 28.** How often do you in the winter, set the thermostat to 68 degrees or cooler?
1. Never
 2. Rarely
 3. Sometimes
 4. Often
 5. Always
 6. Not applicable
- 28a.** Over the next 12 months, would you like to turn down the thermostat in winter to 68 degrees or cooler...
3. More frequently
 1. Less frequently
 2. About the same
- 29.** How often do you use public transportation or car pool?
1. Never
 2. Rarely
 3. Sometimes
 4. Often
 5. Always
 6. Not applicable
- 29a.** Over the next 12 months, would you like to use public transportation or car pool...
1. Less frequently
 2. About the same
 3. More frequently
- 30.** How often do you walk or bike instead of driving?
1. Never
 2. Rarely
 3. Sometimes
 4. Often
 5. Always
 6. Not applicable
- 30a.** Over the next 12 months, would you like to walk or bike instead of driving...

3. More frequently
1. Less frequently
2. About the same

- 31.** How many of the light bulbs in your home are energy-efficient compact fluorescents (CFLs)?
1. None
 2. A few
 3. Some
 4. Most
 5. All
 0. Don't know

[ASKED IF Q31 = SOME, A FEW, OR NONE]

- 31a.** Over the next 12 months, how likely are you to change most of the light bulbs in your home to energy-efficient compact fluorescent lights (CFLs)?

3. Yes, I'd like to and I probably will
2. Yes, I'd like to but probably won't
1. No
0. Don't know

- 32.** Do you think global warming should be a low, medium, high, or very high priority for the next president and Congress?

1. Low
2. Medium
3. High
4. Very high

- 33.** Do you think corporations and industry should be doing more or less to address global warming?

1. Much less
2. Less
3. Currently doing the right amount
4. More
5. Much more

- 34.** Do you think citizens themselves should be doing more or less to address global warming?

1. Much less
2. Less
3. Currently doing the right amount
4. More
5. Much more

- 35.** How big an effort should the United States make to reduce global warming?
1. No effort
 2. A small-scale effort even if it has small economic consequences
 3. A medium-scale effort even if it has moderate economic consequences
 4. A large-scale effort even if it has large economic consequences
- 36.** 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?

The United States should reduce its greenhouse gas emissions...

4. Regardless of what other countries do
3. Only if other industrialized countries (such as England, Germany and Japan) reduce their emissions
2. Only if other industrialized countries and developing countries (such as China, India and Brazil) reduce their emissions
1. The US should not reduce its emissions
0. Don't know

CODEBOOK, 36-ITEMS

Label	Question Stem	Responses & Coding	Recoding & Missing Data Treatment
Belief Items			
Belief1 (combination of 1, 1a & 1b)	<p>What do you think? Do you think that global warming is happening?</p> <ol style="list-style-type: none"> 1. Yes 2. No 3. Don't know <p>[ASK IF Q1=1] 1a. How sure are you that global warming is happening?</p> <ol style="list-style-type: none"> 1. Extremely sure 2. Very sure 3. Somewhat sure 4. Not at all sure <p>[ASK IF Q1=2] 1b. How sure are you that global warming is not happening?</p> <ol style="list-style-type: none"> 1. Extremely sure 2. Very sure 3. Somewhat sure 4. Not at all sure 	<p>Responses are combined into the following scale:</p> <ol style="list-style-type: none"> 1. Extremely sure global warming is not happening 2. Very sure global warming is not happening 3. Somewhat sure global warming is not happening 4. Not at all sure global warming is not happening 5. Don't know 6. Not at all sure global warming is happening 7. Somewhat sure global warming is happening 8. Very sure global warming is happening 9. Extremely sure global warming is happening 	<p>Calculate item mean & substitute for missing data.</p>
Belief2	<p>Assuming global warming is happening, do you think it is...</p>	<ol style="list-style-type: none"> 1. Caused mostly by human activities 2. Caused mostly by natural changes in the environment 3. Other 4. None of the above because global warming isn't happening 	<p>This variable is recoded into three dummy variables. "Other" is the omitted response category.</p> <p>Recoding of missing data on this item: if respondent said gw is not occurring on Belief1, respondent is coded as 4; if respondent said gw is occurring on Belief1, s/he is coded as 1.² The remainder are recoded as 3.</p>

² This recoding is similar to mean substitution, given that 70% of the respondents who believe global warming is occurring also believe that humans are causing it. Please note that this recoding applies to very few respondents: in two independent data sets gathered in 2010 (Ns = 1,001 & 1,024) only one respondent was recoded in this manner.

Belief3	Which comes closer to your own view?	<ol style="list-style-type: none"> 4. Most scientists think global warming is happening. 2. Most scientists think global warming is not happening. 3. There is a lot of disagreement among scientists about whether or not global warming is happening. 1. Don't know enough to say 	Calculate modal response, excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables for discriminant analysis.
Belief4	How much do you think global warming will harm you personally?	<ol style="list-style-type: none"> 0. Don't know 1. Not at all 2. Only a little 3. A moderate amount 4. A great deal 	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables .
Belief5	How much do you think global warming will harm future generations?	<ol style="list-style-type: none"> 0. Don't know 1. Not at all 2. Only a little 3. A moderate amount 4. A great deal 	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables.
Belief6	How much do you think global warming will harm plant & animal species?	<ol style="list-style-type: none"> 0. Don't know 1. Not at all 2. Only a little 3. A moderate amount 4. A great deal 	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables.
Belief7	When do you think global warming will start to harm people in the United States?	<ol style="list-style-type: none"> 1. Never 2. 100 years 3. 50 years 4. 25 years 5. 10 years 6. They are being harmed now 	Calculate item mean & substitute for missing data.
Belief8	Which of the following statements comes closest to your view?	<ol style="list-style-type: none"> 1. Global warming isn't happening 2. Humans can't reduce global warming, even if it is happening 3. Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to 4. Humans could reduce global warming, but it's 	Calculate item mean & substitute for missing data.

		unclear at this point whether we will do what's needed 5. Humans can reduce global warming, and we are going to do so successfully	
Belief9	The actions of a single individual won't make any difference in global warming.	4. Strongly disagree 3. Somewhat disagree 2. Somewhat agree 1. Strongly agree	Calculate item mean & substitute for missing data.
Belief10	New technologies can solve global warming, without individuals having to make big changes in their lives.	1. Strongly disagree 2. Somewhat disagree 3. Somewhat agree 4. Strongly agree	Calculate item mean & substitute for missing data.
<i>[Q11 through 13 skipped if respondent is very or extremely sure that global warming is not occurring]</i>			
Belief11	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?	0. Not applicable 1. Not at all 2. A little 3. Some 4. A lot	Recode respondents who were skipped on the item because they are sure gw is not occurring as 1. Calculate item mean, excluding "not applicable." Substitute mean for missing data & not applicable.
Belief12	If most people in the United States did these same actions, how much would it reduce global warming?	0. Not applicable 1. Not at all 2. A little 3. Some 4. A lot	Recode respondents who were skipped on the item because they are sure gw is not occurring as 1. Calculate item mean, excluding "not applicable." Substitute mean for missing data & not applicable.
Belief13	If most people in the modern industrialized countries around the world did these same actions, how much would it reduce global warming?	0. Not applicable 1. Not at all 2. A little 3. Some 4. A lot	Recode respondents who were skipped on the item because they are sure gw is not occurring as 1. Calculate item mean, excluding "not applicable." Substitute mean for missing data & not applicable.

Issue Involvement (INV) Items			
Inv14	On a scale from -3 (Very Bad) to +3 (Very Good) do you think global warming is a bad thing or a good thing?	<ol style="list-style-type: none"> 1. +3 (very good) 2. +2 3. +1 4. -1 5. -2 6. -3 (very bad) 	Calculate item mean & substitute for missing data.
Inv15	How worried are you about global warming?	<ol style="list-style-type: none"> 1. Not at all worried 2. Not very worried 3. Somewhat worried 4. Very worried 	Calculate item mean & substitute for missing data.
Inv16	How much had you thought about global warming before today?	<ol style="list-style-type: none"> 1. Not at all 2. A little 3. Some 4. A lot 	Calculate item mean & substitute for missing data.
Inv17	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?	<ol style="list-style-type: none"> 1. I need a lot more information 2. I need some more information 3. I need a little more information 4. I do not need any more information 	Calculate item mean & substitute for missing data.
Inv18	How important is the issue of global warming to you personally?	<ol style="list-style-type: none"> 1. Not at all important 2. Not too important 3. Somewhat important 4. Very important 5. Extremely important 	Calculate item mean & substitute for missing data.
Inv19	I could easily change my mind about global warming.	<ol style="list-style-type: none"> 1. Strongly agree 2. Somewhat agree 3. Somewhat disagree 4. Strongly disagree 	Calculate item mean & substitute for missing data.

Inv20	I have personally experienced the effects of global warming.	1. Strongly disagree 2. Somewhat disagree 3. Somewhat agree 4. Strongly agree	Calculate item mean & substitute for missing data.
Inv21	How often do you discuss global warming with your family and friends?	1. Never 2. Rarely 3. Occasionally 4. Very often	Calculate item mean & substitute for missing data.
Inv22	How many of your friends share your views on global warming?	1. None 2. A few 3. Some 4. Most 5. All	Calculate item mean & substitute for missing data.
Behavior Items			
Behavior23	Over the past 12 months, how often have you written letters, emailed, or phoned government officials to urge them to take action to reduce global warming?	0. Don't know 1. Never 2. Once 3. A few times (2-3) 4. Several times (4-5) 5. Many times (6+)	Replace "don't know" and missing data with mean.
Behavior24	Over the past 12 months, how often have you rewarded companies that are taking steps to reduce global warming by buying their products?	0. Don't know 1. Never 2. Once 3. A few times (2-3) 4. Several times (4-5) 5. Many times (6+)	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables.
Behavior25	Over the past 12 months, how often have you punished companies that are opposing steps to reduce global warming by NOT buying their products?	0. Don't know 1. Never 2. Once 3. A few times (2-3) 4. Several times (4-5) 5. Many times (6+)	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables.
Behavior26	Over the next 12 months do you intend to buy the products of companies that are taking steps to reduce global warming...	1. Less frequently 2. About the same 3. More frequently	Calculate item mean & substitute for missing data.

Behavior27	Over the next 12 months would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products...	<ol style="list-style-type: none"> 1. Less frequently 2. About the same 3. More frequently 	Calculate item mean & substitute for missing data.
Behavior28 <i>(combination of two items)</i>	<p>28. How often do you in the winter, set the thermostat to 68 degrees or cooler?</p> <ol style="list-style-type: none"> 1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 6. Not applicable <p>28a. Over the next 12 months, would you like to turn down the thermostat in winter to 68 degrees or cooler...</p> <ol style="list-style-type: none"> 1. Less frequently 2. About the same 3. More frequently 	<p>Coding: Stage-of-change scale combining behavior and intentions:</p> <ol style="list-style-type: none"> 0. Intend to do less frequently or not applicable 1. Never do this & intend to do the same 2. Never do this & intend to do more often 3. Rarely do this & intend to do the same 4. Rarely do this & intend to do more often 5. Sometimes do this & intend to do the same 6. Sometimes do this & intend to do the same 7. Often do this & intend do the same 8. Often do this & intend to do more often 9. Always do this & intend to do the same 10. Always do this & intend to do more often. 	Calculate item mean, excluding 0; replace missing data & 0 with item mean.
Behavior29 <i>(combination of two items)</i>	<p>29. How often do you use public transportation or car pool?</p> <ol style="list-style-type: none"> 1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 6. Not applicable <p>29a. Over the next 12 months, would you like to use public transportation or car pool...</p> <ol style="list-style-type: none"> 1. Less frequently 2. About the same 3. More frequently 	Same as above	Calculate item mean, excluding 0; replace missing data & 0 with item mean.

<p>Behavior30 (combination of two items)</p>	<p>30. How often do you walk or bike instead of driving? 1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 6. Not applicable</p> <p>30a. Over the next 12 months, would you like to walk or bike instead of driving... 1. Less frequently 2. About the same 3. More frequently</p>	<p>Same as above</p>	<p>Calculate item mean, excluding 0; replace missing data & 0 with item mean.</p>
<p>Behavior31 (combination of two items)</p>	<p>31. How many of the light bulbs in your home are high energy-efficiency compact fluorescents (CFLs)? 0. Don't know 1. None 2. A few 3. Some 4. Most 5. All</p> <p>[ASKED IF Q31 = SOME, A FEW, OR NONE] 31a. Which of the following best describes what you are likely to do over the next 12 months? ...change most of the light bulbs in your home to high energy-efficiency compact fluorescents (CFLs) 0. Don't know 1. No 2. Yes, I'd like to but probably won't 3. Yes, I'd like to and I probably will</p>	<p>Coding: Stage-of-change scale combining behavior and intentions: 0. Don't know (for either question) 1. Have not done this (i.e., Q31 = 1, 2 or 3) & have no intention to do this 2. Have not done this; would like to do this but probably won't 3. Have not done this; would like to do this & probably will 4. Have already changed most or all light bulbs to CFLs (i.e., Q31 = 4 or 5).</p>	<p>Calculate item mean excluding "don't know" responses & substitute for missing data.</p>

Preferred Societal Response (PSR) Items			
PSR32	Do you think global warming should be a low, medium, high, or very high priority for the next president and Congress?	<ol style="list-style-type: none"> 1. Low 2. Medium 3. High 4. Very high 	Calculate item mean & substitute for missing data.
PSR33	Do you think corporations and industry should be doing more or less to address global warming?	<ol style="list-style-type: none"> 1. Much less 2. Less 3. Currently doing the right amount 4. More 5. Much more 	Calculate item mean & substitute for missing data.
PSR34	Do you think citizens themselves should be doing more or less to address global warming?	<ol style="list-style-type: none"> 1. Much less 2. Less 3. Currently doing the right amount 4. More 5. Much more 	Calculate item mean & substitute for missing data.
PSR35	How big an effort should the United States make to reduce global warming?	<ol style="list-style-type: none"> 1. No effort 2. A small-scale effort even if it has small economic consequences 3. A medium-scale effort even if it has moderate economic consequences 4. A large-scale effort even if it has large economic consequences 	Calculate item mean & substitute for missing data.
PSR36	The United States should reduce its greenhouse gas emissions...	<ol style="list-style-type: none"> 4. Regardless of what other countries do 3. Only if other industrialized countries (such as England, Germany and Japan) reduce their emissions 2. Only if other industrialized countries and developing countries (such as China, India and Brazil) reduce their emissions 1. The US should not reduce its emissions 0. Don't know 	Calculate item mean excluding "don't know" responses & substitute for missing data. This variable is recoded into dummy variables.

SAS SCRIPT, 36-ITEMS

```
/*This is an SAS script file for the 36-item screener that applies  
discriminant functions based on the original Six Americas 2008 survey  
research to new independent datasets in order to create the Six Americas  
audience segmentation*/
```

```
/* Instructions to users:
```

1. All variables must have the same names and response coding as indicated in the Codebook (previous section). Note: Prefixes are: PSR=Preferred Societal Response, INV=Issue Involvement, Belief=Belief and Behavior=Behavior.

2. In the script, the user must replace YOURLIBNAME.YOURDATA with their own SAS libname and name of their dataset.

3. The user must download separately the "SixAmer_36discrimFuncV2" SAS file with the discriminant functions and place it in an identified SAS libname - again YOURLIBNAME in the script -- so SAS will know where the file is located.

4. In the script, replace YOURLIBNAME.YOURSEGMENTS with your libname and the name you want for your new dataset. This script will create a new dataset containing the original variables plus a new one (Segment6) that contains the Six America segment for each respondent.

5. Segment6 is coded: 1=Alarmed, 2=Concerned 3=Cautious, 4=Disengaged, 5=Doubtful, & 6=Dismissive.

6. Also, please note that the first portion of this script file creates the new dummy-coded variables needed.

```
*/
```

```
Data temp;
```

```
Set YOURLIBNAME.YOURDATA; /* REPLACE WITH YOUR DATASET NAME WITH SAS  
LIBNAME */
```

```
Data temp;
```

```
Set temp;
```

```
/*creating dummy variables for discrim analyses */
```

```
If PSR36= 0 then PSR36_DK=1;  
Else if PSR36=1 then PSR36_DK=0;  
Else if PSR36=2 then PSR36_DK=0;  
Else if PSR36=3 then PSR36_DK=0;  
Else if PSR36=4 then PSR36_DK=0;
```

```
If PSR36= 0 then PSR36_dummy1=0;  
Else if PSR36=1 then PSR36_dummy1=1;  
Else if PSR36=2 then PSR36_dummy1=0;  
Else if PSR36=3 then PSR36_dummy1=0;  
Else if PSR36=4 then PSR36_dummy1=0;
```

```

If PSR36= 0 then PSR36_dummy2=0;
  Else if PSR36=1 then PSR36_dummy2=0;
  Else if PSR36=2 then PSR36_dummy2=1;
  Else if PSR36=3 then PSR36_dummy2=0;
  Else if PSR36=4 then PSR36_dummy2=0;

If PSR36= 0 then PSR36_dummy3=0;
  Else if PSR36=1 then PSR36_dummy3=0;
  Else if PSR36=2 then PSR36_dummy3=0;
  Else if PSR36=3 then PSR36_dummy3=0;
  Else if PSR36=4 then PSR36_dummy3=1;

If Behavior24= 0 then BEHAVIOR24_DK=1;
  Else if Behavior24=1 then Behavior24_dk=0;
  Else if Behavior24=2 then Behavior24_dk=0;
  Else if Behavior24=3 then Behavior24_dk=0;
  Else if Behavior24=4 then Behavior24_dk=0;
  Else if Behavior24=5 then Behavior24_dk=0;

If Behavior24= 0 then BEHAVIOR24_dummy1=0;
  Else if Behavior24=1 then Behavior24_dummy1=1;
  Else if Behavior24=2 then Behavior24_dummy1=0;
  Else if Behavior24=3 then Behavior24_dummy1=0;
  Else if Behavior24=4 then Behavior24_dummy1=0;
  Else if Behavior24=5 then Behavior24_dummy1=0;

If Behavior24= 0 then BEHAVIOR24_dummy2=0;
  Else if Behavior24=1 then Behavior24_dummy2=0;
  Else if Behavior24=2 then Behavior24_dummy2=0;
  Else if Behavior24=3 then Behavior24_dummy2=1;
  Else if Behavior24=4 then Behavior24_dummy2=0;
  Else if Behavior24=5 then Behavior24_dummy2=0;

If Behavior24= 0 then BEHAVIOR24_dummy3=0;
  Else if Behavior24=1 then Behavior24_dummy3=0;
  Else if Behavior24=2 then Behavior24_dummy3=0;
  Else if Behavior24=3 then Behavior24_dummy3=0;
  Else if Behavior24=4 then Behavior24_dummy3=1;
  Else if Behavior24=5 then Behavior24_dummy3=0;

If Behavior24= 0 then BEHAVIOR24_dummy4=0;
  Else if Behavior24=1 then Behavior24_dummy4=0;
  Else if Behavior24=2 then Behavior24_dummy4=0;
  Else if Behavior24=3 then Behavior24_dummy4=0;
  Else if Behavior24=4 then Behavior24_dummy4=0;
  Else if Behavior24=5 then Behavior24_dummy4=1;

If Behavior25= 0 then BEHAVIOR25_DK=1;
  Else if Behavior25=1 then BEHAVIOR25_dk=0;
  Else if Behavior25=2 then BEHAVIOR25_dk=0;
  Else if Behavior25=3 then BEHAVIOR25_dk=0;
  Else if Behavior25=4 then BEHAVIOR25_dk=0;
  Else if Behavior25=5 then BEHAVIOR25_dk=0;

If Behavior25= 0 then BEHAVIOR25_dummy1=0;

```

```

Else if Behavior25=1 then BEHAVIOR25_dummy1=1;
Else if Behavior25=2 then BEHAVIOR25_dummy1=0;
Else if Behavior25=3 then BEHAVIOR25_dummy1=0;
Else if Behavior25=4 then BEHAVIOR25_dummy1=0;
Else if Behavior25=5 then BEHAVIOR25_dummy1=0;

If Behavior25= 0 then BEHAVIOR25_dummy2=0;
Else if Behavior25=1 then BEHAVIOR25_dummy2=0;
Else if Behavior25=2 then BEHAVIOR25_dummy2=0;
Else if Behavior25=3 then BEHAVIOR25_dummy2=1;
Else if Behavior25=4 then BEHAVIOR25_dummy2=0;
Else if Behavior25=5 then BEHAVIOR25_dummy2=0;

If Behavior25= 0 then BEHAVIOR25_dummy3=0;
Else if Behavior25=1 then BEHAVIOR25_dummy3=0;
Else if Behavior25=2 then BEHAVIOR25_dummy3=0;
Else if Behavior25=3 then BEHAVIOR25_dummy3=0;
Else if Behavior25=4 then BEHAVIOR25_dummy3=1;
Else if Behavior25=5 then BEHAVIOR25_dummy3=0;

If Behavior25= 0 then BEHAVIOR25_dummy4=0;
Else if Behavior25=1 then BEHAVIOR25_dummy4=0;
Else if Behavior25=2 then BEHAVIOR25_dummy4=0;
Else if Behavior25=3 then BEHAVIOR25_dummy4=0;
Else if Behavior25=4 then BEHAVIOR25_dummy4=0;
Else if Behavior25=5 then BEHAVIOR25_dummy4=1;

/* Belief2 dummung coding based on original coding of
1=Caused mostly by human activities
2=Caused mostly by natural changes in the environment
3=Other
4=None of the above because GW not happening
*/

If Belief2=1 then BELIEF2_dummy1=0;
Else if Belief2=2 then BELIEF2_dummy1=0;
Else if Belief2=3 then BELIEF2_dummy1=0;
Else if Belief2=4 then BELIEF2_dummy1=1;

If Belief2=1 then BELIEF2_dummy2=0;
Else if Belief2=2 then BELIEF2_dummy2=1;
Else if Belief2=3 then BELIEF2_dummy2=0;
Else if Belief2=4 then BELIEF2_dummy2=0;

If Belief2=1 then BELIEF2_dummy3=1;
Else if Belief2=2 then BELIEF2_dummy3=0;
Else if Belief2=3 then BELIEF2_dummy3=0;
Else if Belief2=4 then BELIEF2_dummy3=0;

If Belief3= 1 then Belief3_dk=1;
Else if Belief3=2 then Belief3_dk=0;
Else if Belief3=3 then Belief3_dk=0;
Else if Belief3=4 then Belief3_dk=0;

If Belief3= 1 then Belief3_dummy1=0;

```

```

    Else if Belief3=2 then Belief3_dummy1=1;
    Else if Belief3=3 then Belief3_dummy1=0;
    Else if Belief3=4 then Belief3_dummy1=0;

If Belief3= 1 then Belief3_dummy2=0;
    Else if Belief3=2 then Belief3_dummy2=0;
    Else if Belief3=3 then Belief3_dummy2=0;
    Else if Belief3=4 then Belief3_dummy2=1;

If Belief4= 0 then Belief4_DK=1;
    Else if Belief4=1 then Belief4_dk=0;
    Else if Belief4=2 then Belief4_dk=0;
    Else if Belief4=3 then Belief4_dk=0;
    Else if Belief4=4 then Belief4_dk=0;

If Belief4= 0 then Belief4_dummy1=0;
    Else if Belief4=1 then Belief4_dummy1=1;
    Else if Belief4=2 then Belief4_dummy1=0;
    Else if Belief4=3 then Belief4_dummy1=0;
    Else if Belief4=4 then Belief4_dummy1=0;

If Belief4= 0 then Belief4_dummy2=0;
    Else if Belief4=1 then Belief4_dummy2=0;
    Else if Belief4=2 then Belief4_dummy2=0;
    Else if Belief4=3 then Belief4_dummy2=1;
    Else if Belief4=4 then Belief4_dummy2=0;

If Belief4= 0 then Belief4_dummy3=0;
    Else if Belief4=1 then Belief4_dummy3=0;
    Else if Belief4=2 then Belief4_dummy3=0;
    Else if Belief4=3 then Belief4_dummy3=0;
    Else if Belief4=4 then Belief4_dummy3=1;

If Belief5= 0 then Belief5_DK=1;
    Else if Belief5=1 then Belief5_dk=0;
    Else if Belief5=2 then Belief5_dk=0;
    Else if Belief5=3 then Belief5_dk=0;
    Else if Belief5=4 then Belief5_dk=0;

If Belief5= 0 then Belief5_dummy1=0;
    Else if Belief5=1 then Belief5_dummy1=1;
    Else if Belief5=2 then Belief5_dummy1=0;
    Else if Belief5=3 then Belief5_dummy1=0;
    Else if Belief5=4 then Belief5_dummy1=0;

If Belief5= 0 then Belief5_dummy2=0;
    Else if Belief5=1 then Belief5_dummy2=0;
    Else if Belief5=2 then Belief5_dummy2=0;
    Else if Belief5=3 then Belief5_dummy2=1;
    Else if Belief5=4 then Belief5_dummy2=0;

If Belief5= 0 then Belief5_dummy3=0;
    Else if Belief5=1 then Belief5_dummy3=0;
    Else if Belief5=2 then Belief5_dummy3=0;
    Else if Belief5=3 then Belief5_dummy3=0;

```



```

    Else if Belief5=4 then Belief5_dummy3=1;

If Belief6= 0 then Belief6_DK=1;
    Else if Belief6=1 then Belief6_dk=0;
    Else if Belief6=2 then Belief6_dk=0;
    Else if Belief6=3 then Belief6_dk=0;
    Else if Belief6=4 then Belief6_dk=0;

If Belief6= 0 then Belief6_dummy1=0;
    Else if Belief6=1 then Belief6_dummy1=1;
    Else if Belief6=2 then Belief6_dummy1=0;
    Else if Belief6=3 then Belief6_dummy1=0;
    Else if Belief6=4 then Belief6_dummy1=0;

If Belief6= 0 then Belief6_dummy2=0;
    Else if Belief6=1 then Belief6_dummy2=0;
    Else if Belief6=2 then Belief6_dummy2=0;
    Else if Belief6=3 then Belief6_dummy2=1;
    Else if Belief6=4 then Belief6_dummy2=0;

If Belief6= 0 then Belief6_dummy3=0;
    Else if Belief6=1 then Belief6_dummy3=0;
    Else if Belief6=2 then Belief6_dummy3=0;
    Else if Belief6=3 then Belief6_dummy3=0;
    Else if Belief6=4 then Belief6_dummy3=1;

Label

PSR36_dk = 'PSR36 dummy: DK vs others'
PSR36_dummy1 = 'PSR36 dummy: Should not reduce vs others'
PSR36_dummy2 = 'PSR36 dummy: Only if other industrialized/developing
countries do vs others'
PSR36_dummy3 = 'PSR36 dummy: Regardless of what other countries do vs others'
Behavior24_dk = 'Behavior24 dummy: DK vs others'
Behavior24_dummy1 = 'Behavior24 dummy: Never vs others'
Behavior24_dummy2 = 'Behavior24 dummy: A few times vs others'
Behavior24_dummy3 = 'Behavior24 dummy: Several times vs others'
Behavior24_dummy4 = 'Behavior24 dummy: Many times vs others'
Behavior25_dk = 'Behavior25 dummy: DK vs others'
Behavior25_dummy1 = 'Behavior25 dummy: Never vs others'
Behavior25_dummy2 = 'Behavior25 dummy: A few times vs others'
Behavior25_dummy3 = 'Behavior25 dummy: Several times vs others'
Behavior25_dummy4 = 'Behavior25 dummy: Many times vs others'
Belief2_dummy1 = 'Belief2 dummy1: Neither, GW not happening vs others'
Belief2_dummy2 = 'Belief2 dummy2: Caused mostly by natural changes vs others'
Belief2_dummy3 = 'Belief2 dummy3: Caused mostly by human activities vs
others'
Belief3_dk = 'Belief3 dummy_DK: DK vs others'
Belief3_dummy1 = 'Belief3 dummy1: Scientists agree GW is not happening vs
others'
Belief3_dummy2 = 'Belief3 dummy2: Scientists agree GW is happening vs others'
Belief4_dk = 'Belief4 dummy DK: personal harm: DK vs others'
Belief4_dummy1 = 'Belief4 dummy1: personal harm: Not at all vs others'
Belief4_dummy2 = 'Belief4 dummy2: personal harm: Moderate amount vs others'
Belief4_dummy3 = 'Belief4 dummy3: personal harm: A great deal vs others'

```

```

Belief5_dk = 'Belief5_dummyDK: harm to future generations: DK vs others'
Belief5_dummy1 = 'Belief5_dummy1: harm to future generations: Not at all vs
others'
Belief5_dummy2 = 'Belief5_dummy2: harm to future generations: Moderate amount
vs others'
Belief5_dummy3 = 'Belief5_dummy3: harm to future generations: A great deal vs
others'
Belief6_dk = 'Belief6_DK dummy: harm to plants/animals: DK vs others'
Belief6_dummy1 = 'Belief6_dummy1: harm to plants/animals: Not at all vs
others'
Belief6_dummy2 = 'Belief6_dummy1: harm to plants/animals: Moderate amount vs
others'
Belief6_dummy3 = 'Belief6_dummy1: harm to plants/animals: A great deal vs
others'
PSR32='GW priority for Congress/next President'
PSR33='Corps/industry should do more or less about GW'
PSR34='Citizens should do more or less about GW'
PSR35='How big an effort should US make to reduce GW'
Behavior23='Past 12 mon. have you contacted govt officials'
Behavior27='In next 12 mon, intend to punish companies that oppose reducing
GW'
Behavior26='In next 12 mon, intend to reward companies that reduce GW'
Behavior28='Stage of change: lower thermostat in winter'
Behavior29='Stage of change: use public transit or car pool'
Behavior30='Stage of change: walk or bike instead of drive'
Behavior31='Stage of change: use CFL'
Belief1='How sure are you than GW is happening'
Belief7='When will GW harm people in US'
Belief9="Actions of single indiv won't make any difference in GW"
Belief8='Which comes closest to your view on stopping GW'
Belief10='New technologies can solve GW (agree)'
Belief11="My energy-saving actions' impact on reducing GW"
Belief12='If most people in US took these actions, what impact'
Belief13='If most people in modern countris took these actions, what impact'
Inv14='Do you think GW is a good thing or a bad thing'
Inv15='How worried are you about GW'
Inv16='How much have you thought about GW'
Inv18='How important is GW to you personally'
Inv17='How much more info do you need to make up mind (not need any more)'
Inv19='I could easily change my mind about GW'
Inv20='Have personally experienced effects of GW'
Inv21='How often discuss GW with family & friends'
Inv22='How many friends share your views';

```

```

PROC DISCRIM data=YOURLIBNAME.SixAmer_36discrimFuncV2 testdata=temp
testout=yoursegments;

```

```

VAR
Belief1
Belief2_dummy2
Belief2_dummy1
Belief2_dummy3
Belief3_dummy1
Belief3_dummy2
Belief3_dk
Belief4_dk

```

Belief4_dummy1
Belief4_dummy2
Belief4_dummy3
Belief5_dummy1
Belief5_dk
Belief5_dummy3
Belief5_dummy2
Belief6_dummy1
Belief6_dummy2
Belief6_dummy3
Belief6_dk
Belief7
Belief8
Belief9
Belief10
Belief11
Belief12
Belief13
Inv14
Inv15
Inv16
Inv17
Inv18
Inv19
Inv20
Inv21
Inv22
PSR32
PSR33
PSR34
PSR35
PSR36_dummy3
PSR36_dummy1
PSR36_dummy2
PSR36_dk
Behavior23
Behavior24_dummy1
Behavior24_dummy2
Behavior24_dummy3
Behavior24_dummy4
Behavior24_dk
Behavior25_dummy4
Behavior25_dummy1
Behavior25_dummy2
Behavior25_dummy3
Behavior25_dk
Behavior26
Behavior27
Behavior28
Behavior29
Behavior30
Behavior31;
CLASS segment6;

Data YOURLIBNAME.YOURSEGMENTS;

```
Set yoursegments;

Segment6=_into_;
Drop _1 _2 _3 _4 _5 _6 _into_;
Label Segment6='Six Americas Segment based on full model';

Proc freq;
  Tables segment6;
TITLE1 'Segments based on discriminant functions using 36 items from full
model';

Run;
```

SPSS SCRIPT, 36-ITEMS

Syntax to run segmentation for Global Warming's Six Americas

/*36 item version*/

/*10.3.10*/

/*creating dummy variables for discrim analyses */

IF (PSR36=0) PSR36_dk=1.

IF (PSR36=1) PSR36_dk=0.

IF (PSR36=2) PSR36_dk=0.

IF (PSR36=3) PSR36_dk=0.

IF (PSR36=4) PSR36_dk=0.

IF (PSR36=0) PSR36_dummy1=0.

IF (PSR36=1) PSR36_dummy1=1.

IF (PSR36=2) PSR36_dummy1=0.

IF (PSR36=3) PSR36_dummy1=0.

IF (PSR36=4) PSR36_dummy1=0.

IF (PSR36=0) PSR36_dummy2=0.

IF (PSR36=1) PSR36_dummy2=0.

IF (PSR36=2) PSR36_dummy2=1.

IF (PSR36=3) PSR36_dummy2=0.

IF (PSR36=4) PSR36_dummy2=0.

IF (PSR36=0) PSR36_dummy3=0.

IF (PSR36=1) PSR36_dummy3=0.

IF (PSR36=2) PSR36_dummy3=0.
IF (PSR36=3) PSR36_dummy3=0.
IF (PSR36=4) PSR36_dummy3=1.

IF (Behavior24= 0) Behavior24_dk=1.
IF (Behavior24=1) Behavior24_dk=0.
IF (Behavior24=2) Behavior24_dk=0.
IF (Behavior24=3) Behavior24_dk=0.
IF (Behavior24=4) Behavior24_dk=0.
IF (Behavior24=5) Behavior24_dk=0.

IF (Behavior24=0) Behavior24_dummy1=0.
IF (Behavior24=1) Behavior24_dummy1=1.
IF (Behavior24=2) Behavior24_dummy1=0.
IF (Behavior24=3) Behavior24_dummy1=0.
IF (Behavior24=4) Behavior24_dummy1=0.
IF (Behavior24=5) Behavior24_dummy1=0.

IF (Behavior24=0) Behavior24_dummy2=0.
IF (Behavior24=1) Behavior24_dummy2=0.
IF (Behavior24=2) Behavior24_dummy2=0.
IF (Behavior24=3) Behavior24_dummy2=1.
IF (Behavior24=4) Behavior24_dummy2=0.
IF (Behavior24=5) Behavior24_dummy2=0.

IF (Behavior24=0) Behavior24_dummy3=0.
IF (Behavior24=1) Behavior24_dummy3=0.
IF (Behavior24=2) Behavior24_dummy3=0.

IF (Behavior24=3) Behavior24_dummy3=0.

IF (Behavior24=4) Behavior24_dummy3=1.

IF (Behavior24=5) Behavior24_dummy3=0.

IF (Behavior24=0) Behavior24_dummy4=0.

IF (Behavior24=1) Behavior24_dummy4=0.

IF (Behavior24=2) Behavior24_dummy4=0.

IF (Behavior24=3) Behavior24_dummy4=0.

IF (Behavior24=4) Behavior24_dummy4=0.

IF (Behavior24=5) Behavior24_dummy4=1.

IF (Behavior25=0) Behavior25_dk=1.

IF (Behavior25=1) Behavior25_dk=0.

IF (Behavior25=2) Behavior25_dk=0.

IF (Behavior25=3) Behavior25_dk=0.

IF (Behavior25=4) Behavior25_dk=0.

IF (Behavior25=5) Behavior25_dk=0.

IF (Behavior25=0) Behavior25_dummy1=0.

IF (Behavior25=1) Behavior25_dummy1=1.

IF (Behavior25=2) Behavior25_dummy1=0.

IF (Behavior25=3) Behavior25_dummy1=0.

IF (Behavior25=4) Behavior25_dummy1=0.

IF (Behavior25=5) Behavior25_dummy1=0.

IF (Behavior25= 0) Behavior25_dummy2=0.

IF (Behavior25=1) Behavior25_dummy2=0.

IF (Behavior25=2) Behavior25_dummy2=0.

IF (Behavior25=3) Behavior25_dummy2=1.

IF (Behavior25=4) Behavior25_dummy2=0.

IF (Behavior25=5) Behavior25_dummy2=0.

IF (Behavior25=0) Behavior25_dummy3=0.

IF (Behavior25=1) Behavior25_dummy3=0.

IF (Behavior25=2) Behavior25_dummy3=0.

IF (Behavior25=3) Behavior25_dummy3=0.

IF (Behavior25=4) Behavior25_dummy3=1.

IF (Behavior25=5) Behavior25_dummy3=0.

IF (Behavior25= 0) Behavior25_dummy4=0.

IF (Behavior25=1) Behavior25_dummy4=0.

IF (Behavior25=2) Behavior25_dummy4=0.

IF (Behavior25=3) Behavior25_dummy4=0.

IF (Behavior25=4) Behavior25_dummy4=0.

IF (Behavior25=5) Behavior25_dummy4=1.

IF (Belief2=1) Belief2_dummy1=0.

IF (Belief2=2) Belief2_dummy1=0.

IF (Belief2=3) Belief2_dummy1=0.

IF (Belief2=4) Belief2_dummy1=1.

IF (Belief2=1) Belief2_dummy2=0.

IF (Belief2=2) Belief2_dummy2=1.

IF (Belief2=3) Belief2_dummy2=0.

IF (Belief2=4) Belief2_dummy2=0.

IF (Belief2=1) Belief2_dummy3=1.

IF (Belief2=2) Belief2_dummy3=0.

IF (Belief2=3) Belief2_dummy3=0.

IF (Belief2=4) Belief2_dummy3=0.

IF (Belief3=1) Belief3_dk=1.

IF (Belief3=2) Belief3_dk=0.

IF (Belief3=3) Belief3_dk=0.

IF (Belief3=4) Belief3_dk=0.

IF (Belief3=1) Belief3_dummy1=0.

IF (Belief3=2) Belief3_dummy1=1.

IF (Belief3=3) Belief3_dummy1=0.

IF (Belief3=4) Belief3_dummy1=0.

IF (Belief3= 1) Belief3_dummy2=0.

IF (Belief3=2) Belief3_dummy2=0.

IF (Belief3=3) Belief3_dummy2=0.

IF (Belief3=4) Belief3_dummy2=1.

IF (Belief4= 0) Belief4_dk=1.

IF (Belief4=1) Belief4_dk=0.

IF (Belief4=2) Belief4_dk=0.

IF (Belief4=3) Belief4_dk=0.

IF (Belief4=4) Belief4_dk=0.

IF (Belief4= 0) Belief4_dummy1=0.

IF (Belief4=1) Belief4_dummy1=1.

IF (Belief4=2) Belief4_dummy1=0.

IF (Belief4=3) Belief4_dummy1=0.

IF (Belief4=4) Belief4_dummy1=0.

IF (Belief4= 0) Belief4_dummy2=0.

IF (Belief4=1) Belief4_dummy2=0.

IF (Belief4=2) Belief4_dummy2=0.

IF (Belief4=3) Belief4_dummy2=1.

IF (Belief4=4) Belief4_dummy2=0.

IF (Belief4= 0) Belief4_dummy3=0.

IF (Belief4=1) Belief4_dummy3=0.

IF (Belief4=2) Belief4_dummy3=0.

IF (Belief4=3) Belief4_dummy3=0.

IF (Belief4=4) Belief4_dummy3=1.

IF (Belief5= 0) Belief5_dk=1.

IF (Belief5=1) Belief5_dk=0.

IF (Belief5=2) Belief5_dk=0.

IF (Belief5=3) Belief5_dk=0.

IF (Belief5=4) Belief5_dk=0.

IF (Belief5= 0) Belief5_dummy1=0.

IF (Belief5=1) Belief5_dummy1=1.

IF (Belief5=2) Belief5_dummy1=0.

IF (Belief5=3) Belief5_dummy1=0.

IF (Belief5=4) Belief5_dummy1=0.

IF (Belief5= 0) Belief5_dummy2=0.
IF (Belief5=1) Belief5_dummy2=0.
IF (Belief5=2) Belief5_dummy2=0.
IF (Belief5=3) Belief5_dummy2=1.
IF (Belief5=4) Belief5_dummy2=0.

IF (Belief5= 0) Belief5_dummy3=0.
IF (Belief5=1) Belief5_dummy3=0.
IF (Belief5=2) Belief5_dummy3=0.
IF (Belief5=3) Belief5_dummy3=0.
IF (Belief5=4) Belief5_dummy3=1.

IF (Belief6= 0) Belief6_dk=1.
IF (Belief6=1) Belief6_dk=0.
IF (Belief6=2) Belief6_dk=0.
IF (Belief6=3) Belief6_dk=0.
IF (Belief6=4) Belief6_dk=0.

IF (Belief6= 0) Belief6_dummy1=0.
IF (Belief6=1) Belief6_dummy1=1.
IF (Belief6=2) Belief6_dummy1=0.
IF (Belief6=3) Belief6_dummy1=0.
IF (Belief6=4) Belief6_dummy1=0.

IF (Belief6= 0) Belief6_dummy2=0.
IF (Belief6=1) Belief6_dummy2=0.
IF (Belief6=2) Belief6_dummy2=0.
IF (Belief6=3) Belief6_dummy2=1.

IF (Belief6=4) Belief6_dummy2=0.

IF (Belief6= 0) Belief6_dummy3=0.

IF (Belief6=1) Belief6_dummy3=0.

IF (Belief6=2) Belief6_dummy3=0.

IF (Belief6=3) Belief6_dummy3=0.

IF (Belief6=4) Belief6_dummy3=1.

/*calculate scores on each segment */

COMPUTE

Seg1=(4.7814052594*Belief1)+(24.4669133312*Belief2_dummy1)+(14.5891760238*Belief2_dummy2)+(11.9104786776*Belief2_dummy3)+(46.0628454198*Belief3_dummy1)+(42.6236056782*Belief3_dummy2)+(45.3370129909*Belief3_dk)+

(4.5627108355*Belief4_dummy1)+(3.3380108813*Belief4_dummy2)+(2.7666367536*Belief4_dummy3)+(2.2939536213*Belief4_dk)+(3.7769866607*Belief5_dummy1)+(16.8579496618*Belief5_dummy2)+(23.0940106945*Belief5_dummy3)+(19.0422410403*Belief5_dk)+

(10.7908419960*Belief6_dummy1)+(4.1128053261*Belief6_dummy2)+(5.1691009650*Belief6_dummy3)+(4.4536523678*Belief6_dk)+(3.1711666636*Belief7)+(5.6580029303*Belief8)+

(4.2041513447*Belief9)+(3.2826570755*Belief10)+(4.0372759973*Belief11)+(-0.6918536465*Belief12)+(7.6870153310*Belief13)+(4.7565152289*Inv14)+(9.3255386026*Inv15)+(5.0092778174*Inv16)+(1.8091338760*Inv17)+(2.8821998437*Inv18)+(7.0770407467*Inv19)+

(4.6148916945*Inv20)+(0.7061100138*Inv21)+(1.5849747239*Inv22)+(4.8580638925*Behavior23)+(18.4166985451*Behavior24_dummy1)+(18.4433321514*Behavior24_dummy2)+(19.3790119991*Behavior24_dummy3)+(19.0669353600*Behavior24_dummy4)+

(20.8568763586*Behavior24_dk)+(21.6064775913*Behavior25_dummy1)+(18.5808853245*Behavior25_dummy2)+(19.3508444545*Behavior25_dummy3)+

(21.2419637394*Behavior25_dummy4)+(14.8969179125*Behavior25_dk)+(9.2317202912*Behavior26)+(5.6799784360*Behavior27)+(1.4548182167*Behavior28)+(0.2920683151*Behavior29)+

(0.9518078863*Behavior30)+(3.6226910656*Behavior31)+(6.2330058864*PSR32)+(2.0510461968*PSR33)+(3.9496932859*PSR34)+(5.6000653171*PSR35)+

(51.5041045152*PSR36_dummy3)+(58.8518770039*PSR36_dummy1)+(53.8040624707*PSR36_dummy2)+(54.1486472529*PSR36_dk)-306.1129155221.

EXECUTE.

COMPUTE

Seg2=(4.4938898752*Belief1)+(24.6352326600*Belief2_dummy1)+(15.1138923580*Belief2_dummy2)+(11.9409295452*Belief2_dummy3)+(45.4560629963*Belief3_dummy1)+

(42.0683418986*Belief3_dummy2)+(44.7719329814*Belief3_dk)+(4.7593271092*Belief4_dummy1)+(3.1226786510*Belief4_dummy2)+(-0.4328160817*Belief4_dummy3)+

(2.7307924410*Belief4_dk)+(5.1570751324*Belief5_dummy1)+(17.4146403933*Belief5_dummy2)+(22.4557558172*Belief5_dummy3)+(18.7944688567*Belief5_dk)+

(9.6505456428*Belief6_dummy1)+(4.4520433023*Belief6_dummy2)+(4.5783464913*Belief6_dummy3)+(4.7039120674*Belief6_dk)+(3.0344001513*Belief7)+

(5.4631835119*Belief8)+(3.8772038693*Belief9)+(3.8439670061*Belief10)+(3.7322349277*Belief11)+(-0.7252218996*Belief12)+(7.5986709776*Belief13)+

(4.5094146840*Inv14)+(8.1323211773*Inv15)+(3.9483601322*Inv16)+(1.5928820469*Inv17)+(1.6044985741*Inv18)+(5.6297967868*Inv19)+(3.5922174725*Inv20)+

(0.8516421561*Inv21)+(1.0704894324*Inv22)+(4.0222813100*Behavior23)+(16.5257013256*Behavior24_dummy1)+(16.7956581688*Behavior24_dummy2)+

(16.0435055870*Behavior24_dummy3)+(14.5268962343*Behavior24_dummy4)+(18.8303514253*Behavior24_dk)+(21.7743309129*Behavior25_dummy1)+(17.5586614250*Behavior25_dummy2)+

(17.4819429759*Behavior25_dummy3)+(18.2377591962*Behavior25_dummy4)+(15.3092300941*Behavior25_dk)+(8.3565888678*Behavior26)+(5.4274753924*Behavior27)+

(1.4234756000*Behavior28)+(0.2415518405*Behavior29)+(0.8152605459*Behavior30)+(3.4536473573*Behavior31)+(5.2206162314*PSR32)+(1.7691803219*PSR33)+

(3.4653650797*PSR34)+(4.9149363440*PSR35)+(49.2177575157*PSR36_dummy3)+(56.2793622036*PSR36_dummy1)+(51.9291226929*PSR36_dummy2)+(51.7576912888*PSR36_dk)-255.2646262728.

EXECUTE.

COMPUTE

Seg3=(3.7831713781*Belief1)+(25.0319923880*Belief2_dummy1)+(16.7009059583*Belief2_dummy2)+(12.1613311657*Belief2_dummy3)+(45.5191275372*Belief3_dummy1)+(41.3132109370*Belief3_dummy2)+(44.5314366844*Belief3_dk)+(6.2014339633*Belief4_dummy1)+(1.1494737186*Belief4_dummy2)+(-1.4023777598*Belief4_dummy3)+(0.7856296196*Belief4_dk)+(5.1967253752*Belief5_dummy1)+(16.2840140735*Belief5_dummy2)+(18.0724522848*Belief5_dummy3)+(15.5872202336*Belief5_dk)+(8.1920329577*Belief6_dummy1)+(4.4431096630*Belief6_dummy2)+(2.3389551851*Belief6_dummy3)+(2.9888726263*Belief6_dk)+(2.6140208675*Belief7)+(5.2346131213*Belief8)+(3.6087178418*Belief9)+
(3.9874947964*Belief10)+(3.2282812200*Belief11)+(-1.0454467848*Belief12)+(6.8100103445*Belief13)+(3.7336866695*Inv14)+(6.4659161029*Inv15)+(3.3578115742*Inv16)+
(1.4783704160*Inv17)+(0.9382261072*Inv18)+(4.7705094462*Inv19)+(3.4020319946*Inv20)+(0.5273727811*Inv21)+(0.8371942301*Inv22)+(4.1460175840*Behavior23)+
(17.3069119553*Behavior24_dummy1)+(16.9394465515*Behavior24_dummy2)+(15.9277282923*Behavior24_dummy3)+(15.1667012873*Behavior24_dummy4)+(19.4919854813*Behavior24_dk)+
(21.7309918594*Behavior25_dummy1)+(16.8282065128*Behavior25_dummy2)+(16.3313887292*Behavior25_dummy3)+(16.9970685177*Behavior25_dummy4)+(15.0179930604*Behavior25_dk)+
(7.2882411861*Behavior26)+(4.8281362537*Behavior27)+(1.3765993363*Behavior28)+(0.2024420279*Behavior29)+(0.7758503887*Behavior30)+(3.1977859880*Behavior31)+
(4.2956882809*PSR32)+(1.7030471935*PSR33)+(3.0127028228*PSR34)+(4.6316429989*PSR35)+(44.9803064369*PSR36_dummy3)+(52.0932545635*PSR36_dummy1)+(49.3173420982*PSR36_dummy2)+(49.3666935265*PSR36_dk)-208.3524248827.

EXECUTE.

COMPUTE

Seg4=(3.6374507139*Belief1)+(26.0369662589*Belief2_dummy1)+(17.1880755318*Belief2_dummy2)+(12.2294488450*Belief2_dummy3)+(46.0489314610*Belief3_dummy1)+(42.4087817199*Belief3_dummy2)+
(46.5208320512*Belief3_dk)+(4.7984094011*Belief4_dummy1)+(3.0910348613*Belief4_dummy2)+(0.3946914001*Belief4_dummy3)+(6.6384995261*Belief4_dk)+(7.7361206484*Belief5_dummy1)+

(14.4052156691*Belief5_dummy2)+(18.8537428727*Belief5_dummy3)+(21.5557633736*Belief5_dk)+(8.9904064179*Belief6_dummy1)+(3.9723641025*Belief6_dummy2)+
 (2.3864484710*Belief6_dummy3)+(7.9786070080*Belief6_dk)+(2.5591895655*Belief7)+(5.1532914729*Belief8)+(3.8125526037*Belief9)+(3.6210545297*Belief10)+
 (3.4284427419*Belief11)+(-
 1.4801448583*Belief12)+(7.3019524729*Belief13)+(3.9329792521*Inv14)+(6.1489312408*Inv15)+(3.0125681952*Inv16)+(1.9421042292*Inv17)+
 (0.9990954329*Inv18)+(4.2384505153*Inv19)+(3.2482791453*Inv20)+(-
 0.1152932515*Inv21)+(0.6885661510*Inv22)+(4.0591898271*Behavior23)+(16.7236057903*Behavior24_dummy1)+
 (16.6779566884*Behavior24_dummy2)+(15.5779255482*Behavior24_dummy3)+(14.6819820129*Behavior24_dummy4)+(19.0296140801*Behavior24_dk)+(21.8558198578*Behavior25_dummy1)+
 (17.4162961699*Behavior25_dummy2)+(16.5429008733*Behavior25_dummy3)+(16.693585195*Behavior25_dummy4)+(15.9411838810*Behavior25_dk)+(7.2358760906*Behavior26)+
 (5.3394339487*Behavior27)+(1.4998896196*Behavior28)+(0.3605697051*Behavior29)+(0.6631581501*Behavior30)+(3.2336351136*Behavior31)+(4.4571093975*PSR32)+
 (1.4997272131*PSR33)+(3.0597621567*PSR34)+(4.4222875422*PSR35)+(45.5650810172*PSR36_dummy3)+(52.8266399284*PSR36_dummy1)+(49.7045901213*PSR36_dummy2)+(50.8196500892*PSR36_dk)-217.1063947165.

EXECUTE.

COMPUTE

Seg5=(3.0065213336*Belief1)+(26.0646777448*Belief2_dummy1)+(19.4460927066*Belief2_dummy2)+(12.6208336299*Belief2_dummy3)+(45.2019804237*Belief3_dummy1)+
 (40.4670948249*Belief3_dummy2)+(44.2696012010*Belief3_dk)+(8.2648057960*Belief4_dummy1)+(3.0050905898*Belief4_dummy2)+(0.5784285442*Belief4_dummy3)+
 (2.8076843918*Belief4_dk)+(7.8884371043*Belief5_dummy1)+(12.0051942752*Belief5_dummy2)+(14.6418580613*Belief5_dummy3)+(14.7736700154*Belief5_dk)+(10.1574708211*Belief6_dummy1)+
 (2.0874644683*Belief6_dummy2)+(0.4719409112*Belief6_dummy3)+(3.5848999679*Belief6_dk)+(1.7156844207*Belief7)+(3.4279760499*Belief8)+(3.4571446014*Belief9)+
 +
 (4.1242884219*Belief10)+(2.7114140406*Belief11)+(-
 1.5801328776*Belief12)+(5.2049784000*Belief13)+(3.4018041070*Inv14)+(3.8233357463*Inv15)+(3.0135015242*Inv16)+

(2.0845452934*Inv17)+(0.3037935582*Inv18)+(5.7383510706*Inv19)+(2.6686096352*
 Inv20)+(0.6636062574*Inv21)+(1.7015289873*Inv22)+(4.4398156546*Behavior23)+
 (17.4029143423*Behavior24_dummy1)+(17.1737817416*Behavior24_dummy2)+(16.17658
 34390*Behavior24_dummy3)+(15.2014044409*Behavior24_dummy4)+(20.7745431307*Beh
 avior24_dk)+
 (23.2021828776*Behavior25_dummy1)+(17.4925534304*Behavior25_dummy2)+(16.65066
 18485*Behavior25_dummy3)+(17.2403528376*Behavior25_dummy4)+(15.7305816165*Beh
 avior25_dk)+
 (7.1744088364*Behavior26)+(4.9845103409*Behavior27)+(1.2838956019*Behavior28)
 +(0.1526046702*Behavior29)+(0.6128666342*Behavior30)+(3.3119663749*Behavior31
)+
 (3.2496416099*PSR32)+(0.8710329933*PSR33)+(2.8721003584*PSR34)+(3.6537594091*
 PSR35)+(45.1647601743*PSR36_dummy3)+(52.7699304664*PSR36_dummy1)+
 (49.8563459256*PSR36_dummy2)+(49.8688476445*PSR36_dk)-179.8923732418.

EXECUTE.

COMPUTE

Seg6=(2.0331954940*Belief1)+(30.8275037785*Belief2_dummy1)+(20.4037513027*Bel
 ief2_dummy2)+(13.2216723844*Belief2_dummy3)+(37.2580709378*Belief3_dummy1)+(3
 2.1986105038*Belief3_dummy2)+
 (34.9930488298*Belief3_dk)+(8.0961966518*Belief4_dummy1)+(2.9763987522*Belief
 4_dummy2)+(1.3324978855*Belief4_dummy3)+(2.9713456960*Belief4_dk)+(22.0666159
 135*Belief5_dummy1)+
 (13.5375089729*Belief5_dummy2)+(16.8343616776*Belief5_dummy3)+(17.1924101366*
 Belief5_dk)+(20.5837048356*Belief6_dummy1)+(1.5168741680*Belief6_dummy2)+(-
 0.0227863452*Belief6_dummy3)+
 (1.4616801403*Belief6_dk)+(1.4621554955*Belief7)+(3.1216081630*Belief8)+(2.20
 40836323*Belief9)+(3.9754905272*Belief10)+(2.5270034844*Belief11)+(-
 1.2442024064*Belief12)+
 (4.3872584174*Belief13)+(3.3662996191*Inv14)+(2.1332689343*Inv15)+(3.90414828
 34*Inv16)+(2.8442129837*Inv17)+
 (0.1622926974*Inv18)+(6.5812553838*Inv19)+(2.0708563231*Inv20)+(0.1793283825*
 Inv21)+(2.5657168070*Inv22)+(4.1695182076*Behavior23)+(19.2661303180*Behavio
 r24_dummy1)+
 (18.0111404151*Behavior24_dummy2)+(17.1868495856*Behavior24_dummy3)+(16.31266
 70859*Behavior24_dummy4)+(21.9310850291*Behavior24_dk)+(22.0476466072*Behavio
 r25_dummy1)+


```
(15.9608681750*Behavior25_dummy2)+(15.4295912970*Behavior25_dummy3)+(15.3016316285*Behavior25_dummy4)+(14.7153694377*Behavior25_dk)+(7.4925445808*Behavior26)+
```

```
(4.7853284220*Behavior27)+(1.3339630061*Behavior28)+(0.1710421631*Behavior29)+(0.5368595093*Behavior30)+(3.1350695491*Behavior31)+(2.7597846867*PSR32)+
```

```
(0.2348038478*PSR33)+(1.8537055527*PSR34)+(2.8220264200*PSR35)+(48.3124262959*PSR36_dummy3)+(66.2610902933*PSR36_dummy1)+(51.8080744027*PSR36_dummy2)+(51.7100287746*PSR36_dk)-183.1454079077.
```

```
EXECUTE.
```

```
/*Determine segment by highest score*/
```

```
COMPUTE TopSeg=MAX (Seg1, Seg2, Seg3, Seg4, Seg5, Seg6).
```

```
EXECUTE.
```

```
IF (TopSeg = Seg1) Segment=1.
```

```
IF (TopSeg = Seg2) Segment=2.
```

```
IF (TopSeg = Seg3) Segment=3.
```

```
IF (TopSeg = Seg4) Segment=4.
```

```
IF (TopSeg = Seg5) Segment=5.
```

```
IF (TopSeg = Seg6) Segment=6.
```

```
EXECUTE.
```

```
VALUE LABELS Segment
```

```
1 'Alarmed'
```

```
2 'Concerned'
```

```
3 'Cautious'
```

```
4 'Disengaged'
```

```
5 'Doubtful'
```

```
6 'Dismissive'.
```