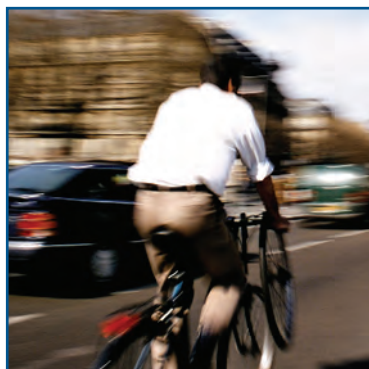


AMERICANS' ACTIONS TO LIMIT GLOBAL WARMING IN APRIL 2013



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Introduction

This report is based on findings from a nationally representative survey – *Climate Change in the American Mind* – conducted by the Yale Project on Climate Change Communication and the George Mason University Center for Climate Change Communication. Interview dates: April 8 - 15, 2013. Interviews: 1,045 Adults (18+) Total average margin of error: +/- 3 percentage points at the 95% confidence level. The research was funded by the Surdna Foundation, the 11th Hour Project, the Grantham Foundation, and the V.K. Rasmussen Foundation.

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Executive Summary

In this national survey, we investigated four types of climate and energy-related behavior – consumer, civic, household and transportation (energy use), and communication. This report focuses on the first three types. Consumer behavior has become an important way Americans express their values and concerns, leading to new products and services, creating and destroying markets, and influencing the policies and actions of companies large and small. As citizens, Americans also express their values and concerns to political and opinion leaders and government officials, thereby influencing public policies and decision-making, from the local to global scales. In this study, we also report key indicators of household and transportation energy use – how Americans use energy at home and on the road. The final category of behavior – communication – will be the sole focus of a subsequent report.

Consumer Behavior

Half of all Americans at least occasionally consider environmental impacts when deciding whether or not to buy a product. Important attributes include a product's recyclability, harm to the environment, use of few resources, and contribution to global warming. A majority of Americans have bought locally grown or produced food ("locavorism") at least occasionally in the past year, while four out of ten have bought organic food. While the intention to purchase energy-efficient appliances and cars has become a majority norm, fewer Americans (21 to 28%) have rewarded and/or punished companies for their global warming-related activities, by buying or refusing to buy their products.

Specific findings include:

- One in five Americans (22%) considers environmental impacts "very consistently" or "often" when deciding whether or not to purchase a product. Half (52%) consider environmental impacts at least "occasionally", while four in ten (39%) say they "rarely" or "never" do.
- Environmentally-conscious consumers say the following considerations are "essential," "very important," or "somewhat important" to their purchasing decisions: The product...
 - Is recyclable (47% say it is very important or essential; 78% say it is at least "somewhat important");
 - Does not cause damage to the environment (42% and 73% respectively);
 - Uses few resources (36% and 65%);
 - Does not contribute to global warming (34% and 62%).

- Environmentally-conscious consumers also say the following values are “essential,” “very important,” or “somewhat important” to them when making purchase decisions: helps me to live simply (72%) promotes the well-being of the next generation (70%); supports the local economy (68%), and reflects my values (60%).
- At least four in ten Americans say they “often” or “occasionally” bought food grown or produced locally (69%) or organic food (42%) in the past 12 months. About one in three (36%) talked to family and friends about the environmental impact of different products or foods, and three in ten (28%) looked for information about the environmental impact of different products or foods.
- Eight in ten Americans intend to buy locally grown or produced food; six in ten intend to buy organic food in the next 12 months. More Americans also intend to stop buying a company’s products due to their environmental behavior (net increase of 8 points).
- About half of Americans say they have deliberately bought an energy-efficient kitchen appliance, and at least one third say they have deliberately bought an energy-efficient home air conditioner (40%), an energy-efficient home water heater (37%) or a car that averages 30 miles or more per gallon (33%).
- Asked if, the next time they make a purchase, they intend to buy specific energy-efficient items, majorities of Americans say they will buy an energy-efficient kitchen appliance (75%), home water heater (71%), home air conditioner (68%), or home furnace (67%). Six in ten say the next time they purchase a car, it will average 30 miles or more per gallon (61%).
- Three in ten Americans (28%) say that, in the past 12 months, they have rewarded companies taking steps to reduce global warming by buying their products. About one in five (21%) also say that in the past 12 months they have punished companies *opposing* steps to reduce global warming by not purchasing their products.
- In the past 12 months, one in four Americans (26%) say they discussed what they see as a company’s irresponsible environmental behavior with friends or family. One in ten has spread information about offending companies via the Internet (10%) or invested in stocks or mutual funds that are environmentally friendly (10%).
- Asked whether or not they *intend* to take a number of actions more or less frequently over the next 12 months, Americans say they will be more likely to discuss a company’s environmental behavior with family or friends (12% say they will do it more frequently, 9% say they will do it less often, for a net increase of 3 percentage points).

Civic Behavior

Prior studies, including those focused on other national issues, have typically found that relatively few Americans directly engage the political system, other than voting during elections. Here we find that only 10% of Americans have contacted a government official about global warming in the past year. Similarly, less than 10% of the public has taken other civic actions in the past year, such as donating money to organizations working to limit global warming, or donating money or time to candidates who have pledged to address global warming. There does, however, appear to be substantial latent potential among the public for more civic behavior; well over a third of our respondents say they would be willing to join a campaign to convince elected officials to “to the right thing” about global warming.

Specific findings include:

- Only one in ten (10%) Americans has contacted a government official about global warming by letter, email, or phone over the past 12 months, a number that has essentially remained unchanged since 2008.
- Since January 2008, the proportion of Americans who have contacted a government official about global warming has been essentially stable (8% compared to 10% in January 2008).
- Nearly four out of ten Americans (38%) “strongly” or “somewhat agree” that they would be willing to join a campaign to convince elected officials to do “the right thing” about global warming.
- Over the past 12 months, five to ten percent of Americans have “often” or “occasionally” signed a petition about global warming (10%); shared information about global warming on Facebook or Twitter (7%); donated money to an organization working on global warming (7%); donated money to a political candidate because they share your views on global warming (6%); posted a comment online in response to a news story or blog about global warming (6%); written letters, emailed, or phoned a newspaper about global warming (5%); or volunteered time to elect a political candidate because they share your views on global warming (5%).

Household and Transportation Behavior

With the exception of using energy-efficient compact florescent light bulbs – which has become the norm – the number of Americans who are taking a variety of energy saving actions at home and on the road has remained relatively stable over the past five years. An important change over time, however, is that fewer people now believe that individual actions can substantially limit global warming – even if taken by the majority of people in all developed countries.

Specific findings include:

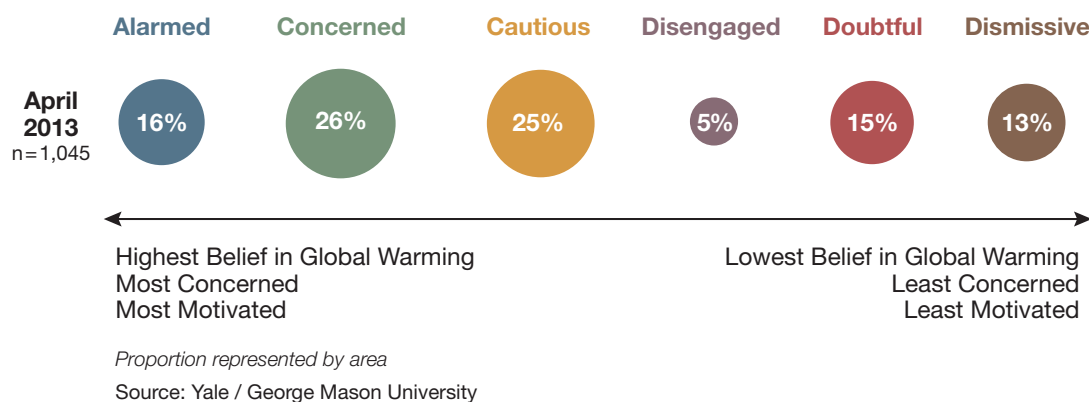
- Half of Americans say they “always” or “often” set their thermostat no higher than 68 degrees during the winter (50%), although this is below the highest level reported in November of 2008 (62%).
- A modest number of Americans say they would like to walk or bike instead of drive (24%), set the thermostat to no more than 68 degrees in the winter (15%), or use public transportation or carpool (13%) more frequently over the next 12 months than they do now.
- Majorities intend to keep performing each of these behaviors at their current frequency. Relatively few Americans intend to perform these behaviors *less* often over the next 12 months.
- Compact fluorescent light bulbs continue to be adopted by the American consumer, with 53 percent now reporting that most or all of the light bulbs in their home are CFLs – up from 40 percent in November 2008.
- Of the 40 percent of Americans who say that only “some” or fewer of their current light bulbs are CFLs, one in four say they will probably change most of their bulbs to CFLs in the next twelve months (26%). One in five (20%) say they would like to, but probably won’t, while another 27 percent express no desire to convert most of their light bulbs to CFLs. One in four say they “don’t know” if they will convert.
- Since 2008, Americans have become less confident that their individual actions to save energy will reduce their own contribution to global warming (31%, down 17 points since 2008). Though still a majority, Americans are also less likely to say that if most people in modern industrialized societies took these actions, it would reduce global warming “a lot” or “some” (66%, down 19 points since 2008). Similarly, fewer say that if most people in the United States took similar actions, it would reduce global warming “a lot” or “some” (56%, down 22 points since 2008).

Introduction to Global Warming's Six Americas

Throughout this report, we reference *Global Warming's Six Americas*, a multivariate statistical segmentation of the American public based on their climate-relevant beliefs, attitudes, policy preferences, and behaviors.

Views on the issue of global warming vary in the United States, and our segmentation identifies different groups within the public that share similar beliefs, attitudes and behaviors about climate change. The segmentation divides Americans into six distinct publics that range along a spectrum of concern and issue engagement.

The Six Americas Segments



The Six Americas do not vary much by age, gender, race or income – there are members of every demographic group in each of the segments. They range instead by global-warming beliefs, concerns and issue engagement, from the *Alarmed* to the *Dismissive*. Groups on the left of the figure above are more concerned about global warming and desire more action to reduce it, while groups on the right are relatively unconcerned and oppose action. The middle groups tend to have low issue involvement, do not think about global warming often and do not have strong – if any – opinions about the course the U.S. should pursue.

The *Alarmed* (16%) are certain global warming is occurring, understand that it is human-caused and harmful, and strongly support societal action to reduce the threat. They discuss the issue more often, seek more information about it, and are more likely to act as global warming opinion leaders than the other segments. They are the most likely of the six groups to have engaged in political activism on the issue, although only about a quarter have done so.

The *Concerned* are moderately certain global warming is occurring, harmful, and human-caused. They tend to view global warming as a threat to other nations and future generations, but not as a personal threat or a threat to their community. They support societal action on climate change, but

are unlikely to have engaged in political activism.

The *Cautious* are likely to believe climate change is real – but are not certain. Many do not know the cause of global warming. They are less worried than the *Concerned* and tend to view global warming as a distant threat. They have given little thought to the issue and are unlikely to have strongly held opinions about what, if anything, should be done it.

These three groups – the *Alarmed*, *Concerned* and *Cautious* – currently comprise two thirds of the American public. Although they range in certainty about the reality and dangers of climate change, they are similarly inclined to believe it is a real threat that should be addressed. Thus, some level of support for action is the predominant view among the majority of Americans.

The *Disengaged* (5%) have given the issue of global warming little to no thought. They have no strongly held beliefs about global warming, know little about it, and do not view it as having any personal relevance. They tend to have the lowest education and income levels of the six groups.

The *Doubtful* (15%), however, are uncertain whether global warming is occurring or not. If they believe that it is happening, they are likely to attribute it to natural causes rather than human activities. They tend to be politically conservative and to hold traditional religious views.

The *Dismissive* (13%), are certain that global warming is *not* occurring, tend to regard the issue as a hoax and are strongly opposed to action to reduce the threat.

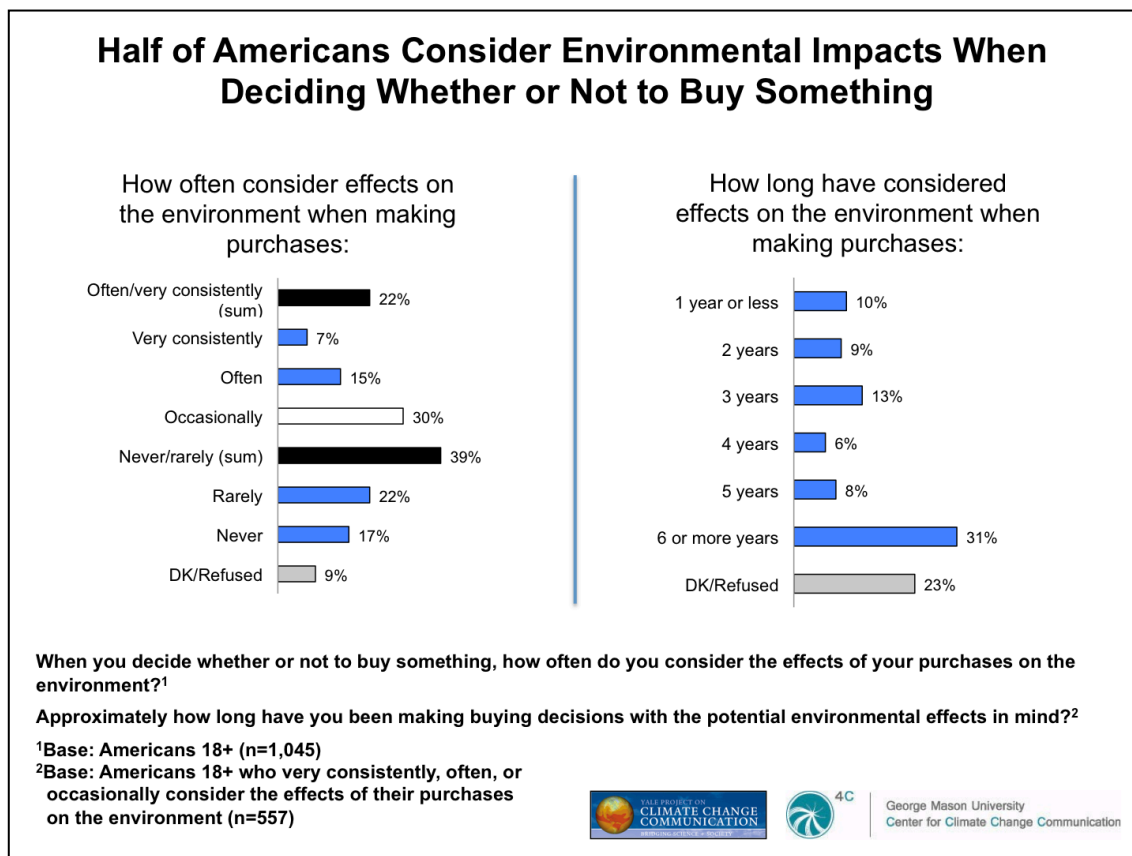
1. Consumer Behavior

1.1. Half of Americans consider environmental impacts when deciding whether or not to buy something.

One in five Americans (22%) considers environmental impacts “very consistently” or “often” when deciding whether or not to purchase a product. Half (52%) consider environmental impacts at least “occasionally”, while four in ten (39%) say they “rarely” or “never” do.

Of these environmentally conscious consumers, most say they have been making buying decisions with potential environmental effects in mind for at least three years (58%).

The Alarmed are by far the most likely to consider a purchase’s impact “often” or “very consistently” (59%), followed distantly by the Concerned (24%). The Disengaged are the least likely to do so (6%). Moreover, well over half of the Alarmed (59%) have been environmentally conscious consumers for five or more years, a much higher proportion than any of the other Six Americas. See page 70 for details.

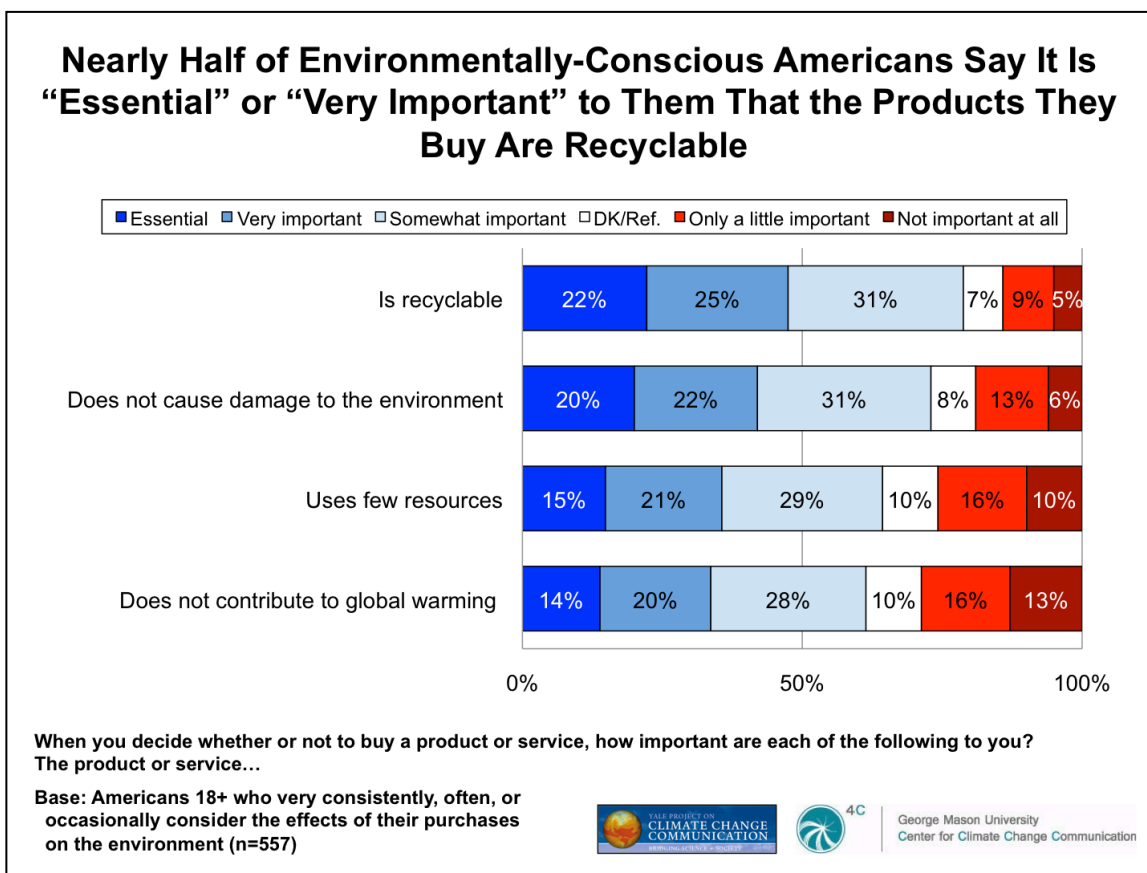


1.2. Nearly half of environmentally-conscious Americans say it is “essential” or “very important” to them that the products they buy are recyclable.

Asked how important specific environmental factors are to their purchase decisions, environmentally conscious consumers say the following considerations are “essential,” “very important,” or “somewhat important.” The product:

- Is recyclable (47% say it is very important or essential; 78% say it is at least “somewhat important”)
- Does not cause damage to the environment (42% and 73% respectively)
- Uses few resources (36% and 65%)
- Does not contribute to global warming (34% and 62%)

Base sizes are too small for a Six Americas analysis.



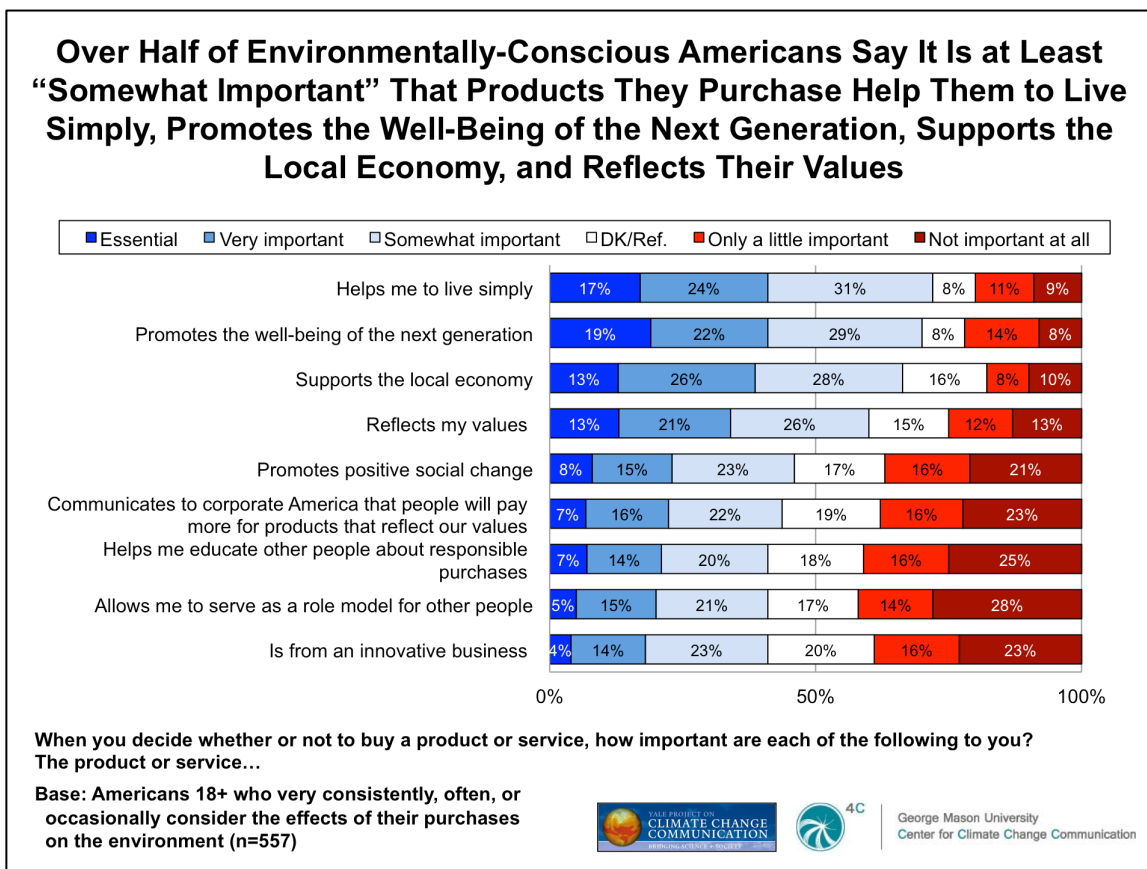
1.3. Over half of environmentally-conscious Americans say it is at least “somewhat important” that the products they buy help them to live simply, promote the well-being of the next generation, support the local economy, and reflect their values.

Environmentally-conscious Americans say the following values are “essential,” “very important,” or “somewhat important” to them when making purchase decisions:

- Helps me to live simply (72%)
- Promotes the well-being of the next generation (70%)
- Supports the local economy (68%)
- Reflects my values (60%)

Fewer than half say the following are important when making purchase decisions: promotes positive social change, allows me to serve as a role model, helps me educate other people about responsible purchases, is from an innovative business, or communicates to corporate America that people will pay more for products that reflect our values.

Base sizes are too small for a Six Americas analysis.



1.4. Seven in ten Americans “often” or “occasionally” bought locally grown or produced food in the past 12 months; four in ten bought organic food.

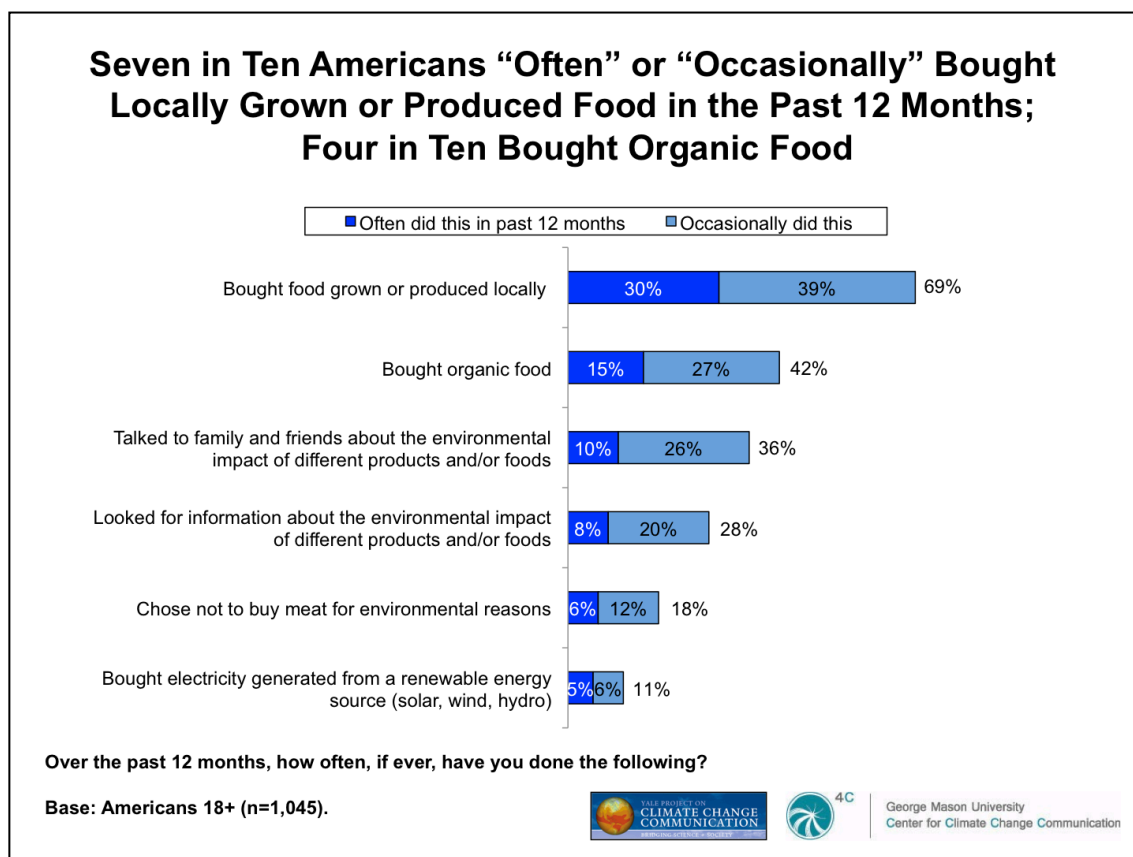
At least four in ten Americans made the following purchases “often” or “occasionally” in the past 12 months:

- Food grown or produced locally (69%)
- Organic food (42%)

About one in three (36%) talked to family and friends about the environmental impact of different products or foods, and three in ten (28%) looked for information about the environmental impact of different products or foods.

Unlike the other Six Americas groups, a majority of the Alarmed have at least occasionally bought organic food (71%), talked to family and friends about the environmental impact of different products or foods (70%), and looked for information about the environmental impact of different products or foods (61%).

The Alarmed are also the group most likely to have bought locally grown or produced food (88%), although majorities of all other groups – except the Disengaged – have done so as well. See pages 71- 73 for more details.



1.5. Eight in ten Americans intend to buy locally grown or produced food; six in ten intend to buy organic food in the next 12 months.

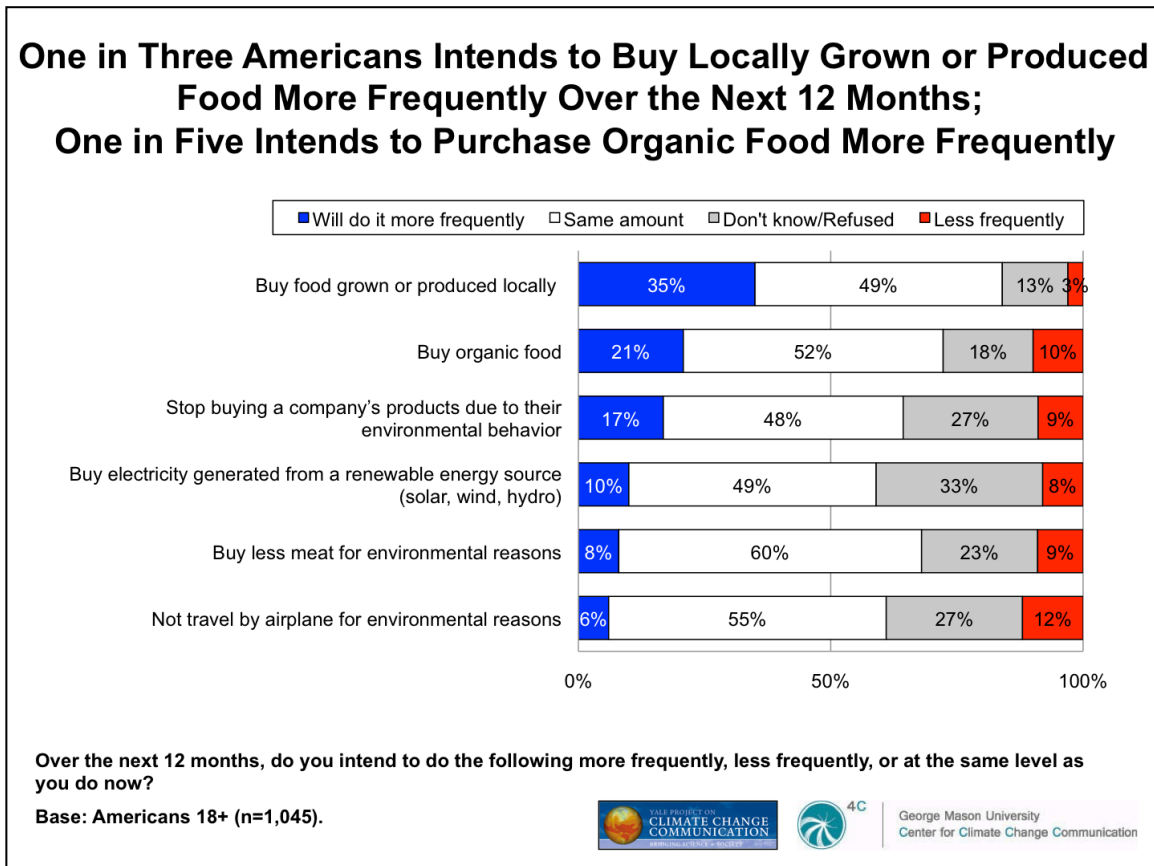
Asked whether or not they *intend* to take a number of actions more or less frequently in the next 12 months, on the whole Americans say they will be doing more of the following behaviors:

- Buying food grown or produced locally (35% say they will do it more frequently, 3% say they will do it less often, for a net increase of 32 percentage points). In total, eight in ten Americans (79%) intend to buy locally grown or produced food in the coming year.
- Buying organic food (net increase of 11 points). Overall, about six in ten Americans (57%) intend to purchase organic foods in the next 12 months.
- Stop buying a company's products due to their environmental behavior (net increase of 8 points)

Americans on balance are neither more nor less likely to buy electricity from a renewable energy source (net increase of 2 points, 17% in total plan to buy it) or purchase less meat (net loss of 1 point, 25% in total plan to do so in the coming 12 months).

By contrast, Americans say they will avoid airplane travel for environmental reasons *less* frequently than they do now (net decrease of 6%).

For all of these items, the Alarmed are the most likely to say they intend to do them more frequently in the future and are often twice as likely as any other group to say this (see pages 74-76).



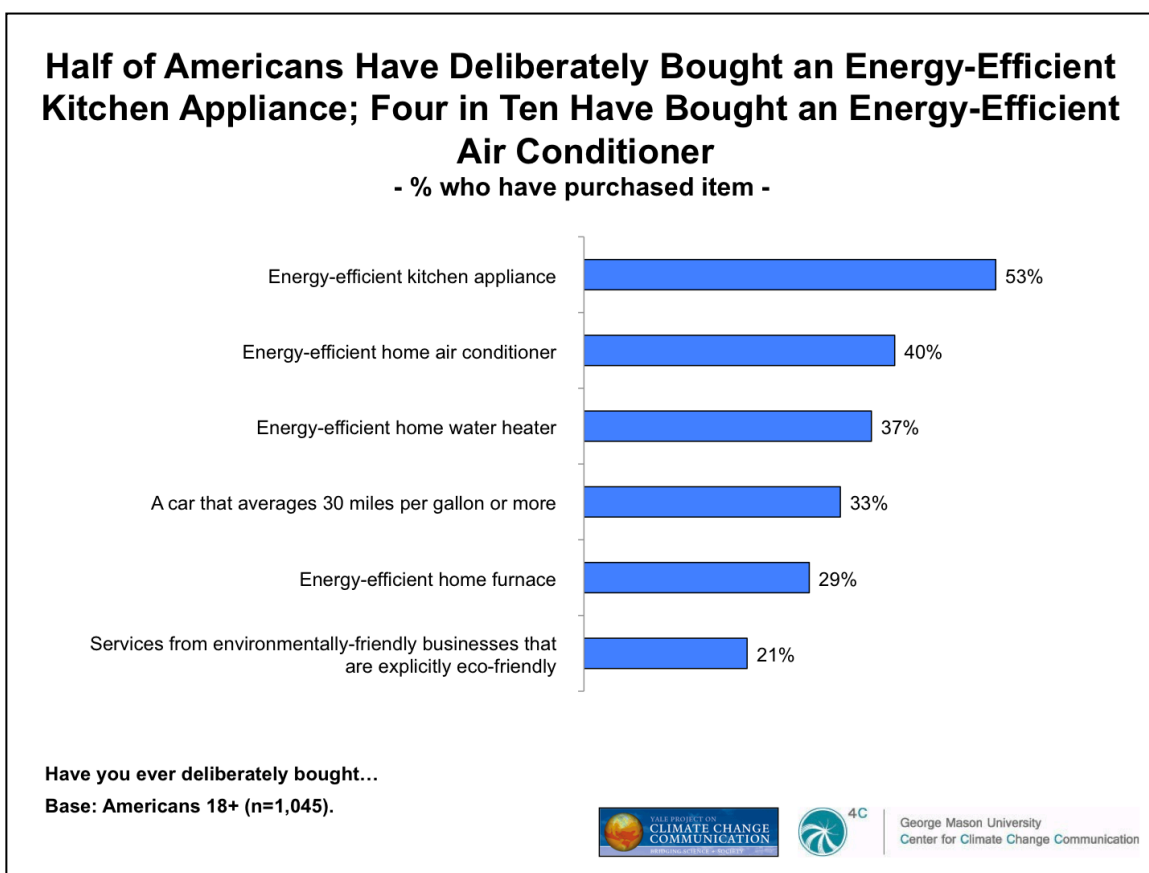
1.6. Half of Americans have deliberately bought an energy-efficient kitchen appliance; four in ten have bought an energy-efficient air conditioner.

About half of Americans say they have deliberately bought an energy-efficient kitchen appliance.

Moreover, at least one third say they have deliberately bought:

- An energy-efficient home air conditioner (40%)
- An energy-efficient home water heater (37%)
- A car that averages 30 miles or more per gallon (33%)

The Alarmed and Concerned are more likely to have bought these items than the other Six Americas, but not by large margins – most likely because energy-efficient items are less costly to run and therefore save money in the long run, something that all Americans appreciate. The exception is purchasing services from explicitly eco-friendly businesses: the Alarmed are the most likely to have done so (45%), the Dismissive least likely (8%). See pages 77-78 for in-depth data.

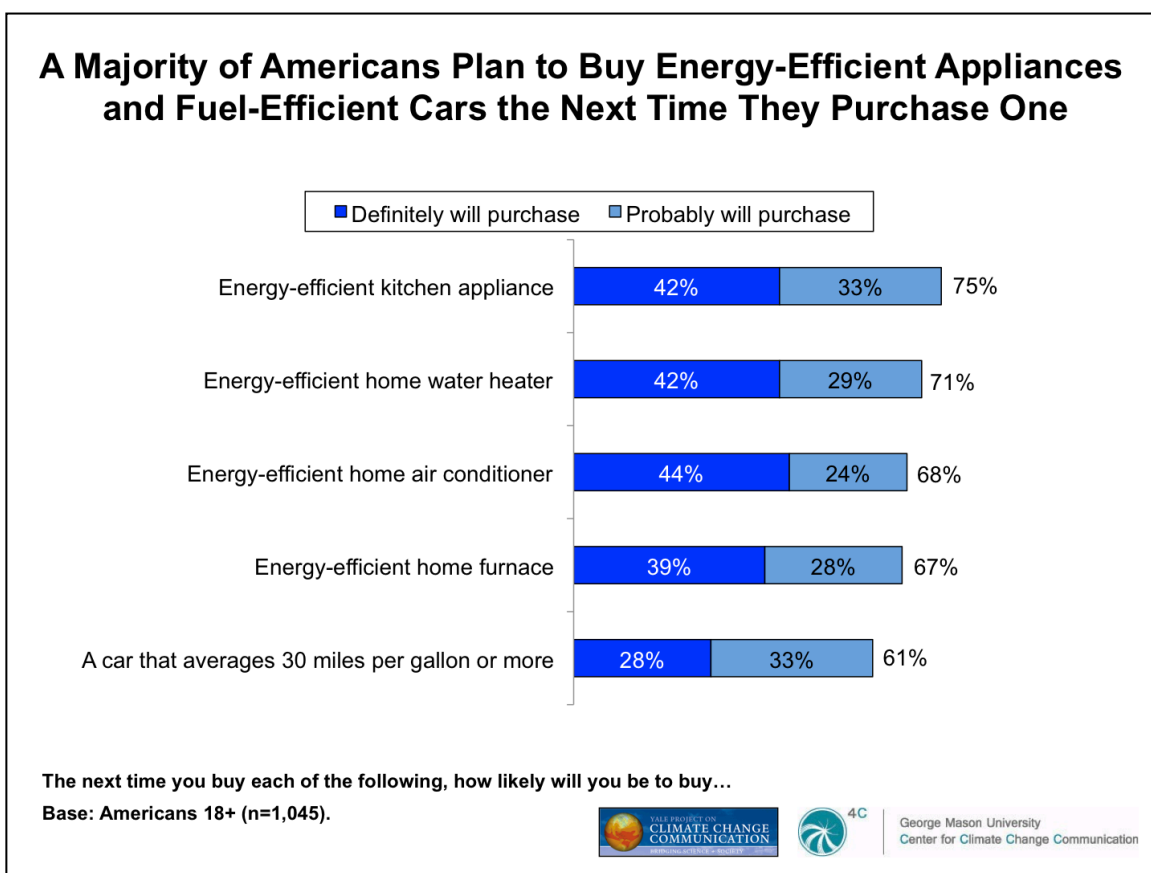


1.7. A majority of Americans plan to buy energy-efficient appliances and fuel-efficient cars the next time they purchase one.

Asked if, the next time they make a purchase, they intend to buy specific energy-efficient items, majorities of Americans say they will buy:

- An energy-efficient kitchen appliance (75%)
- An energy-efficient home water heater (71%)
- An energy-efficient home air conditioner (68%)
- An energy-efficient home furnace (67%)
- A car that averages 30 miles or more per gallon (61%)

Majorities of all Six Americas say they intend to get an energy-efficient item the next time they buy one, with one exception: slightly fewer than half of the Disengaged say their next car purchase will be of one that averages 30 miles or more per gallon. The Alarmed are the most likely to say they will make all of these purchases. See pages 79-81 for details.

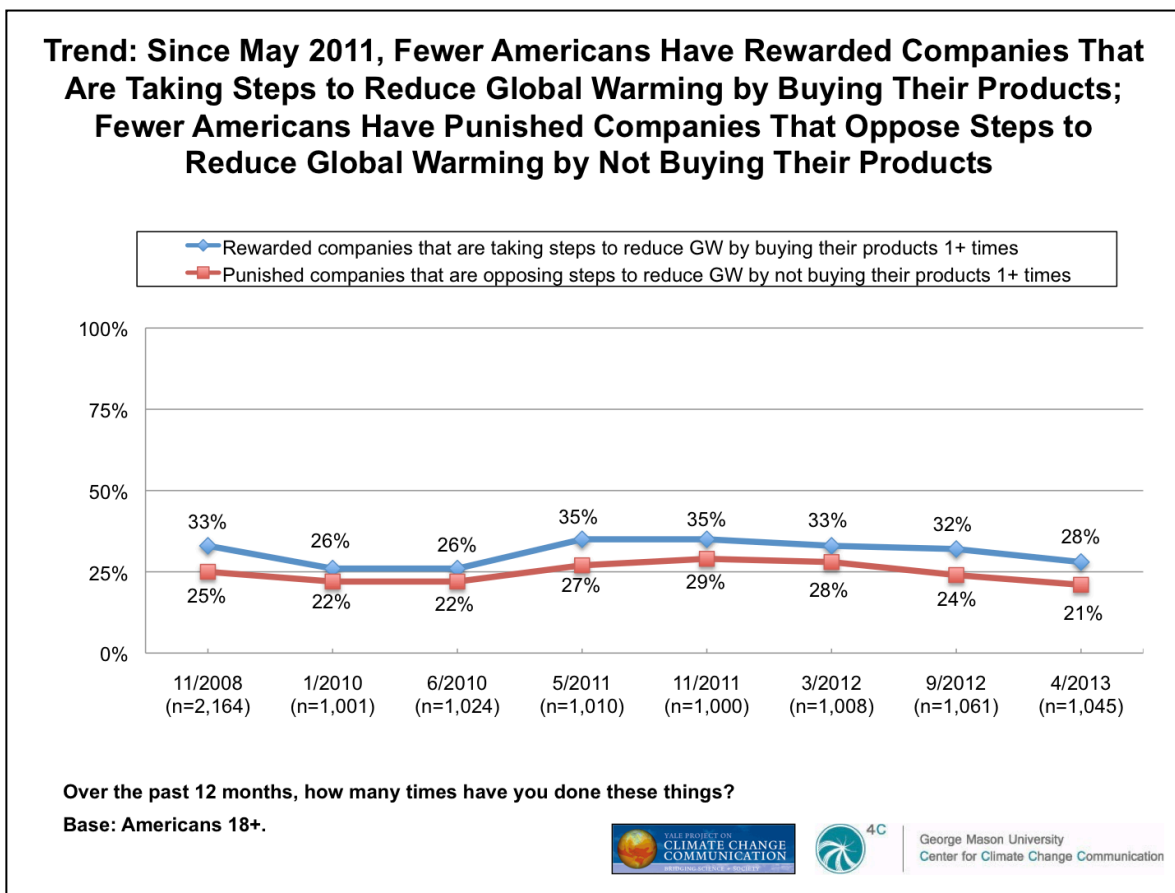


1.8. Trend: Since May 2011, fewer Americans have rewarded companies that are taking steps to reduce global warming by buying their products. Fewer Americans have punished companies that oppose steps to reduce global warming by not buying their products.

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

In fact, three in ten Americans (28%) say that, in the past 12 months, they have rewarded companies taking steps to reduce global warming by buying their products. About one in five Americans (21%) also say that in the past 12 months they have punished companies *opposing* steps to reduce global warming by not purchasing their products.

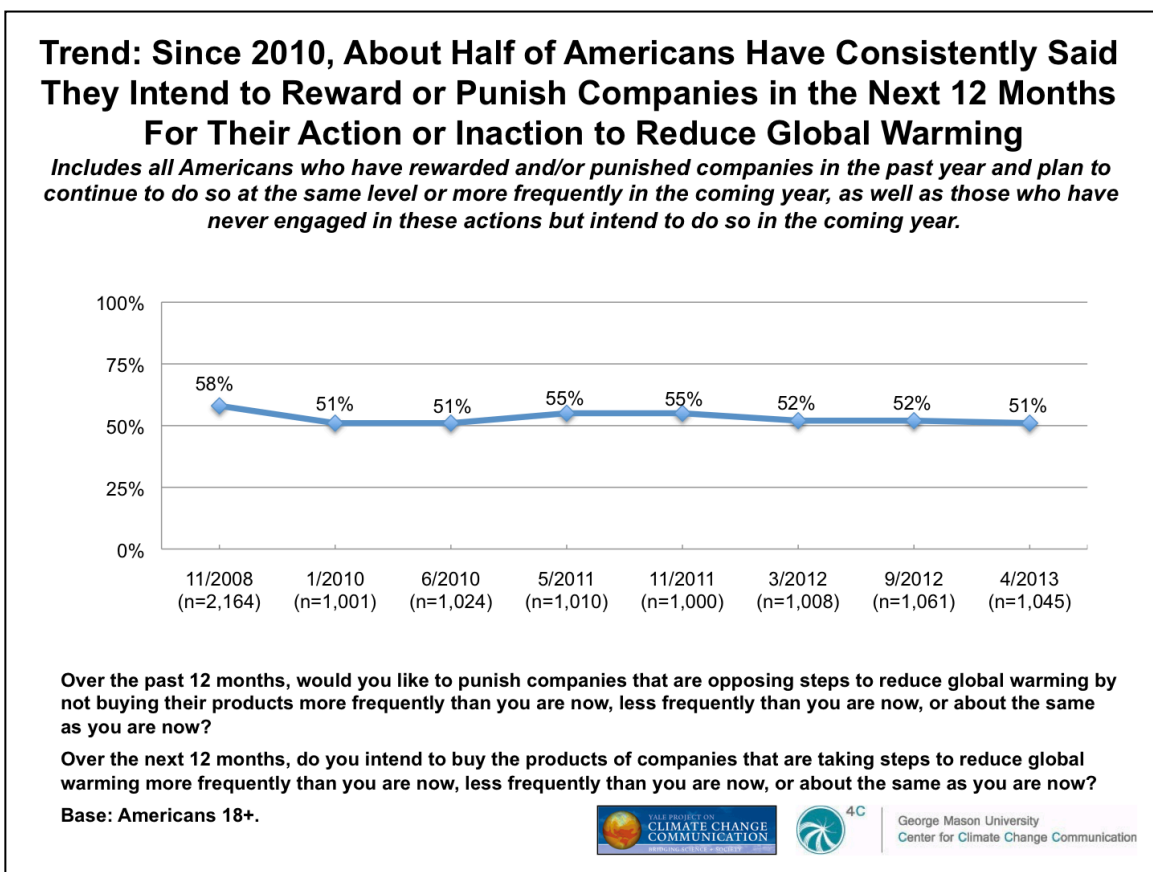
The majority of the Alarmed say they have rewarded (68%) and punished companies (62%) in the past 12 months. Most Dismissives say they have done neither. See page 82 for details.



1.9. Trend: Since 2010, about half of Americans have consistently said they intend to reward or punish companies in the next 12 months for their action or inaction to reduce global warming.

Half of Americans (51%) say that they intend to engage in consumer activism based on whether or not companies have taken steps to reduce global warming. These Americans include:

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



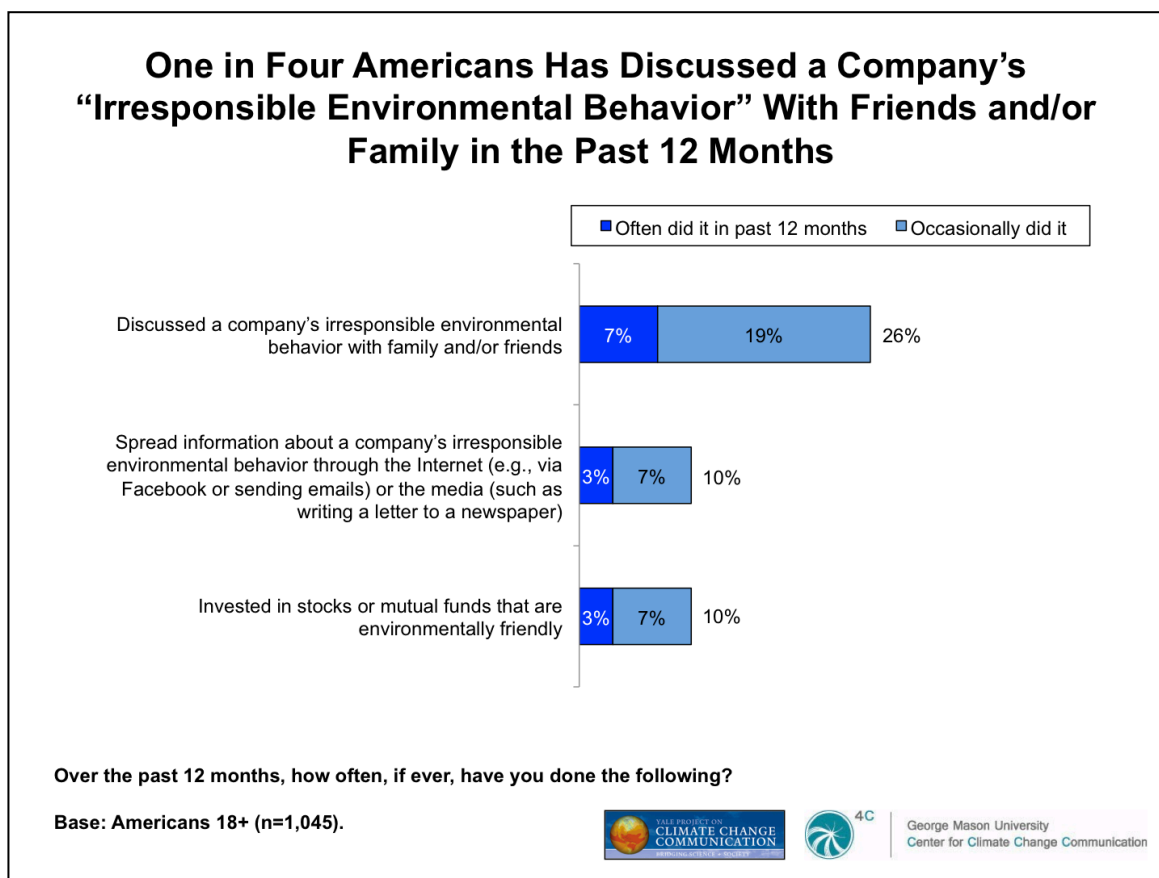
1.10. One in four Americans has discussed a company’s “irresponsible environmental behavior” with friends and/or family in the past 12 months.

In the past 12 months, one in four Americans (26%) say they discussed what they see as a company’s irresponsible environmental behavior with friends or family.

One in ten has:

- Spread information about offending companies via the Internet (such as on Facebook or by sending emails) or the media, such as writing a letter to the newspaper (10%)
- Invested in stocks or mutual funds that are environmentally friendly (10%)

The Alarmed are the most likely to say they have engaged in these activities and the Dismissive and Disengaged are the least likely. Data are on pages 84-85.



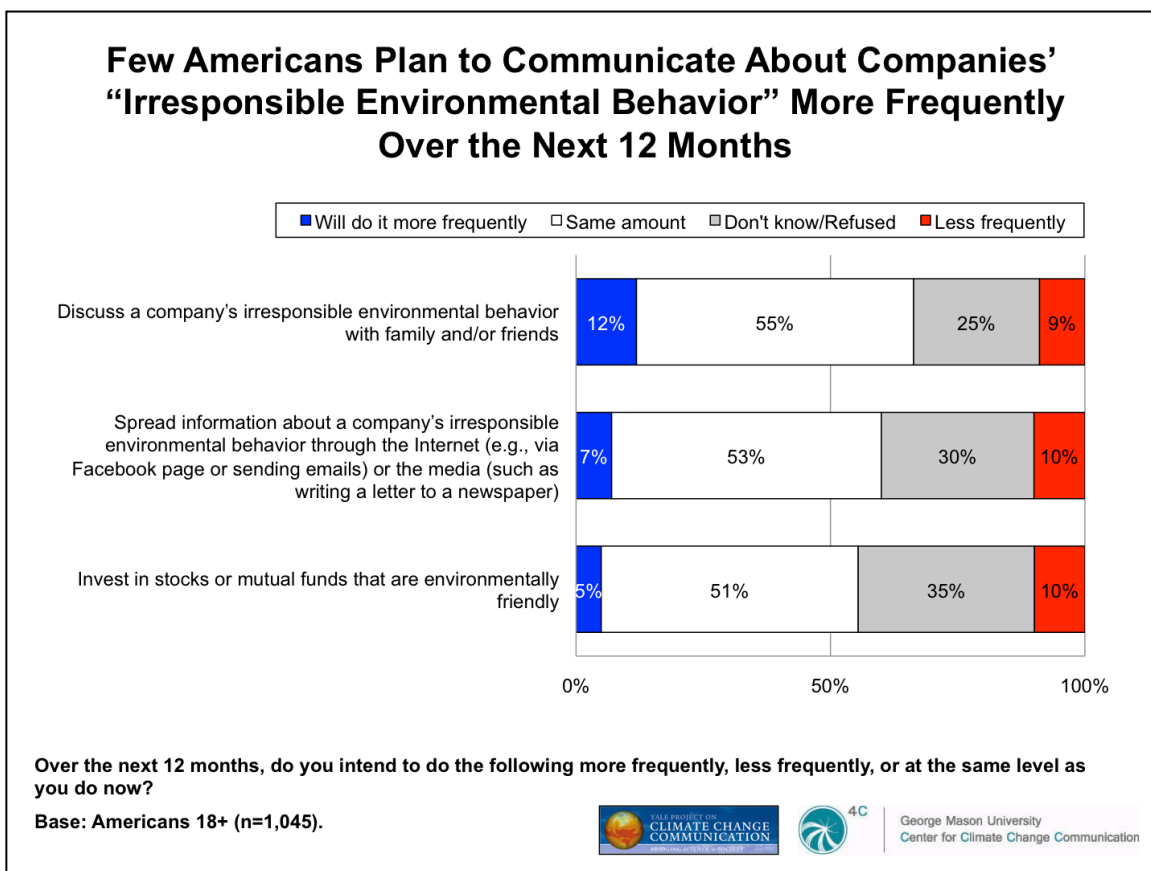
1.11. Few Americans plan to communicate about companies' "irresponsible environmental behavior" more frequently over the next 12 months.

Asked whether or not they *intend* to take a number of actions more or less frequently over the next 12 months, on the whole Americans say they will be more likely to discuss a company's environmental behavior with family or friends (12% say they will do it more frequently, 9% say they will do it less often, for a net increase of 3 percentage points).

By contrast, Americans say they will be less likely to:

- Spread information about a company's irresponsible environmental behavior through the Internet or media (net decrease of 3 percentage points)
- Invest in stocks or mutual funds that are environmentally friendly (net decrease of 5 points)

The Alarmed are the most likely to say they will engage in these activities and the Dismissive and Disengaged are the least likely. See pages 86-87 for more details.

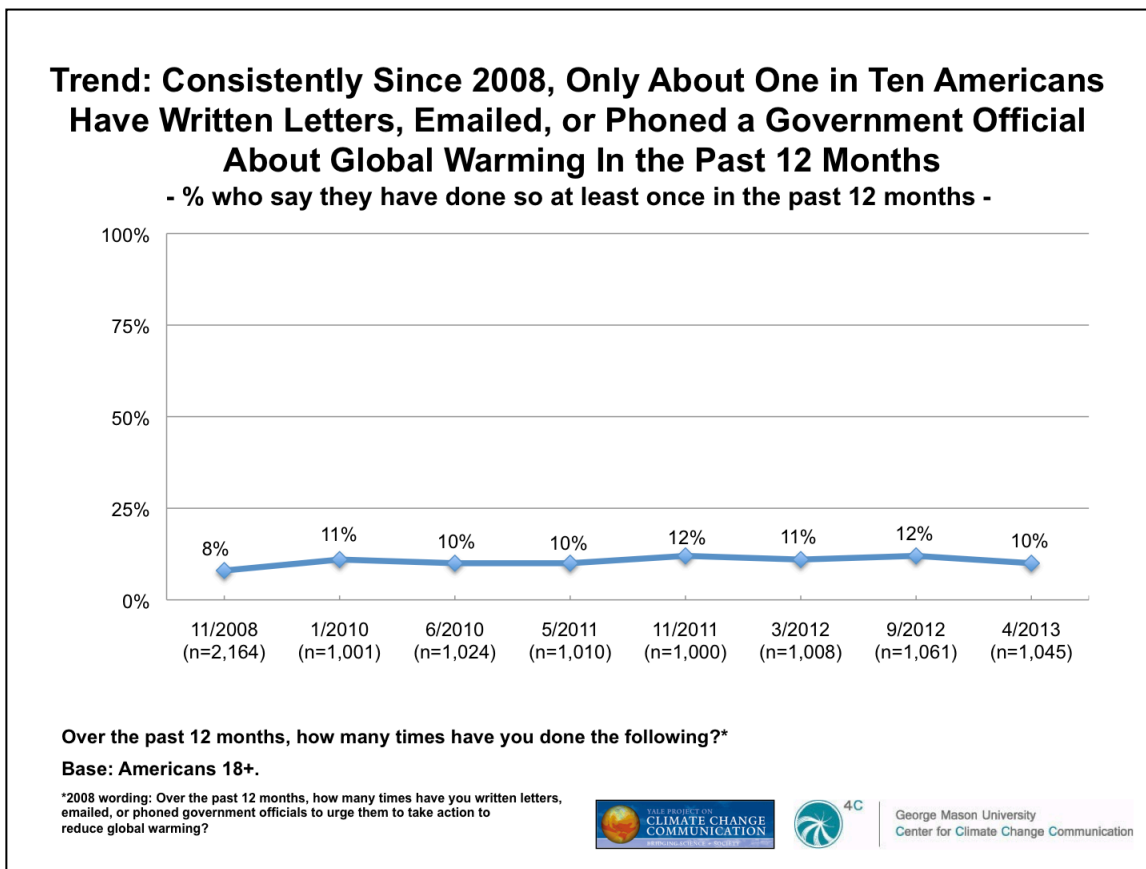


2. Civic Behavior

2.1. Trend: Consistently since 2008, only about one in ten Americans have written letters, emailed, or phoned a government official about global warming in the past 12 months.

Only one in ten (10%) Americans has contacted a government official on the subject by letter, email, or phone over the past 12 months, a number that has essentially remained unchanged since 2008.

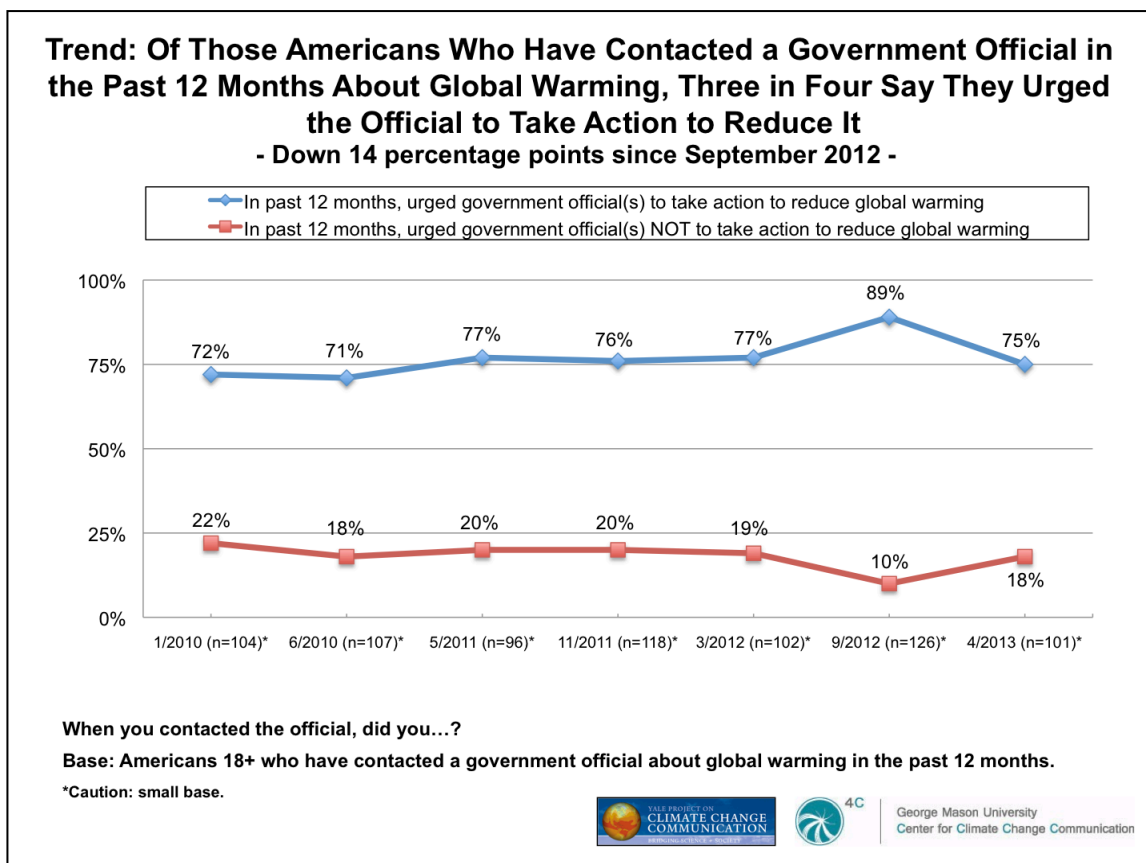
The Alarmed are the most likely to have done so (29%), while very few of the other Six Americas have – particularly the Dismissive (99%). See page 88 for detailed data.



2.2. Trend: Of those Americans who have contacted a government official in the past 12 months about global warming, three in four say they urged the official to take action to reduce it.

Since January 2008, the proportion of Americans who have contacted a government official about global warming has been essentially stable (75% compared to 72% in January 2008), with an anomalously high proportion (89%) in September 2012.

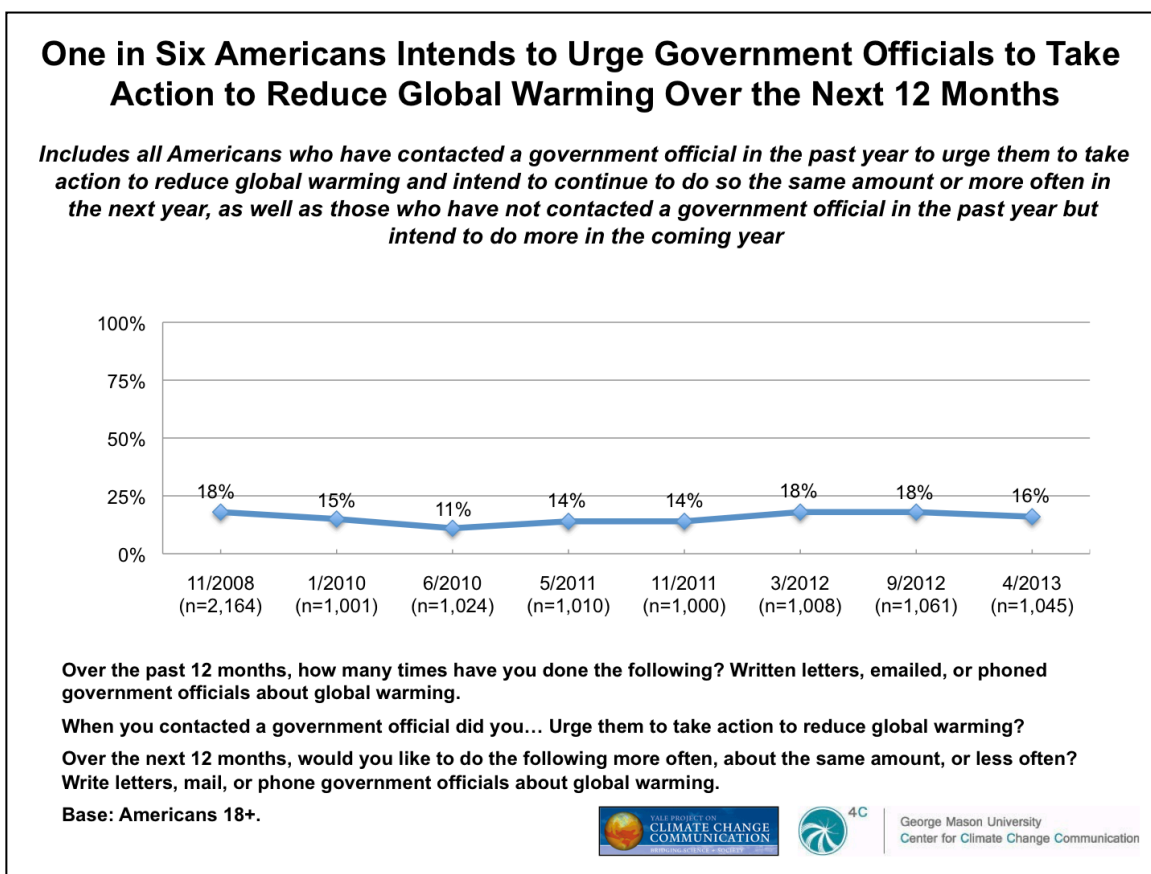
Base sizes are too small to analyze the Six Americas groups.



2.3. One in six Americans intends to urge government officials to take action to reduce global warming over the next 12 months.

About one in six Americans (16%) says he or she intends to engage in civic activism in the next 12 months by urging government officials to take action to reduce global warming. These Americans include:

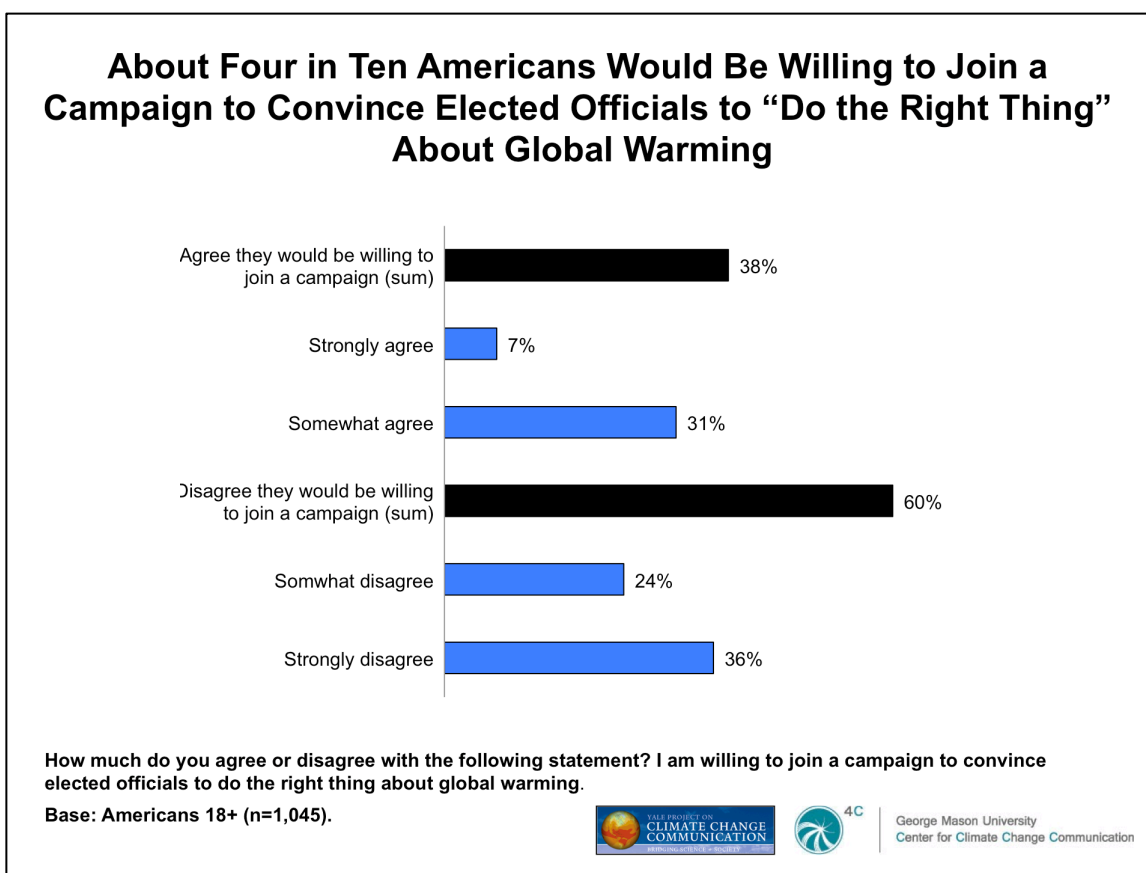
- Those who, in the past 12 months, have written letters, emailed, or phoned a government official, urged them to take action to reduce global warming, and intend to do so at the same level or more often in the coming year.
- Those who, in the past 12 months, have not contacted a government official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



2.4. About four in ten Americans would be willing to join a campaign to convince elected officials to “do the right thing” about global warming.

Many Americans (38%) “strongly” or “somewhat agree” that they would be willing to join a campaign to convince elected officials to the do the right thing about global warming.

Majorities of the Alarmed (72%) and Concerned (60%) say they would be willing to join such a campaign. By contrast, few of the Doubtful or Dismissive would be (7% and 7% respectively). About three in ten of the Cautious and Disengaged would be willing to do so (30% and 29% respectively). See page 89 for more information.

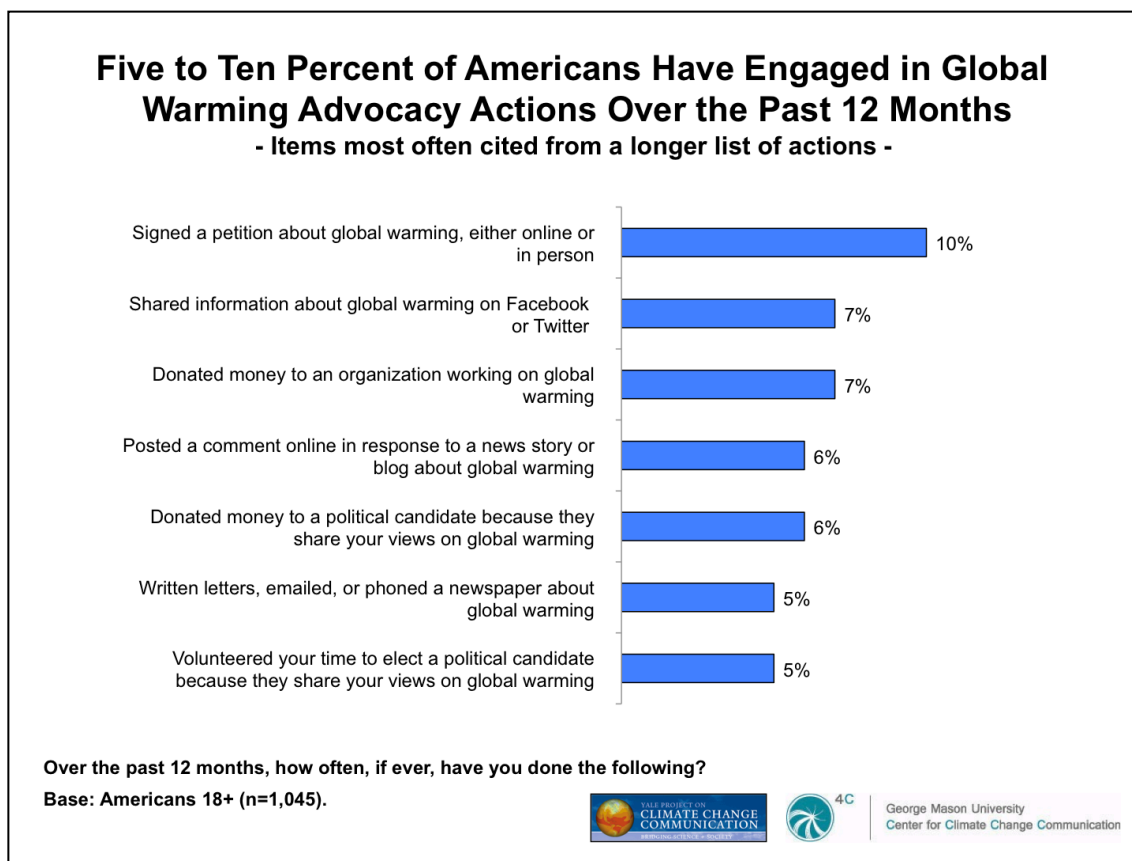


2.5. Five to ten percent of Americans have engaged in global warming advocacy actions over the past 12 months.

Over the past 12 months, five to ten percent of Americans have “often” or “occasionally” taken the following actions:

- Signed a petition about global warming (10%)
- Shared information about global warming on Facebook or Twitter (7%)
- Donated money to an organization working on global warming (7%)
- Donated money to a political candidate because they share your views on global warming (6%)
- Posted a comment online in response to a news story or blog about global warming (6%)
- Written letters, emailed, or phoned a newspaper about global warming (5%)
- Volunteered your time to elect a political candidate because they share your views on global warming (5%)

The Alarmed were the most likely to have taken each of these actions in the past 12 months. Interestingly, the Doubtful – not the Dismissives – were often the second-most likely to have taken these actions, suggesting that the Doubtful may be as engaged in the issue as the Dismissive, at least regarding these activities. See pages 90-96 for more details.



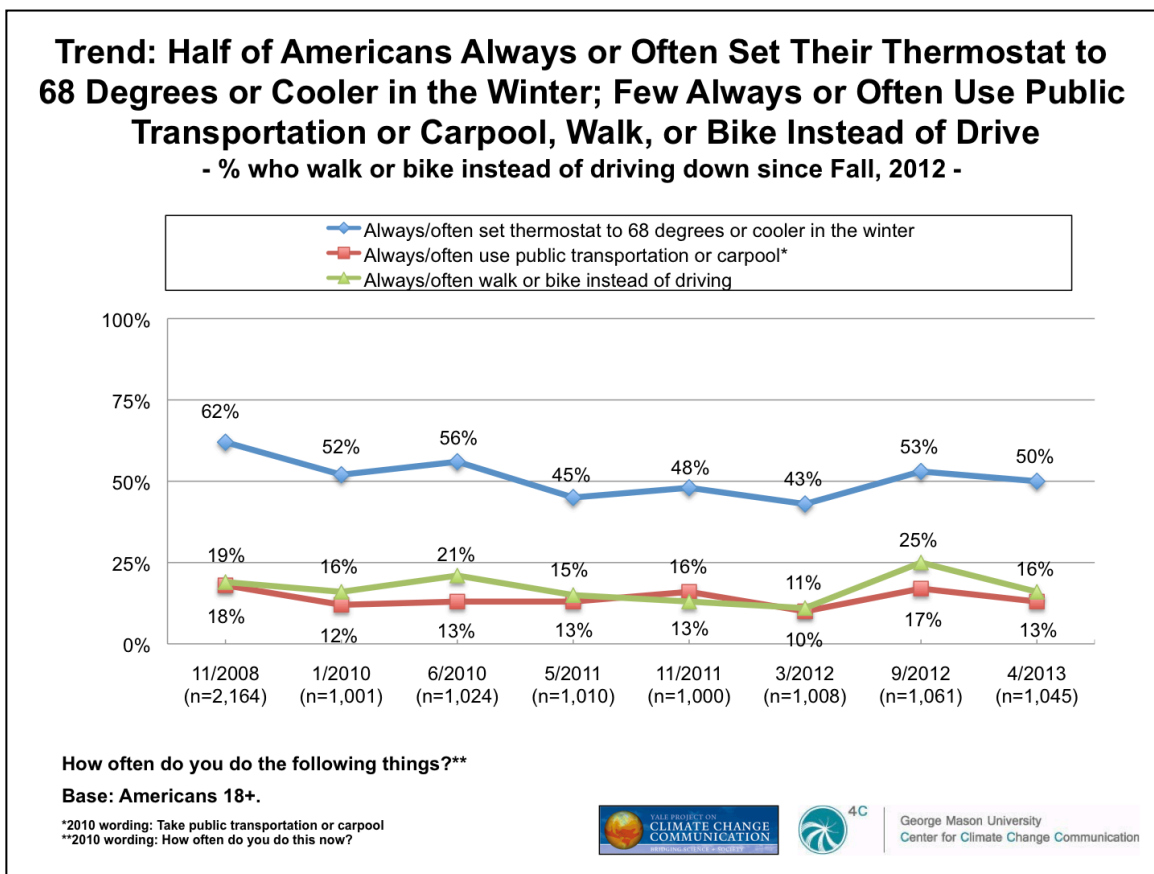
3. Household and Transportation Behavior

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

Half of Americans say they “always” or “often” set their thermostat no higher than 68 degrees during the winter (50%), although this is below the highest level reported in November of 2008 (62%).

The proportion of Americans who say they “always” or “often” walk or bike instead of driving was 16% in April. The proportion of Americans who say they use public transportation or carpool was 13% - close to the historical average.

Though they do not believe global warming is happening, majorities of the Dismissive nevertheless “always” or “often” set their thermostats to 68 degrees or cooler (53%), unlike either the Disengaged (33%) or Doubtful (34%). The Alarmed and Concerned are the segments most likely to carpool, use public transportation, or walk or bike instead or drive (between about one in five and one in four). See pages 97-98 for more details.

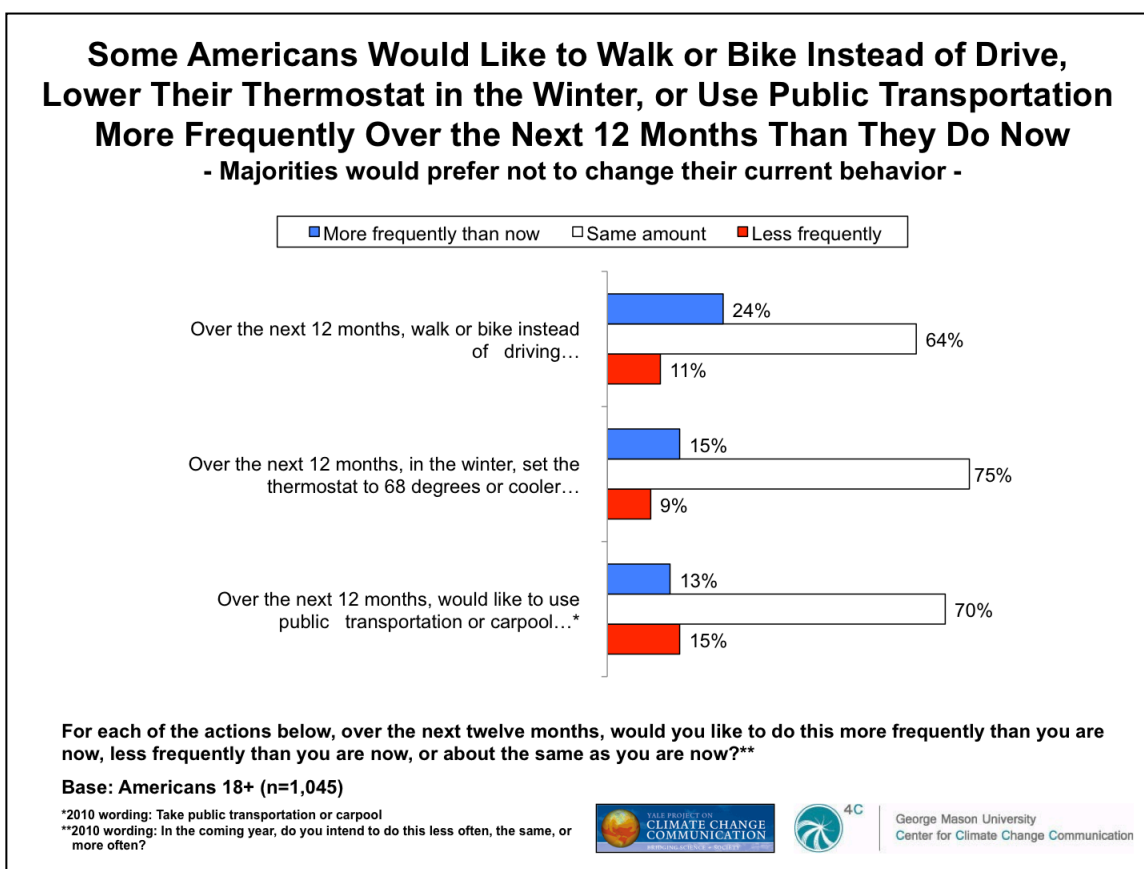


3.2. Some Americans would like to walk or bike instead of drive, lower their thermostat in the winter, or use public transportation or carpool more frequently over the next 12 months than they do now.

A modest number of Americans say they would like to walk or bike instead of drive (24%), set the thermostat to no more than 68 degrees in the winter (15%), or use public transportation or carpool (13%) more frequently over the next 12 months than they do now.

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

The Alarmed and Concerned are the most likely to say that, in the next 12 months, they would like to set their thermostats to 68 degrees or cooler (29% and 20%, respectively), unlike either the Disengaged (6%), Doubtful (8%) or Dismissive (1%). The Alarmed and Concerned are also the most likely to say they would like to use public transportation, carpool, or walk or bike instead of drive. Refer to pages 99-100 for the data.

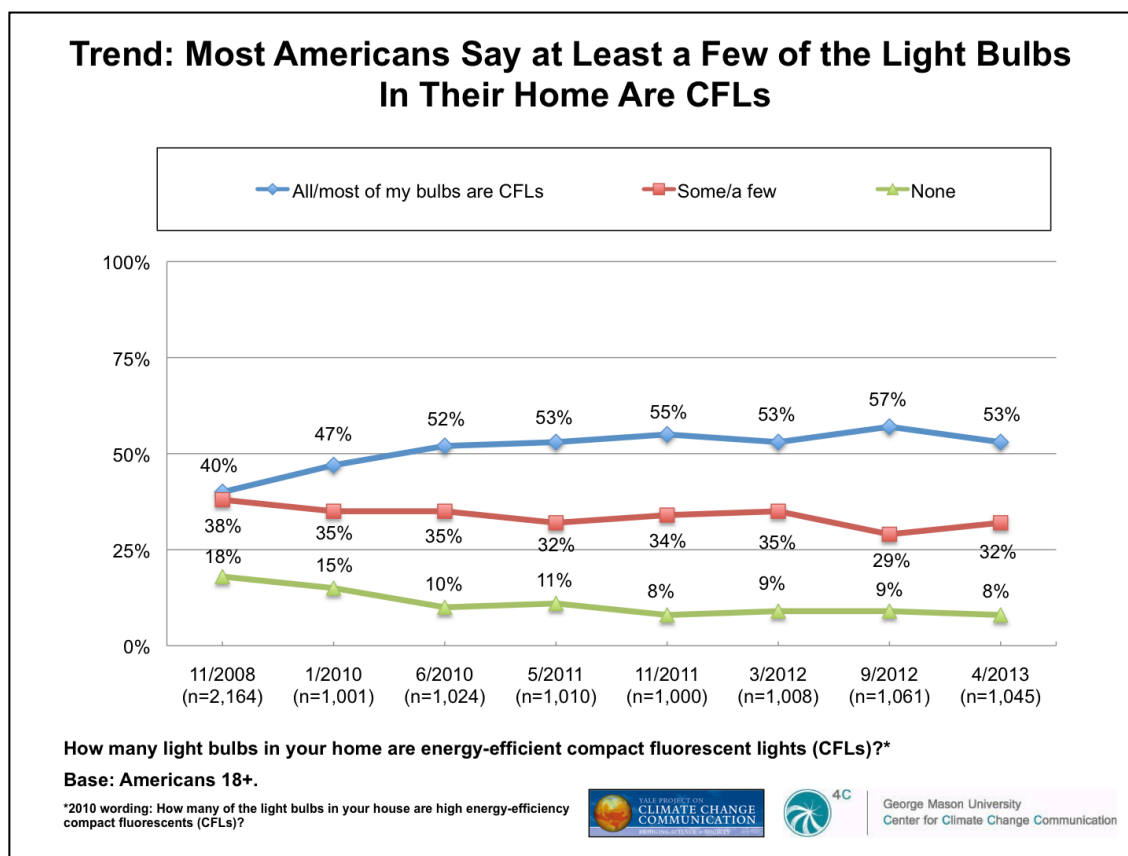


3.3. Trend: Most Americans say at least a few of the light bulbs in their home are compact fluorescent lights (CFLs).

Compact fluorescent light bulbs continue to be adopted by the American consumer, with 53 percent now reporting that most or all of the light bulbs in their home are CFLs – up from 40% in November 2008.

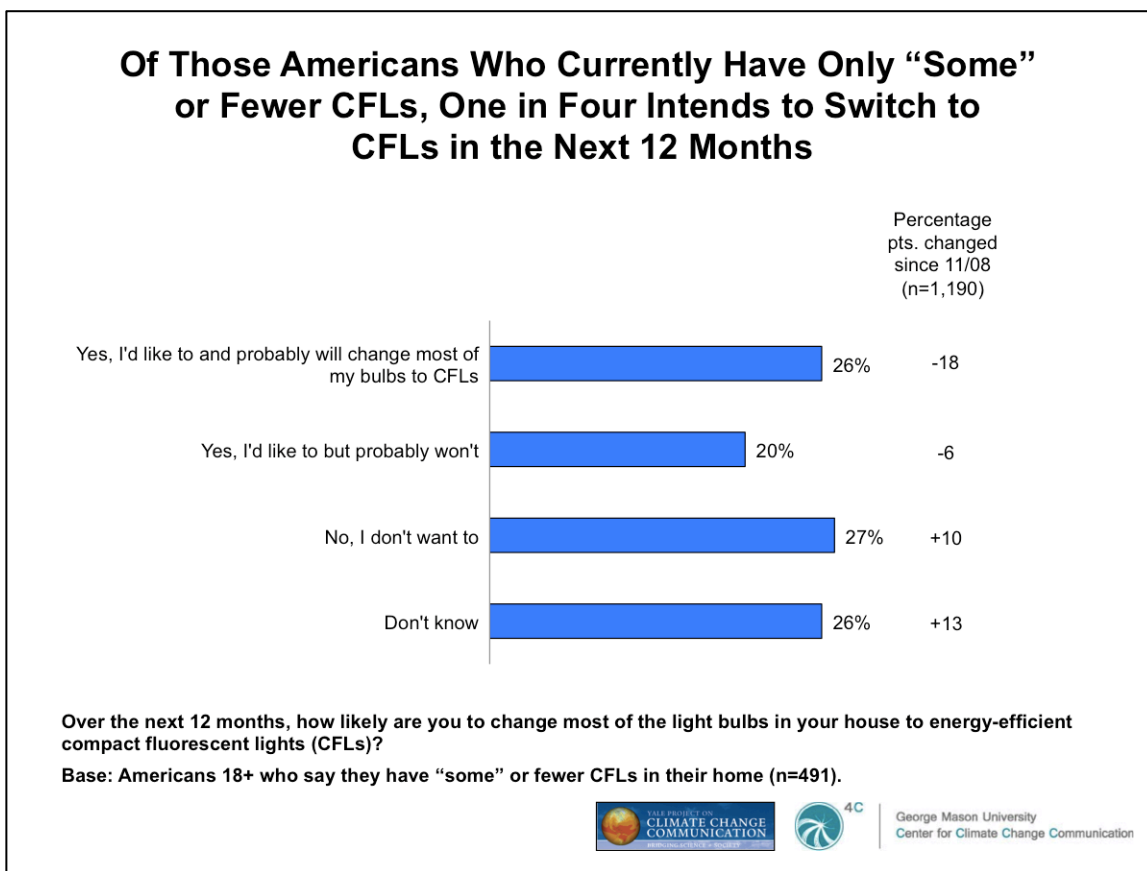
Moreover, the number of Americans who say *none* of their bulbs are CFLs has halved in the same period of time (from 18% to 8%).

The Alarmed and Concerned are the most likely to say they that “some” or “all” of their light bulbs are CFLs (65% and 60% respectively). The Dismissive are the most likely to say they have none (17%). See page 101 for more details.



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

Of the 40 percent of Americans who say that only “some” or fewer of their current light bulbs are CFLs, one in four say they will probably change most of their bulbs to CFLs in the next twelve months (26%). One in five (20%) say they would like to, but probably won’t, while another 27 percent express no desire to convert most of their light bulbs to CFLs. One in four say they “don’t know” if they will convert.



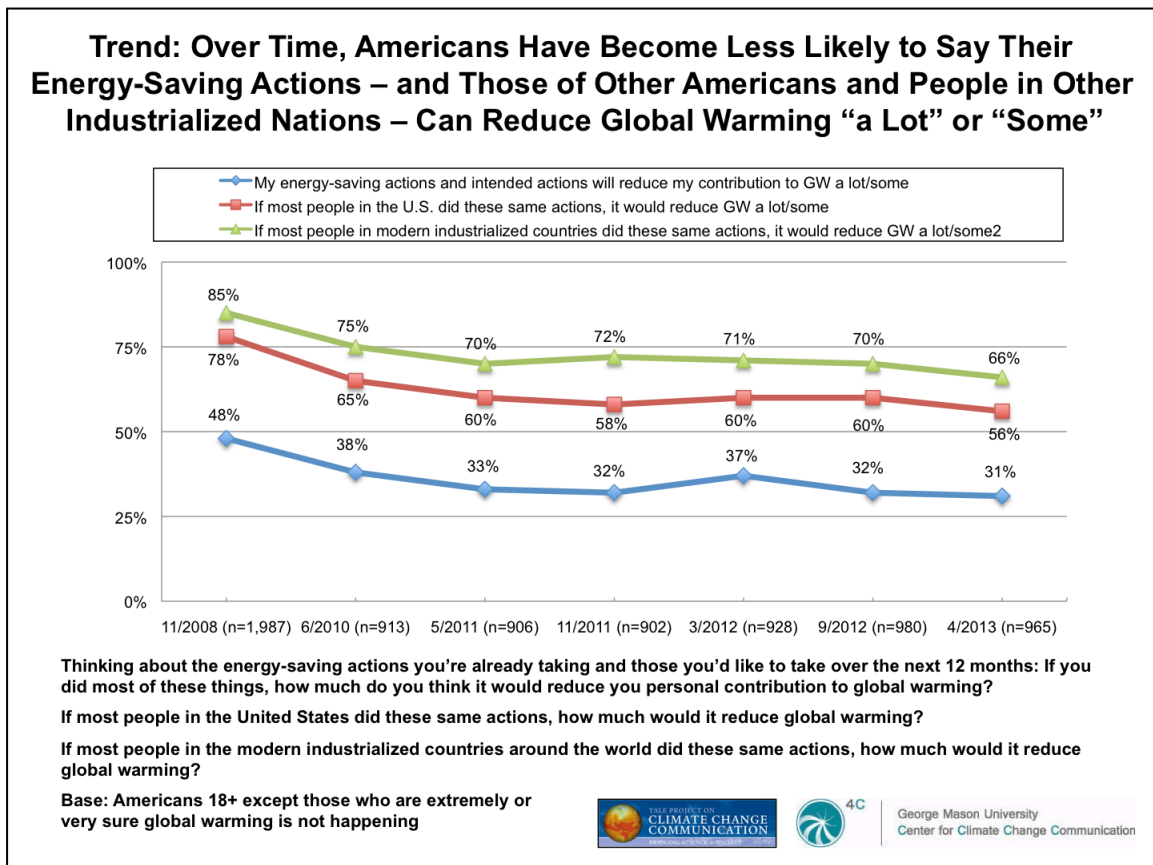
3.5. Trend: Over time, Americans have become less likely to say that their energy-saving actions – and those of other Americans and people in other industrialized nations – can reduce global warming “a lot” or “some.”

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

Americans have become less confident that their individual actions to save energy will reduce their own contribution to global warming (31%, down 17 points since 2008).

Though still a majority, Americans are also less likely to say that if most people in modern industrialized societies took these actions, it would reduce global warming “a lot” or “some” (66%, down 19 points since 2008). Similarly, fewer say that if most people in the United States took similar actions, it would reduce global warming “a lot” or “some” (56%, down 22 points since 2008).

The Alarmed are the most confident that actions by themselves (55%), people in the U.S. (86%), and modern industrialized societies (91%) can reduce global warming, followed by the Concerned. Solid majorities of the Dismissive say such actions would have “no effect.” Refer to pages 101-102 for more in-depth Six Americas findings.



Appendix I: Data Tables – General Public

1. Consumer Behavior

(Base: Americans 18+)

When you decide whether or not to buy something, how often do you consider the effects of your purchases on the environment?

	April 2013
(Unweighted base)	(1,045)
	%
Very consistently	7
Often	15
Occasionally	30
Rarely	22
Never	17
Don't know	6
Prefer not to answer	4

(Base: Americans 18+ who very consistently, often or occasionally consider the effects of their purchases on the environment)

Approximately how long have you been making buying decisions with the potential environmental effects in mind?

	April 2013
(Unweighted base)	(557)
	%
Less than a year	4
1 year	6
2 years	9
3 years	13
4 years	6
5 years	8
6 or more years	31
Don't know	22
Prefer not to answer	1

(Base: Americans 18+ who very consistently, often or occasionally consider the effects of their purchases on the environment)

When you decide whether or not to buy a product or service, how important are each of the following to you? The product or service...

Does not cause damage to the environment

	April 2013
(Unweighted base)	(557)
	%
Essential	20
Very important but not essential	22
Somewhat important	31
Only a little important	13
Not important	6
Don't know/Refused	8

Does not contribute to global warming

	April 2013
(Unweighted base)	(557)
	%
Essential	14
Very important but not essential	20
Somewhat important	28
Only a little important	16
Not important	13
Don't know/Refused	10

(Base: Americans 18+ who very consistently, often or occasionally consider the effects of their purchases on the environment)

When you decide whether or not to buy a product or service, how important are each of the following to you? The product or service... (Cont'd)

Is recyclable

	April 2013
(Unweighted base)	(557)
	%
Essential	22
Very important but not essential	25
Somewhat important	31
Only a little important	9
Not important	5
Don't know/Refused	7

Uses few resources

	April 2013
(Unweighted base)	(557)
	%
Essential	15
Very important but not essential	21
Somewhat important	29
Only a little important	16
Not important	10
Don't know/Refused	10

(Base: Americans 18+ who very consistently, often or occasionally consider the effects of their purchases on the environment)

When you decide whether or not to buy a product or service, how important are each of the following to you? The product or service... (Cont'd)

Helps me to live simply

	April 2013
(Unweighted base)	(557)
	%
Essential	17
Very important but not essential	24
Somewhat important	31
Only a little important	11
Not important	9
Don't know/Refused	8

Promotes positive social change

	April 2013
(Unweighted base)	(557)
	%
Essential	8
Very important but not essential	15
Somewhat important	23
Only a little important	16
Not important	21
Don't know/Refused	17

(Base: Americans 18+ who very consistently, often or occasionally consider the effects of their purchases on the environment)

When you decide whether or not to buy a product or service, how important are each of the following to you? The product or service... (Cont'd)

Is from an innovative business

	April 2013
(Unweighted base)	(557)
	%
Essential	4
Very important but not essential	14
Somewhat important	23
Only a little important	16
Not important	23
Don't know/Refused	20

Communicates to corporate America that people will pay more for products that reflect our values

	April 2013
(Unweighted base)	(557)
	%
Essential	7
Very important but not essential	16
Somewhat important	22
Only a little important	13
Not important	23
Don't know/Refused	19

(Base: Americans 18+ who very consistently, often or occasionally consider the effects of their purchases on the environment)

When you decide whether or not to buy a product or service, how important are each of the following to you? The product or service... (Cont'd)

Promotes the well-being of the next generation

	April 2013
(Unweighted base)	(557)
	%
Essential	19
Very important but not essential	22
Somewhat important	29
Only a little important	14
Not important	8
Don't know/Refused	8

Supports the local economy

	April 2013
(Unweighted base)	(557)
	%
Essential	13
Very important but not essential	26
Somewhat important	28
Only a little important	8
Not important	10
Don't know/Refused	16

(Base: Americans 18+ who very consistently, often or occasionally consider the effects of their purchases on the environment)

When you decide whether or not to buy a product or service, how important are each of the following to you? The product or service... (Cont'd)

Reflects my values

	April 2013
(Unweighted base)	(557)
	%
Essential	13
Very important but not essential	21
Somewhat important	26
Only a little important	12
Not important	13
Don't know/Refused	15

Helps me educate other people about responsible purchases

	April 2013
(Unweighted base)	(557)
	%
Essential	7
Very important but not essential	14
Somewhat important	20
Only a little important	16
Not important	25
Don't know/Refused	18

(Base: Americans 18+ who very consistently, often or occasionally consider the effects of their purchases on the environment)

When you decide whether or not to buy a product or service, how important are each of the following to you? The product or service... (Cont'd)

Allows me to serve as a role model for other people

	April 2013
(Unweighted base)	(557)
	%
Essential	5
Very important but not essential	15
Somewhat important	20
Only a little important	14
Not important	28
Don't know/Refused	17

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following?

Bought electricity generated from a renewable energy source (solar, wind, hydro)

	April 2013
(Unweighted base)	(1,045)
	%
Often	5
Occasionally	6
Rarely	7
Never	70
Don't know	9
Prefer not to answer	3

Chose not to buy meat for environmental reasons

	April 2013
(Unweighted base)	(1,045)
	%
Often	6
Occasionally	12
Rarely	13
Never	63
Don't know	2
Prefer not to answer	4

(Base: Americans 18+)**Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)****Bought food grown or produced locally**

	April 2013
(Unweighted base)	(1,045)
	%
Often	30
Occasionally	39
Rarely	11
Never	12
Don't know	3
Prefer not to answer	4

Bought organic food

	April 2013
(Unweighted base)	(1,045)
	%
Often	15
Occasionally	27
Rarely	21
Never	31
Don't know	1
Prefer not to answer	5

(Base: Americans 18+)**Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)****Looked for information about the environmental impact of different products and/or foods**

	April 2013
(Unweighted base)	(1,045)
	%
Often	8
Occasionally	20
Rarely	21
Never	46
Don't know	2
Prefer not to answer	4

Talked to family and friends about the environmental impact of different products and/or foods

	April 2013
(Unweighted base)	(1,045)
	%
Often	10
Occasionally	26
Rarely	22
Never	38
Don't know	1
Prefer not to answer	4

(Base: Americans 18+)

Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now?

Buy electricity generated from a renewable energy source (solar, wind, hydro)

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	10
Same amount	49
Less frequently	8
Don't know	29
Prefer not to answer	5

Buy less meat for environmental reasons

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	8
Same amount	60
Less frequently	9
Don't know	17
Prefer not to answer	5

(Base: Americans 18+)

Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now? (Cont'd.)

Not travel by airplane for environmental reasons

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	6
Same amount	55
Less frequently	12
Don't know	20
Prefer not to answer	6

Buy food grown or produced locally

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	35
Same amount	49
Less frequently	3
Don't know	9
Prefer not to answer	4

(Base: Americans 18+)**Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now? (Cont'd.)****Buy organic food**

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	21
Same amount	52
Less frequently	10
Don't know	13
Prefer not to answer	5

Stop buying a company's products due to their environmental behavior

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	17
Same amount	48
Less frequently	9
Don't know	22
Prefer not to answer	5

(Base: Americans 18+)**Have you ever deliberately bought....****An energy-efficient home furnace**

	April 2013
(Unweighted base)	(1,045)
	%
Yes	29
No	60
Don't know	7
Prefer not to answer	3

An energy-efficient home air conditioner

	April 2013
(Unweighted base)	(1,045)
	%
Yes	40
No	51
Don't know	6
Prefer not to answer	3

An energy-efficient home water heater

	April 2013
(Unweighted base)	(1,045)
	%
Yes	37
No	50
Don't know	9
Prefer not to answer	3

(Base: Americans 18+)
Have you ever deliberately bought....(Cont'd.)

An energy-efficient kitchen appliance

	April 2013
(Unweighted base)	(1,045)
	%
Yes	53
No	38
Don't know	7
Prefer not to answer	3

A car that averages 30 miles per gallon or more

	April 2013
(Unweighted base)	(1,045)
	%
Yes	32
No	59
Don't know	4
Prefer not to answer	4

Services from environmentally-friendly businesses that are explicitly eco-friendly

	April 2013
(Unweighted base)	(1,045)
	%
Yes	21
No	59
Don't know	16
Prefer not to answer	4

(Base: Americans 18+)**The next time you buy each of the following, how likely will you be to buy...****An energy-efficient home furnace**

	April 2013
(Unweighted base)	(1,045)
	%
Definitely will	39
Probably will	28
Probably will not	8
Definitely will not	6
Don't know	16
Prefer not to answer	3

An energy-efficient home air conditioner

	April 2013
(Unweighted base)	(1,045)
	%
Definitely will	44
Probably will	27
Probably will not	8
Definitely will not	5
Don't know	13
Prefer not to answer	3

(Base: Americans 18+)**The next time you buy each of the following, how likely will you be to buy... (Cont'd.)****An energy-efficient home water heater**

	April 2013
(Unweighted base)	(1,045)
	%
Definitely will	42
Probably will	29
Probably will not	9
Definitely will not	5
Don't know	14
Prefer not to answer	2

An energy-efficient kitchen appliance

	April 2013
(Unweighted base)	(1,045)
	%
Definitely will	42
Probably will	33
Probably will not	8
Definitely will not	3
Don't know	12
Prefer not to answer	2

(Base: Americans 18+)**The next time you buy each of the following, how likely will you be to buy... (Cont'd.)****A car that averages 30 miles per gallon or more**

	April 2013
(Unweighted base)	(1,045)
	%
Definitely will	28
Probably will	33
Probably will not	13
Definitely will not	5
Don't know	18
Prefer not to answer	4

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
Many times (6+)	6	8	7	7	6	4	3	4
Several times (4-5)	7	8	8	9	7	6	5	9
A few times (2-3)	13	12	13	15	17	12	14	17
Once	3	4	5	4	5	4	4	3
Never	51	48	49	42	44	51	53	47
Don't know	21	21	18	24	21	23	22	20

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
Many times (6+)	4	6	8	8	8	7	4	5
Several times (4-5)	5	4	5	5	5	4	6	6
A few times (2-3)	10	11	10	12	11	8	10	11
Once	3	3	5	4	3	3	2	3
Never	59	56	55	47	53	54	56	54
Don't know	20	21	17	25	21	24	23	22

(Base: Americans 18+)

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
More frequently than you are now	37	37	36	37	35	35	32	40
About the same as you are now	54	52	56	55	55	55	58	53
Less frequently than you are now	8	11	9	9	10	10	10	7

(Base: Americans 18+)

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
More frequently than you are now	37	37	35	36	39	36	34	40
About the same as you are now	56	54	58	55	54	55	58	56
Less frequently than you are now	6	8	8	9	8	10	8	4

(Base: Americans 18+)**Over the past 12 months, how often, if ever, have you done the following?****Invested in stocks or mutual funds that are environmentally friendly**

	April 2013
(Unweighted base)	(1,045)
	%
Often	3
Occasionally	7
Rarely	6
Never	69
Don't know	9
Prefer not to answer	5

Discussed a company's irresponsible environmental behavior with family and/or friends

	April 2013
(Unweighted base)	(1,045)
	%
Often	7
Occasionally	19
Rarely	19
Never	50
Don't know	1
Prefer not to answer	2

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following?

Spread information about a company's irresponsible environmental behavior through the Internet (such as posting something on your Facebook page or sending emails) or the media (such as writing a letter to a newspaper)

	April 2013
(Unweighted base)	(1,045)
	%
Often	3
Occasionally	7
Rarely	10
Never	77
Don't know	1
Prefer not to answer	4

(Base: Americans 18+)

Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now?

Invest in stocks or mutual funds that are environmentally friendly

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	5
Same	51
Less frequently	10
Don't know	29
Prefer not to answer	6

Discuss a company's irresponsible environmental behavior with family and/or friends

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	12
Same	55
Less frequently	9
Don't know	20
Prefer not to answer	5

(Base: Americans 18+)

Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now? (Cont'd.)

Spread information about a company's irresponsible environmental behavior through the Internet (such as posting something on your Facebook page or sending emails) or the media (such as writing a letter to a newspaper)

	April 2013
(Unweighted base)	(1,045)
	%
More frequently	7
Same	53
Less frequently	10
Don't know	24
Prefer not to answer	7

2. Citizen Behavior

(Base: Americans 18+)

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

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
Many times (6+)	1	1	1	1	1	-	1	1
Several times (4-5)	2	1	1	2	1	2	1	1
A few times (2-3)	4	6	5	6	4	4	5	3
Once	4	4	4	3	4	4	4	3
Never	86	85	87	80	86	84	83	89
Don't know	4	3	3	8	4	5	6	3

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

When you contacted a government official did you...

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(101)	(126)	(102)	(118)	(96)	(107)	(104)	(-)
	%	%	%	%	%	%	%	%
Urge them to take action to reduce global warming?	75	89	77	76	77	71	72	NA
Urge them <u>not</u> to take action to reduce global warming?	18	10	19	20	20	18	22	NA
Other (Please specify)	8	1	4	4	3	11	7	NA

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

- = 0%

* = <1%

(Base: Americans 18+)

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

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
More often	12	12	14	10	12	11	13	13
About the same	67	70	62	69	66	71	64	71
Less often	19	17	24	21	23	19	23	17

(Base: Americans 18+)

How much do you agree or disagree with the following statement? "I am willing to join a campaign to convince elected officials to do the right thing about global warming"

	April 2013
(Unweighted base)	(1,045)
	%
Strongly agree	7
Somewhat agree	31
Somewhat disagree	24
Strongly disagree	36
Prefer not to answer	2

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following?

Signed a petition about global warming, either online or in person

	April 2013
(Unweighted base)	(1,045)
	%
Often	2
Occasionally	7
Rarely	6
Never	75
Don't know	4
Prefer not to answer	2

Asked someone else to sign a petition about global warming

	April 2013
(Unweighted base)	(1,045)
	%
Often	1
Occasionally	3
Rarely	4
Never	83
Don't know	3
Prefer not to answer	6

(Base: Americans 18+)**Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)****Given a speech about global warming**

	April 2013
(Unweighted base)	(1,045)
	%
Often	1
Occasionally	2
Rarely	3
Never	86
Don't know	3
Prefer not to answer	5

Shared information about global warming on Facebook or Twitter

	April 2013
(Unweighted base)	(1,045)
	%
Often	2
Occasionally	5
Rarely	5
Never	79
Don't know	3
Prefer not to answer	5

(Base: Americans 18+)**Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)****Posted a comment online in response to a news story or blog about global warming**

	April 2013
(Unweighted base)	(1,045)
	%
Often	2
Occasionally	5
Rarely	5
Never	80
Don't know	2
Prefer not to answer	4

Donated money to an organization working on global warming

	April 2013
(Unweighted base)	(1,045)
	%
Often	1
Occasionally	6
Rarely	7
Never	77
Don't know	3
Prefer not to answer	5

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Attended a public meeting or presentation about global warming

	April 2013
(Unweighted base)	(1,045)
	%
Often	1
Occasionally	5
Rarely	4
Never	81
Don't know	3
Prefer not to answer	5

Attended a town hall meeting or rally about global warming

	April 2013
(Unweighted base)	(1,045)
	%
Often	*
Occasionally	3
Rarely	4
Never	85
Don't know	3
Prefer not to answer	5

* = <1%

(Base: Americans 18+)**Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)****Met with an elected official or their staff about global warming**

	April 2013
(Unweighted base)	(1,045)
	%
Often	1
Occasionally	2
Rarely	3
Never	85
Don't know	3
Prefer not to answer	6

Written letters, emailed, or phoned a newspaper about global warming

	April 2013
(Unweighted base)	(1,045)
	%
Often	1
Occasionally	4
Rarely	3
Never	84
Don't know	3
Prefer not to answer	5

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Written letters, emailed, or phoned a talk radio program about global warming

	April 2013
(Unweighted base)	(1,045)
	%
Often	1
Occasionally	3
Rarely	4
Never	84
Don't know	3
Prefer not to answer	6

Volunteered your time to elect a political candidate because they share your views on global warming

	April 2013
(Unweighted base)	(1,045)
	%
Often	2
Occasionally	4
Rarely	4
Never	82
Don't know	4
Prefer not to answer	6

3. Household Behavior

(Base: Americans 18+)

How often do you do the following things?¹

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
Always	31	32	23	23	26	34	33	38
Often	19	21	20	25	19	22	19	24
Sometimes	19	16	16	20	18	16	20	16
Rarely	12	12	15	12	11	10	10	8
Never	13	12	18	13	15	10	11	5
Not applicable	5	8	7	7	10	7	8	9

Use² public transportation or car pool

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
Always	6	7	5	7	6	6	4	9
Often	7	10	5	9	7	7	8	9
Sometimes	16	15	11	16	12	14	14	15
Rarely	25	23	19	20	20	19	18	19
Never	37	35	47	36	40	40	41	35
Not applicable	8	10	12	12	14	14	16	13

¹2010 wording: How often do you do this now?

²2010 wording: Take public transportation or carpool

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

Walk or bike instead of drive

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
Always	4	7	3	4	5	7	5	8
Often	12	18	8	9	10	14	11	11
Sometimes	23	21	19	22	18	20	24	20
Rarely	27	21	23	24	24	30	25	20
Never	29	27	38	32	33	24	27	31
Not applicable	4	6	9	9	11	6	9	9

(Base: Americans 18+)

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

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
More frequently	15	20	15	18	17	24	20	26
About the same	75	72	73	72	73	73	76	70
Less frequently	9	8	12	10	11	3	3	4

Use² public transportation or car pool

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
More frequently	13	16	15	14	17	14	9	17
About the same	70	70	60	68	63	76	81	68
Less frequently	15	14	25	18	20	10	11	15

Walk or bike instead of drive

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
More frequently	24	27	23	20	28	26	20	24
About the same	64	63	57	65	53	70	73	63
Less frequently	11	10	20	15	19	4	7	13

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

²2010 wording: Take public transportation or carpool

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
All	20	23	19	19	19	14	14	12
Most	33	34	34	36	34	38	33	28
Some	19	18	21	21	18	19	19	22
A few	13	11	14	13	14	16	16	16
None	8	9	9	8	11	10	15	18
Don't know/Refused	7	5	3	4	4	4	4	5

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(491)	(379)	(435)	(413)	(430)	(489)	(527)	(1,190)
	%	%	%	%	%	%	%	%
Yes, I'd like to and probably will	26	33	29	33	34	36	40	44
Yes, I'd like to but probably won't	20	23	22	23	30	26	26	26
No, I don't want to	27	24	27	24	22	17	22	17
Don't know	26	20	22	20	13	21	12	13

¹2008 wording: How many of the light bulbs in your home are high energy-efficiency fluorescents (CFLs)?²2008 wording: Which of the following best describes what you are likely to do over the next 12 months? Change most of the light bulbs in your home to high energy-efficiency fluorescents (CFLs)?

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

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
A lot	7	8	8	8	7	11	NA	13
Some	24	24	29	24	26	27	NA	35
A little	44	45	42	50	48	47	NA	36
Not at all	25	21	21	18	20	16	NA	16

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

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
A lot	23	23	23	24	26	31	NA	42
Some	33	37	37	34	34	34	NA	36
A little	32	26	26	33	28	27	NA	14
Not at all	11	12	13	9	13	8	NA	8

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

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
A lot	39	42	38	42	39	46	NA	60
Some	27	28	33	30	31	29	NA	25
A little	25	19	19	21	20	18	NA	9
Not at all	8	8	10	6	11	7	NA	6

Appendix II: Data Tables – Global Warming's Six Americas

Statistically significant differences at the 95% confidence level are noted with an “a,” “b,” “c,” “d,” “e,” or “f” following proportions that are significantly higher than the corresponding proportion in the column falling under the letter heading.

1. Consumer Behavior

(Base: Americans 18+)

When you decide whether or not to buy something, how often do you consider the effects of your purchases on the environment?

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Very consistently	7	26 ^{ALL}	5	3	--	4	3
Often	15	32 ^{ALL}	19 ^{cef}	8	6	8	7
Occasionally	30	30	45 ^{cef}	31 ^e	27 ^f	22 ^f	10
Rarely	22	5	20 ^a	33 ^{ab}	17 ^a	29 ^a	23 ^a
Never	17	--	8 ^a	16 ^{ab}	26 ^a	23 ^{ab}	52 ^{ALL}
Don't know	6	5	1	8 ^b	21 ^{ALL}	7 ^b	4
Prefer not to answer	4	2	3	2	5	6 ^c	*

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following?

Bought electricity generated from a renewable energy source (solar, wind, hydro)

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	5	12 ^{bcef}	5	4	1	4	1
Occasionally	6	8	4	11 ^b	1	6	4
Rarely	7	13 ^{cc}	8	5	5	3	4
Never	70	54	73 ^a	73	81 ^a	75 ^a	80 ^a
Don't know	9	13	9	7	9	7	10
Prefer not to answer	3	--	1	*	3	6 ^{abc}	2

Chose not to buy meat for environmental reasons

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	6	15 ^{ALL}	4	4	--	6	4
Occasionally	12	28 ^{ALL}	10	10	9	9	6
Rarely	13	12	15	15	5	11	6
Never	63	41	69 ^a	69 ^a	79 ^a	63 ^a	84 ^{abce}
Don't know	2	2	2	2	--	3	1
Prefer not to answer	4	2	1	1	6	8 ^{bcf}	--

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Bought food grown or produced locally

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	30	46 ^{ALL}	32 ^c	22	24	31	28
Occasionally	39	42 ^d	44 ^d	42 ^d	21	38	36
Rarely	11	6	10	14 ^a	12	10	15 ^a
Never	12	4	8	18 ^{ab}	36 ^{ALL}	11	15 ^a
Don't know	3	*	6	3	5	4	1
Prefer not to answer	4	2	1	1	2	5	4

Bought organic food

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	15	32 ^{ALL}	11	10	8	17	10
Occasionally	27	40 ^{cdef}	33 ^e	23	18	20	21
Rarely	21	15	26	24	16	21	21
Never	31	11	25 ^a	40	53 ^{abc}	31 ^a	47 ^{abc}
Don't know	1	*	*	*	4	3	*
Prefer not to answer	5	2	5	3	1	9 ^{abce}	*

* = <1%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Looked for information about the environmental impact of different products and/or foods

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	8	31 ^{ALL}	6	5	--	2	4
Occasionally	20	30 ^{ef}	25 ^{ef}	20	18	11	11
Rarely	21	20	34 ^{ALL}	18	14	19	10
Never	46	19	35 ^f	54 ^{ab}	64 ^{ab}	56 ^{ab}	71 ^{abc}
Don't know	2	*	*	2	3	6 ^{ab}	1
Prefer not to answer	4	1	1	1	2	6 ^{abc}	3

Talked to family and friends about the environmental impact of different products and/or foods

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	10	36 ^{ALL}	7	4	--	7	2
Occasionally	26	35 ^{def}	33 ^{def}	28 ^{def}	10	16	15
Rarely	22	13	27 ^{af}	24 ^f	21	29 ^{af}	15
Never	38	15	30 ^f	43 ^{ab}	62 ^{abce}	40 ^a	65 ^{abce}
Don't know	1	*	*	1	2	4	2
Prefer not to answer	4	1	1	1	6	4	1

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)**Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now?****Buy electricity generated from a renewable energy source (solar, wind, hydro)**

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	10	18 ^{def}	11 ^{de}	12 ^{de}	--	3	5
Same amount	49	44	46	51	52	52	59
Less frequently	8	2	6	7	7	14 ^a	13 ^a
Don't know	29	32	33	26	38	27	21
Prefer not to answer	5	3	3	4	3	4	2

Buy less meat for environmental reasons

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	8	20 ^{ALL}	10 ^f	9 ^f	1	3	1
Same amount	60	52	60	61	65	63	73 ^{ab}
Less frequently	9	5	8	12	2	10	12
Don't know	17	19	19	17	29 ^f	17	12
Prefer not to answer	5	4	3	3	3	7	2

-- = 0%

**Caution: Small base.

(Base: Americans 18+)**Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now? (Cont'd.)****Not travel by airplane for environmental reasons**

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	6	18 ^{ALL}	3	5	--	5	4
Same amount	55	43	60 ^a	57 ^a	54	59 ^a	61 ^a
Less frequently	12	14	10	15	7	10	17
Don't know	20	22	22	19	32	18	18
Prefer not to answer	6	3	5	5	7	8 ^a	1

Buy food grown or produced locally

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	35	59 ^{ALL}	39 ^d	29	17	31	29
Same amount	49	31	49 ^a	54 ^a	59 ^a	48 ^a	62 ^a
Less frequently	3	2	2	4	2	7	2
Don't know	9	5	8	11	20 ^{af}	11	6
Prefer not to answer	4	4	2	2	4	3	2

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now? (Cont'd.)

Buy organic food

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	21	35 ^{ALL}	23 ^d	20	7	20	13
Same amount	52	49	56	51	50	48	60
Less frequently	10	6	7	14 ^{ab}	3	9	14
Don't know	13	4	12 ^a	14 ^a	36 ^{ALL}	17 ^a	13
Prefer not to answer	5	5	2	1	4	6	1

Stop buying a company's products due to their environmental behavior

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	17	46 ^{ALL}	21 ^{cdef}	10	4	10	4
Same amount	48	32	45 ^a	54 ^a	46	47 ^a	67 ^{abde}
Less frequently	9	7	8	11	2	10	11
Don't know	22	13	23 ^a	22	46 ^{ALL}	27 ^a	18
Prefer not to answer	5	2	3	2	2	6	1

**Caution: Small base.

(Base: Americans 18+)
Have you ever deliberately bought....

An energy-efficient home furnace

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Yes	29	27	32	31	28	31	28
No	60	66	58	59	62	61	66
Don't know	7	2	9	9 ^a	9	7	4
Prefer not to answer	3	6	1	1	1	2	2

An energy-efficient home air conditioner

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Yes	40	45	48 ^f	39	36	36	33
No	51	52	44	54	56	51	61 ^b
Don't know	6	1	8 ^a	5	6	9 ^a	5
Prefer not to answer	3	2	*	2	1	5	1

An energy-efficient home water heater

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Yes	37	44 ^f	43 ^f	39 ^f	28	35	26
No	50	49	48	48	55	49	66 ^{abce}
Don't know	9	3	10	12 ^a	16 ^a	11 ^a	7
Prefer not to answer	3	4	*	1	1	4	2

* = <1%

**Caution: Small base.

(Base: Americans 18+)
Have you ever deliberately bought....(Cont'd.)

An energy-efficient kitchen appliance

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Yes	53	62 ^{ef}	64 ^{ef}	53	50	41	42
No	38	33	31	35	40	45 ^b	55 ^{abc}
Don't know	7	3	6	10 ^a	10	10	3
Prefer not to answer	3	2	*	3	1	4	--

A car that averages 30 miles per gallon or more

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Yes	32	41 ^{cf}	38 ^f	29	34	33	21
No	59	52	58	62	54	57	77 ^{ALL}
Don't know	4	2	3	8 ^a	7	6	2
Prefer not to answer	4	4	1	1	6	4	--

Services from environmentally-friendly businesses that are explicitly eco-friendly

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Yes	21	45 ^{ALL}	23 ^{cf}	16	23 ^f	12	8
No	59	36	57 ^a	64 ^a	49	71 ^{abd}	78 ^{abd}
Don't know	16	13	20	17	25	13	12
Prefer not to answer	4	6	*	3	2	4	1

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

The next time you buy each of the following, how likely will you be to buy...

An energy-efficient home furnace

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Definitely will	39	61 ^{cdef}	52 ^{cdef}	37 ^f	24	24	20
Probably will	28	21	24	31	28	35 ^a	36 ^a
Probably will not	8	7	5	8	6	10	13 ^b
Definitely will not	6	6	4	4	8	9	6
Don't know	16	4	14 ^a	18 ^a	34 ^{abc}	19 ^a	22 ^a
Prefer not to answer	3	2	--	3	--	2	4

An energy-efficient home air conditioner

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Definitely will	44	67 ^{cdef}	58 ^{cdef}	39	31	27	28
Probably will	27	18	23	34 ^{ab}	30	35 ^{ab}	30
Probably will not	8	6	4	10 ^b	6	9	17 ^{ab}
Definitely will not	5	3	4	3	8	12 ^{abc}	4
Don't know	13	5	10	10	24 ^{abc}	16 ^a	21 ^{abc}
Prefer not to answer	3	1	1	3	--	2	1

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

The next time you buy each of the following, how likely will you be to buy... (Cont'd.)

An energy-efficient home water heater

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Definitely will	42	61 ^{cdef}	54 ^{cdef}	38 ^f	33	28	24
Probably will	29	23	26	34	29	35	28
Probably will not	9	5	5	9	6	14 ^{ab}	18 ^{ab}
Definitely will not	5	5	4	3	8	7	4
Don't know	14	5	10	12	24 ^{ab}	16 ^a	25 ^{abc}
Prefer not to answer	2	1	1	3	1	1	1

An energy-efficient kitchen appliance

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Definitely will	42	63 ^{cdef}	55 ^{cdef}	37	26	27	27
Probably will	33	26	28	44 ^{ab}	29	38	33
Probably will not	8	4	5	7	9	17 ^{abc}	14 ^{ab}
Definitely will not	3	3	1	1	8 ^{bc}	6 ^b	4
Don't know	12	3	11 ^a	9	28 ^{abce}	12 ^{abc}	22 ^{abc}
Prefer not to answer	2	*	--	2	--	1	1

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

The next time you buy each of the following, how likely will you be to buy... (Cont'd.)

A car that averages 30 miles per gallon or more

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Definitely will	28	47 ^{cdef}	36 ^{ef}	27 ^f	23	21 ^f	8
Probably will	33	33	34	39	25	32	30
Probably will not	13	9	9	12	9	17	25 ^{abc}
Definitely will not	5	4	2	3	8	7 ^b	11 ^{bc}
Don't know	18	7	18 ^a	16 ^a	29 ^a	21 ^a	24 ^a
Prefer not to answer	4	*	2	3	7 ^a	3	2

* = <1%

**Caution: Small base.

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times (6+)	6	30 ^{ALL}	2	3	--	1	--
Several times (4-5)	7	22 ^{ALL}	5	6 ^f	2	5	--
A few times (2-3)	13	16 ^{ef}	22 ^{cef}	10	13	6	4
Once	3	--	5 ^{af}	4 ^a	--	4	--
Never	51	16	36 ^a	61 ^{ab}	55 ^{ab}	68 ^{ab}	85 ^{ALL}
Don't know/Refused	21	16	30 ^{acef}	17	30 ^f	17	11

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times (6+)	4	22 ^{ALL}	1	16	--	2	--
Several times (4-5)	5	19 ^{bcef}	3	--	7 ^f	1	--
A few times (2-3)	10	18 ^{cef}	15 ^{cef}	8 ^f	7 ^f	6	*
Once	3	3	3	5	--	1	--
Never	59	20	50 ^f	70 ^{ab}	56 ^a	78 ^{abd}	92 ^{ALL}
Don't know/Refused	20	18 ^f	28 ^{cef}	--	30 ^{ef}	14	7

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently than you are now	37	82 ^{ALL}	60 ^{cdef}	27 ^{ef}	29 ^{ef}	6	5
About the same as you are now	54	17	36 ^a	62 ^{ab}	66 ^{ab}	83 ^{abcd}	83 ^{abc}
Less frequently than you are now	8	1	4	11 ^{ab}	6	10 ^a	12 ^{ab}
Don't know	1	--	--	*		*	--

(Base: Americans 18+)

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently than you are now	37	83 ^{ALL}	55 ^{cdef}	30 ^{ef}	29 ^{ef}	6	1
About the same as you are now	56	16	41 ^a	61 ^{ab}	68 ^{ab}	82 ^{abc}	90 ^{abcd}
Less frequently than you are now	6	*	4	9 ^a	3	12 ^{ab}	8 ^a
Don't know	*	--	--	*	--	--	1

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following?

Invested in stocks or mutual funds that are environmentally friendly

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	3	5	3	3	--	6 ^f	--
Occasionally	7	11	6	9	3	7	4
Rarely	6	11 ^c	7	6	1	2	6
Never	69	62	69	75 ^a	79	66	79 ^a
Don't know	9	6	12	6	13	12	8
Prefer not to answer	5	5	3	2	5	7	4

Discussed a company's irresponsible environmental behavior with family and/or friends

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	7	24 ^{ALL}	6	2	--	6	1
Occasionally	19	41 ^{ALL}	25 ^{def}	19 ^f	4	10 ^a	2
Rarely	19	12	27 ^a	19	15	18	16
Never	50	20	40 ^a	59 ^{ab}	73 ^{ab}	58 ^{ab}	78 ^{abce}
Don't know	1	3	1	1	5 ^f	2	--
Prefer not to answer	2	*	2	1	2	8 ^{abc}	4

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following?

Spread information about a company's irresponsible environmental behavior through the Internet (such as posting something on your Facebook page or sending emails) or the media (such as writing a letter to a newspaper)

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	3	8 ^{bc}	1	1	--	3	2
Occasionally	7	10 ^f	4	10 ^a	4	8	2
Rarely	10	19 ^{cdef}	10 ^a	9 ^f	3	7	2
Never	77	59	81 ^f	79 ^a	84 ^a	75 ^a	93 ^{abce}
Don't know	1	2	1	*	--	3	--
Prefer not to answer	4	2	1	1	9 ^{abcf}	4	1

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now?

Invest in stocks or mutual funds that are environmentally friendly

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	5	13 ^{ALL}	2	4	--	5	4
Same	51	45	53	54	44	50	57
Less frequently	10	4	9	13 ^a	2	10	16 ^a
Don't know	29	34	31	26	43 ^f	29	23
Prefer not to answer	6	5	4	3	11 ^f	7	1

Discuss a company's irresponsible environmental behavior with family and/or friends

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	12	31 ^{ALL}	11 ^{df}	11 ^f	--	7	1
Same	55	46	53	57	53	59	67 ^{ab}
Less frequently	9	1	8 ^a	12 ^a	8	9 ^a	16 ^a
Don't know	20	17	25	17	36 ^{acf}	19	14
Prefer not to answer	5	4	3	4	3	6	2

-- = 0%

**Caution: Small base.

Over the next 12 months, do you intend to do the following more frequently, less frequently, or at the same level as you do now? (Cont'd.)

Spread information about a company's irresponsible environmental behavior through the Internet (such as posting something on your Facebook page or sending emails) or the media (such as writing a letter to a newspaper)

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	7	19 ^{ALL}	7 ^f	6 ^f	2	5	*
Same	53	48	56	51	40	56	63 ^d
Less frequently	10	5	7	17 ^{ab}	4	11	15 ^{ab}
Don't know	24	24	27	21	46 ^{ALL}	23	18
Prefer not to answer	7	5	4	5	9	6	5

* = <1%

**Caution: Small base.

2. Citizen Behavior

(Base: Americans 18+)

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

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times (6+)	1	2	--	--	--	3 ^b	--
Several times (4-5)	2	8 ^{abef}	*	2	--	--	--
A few times (2-3)	4	10 ^{bef}	4	3	1	5	--
Once	4	9 ^{cf}	5	2	--	3	--
Never	86	67	89	93 ^a	83	88 ^a	99 ^{abde}
Don't know/Refused	4	4 ^c	3 ^c	--	16 ^{ALL}	2	1

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

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

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

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More often	12	37 ^{ALL}	19 ^{cef}	3	8	3	1
About the same	67	58	67	74 ^{af}	74	75 ^{af}	57
Less often	19	6	13	22 ^{ab}	19 ^a	22 ^a	42 ^{ALL}
Refused	2	--	1	*	--	1	1

(Base: Americans 18+)

How much do you agree or disagree with the following statement? "I am willing to join a campaign to convince elected officials to do the right thing about global warming"

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Strongly agree	7	27 ^{cdef}	5	1	3	1	4
Somewhat agree	31	45 ^{cef}	56 ^{cdef}	28 ^{ef}	26 ^{ef}	7	3
Somewhat disagree	24	16	25 ^f	32 ^{af}	32 ^f	28 ^a	8
Strongly disagree	36	8	14	37 ^{ab}	35 ^{ab}	65 ^{abcd}	84 ^{ALL}
Prefer not to answer	2	3	*	1	5 ^{be}	*	*

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following?

Signed a petition about global warming, either online or in person

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	2	8 ^{bcd}	2	2	--	2	--
Occasionally	7	26 ^{ALL}	6 ^f	3	--	5	--
Rarely	6	12 ^{def}	8 ^{ef}	6 ^f	--	1	--
Never	75	49	79 ^a	81 ^a	75 ^a	80 ^a	96 ^{ALL}
Don't know	4	3	2	5	21 ^{ALL}	5	2
Prefer not to answer	2	*	2	1	3	7 ^{ac}	3

Asked someone else to sign a petition about global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	1	3	*	2	--	--	--
Occasionally	3	9 ^{bcd}	2	2	--	6 ^f	--
Rarely	4	10 ^{ef}	5 ^f	4	--	1	--
Never	83	75	88 ^a	86 ^a	76	79	96 ^{ALL}
Don't know	3	2	1	3	20 ^{abcef}	6 ^b	2
Prefer not to answer	6	2	4	3	4	7	2

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Given a speech about global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	1	--	--	1	--	2	--
Occasionally	2	3	1	3	--	5	2
Rarely	3	6 ^{bcf}	1	6 ^{ef}	--	*	--
Never	86	90	94 ^{cde}	85	76	79	95 ^{cde}
Don't know	3	1	1	3	20 ^{ALL}	5 ^b	2
Prefer not to answer	5	*	4	2	4	9 ^{ac}	1

Shared information about global warming on Facebook or Twitter

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	2	6 ^{bc}	--	1	--	3	2
Occasionally	5	12 ^{cdf}	5 ^f	3	--	6 ^a	--
Rarely	5	14 ^{bcef}	5	5	2	2	1
Never	79	65	85 ^a	84 ^a	73	79 ^a	92 ^{ade}
Don't know	3	2	1	5 ^b	21 ^{ALL}	3	2
Prefer not to answer	5	2	4	2	4	7	4

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Posted a comment online in response to a news story or blog about global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	2	5 ^b	--	1	--	2	2
Occasionally	5	13 ^{bcd^f}	3	4	--	6	1
Rarely	5	7 ^f	7 ^f	6	2	4	*
Never	80	73	85 ^a	84 ^a	75	78	89 ^a
Don't know	2	3	1	5 ^b	20 ^{ALL}	4	2
Prefer not to answer	4	*	4	2	4	8	6

Donated money to an organization working on global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	1	5 ^b	*	2	--	2	--
Occasionally	6	16 ^{ALL}	6 ^f	2	--	7	--
Rarely	7	14 ^{cdef}	12 ^{def}	6 ^f	--	3	--
Never	77	61	78 ^a	83 ^a	74	78 ^a	97 ^{ALL}
Don't know	3	3	1	5 ^b	17 ^{ALL}	4 ^b	2
Prefer not to answer	5	2	4	2	9 ^{acf}	6 ^c	2

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Donated money to a political candidate because they share your views on global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	1	3	*	1	--	2	--
Occasionally	5	17 ^{ALL}	4	4	--	5	--
Rarely	4	11 ^{ALL}	4	3	--	4	--
Never	81	67	87 ^{ade}	86 ^{ad}	69	77	96 ^{ALL}
Don't know	3	2	1	4	20 ^{ALL}	4	2
Prefer not to answer	5	*	4	2	12	7a	3

Attended a public meeting or presentation about global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	1	1	--	2	--	--	--
Occasionally	4	8	3	3	--	6	3
Rarely	6	17 ^{ALL}	6	6	--	1	1
Never	81	72	88 ^{ac}	85 ^a	75	77	92 ^{ade}
Don't know	3	1	1	3	21 ^{ALL}	7	2
Prefer not to answer	5	1	3	1	4	8 ^{ac}	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Attended a town hall meeting or rally about global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	*	*	--	2	--	--	--
Occasionally	3	2	1	3	--	8 ^{bdf}	--
Rarely	4	12 ^{bdef}	2	6 ^{ef}	--	--	--
Never	85	84	93 ^{acde}	85	74	79	96 ^{acde}
Don't know	3	2	1	3	17 ^{ALL}	6	2
Prefer not to answer	5	*	3	1	9	8	3

Met with an elected official or their staff about global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	1	--	--	2	--	2	--
Occasionally	2	3	1	3	--	5 ^b	--
Rarely	3	7 ^f	3	4	--	2	--
Never	85	86	91 ^{de}	86	72	80	95 ^{cde}
Don't know	3	1	1	3	21 ^{ALL}	4	2
Prefer not to answer	6	2	4	2	7	9 ^{acf}	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Written letters, emailed, or phoned a newspaper about global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	1	1	--	1	--	4	--
Occasionally	4	9 ^{b^f}	3	3	--	6 ^f	--
Rarely	3	9 ^f	4	3	--	2	--
Never	84	78	89 ^{ade}	87	75	78	97 ^{ade}
Don't know	3	2	1	4	21 ^{ALL}	3	2
Prefer not to answer	5	2	4	2	4	8 ^{ac}	1

Written letters, emailed, or phoned a talk radio program about global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	1	1	--	3 ^b	--	--	--
Occasionally	3	7 ^{b^{cf}}	2	1	--	5 ^f	--
Rarely	4	7 ^f	4	6 ^f	--	2	1
Never	84	81	91 ^{ade}	8 ⁵	74	79	94 ^{ade}
Don't know	3	2	1	3	17 ^{ALL}	3	2
Prefer not to answer	6	2	4	2	9	10	4

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following? (Cont'd.)

Volunteered your time to elect a political candidate because they share your views on global warming

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Often	2	4 ^{be}	--	4 ^b	1	--	--
Occasionally	4	10 ^{bf}	1	5	--	6 ^{bf}	--
Rarely	4	10 ^{cf}	5	3	--	2	*
Never	82	73	88 ^{ac}	84 ^a	74	77	97 ^{ALL}
Don't know	4	1	1	3	21 ^{ALL}	7 ^{ab}	2
Prefer not to answer	6	1	6	2	4	9 ^a	2

* = <1%

-- = 0%

**Caution: Small base.

3. Household Behavior

(Base: Americans 18+)

How often do you do the following things?¹

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Always	31	42 ^{de}	32 ^e	30	18	20	38 ^{cd}
Often	19	17	26 ^{ef}	20	15	14	15
Sometimes	19	19	19	19	18	22	14
Rarely	12	7	5	17 ^{abf}	23 ^{abf}	23 ^{abf}	6
Never	13	4	14 ^a	10	21 ^a	15 ^a	25 ^{abc}
Not applicable	5	11 ^{bcf}	4	3	6	5	2

Use² public transportation or car pool

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Always	6	14 ^{bcef}	6	4	6	1	5
Often	7	14 ^{bef}	7	7	7	5	3
Sometimes	16	19	22 ^f	14	12	14	9
Rarely	25	21	32 ^f	26	21	28	15
Never	37	22	28	43 ^{ab}	45 ^a	39 ^a	61 ^{abce}
Not applicable	8	9	6	6	10	12	7

¹2010 wording: How often do you do this now?

²2010 wording: Take public transportation or carpool

**Caution: small base.

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

Walk or bike instead of drive

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Always	4	8 ^b	2	5	6	4	3
Often	12	21 ^{cd}	13	9	12	12	8
Sometimes	23	29	25	21	23	23	19
Rarely	27	21	27	33 ^a	28	28	21
Never	29	20	29	28	30	30	46 ^{ALL}
Not applicable	4	2	5	4	4	4	3

**Caution: small base.

(Base: Americans 18+)

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

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

	Total	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	15	29 ^{def}	20 ^{ef}	16 ^f	6	8	1
About the same	75	66	72	78	87 ^a	77	86 ^{ab}
Less frequently	9	4	9	6	7	15 ^{ac}	13 ^a
Refused	*	1	--	*	--	--	--

Use² public transportation or car pool

	Total	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	13	27 ^{ALL}	15 ^f	10	10	10	5
About the same	70	64	71	71	78	76	74
Less frequently	15	9	14	18 ^a	13	14	21 ^a
Refused	*	*	--	*	--	--	1

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

²2010 wording: Take public transportation or carpool

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

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

Walk or bike instead of drive

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
More frequently	24	40 ^{cdef}	31 ^{cef}	21	16	15	12
About the same	64	54	60	67 ^a	73 ^{ab}	73 ^{ab}	72 ^a
Less frequently	11	6	10	12	11	11	17 ^a
Refused	*	*	--	*	--	--	--

* = <1%

-- = 0%

**Caution: Small base.

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
All	20	23	21	19	26	15	20
Most	33	42 ^{def}	39 ^{ef}	34	22	25	24
Some	19	21	20	17	29	17	20
A few	13	8	11	16	4	20 ^{abd}	15
None	8	4	4	9	5	10 ^b	17 ^{ab}
Don't know/Refused	7	2	5	6	15 ^{af}	13 ^{abf}	4

(Base: Americans 18+ except those who are extremely or very sure global warming is not happening)**Thinking about the energy saving actions you're already taking and those you'd like to take over the next 12 months: If you did most of these things, how much do you think it would reduce your personal contribution to global warming?**

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(945)	(160)	(279)	(254)	(50)**	(144)	(68)*
	%	%	%	%	%	%	%
		a	b	c	d	e	f
A lot	7	22 ^{ALL}	10 ^{cef}	2	1	*	--
Some	24	33 ^{cef}	28 ^{ef}	21 ^f	35 ^{ef}	15	7
A little	44	40 ^f	50 ^{ef}	57 ^{aef}	49 ^a	29 ^f	13
Not at all	25	5	12	21 ^{ab}	16 ^a	55 ^{abcd}	81 ^{ALL}

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

* = <1%

-- = 0%

**Caution: Small base.

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

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(945)	(160)	(279)	(254)	(50)**	(144)	(68)*
	%	%	%	%	%	%	%
		a	b	c	d	e	f
A lot	23	56 ^{ALL}	36 ^{cef}	9 ^e	18 ^{ef}	1	--
Some	33	30 ^f	42 ^{ef}	40 ^{ef}	39 ^{ef}	20 ^f	3
A little	32	11	21 ^a	46 ^{ab}	40 ^{ab}	52 ^{abf}	29 ^a
Not at all	11	3	1	6 ^b	3	27 ^{abcd}	67 ^{ALL}

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

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

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(945)	(160)	(279)	(254)	(50)**	(144)	(68)*
	%	%	%	%	%	%	%
		a	b	c	d	e	f
A lot	39	78 ^{ALL}	58 ^{cdef}	31 ^{ef}	20 ^{ef}	1	3
Some	27	13 ^f	32 ^{af}	36 ^{af}	47 ^{af}	26 ^{af}	2
A little	25	8	10	30 ^{ab}	31 ^{ab}	57 ^{abcd}	38 ^{ab}
Not at all	8	1	*	3	3	16 ^{abc}	58 ^{ALL}

* = <1%

-- = 0%

**Caution: Small base.

Appendix III: Survey Method

The data in this report are based on a nationally representative survey of 1,045 American adults, aged 18 and older, conducted from April 8 – 15, 2013. All questionnaires were self-administered by respondents in a web-based environment. The survey took, on average, about 27 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 and Geoff Feinberg of Yale University, and Edward Maibach and Connie Roser-Renouf of George Mason University.

Margins of error

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

- April 2013: Fielded April 8-15, 2013 with 1,045 American adults. The margin of sampling error is plus or minus 3 percentage points.
- September 2012: Fielded August 31 through September 12, 2012 with 1,061 American adults. The margin of sampling error is plus or minus 3 percentage points.
- March 2012: Fielded March 12 through March 30, 2012 with 1,008 American adults. The margin of sampling error is plus or minus 3 points.
- November 2011: Fielded October 20 through November 16 with 1,000 American adults. The margin of sampling error is plus or minus 3 points.
- May 2011: Fielded April 23 through May 12 with 1,010 American adults. The margin of sampling error is plus or minus 3 points.
- June 2010: Fielded May 14 through June 1 with 1,024 American adults. The margin of sampling error is plus or minus 3 points.
- January 2010: Fielded December 24, 2009 through January 3, 2010 with 1,001 American adults. The margin of sampling error is plus or minus 3 points.
- November 2008: Fielded October 7 through November 12 with 2,164 American adults. Data was collected in two waves: wave 1 from October 7 through October 20 and wave 2 from October 24 through November 12. The margin of sampling error is plus or minus 2 points.

- For the Six Americas, average margins of error are: Alarmed (+/- 8 points), Concerned (+/- 6 points), Cautious (+/- 6 points), Disengaged (+/- 14 points), Doubtful (+/- 8 points), and Dismissive (+/- 9 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%.

Six Americas Segmentation Method

The Global Warming Six Americas segmentation was initially performed on the 2008 data set using a latent class analysis based on 36 variables representing four distinct constructs: global warming beliefs, issue involvement, policy preferences and behaviors.

Discriminant functions derived from the latent class analysis were used to identify the Six Americas in subsequent waves, including the current one.

Appendix IV: Sample Demographics

	N (unweighted)	% (weighted)
Total	1,045	100
Sex		
Men	520	48%
Women	525	52%
Age		
Generation Y (18-30)	145	22%
Generation X (31-48)	268	30%
Baby Boomers (49-67)	444	36%
WWII (68+)	188	12%
Education		
Less than high school	74	12%
High school graduate	311	30%
Some college/tech	289	29%
College graduate	228	18%
Post graduate	143	12%
Household Income		
<\$25K	167	19%
\$25K - <\$50K	244	24%
\$50K - <\$75K	216	19%
\$75K - <\$100K	153	15%
\$100K - <\$125K	125	12%
\$125K+	140	12%
Hispanic		
Yes	82	14%
Race/Ethnicity		
White, non-Hispanic	808	67%
Black, African-American non-Hispanic	94	12%
Other non-Hispanic	61	7%
Region		
Northeast	180	18%
Midwest	253	22%
South	378	37%
West	234	23%

