

HOW AMERICANS COMMUNICATE ABOUT GLOBAL WARMING • APRIL 2013

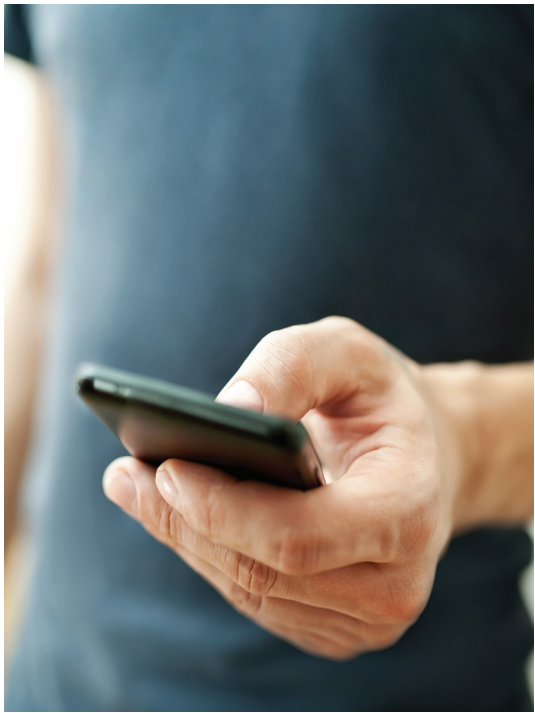


Table of Contents

Introduction.....3

Executive Summary.....4

1. How – And How Often – Americans Communicate About Global Warming and Extreme Weather5

1.1. Trend: Slightly more Americans say they “often” or “occasionally” discuss global warming with family and friends5

1.2. Few Americans have communicated publicly about global warming in the past 12 months.....6

1.3. Americans who experienced an extreme weather event in the past year were most likely to talk to others about it face-to-face or by phone; few did so using social media.....7

2. Communicating About Irresponsible Corporate Environmental Behavior8

2.1. One in four Americans discussed a company’s “irresponsible environmental behavior” with friends and/or family in the past 12 months.....8

3. Communicating With Government Officials About Global Warming9

3.1. Trend: Consistently since 2008, about one in ten Americans has written letters, emailed, or phoned a government official about global warming in the past 12 months.....9

3.2. 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..... 10

3.3. One in six Americans intends to urge government officials to take action to reduce global warming over the next 12 months 11

4. Who Can Convince Americans to Take Action to Reduce Global Warming? 12

4.1. Americans say their own family and friends have the greatest ability to convince them to take action to reduce global warming 12

4.2. If asked by a person they “like and respect,” Americans are most willing to sign a petition, attend a public meeting, or attend a neighborhood meeting about global warming..... 13

- 5. How the Six Americas Communicate About Global Warming 14**
- 5.1. Introduction to Global Warming’s Six Americas 14
- 5.2. The Alarmed are the most likely to communicate publicly about global warming, followed by the Doubtful..... 16
- 5.3. Of those Americans who experienced an extreme weather event in the past year, most have talked to others about it in person..... 17
- 5.4. Two-thirds of the Alarmed have discussed a company’s irresponsible environmental behavior with family or friends at least occasionally over the past 12 months; fewer than half of the other “Six Americas” have done so..... 18
- 5.5. The Alarmed are the most likely to have written letters, emailed or phoned a government official about global warming in the past 12 months..... 19
- 5.6. All Six Americas say their own family and friends have the greatest ability to convince them to take action to reduce global warming..... 20
- 5.7. The Cautious and Disengaged use Facebook the most; the Dismissive and Concerned use it the least 21
- 5.8. Half or more of the Alarmed, Concerned, Cautious, and Disengaged say they read news stories or headlines posted by other people on Facebook..... 22
- 5.9. About one in ten of the Cautious use Twitter often; very few of the Alarmed, Concerned, or Disengaged do..... 23

- Appendix I: Data Tables 24**

- Appendix II: Survey Method 49**

- Appendix III: Sample Demographics 51**

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

Key Overall Findings

- Only one in three Americans say they discuss global warming at least occasionally with friends or family, down 8 points since November 2008;
- Few Americans (<8%) communicated publically about global warming in the past 12 months (e.g., online or in the media);
- About one in ten Americans wrote letters, emailed, or phoned a government official about global warming in the past 12 months;
- Of those Americans who 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;
- One in four Americans discussed a company’s “irresponsible environmental behavior” with friends and/or family in the past 12 months;
- Americans who experienced an extreme weather event in the past year were most likely to talk to others about it face-to-face or by phone, while few did so using social media;
- Americans say their own family and friends have the greatest ability to convince them to take action to reduce global warming;
- If asked by a person they “like and respect”, the actions that Americans are most willing to take are signing a petition, attending a public meeting, or attending a neighborhood meeting about global warming;
- Many Americans (24%) would support an organization that engaged in non-violent civil disobedience against corporate or government activities that make global warming worse;
- One in eight people (13%) say they would be willing to personally engage in non-violent civil disobedience against corporate or government activities that make global warming worse.

Key Six America’s Findings

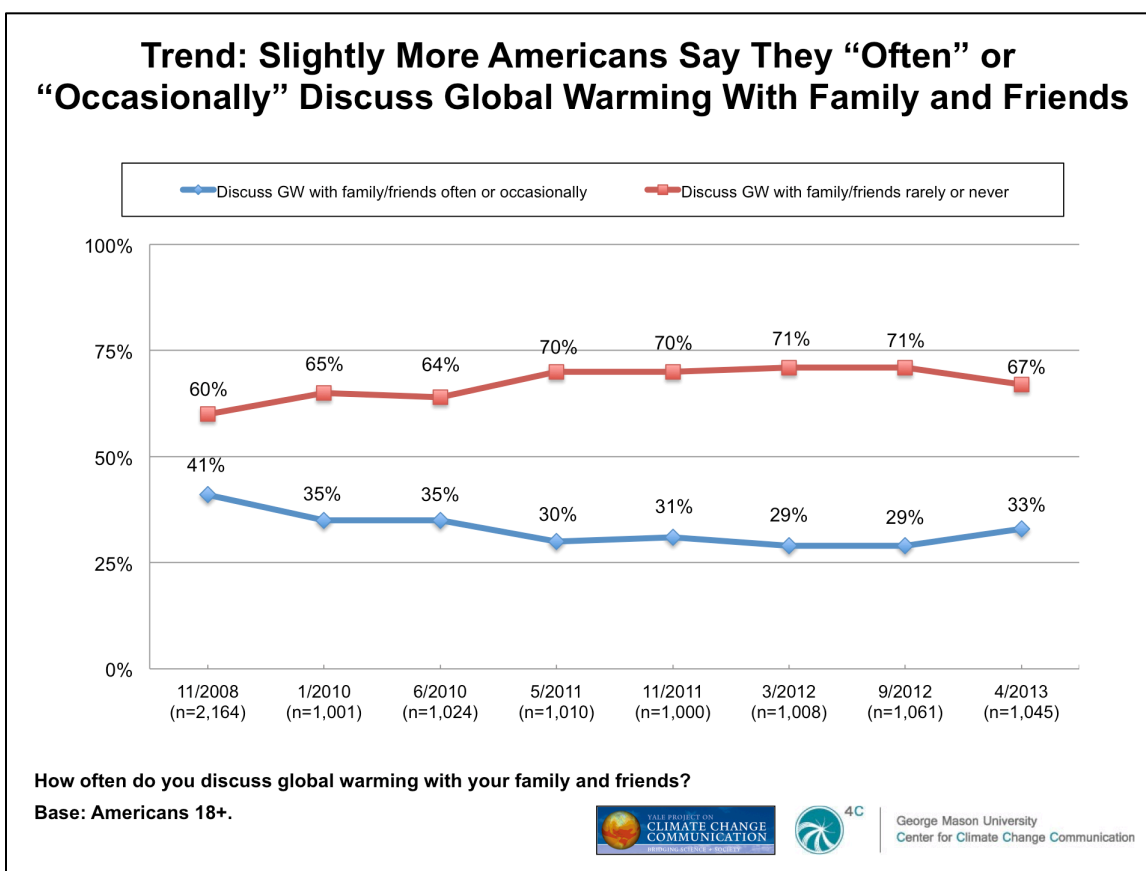
- Two-thirds of the Alarmed have discussed a company’s “irresponsible environmental behavior” at least occasionally with family or friends over the past 12 months; fewer than half of the other “Six Americas” have done so;
- The Alarmed are the most likely to have written letters, emailed, or phoned a government official about global warming in the past 12 months;
- All Six Americas say their own family and friends have the greatest ability to convince them to take action to reduce global warming.

1. How – And How Often – Americans Communicate About Global Warming and Extreme Weather

1.1. Trend: Slightly more Americans say they “often” or “occasionally” discuss global warming with family and friends.

One in three Americans say they discuss global warming with friends or family at least occasionally – 33 percent, up 4 percentage points since September 2012, but down 8 points since November 2008.

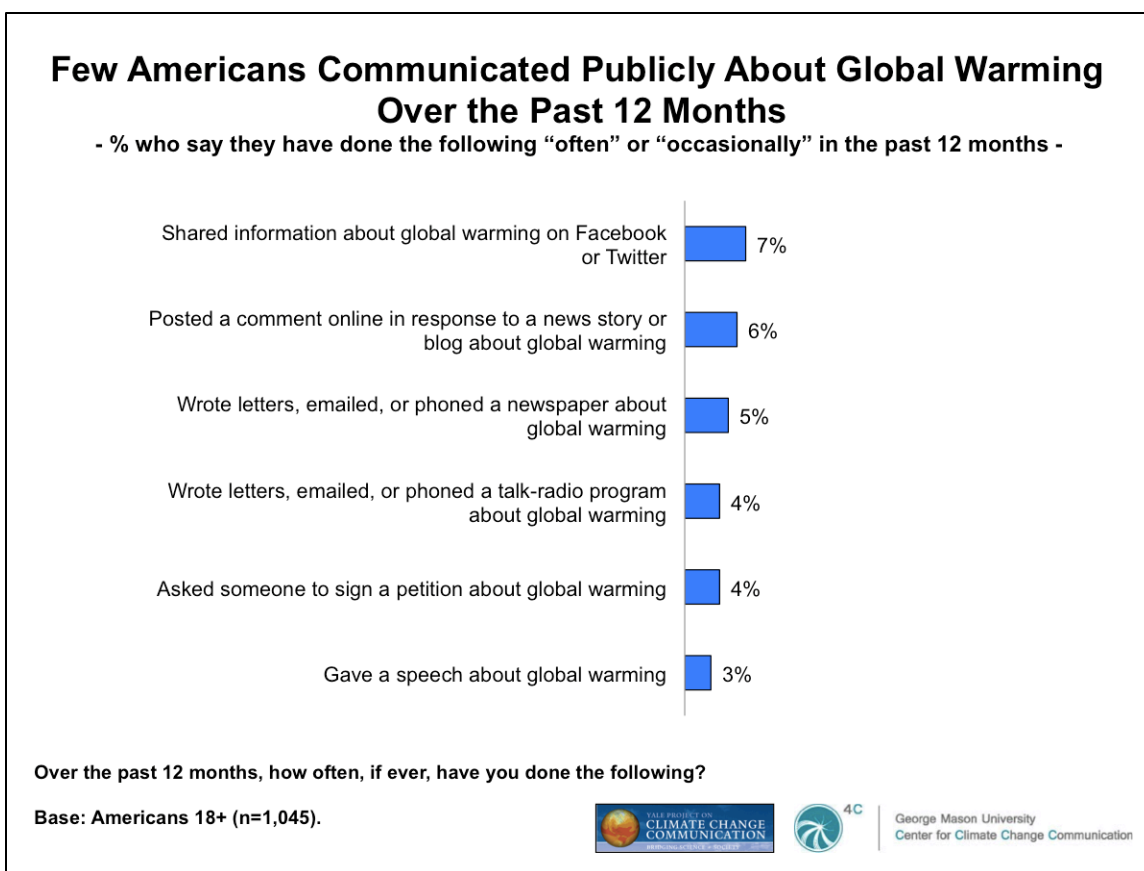
However, two in three Americans say they talk about global warming “rarely” or “never” (67%, down 4 percentage points since September 2012, but up 7 points since November 2008).



1.2. Few Americans communicated publicly about global warming in the past 12 months.

Relatively few Americans have communicated publicly about global warming in the past 12 months. For example, few:

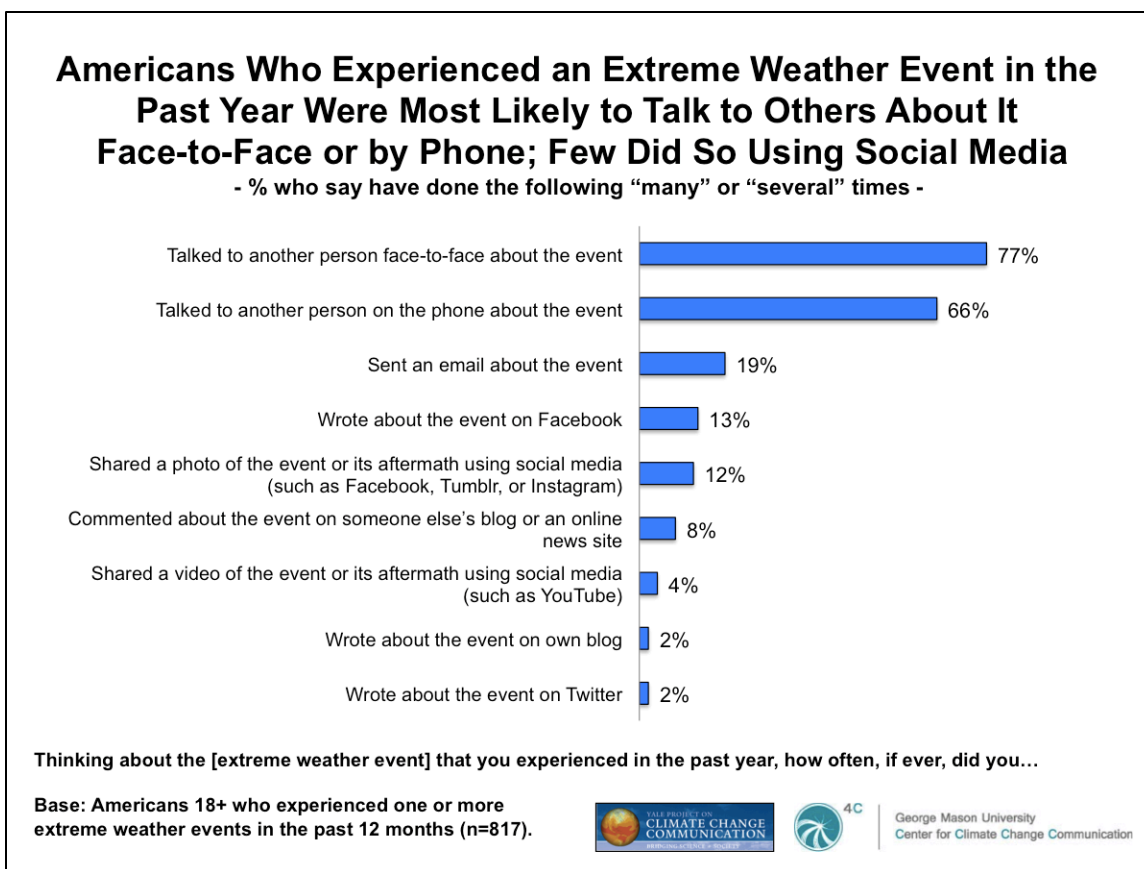
- Shared information about global warming on Facebook or Twitter (7%)
- Posted a comment online in response to a news story or blog about global warming (6%)
- Wrote letters, emailed, or phoned a newspaper about global warming (5%)
- Wrote letters, emailed, or phoned a talk-radio program about global warming (4%)
- Asked someone to sign a petition about global warming (4%)



1.3. Americans who experienced an extreme weather event in the past year were most likely to talk to others about it face-to-face or by phone; few did so using social media.

The majority of Americans report that they experienced one or more extreme weather events in the past year. Most of those who did were keen to talk about it, and most of their communication took place face-to-face (77%) or over the phone (66%).

Surprisingly, relatively few people shared their experiences of extreme weather online. The most common means of online communication about extreme weather events was by email (19%), followed by posts on Facebook (13%) and sharing photos through social media (12%).

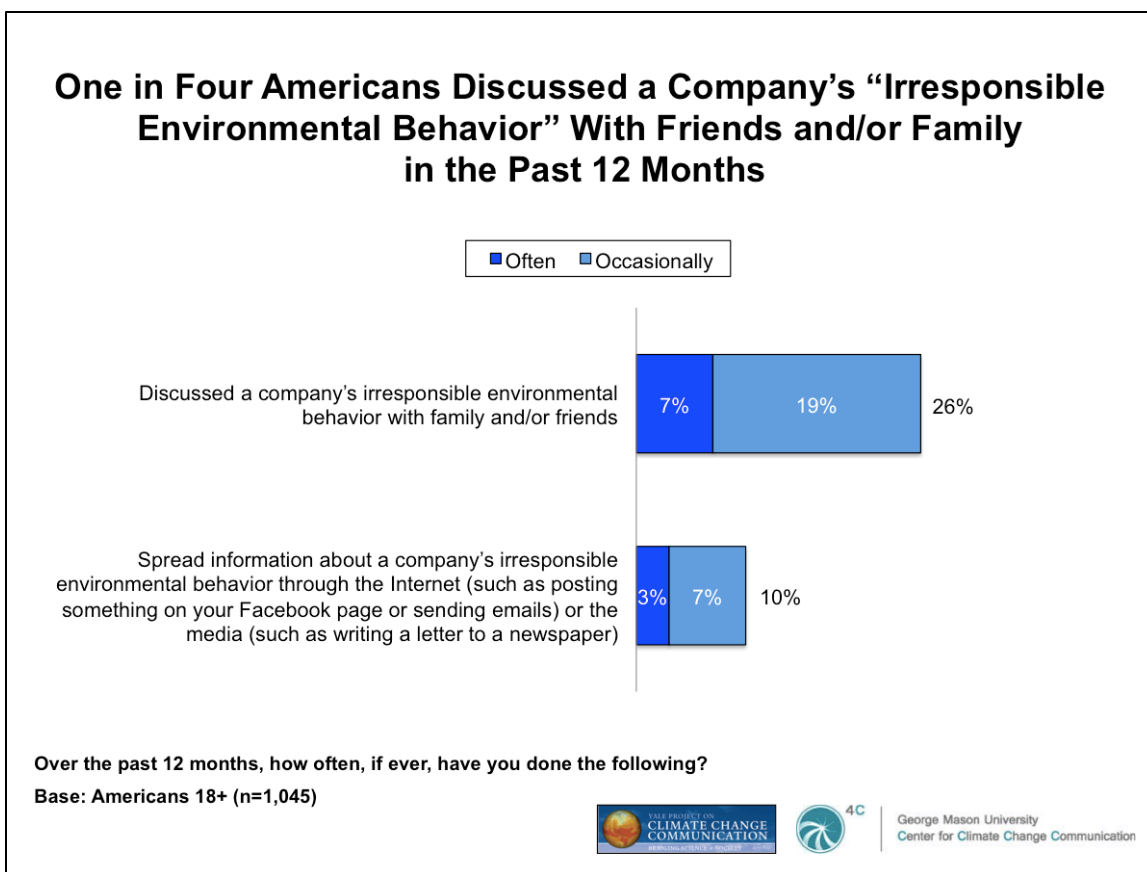


2. Communicating About Irresponsible Corporate Environmental Behavior

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

A sizable minority of Americans has communicated with others about what they perceive as “irresponsible environmental behavior ” by companies either through private conversations with family or friends (26%) or by spreading information about the company’s behavior through the Internet or the media (10%).

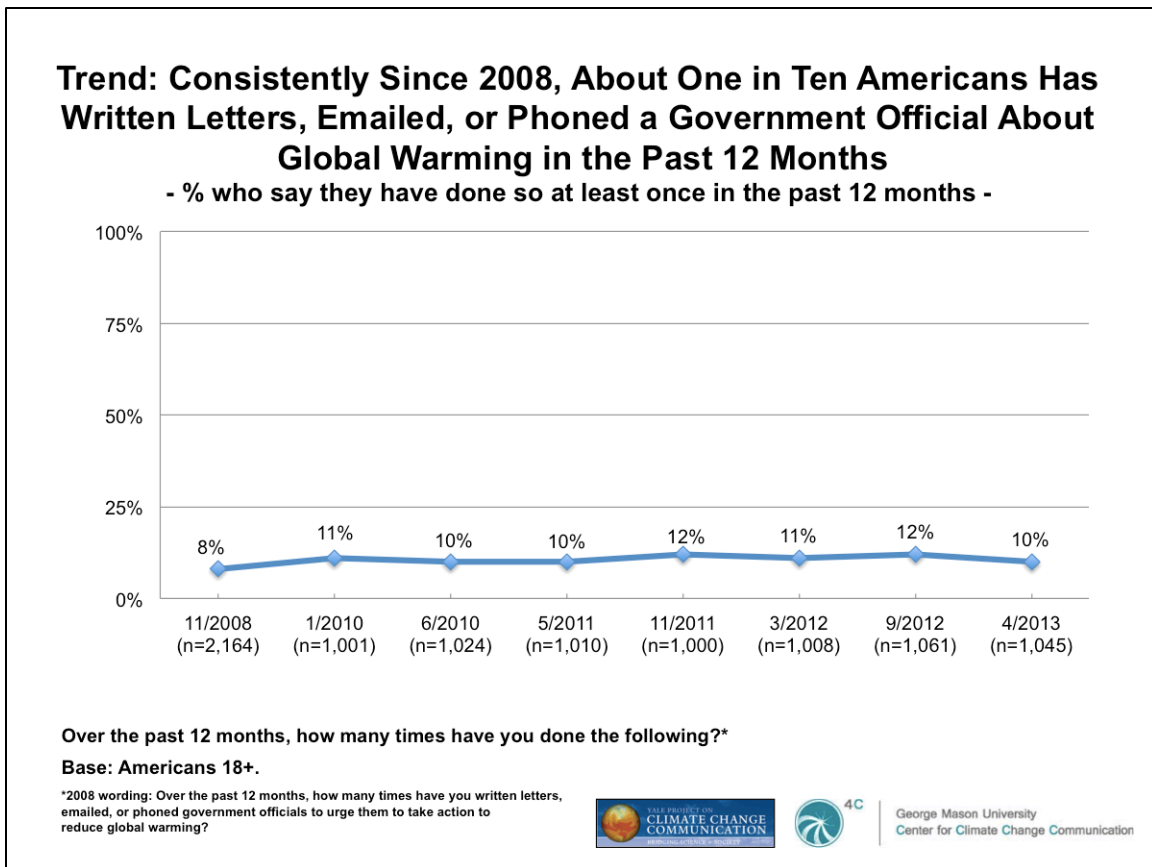
Most Americans say they are likely to communicate about company behavior at the same rate over the next 12 months.



3. Communicating With Government Officials About Global Warming

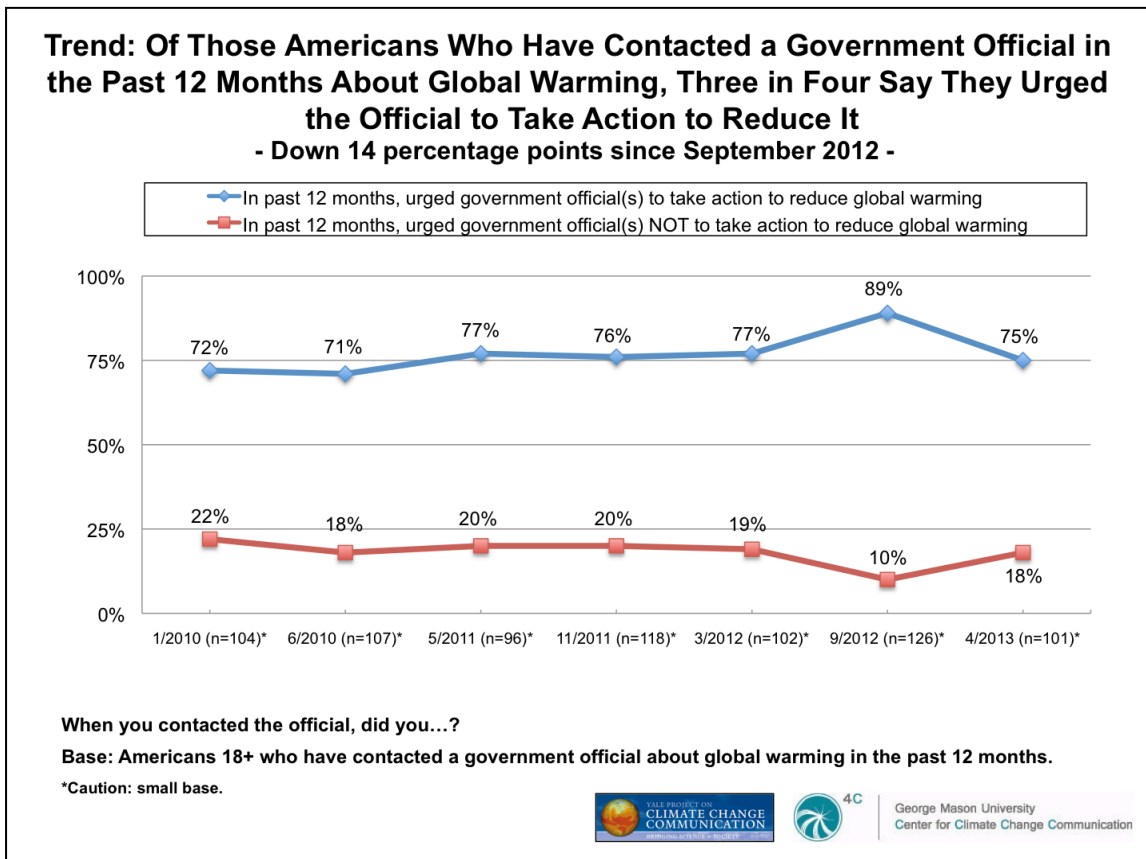
3.1. Trend: Consistently since 2008, about one in ten Americans has written letters, emailed, or phoned a government official about global warming in the past 12 months.

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.



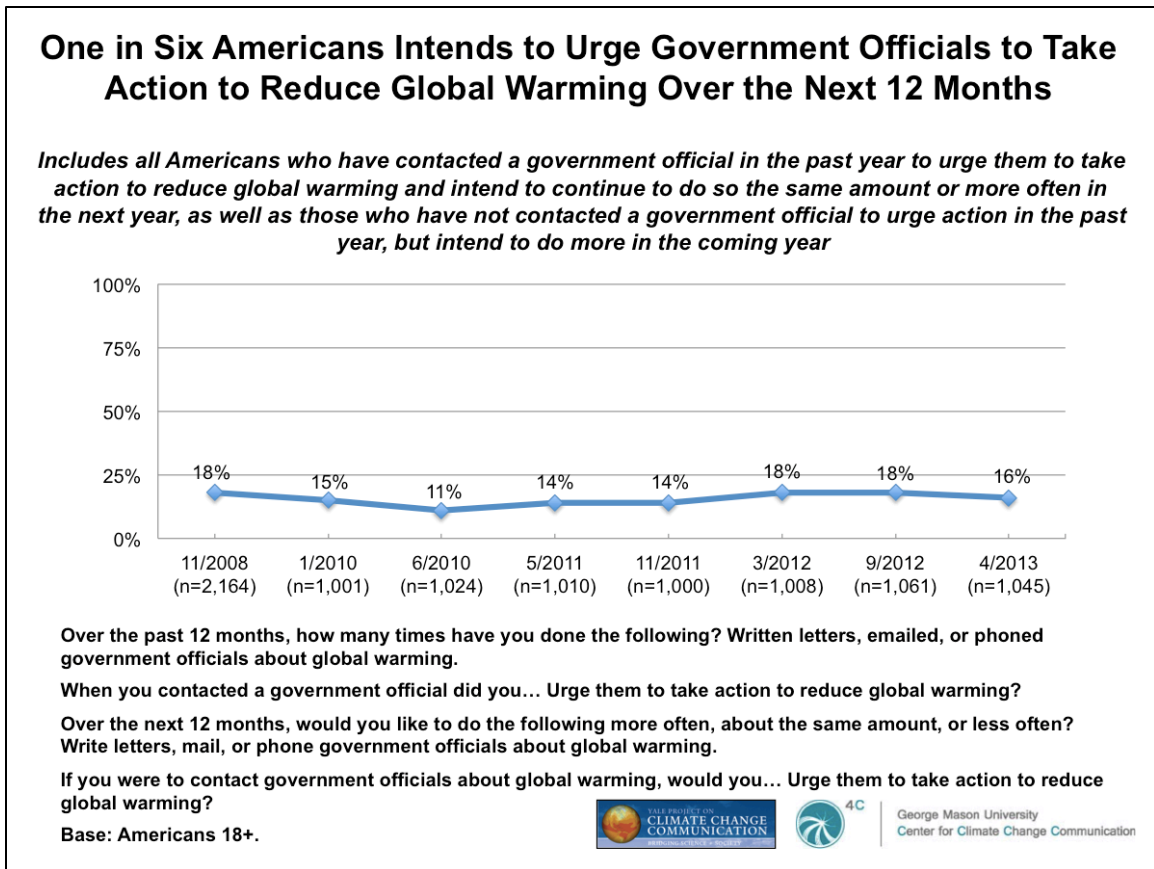
3.2. Trend: Of those Americans who contacted a government official in the past 12 months about global warming, three in four say they urged the official to take action to reduce it.

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



3.3. 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%) say they intend to urge government officials to take action to reduce global warming over the next 12 months, a number that has remained relatively unchanged since 2008.



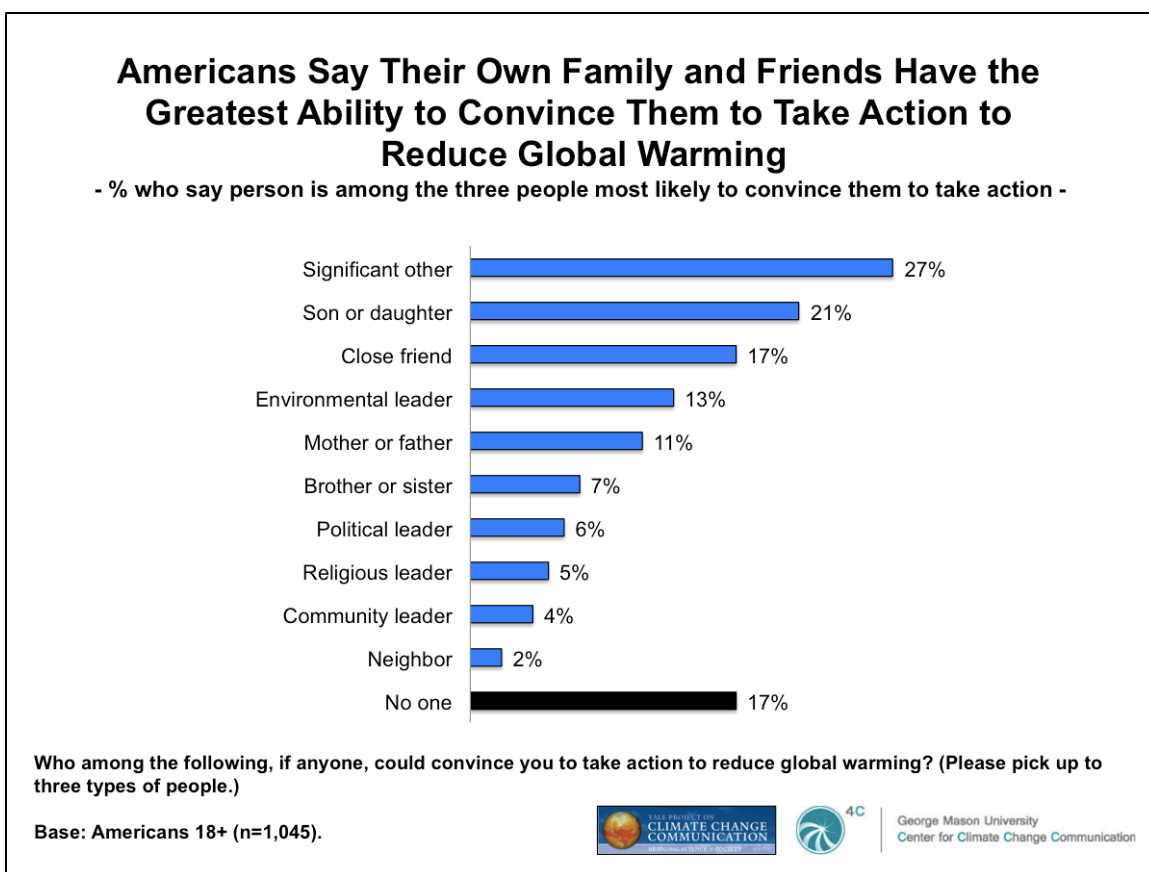
4. Who Can Convince Americans to Take Action to Reduce Global Warming?

4.1. Americans say their own family and friends have the greatest ability to convince them to take action to reduce global warming.

Asked who could convince them to take action to reduce global warming, Americans are most likely to say it would be those closest to them – their significant other (27%), child (21%), close friend (17%), parent (11%), or sibling (7%).

The only other type of person who ranks relatively high is an environmental leader (13%). Few Americans say they could be convinced by a political leader (6%), religious leader (5%), community leader (4%), or neighbor (2%).

Nearly one in five (17%) say *no one* could convince them to take action to reduce global warming.



4.2. If asked by a person they “like and respect”, Americans are most willing to sign a petition, attend a public meeting, or attend a neighborhood meeting about global warming.

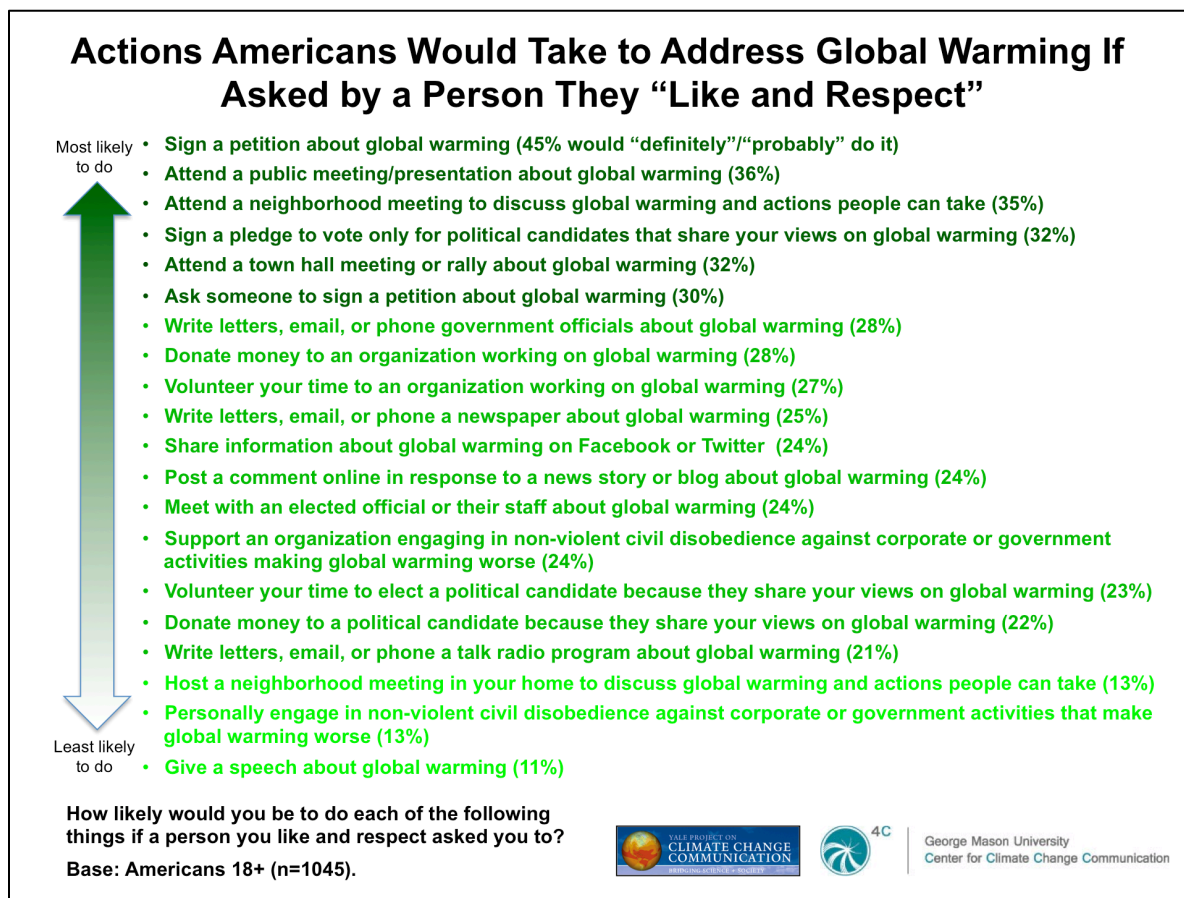
We asked respondents how likely they would be to take a variety of global warming-related actions, if they were asked to do so by a person they “like and respect.”

Americans are most likely to say that, if asked, they would sign a petition about global warming, either online or in person (45%).

About one in three say that, if asked, they would:

- Attend a public meeting or presentation about global warming (36%);
- Attend a neighborhood meeting to discuss global warming and actions people can take (35%);
- Sign a pledge to vote only for political candidates that share their views on global warming (32%).

One in four Americans would support an organization engaging in non-violent civil disobedience against corporate or government activities that make global warming worse (24%), and about one in eight would personally engage in such activities.



5. How the Six Americas Communicate About Global Warming

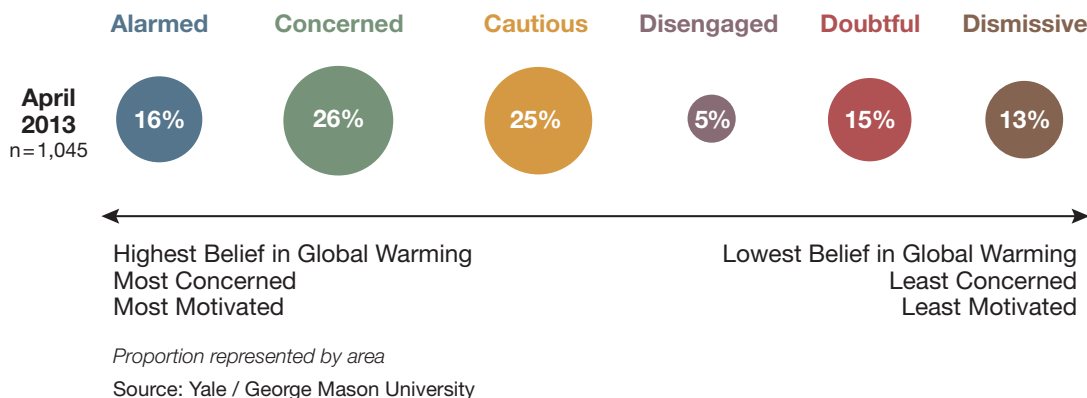
5.1. Introduction to Global Warming’s Six Americas



In this section, we highlight the differences between *Global Warming’s Six Americas*, a multivariate statistical segmentation of the American public based on their climate-related 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 belief, 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 differ instead by their 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 happening, 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 happening, human-caused and harmful. 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 personally 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 about 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%) 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.

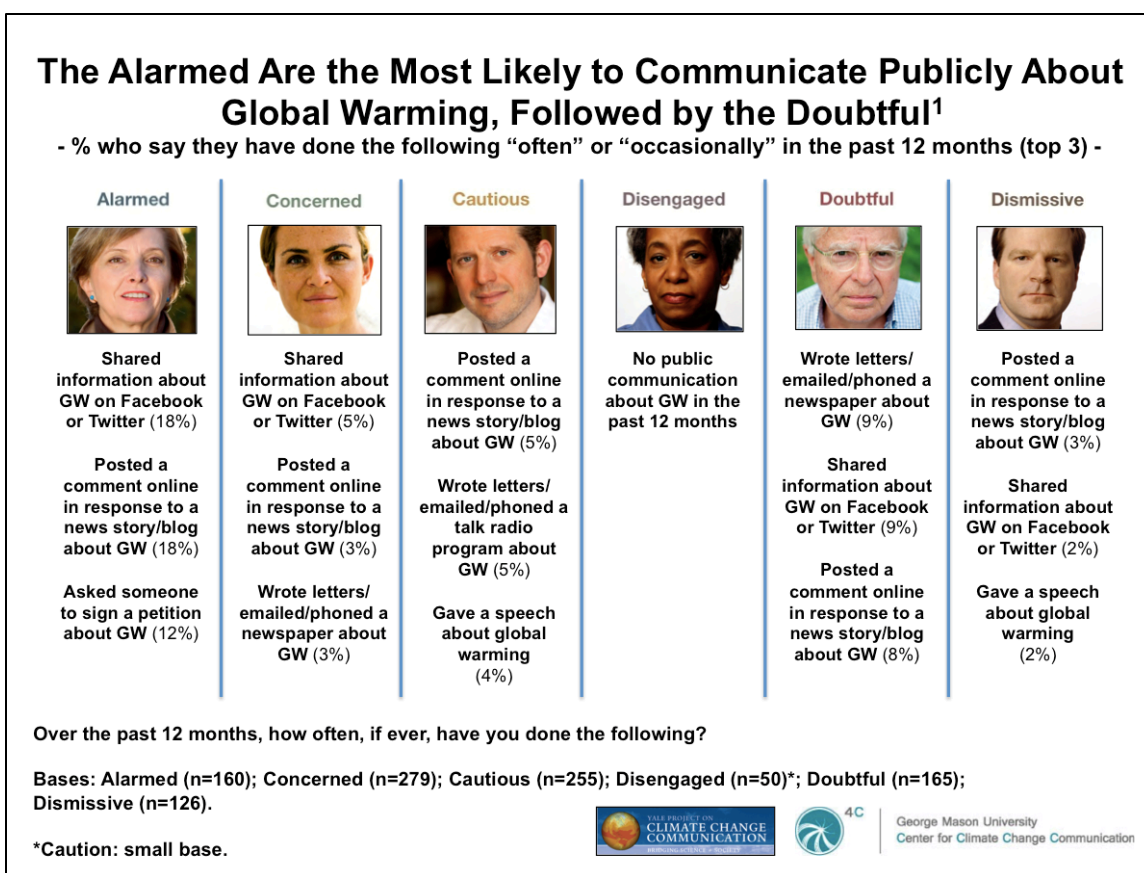
The *Dismissive* (13%), are certain that global warming is *not* occurring, tend to regard the issue as a hoax and are strongly opposed to action to reduce the threat.

5.2. The Alarmed are the most likely to communicate publicly about global warming, followed by the Doubtful¹.

The Six Americas differ significantly in their propensity to communicate publicly about global warming. The Alarmed are the most likely to communicate publicly – in the past 12 months, about one in five have shared information about global warming on Facebook or Twitter, or posted a comment online in response to a news or blog story about it (18% respectively). About one in ten asked someone to sign a petition about global warming (12%).

After the Alarmed are the Doubtful, but presumably their communications were to argue against the existence or importance of human-caused global warming. About one in ten wrote letters, emailed or phoned a newspaper about global warming (9%), shared information about it on Facebook or Twitter (9%), or posted a comment online in response to a news or blog story about the topic (8%).

The Disengaged were the least likely to communicate about the subject. In fact, none of the Disengaged said they did any of the activities asked about in the past 12 months. The Concerned, Cautious, and Dismissive were also unlikely to have communicated publicly about global warming, with no more than one in twenty saying they engaged in any of the specific activities.



¹ We urge readers to interpret these between group differences with caution: the sample size of four of the six Americas are small (less than 200), and therefore the margins of error are large. The findings for the Doubtful in particular are not consistent with prior findings over the past five years.

5.3. Of those Americans who experienced an extreme weather event in the past year, most talked to others about it in person.

Majorities of all Six Americas who experienced an extreme weather event in the past year talked to others about it face-to-face (from a high of 87% among the Alarmed to a low of 64% of the Doubtful). At least half also talked to another person on the phone about their experience – the Alarmed were the most likely (74%) and the Doubtful were the least likely (51%).

Other actions asked about were cited by fewer of any of the Six Americas.

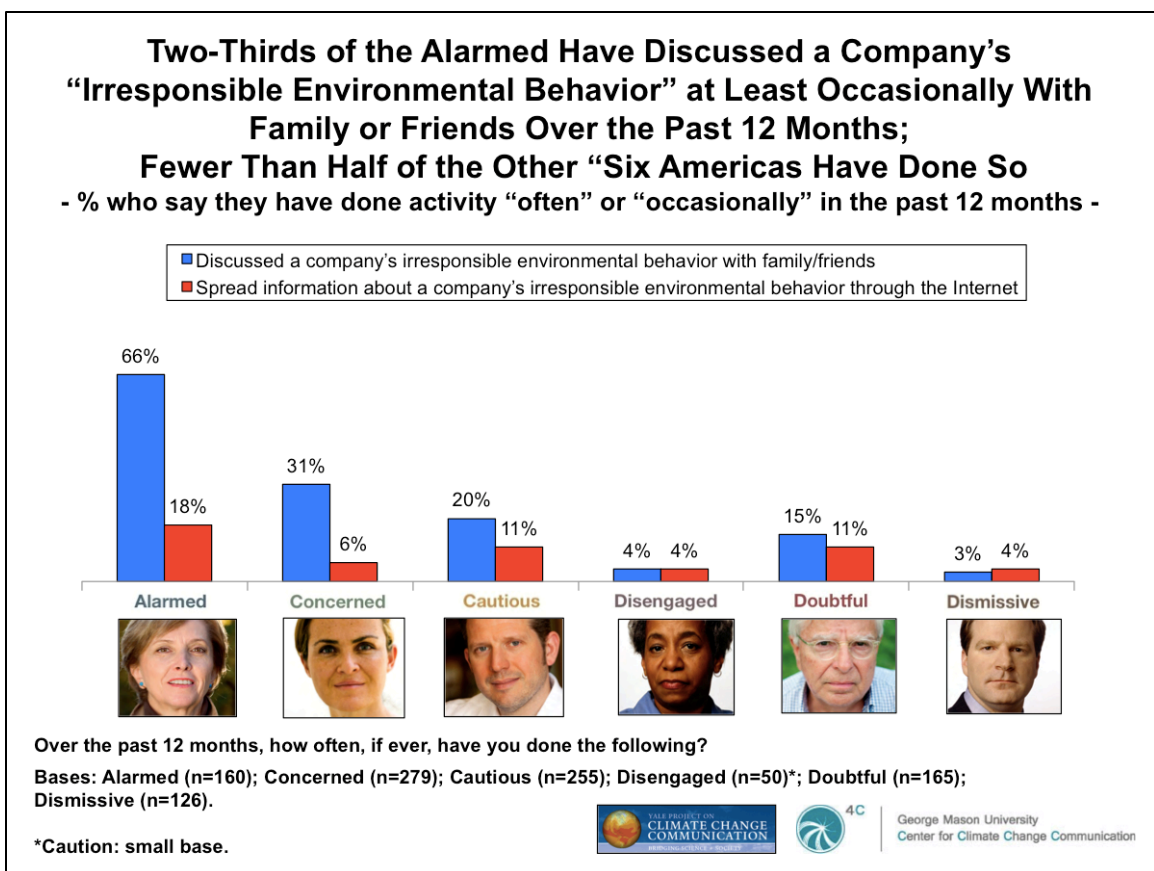


5.4. Two-thirds of the Alarmed have discussed a company’s “irresponsible environmental behavior” at least occasionally with family or friends over the past 12 months; fewer than half of the other “Six Americas” have done so.

Most Americans rarely if ever discussed what they consider to be a company’s “irresponsible environmental behavior” with family or friends in the past 12 months.

One exception is the Alarmed, two-thirds of whom had such discussions “often” or “occasionally” over the past year.

Relatively few Americans spread information about offending companies through the Internet in the past 12 months, though about one in five of the Alarmed say they did.

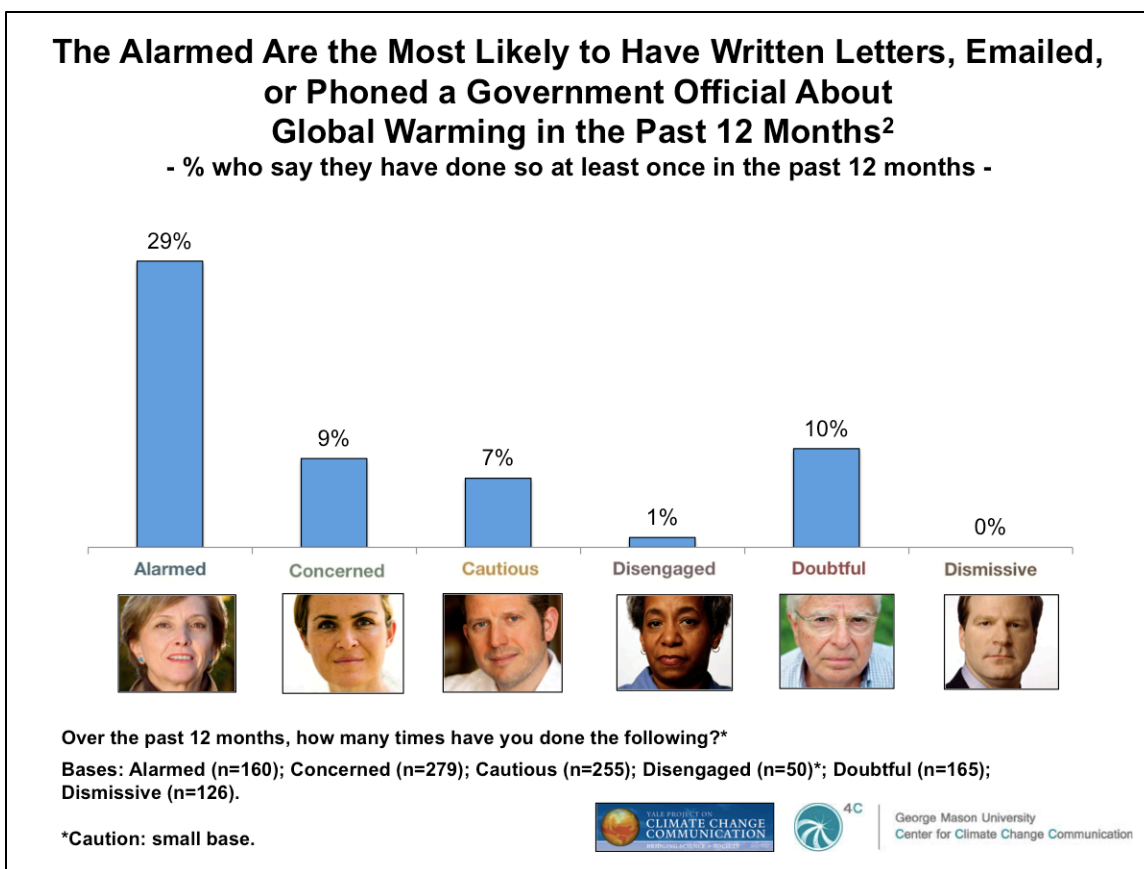


5.5. The Alarmed are the most likely to have written letters, emailed, or phoned a government official about global warming in the past 12 months.²

Few Americans have written letters, emailed, or phoned a government official about global warming in the past 12 months.

However, many of the Alarmed – 29% - have taken such action. Least likely to have done so are the Dismissive (0%) and the Disengaged (1%).

The Doubtful (10%), Concerned (9%), and Cautious (7%) fall in the middle.



² We urge readers to interpret these between group differences with caution: the sample size of four of the six Americas are small (less than 200), and therefore the margins of error are large. The findings for the Doubtful in particular are not consistent with prior findings over the past five years.

5.6. All Six Americas say their own family and friends have the greatest ability to convince them to take action to reduce global warming.

All Six Americas are most likely to say their significant other could convince them to take action to reduce global warming. The Concerned and Alarmed are most likely to say this (40% and 37% respectively), the Dismissive and Doubtful the least (9% and 13%).

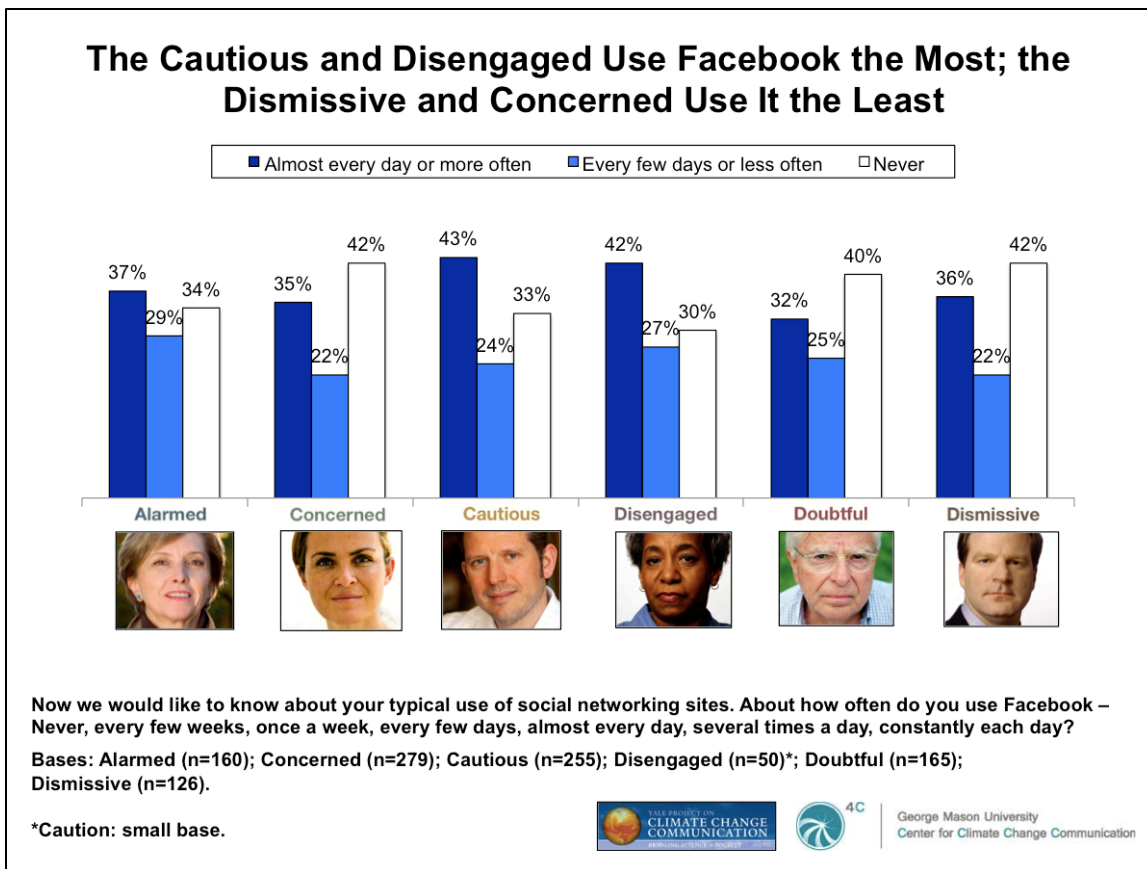
The chart below lists the three people most often mentioned by each of the Six Americas. Note that all people mentioned are family or close friends, with one exception – environmental leaders among the Alarmed.



5.7. The Cautious and Disengaged use Facebook the most; the Dismissive and Concerned use it the least.

Over half of Americans have a Facebook account, and many use it almost every day or more often.

Among the Six Americas, the Cautious and Disengaged are the most likely to use Facebook almost every day or more often (43% and 42% respectively). Roughly one in three of the Alarmed (37%), Dismissive (36%), Concerned (35%) and the Doubtful (32%) use Facebook as often.

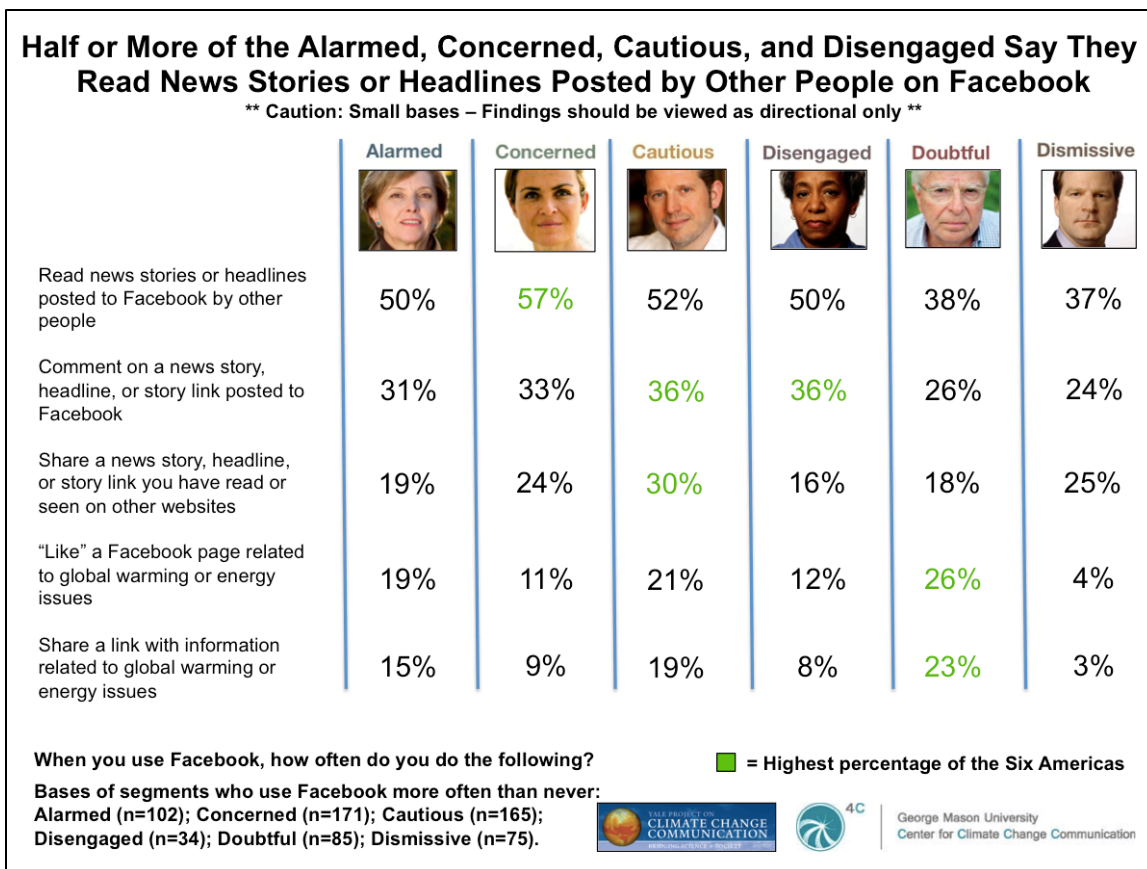


5.8. Half or more of the Alarmed, Concerned, Cautious, and Disengaged say they read news stories or headlines posted by other people on Facebook.

All Six Americas say they are most likely to use Facebook to read news stories or headlines posted by other people. The Concerned are most likely to do this (57%), while the Dismissive (37%) and Doubtful (38%) are the least likely.

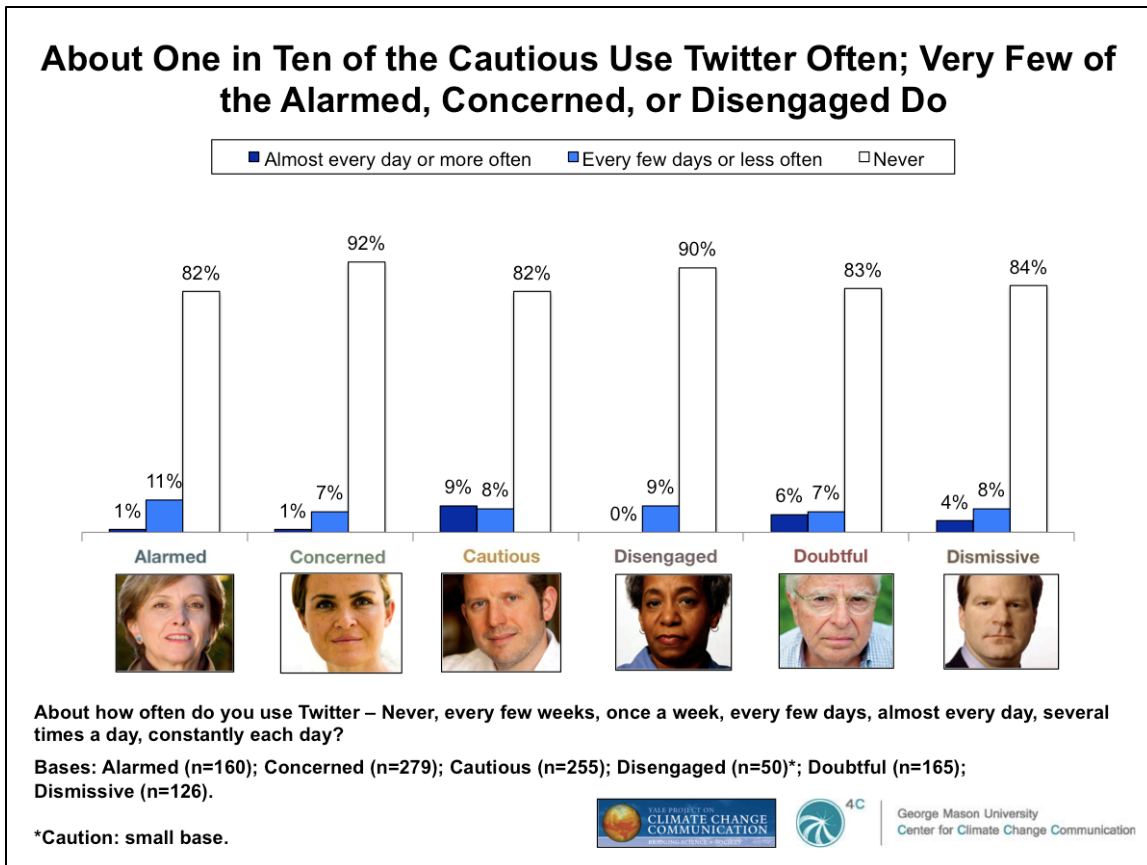
The groups most likely to use Facebook for other purposes are:

- The Cautious: they, along with the Disengaged, are more likely than other group to comment on a news story, headline, or story link posted to Facebook (36%). They are also the most likely to share such information (30%).
- The Disengaged: like the Cautious, they are the most likely to comment on a news story, headline, or story link posted to Facebook (36%).
- The Doubtful: The most likely to “like” a Facebook page related to global warming or energy issues.



5.9. About one in ten of the Cautious use Twitter often; very few of the Alarmed, Concerned, or Disengaged do.

Relatively few Americans use Twitter, with the exception of the Cautious, and to a lesser extent, the Doubtful. About one in five (17%) of the Cautious use Twitter, and close to one in ten (9%) use it almost every day.



Appendix I: Data Tables

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. How – and How Often – Americans Communicate About Global Warming and Extreme Weather

(Base: Americans 18+)

How often do you discuss global warming with your family and 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	4	20 ^{ALL}	*	1	--	2	4
Occasionally	28	67 ^{ALL}	45 ^{cdef}	13	3	13	11
Rarely	39	9	46 ^{af}	56 ^{af}	48 ^a	37 ^a	32 ^a
Never	28	4	9	30 ^{ab}	49 ^{abc}	48 ^{abc}	53 ^{abc}

(Base: Americans 18+)

How often, if ever, have you done the following?

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 ^{bcf}	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 ^{ALL}	6 ^b	2
Prefer not to answer	5	2	4	3	4	7 ^c	2

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)**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 ^{bef}	1	6 ^{bef}	--	*	--
Never	86	90	94 ^{cde}	85	76	79	95 ^{cde}
Don't know	3	1	1	3	20 ^{ALL}	5	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 ^b	2
Occasionally	5	12 ^{cdf}	5 ^f	3	--	6 ^f	--
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	21 ^{ALL}	3	2
Prefer not to answer	5	2	4	2	4	7 ^a	4

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)**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 ^{bcef}	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	3	3	1	5 ^b	20 ^{ALL}	4	2
Prefer not to answer	5	*	4	2	4	7 ^a	7 ^a

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 ^b	--
Occasionally	4	9 ^{bf}	3	3	--	5 ^f	--
Rarely	3	9 ^f	4	3	--	2	--
Never	84	78	89 ^{ade}	89	75	78	97
Don't know	3	2	1	4	21 ^{ALL}	3	2
Prefer not to answer	5	2	4	2	4	8 ^{ac}	1

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How often, if ever, have you done the following? (Cont'd.)

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 ^{bcf}	2	1	--	5 ^f	--
Rarely	4	7 ^f	4	6 ^f	--	2	1
Never	84	81	91 ^{ade}	85	74	79	94 ^{ade}
Don't know	3	2	1	3	17 ^{ALL}	3	2
Prefer not to answer	6	2	4	2	9 ^{acf}	10 ^{ac}	4

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+ who experienced an extreme weather event in the past 12 months)
Thinking about the [event] that you experienced in the past year, how often, if ever, did you...?

Talk to another person face-to-face about the event

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(841)	(141)	(236)	(204)	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	26	40 ^{ce}	28	19	34	17	22
Several times	51	48	54	54	44	47	53
Once	12	5	11	15 ^a	5	21 ^{af}	6
Never	8	5	6	11	11	5	11
Don't know	2	1	1	*	4	7 ^{abc}	6 ^{bc}
Prefer not to answer	2	3	--	1	2	4	2

Talk to another person on the phone about the event

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(841)	(141)	(236)	(204)	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	17	31 ^{ce}	21 ^{ce}	9	8	8	15
Several times	49	44	49	54	53	43	53
Once	18	12	18	21	12	31 ^{abf}	8
Never	13	11	10	14	23	13	17
Don't know	3	3	1	2	3	5	6
Prefer not to answer	1	*	--	1	2	*	2

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+ who experienced an extreme weather event in the past 12 months)
Thinking about the [event] that you experienced in the past year, how often, if ever, did you...? (Cont'd.)

Send an email about the event

	Total	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(841)	(141)	(236)	(204)	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	4	6	3	3	5	2	8
Several times	15	23 ^f	15	15	14	13	7
Once	11	15	13	9	3	10	6
Never	67	54	68 ^a	70 ^a	74	65	77 ^a
Don't know	2	1	*	2	3	9 ^{abc}	2
Prefer not to answer	1	--	1	1	2	2	--

Write about the event on Facebook?

	Total	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(841)	(141)	(236)	(204)	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	2	5	2	1	5	1	1
Several times	11	14	11	11	4	11	12
Once	10	9	9	12	22	10	4
Never	73	68	75	72	67	75	79
Don't know	3	4	2	4	*	2	2
Prefer not to answer	1	--	3	--	2	1	2

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+ who experienced an extreme weather event in the past 12 months)
Thinking about the [event] that you experienced in the past year, how often, if ever, did you...? (Cont'd.)

Write about the event on Twitter

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(841)	(141)	(236)	(204	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	*	--	--	--	5	*	--
Several times	2	3	--	2	--	5 ^b	3
Once	3	3	1	6 ^b	--	4	--
Never	91	92	98 ^{acc}	86	93	84	98 ^{cc}
Don't know	1	1	--	3	--	1	--
Prefer not to answer	2	1	1	3	2	6 ^b	--

Write about the event on your own blog

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(841)	(141)	(236)	(204	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	*	1	*	--	--	--	--
Several times	2	5	2	1	--	5	--
Once	2	1	2	4	1	4	--
Never	92	86	94	91	97	89	99
Don't know	1	3	2	2	--	--	--
Prefer not to answer	2	5 ^b	1	2	2	2	1

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+ who experienced an extreme weather event in the past 12 months)
Thinking about the [event] that you experienced in the past year, how often, if ever, did you...? (Cont'd.)

Comment about the event on someone else’s blog or an online news site

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(841)	(141)	(236)	(204	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	2	4 ^c	1	--	5	5 ^c	3
Several times	7	9	4	6	1	12 ^b	5
Once	5	5	5	9	5	3	1
Never	83	76	89 ^a	82	87	79	88
Don’t know	2	4	2	2	--	1	3
Prefer not to answer	1	3	*	2	2	*	--

Share a photo of the event or its aftermath using social media (such as Facebook, Tumblr, or Instagram)?

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(841)	(141)	(236)	(204	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	2	2	2	2	5	2	1
Several times	10	15 ^b	6	10	9	9	17 ^b
Once	7	3	9	9	9	7	3
Never	78	77	82	74	75	79	77
Don’t know	2	3	*	3	--	2	1
Prefer not to answer	1	--	*	2	2	1	1

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+ who experienced an extreme weather event in the past 12 months)
Thinking about the [event] that you experienced in the past year, how often, if ever, did you...? (Cont'd.)

Share a video of the event or its aftermath using social media (such as YouTube)?

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(841)	(141)	(236)	(204)	(36)**	(116)	(81)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Many times	*	--	*	--	--	--	--
Several times	4	6	1	3	4	10 ^{bf}	--
Once	4	10 ^{bc}	3	4	10	1	3
Never	90	82	95 ^a	90	84	87	97 ^a
Don't know	1	1	1	1	--	--	--
Prefer not to answer	1	2	--	2	2	2	--

2. Communicating About Irresponsible Corporate Environmental Behavior

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following...? 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 ^f	2
Rarely	19	12	27 ^a	19	15	18	16
Never	50	20	40 ^a	59 ^{ab}	73 ^{ab}	58 ^{ab}	80 ^{abce}
Don't know	1	3	1	1	5	2	--
Prefer not to answer	4	*	2	1	2	8 ^{abc}	4

* = <1%

-- = 0%

**Caution: Small base.

3. Communicating With Government Officials About Global Warming

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

When you contacted the government official, did you...?

Base sizes too small for display

(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
Less often	19	6	13	22 ^a	19 ^a	22 ^a	41 ^{ALL}
About the same amount	67	58	67	74 ^{af}	74	75 ^{af}	57
More often	12	37 ^{ALL}	19 ^{bef}	3	8	3	1
Refused	2	--	1	*	--	1	1

Volunteer with or donate 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
Less often	19	3	12 ^a	22	19 ^a	23 ^{ab}	45 ^{ALL}
About the same amount	66	60	66	70 ^a	74	73 ^f	54
More often	14	38 ^{ALL}	22 ^{bef}	7 ^f	7 ^f	3	--
Refused	2	--	1	*	--	1	1

* = <1%

-- = 0%

**Caution: Small base.

4. Who Can Convince Americans to Take Action to Reduce Global Warming?

(Base: Americans 18+)

Who among the following, if anyone, could convince you to take action to reduce global warming? (Please pick up to three types of people.)

	Total	Alarmed	Concerned	Cautious	Dis-engaged	Doubtful	Dismissive
(Unweighted base)	(1,045)	(160)	(279)	(255)	(50)**	(165)	(126)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Your significant other	27	37 ^{ef}	40 ^{cef}	28 ^{ef}	23	13	9
Your son or daughter	21	30 ^{ef}	30 ^{ef}	24 ^{ef}	19	11 ^f	3
Your mother or father	11	17 ^{ef}	14 ^e	11 ^e	6	4	7
Your brother or sister	7	13 ^{ef}	8	8 ^e	4	1	2
A close friend	17	20 ^e	24 ^{def}	19 ^e	6	8	9
A neighbor	2	4	5 ^e	1	--	--	1
A community leader	4	11 ^{cef}	6 ^{ef}	3	3	1	--
A religious leader	5	8 ^f	6	6	3	4	1
An environmental leader	13	25 ^{cdef}	22 ^{cdef}	9 ^f	3	6	1
A political leader	6	15 ^{cdef}	8 ^{ef}	4	--	1	--
Another type of person	4	7 ^b	1	4	2	5 ^b	2
No one could convince me to take action to reduce global warming	17	3	4	11 ^{ab}	11	26 ^{abc}	63 ^{ALL}
Don't know	27	18	19	31 ^{ab}	31	49 ^{abf}	21
Prefer not to answer	8	4	9 ^{cf}	3	10 ^{cf}	9	2

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)**How likely would you be to do each of the following things if a person you like and respect asked you to?****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
Definitely would	4	13 ^{ALL}	4	2	1	3	1
Probably would	24	43 ^{ALL}	39 ^{cd}	22 ^{ef}	16 ^f	6	4
Probably would not	23	19	27 ^f	29 ^f	13	27 ^f	10
Definitely would not	31	10	17	32 ^{abd}	10	45 ^{abcd}	78 ^{ALL}
Don't know	11	11	7	12	48 ^{ALL}	11	4
Prefer not to answer	7	4	6	4	13	9	4

Write letters, email, or phone 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
Definitely would	4	13 ^{bcef}	5	2	3	3	--
Probably would	21	44 ^{ALL}	28 ^{cef}	18 ^{ef}	15	7	5
Probably would not	27	23 ^f	32 ^f	37 ^{acf}	15	27 ^a	9
Definitely would not	30	7	23 ^a	25 ^a	14	46 ^{abcd}	79 ^{ALL}
Don't know	11	11	8	12	50 ^{ALL}	10	5
Prefer not to answer	7	4	4	6	4	8	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Write letters, email, or phone 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
Definitely would	3	12 ^{bcef}	2	1	1	3	--
Probably would	18	37 ^{cdef}	28 ^{cef}	14 ^{ef}	15 ^{ef}	4	1
Probably would not	27	24	32 ^{df}	36 ^{df}	12	27 ^f	13
Definitely would not	34	16	23	29 ^a	18	49 ^{abcd}	78 ^{ALL}
Don't know	12	8	10	14 ^f	48 ^{ALL}	9	5
Prefer not to answer	7	4	5	6	7	7	3

Sign 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
Definitely would	13	40 ^{ALL}	18 ^{cdef}	5	4	2	1
Probably would	33	36 ^{def}	52 ^{adef}	42 ^{def}	17 ^a	13	5
Probably would not	14	7	11	19 ^a	11	24 ^{abf}	11
Definitely would not	24	6	8	20 ^{ab}	13	41 ^{abcd}	76 ^{ALL}
Don't know	11	7	8	11	47 ^{ALL}	13	4
Prefer not to answer	6	3	3	5	9	8	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Ask 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
Definitely would	6	22 ^{ALL}	7 ^{cef}	2	1	--	--
Probably would	25	41 ^{cdef}	39 ^{cdef}	23 ^{ef}	18 ^f	10 ^f	1
Probably would not	23	15	25 ^{af}	32 ^{af}	24	25 ^f	12
Definitely would not	28	7	15 ^a	24 ^{ad}	8	47 ^{abcd}	78 ^{ALL}
Don't know	11	11	7	15 ^{bf}	44 ^{ALL}	9	5
Prefer not to answer	7	6	6	3	6	9	5

Give 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
Definitely would	2	9 ^{bcef}	1	1	--	1	--
Probably would	9	18 ^{cef}	10 ^f	8	10 ^f	7	2
Probably would not	25	35 ^{ef}	33 ^{ef}	29 ^{ef}	21 ^f	13	6
Definitely would not	45	23	40 ^{ad}	45 ^{ad}	16	61 ^{abcd}	83 ^{ALL}
Don't know	11	12	9	12	44 ^{ALL}	7	6
Prefer not to answer	7	4	6	4	8	10	4

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Share 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
Definitely would	4	14 ^{ALL}	4	2	1	2	--
Probably would	20	31 ^{cef}	27 ^{ef}	19 ^f	20 ^f	15 ^f	1
Probably would not	22	20 ^f	28 ^f	27 ^f	15	19	9
Definitely would not	38	20	26	38 ^{abd}	18	50 ^{abd}	82 ^{ALL}
Don't know	11	11	10	10	40 ^{ALL}	7	6
Prefer not to answer	7	4	5	4	6	7	2

Post 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
Definitely would	4	12 ^{bcef}	3	2	1	3	--
Probably would	20	34 ^{cef}	28 ^{ef}	19 ^f	17	10	6
Probably would not	24	23 ^f	32 ^f	28 ^f	16	23 ^f	6
Definitely would not	34	16	22	32 ^{ab}	17	47 ^{abcd}	79 ^{ALL}
Don't know	13	12	12	16 ^f	44 ^{ALL}	9	5
Prefer not to answer	6	3	4	4	6	9	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Sign a pledge to vote only for political candidates that 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
Definitely would	8	25 ^{ALL}	11 ^{cef}	4	1	1	1
Probably would	24	38 ^{def}	34 ^{def}	27 ^{ef}	16 ^f	14 ^f	1
Probably would not	21	14	25 ^{af}	27 ^{af}	19	22	10
Definitely would not	29	10	17	25 ^{ad}	8	44 ^{abcd}	78 ^{ALL}
Don't know	11	9	9	12	48 ^{ALL}	11	5
Prefer not to answer	7	5	4	6	8	8	5

Volunteer your time 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
Definitely would	4	14 ^{ALL}	3	3	1	--	--
Probably would	23	39 ^{cdef}	40 ^{cdef}	19 ^{ef}	14 ^f	7 ^f	*
Probably would not	23	16	27 ^{af}	33 ^{adf}	15	26 ^f	10
Definitely would not	31	12	14	30 ^{ab}	14	49 ^{abcd}	81 ^{ALL}
Don't know	12	14	11	10	51 ^{ALL}	11	5
Prefer not to answer	7	5	6	5	6	8	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Donate 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
Definitely would	4	16 ^{ALL}	2	1	--	3	--
Probably would	24	44 ^{cdef}	41 ^{cdef}	22 ^{ef}	16 ^{ef}	5	1
Probably would not	23	14	27 ^{af}	33 ^{af}	18	21	13
Definitely would not	31	7	17 ^f	30 ^{abd}	7	53 ^{abcd}	79 ^{ALL}
Don't know	11	13	9	10	50 ^{ALL}	6	4
Prefer not to answer	8	6	5	4	10	12	3

Donate 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
Definitely would	4	13 ^{ALL}	4	3	--	1	*
Probably would	18	37 ^{ALL}	25 ^{ef}	18 ^{ef}	12 ^f	6	2
Probably would not	25	21	37 ^{adef}	29 ^f	17	19	12
Definitely would not	34	10	22 ^a	33 ^{abd}	12	56 ^{abcd}	75 ^{ALL}
Don't know	12	15	9	12	51 ^{ALL}	10	7
Prefer not to answer	7	5	4	4	9	9	4

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)**How likely would you be to do each of the following things if a person you like and respect asked you to?****Attend 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
Definitely would	5	20 ^{ALL}	3	2	--	3	1
Probably would	31	43 ^{def}	46 ^{cdef}	33 ^{ef}	22 ^f	18 ^f	7
Probably would not	22	14	24 ^a	30 ^{af}	17	23	15
Definitely would not	24	8	13	19 ^a	5	41 ^{abcd}	70 ^{ALL}
Don't know	11	12	9	10	49 ^{ALL}	8	5
Prefer not to answer	7	3	5	5	7	9 ^a	2

Attend 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
Definitely would	5	19 ^{ALL}	3	3	--	3	1
Probably would	27	41 ^{cef}	43 ^{cdef}	28 ^{ef}	22 ^f	11 ^f	2
Probably would not	22	16	24	30 ^{af}	17	23	14
Definitely would not	27	7	16 ^a	22 ^a	8	44 ^{abcd}	71 ^{ALL}
Don't know	12	12	10	12	49 ^{ALL}	12	6
Prefer not to answer	7	5	5	5	4	8	5

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Meet 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
Definitely would	4	15 ^{ALL}	4 ^e	3	--	--	--
Probably would	20	34 ^{cdef}	29 ^{def}	22 ^{ef}	11 ^f	9 ^f	1
Probably would not	27	28	34 ^{ef}	33 ^{ef}	19	21	16
Definitely would not	31	10	19 ^a	28 ^a	15	49 ^{abcd}	75 ^{ALL}
Don't know	12	11	9	13	50 ^{ALL}	13	5
Prefer not to answer	6	3	4	3	6	8	3

Volunteer 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
Definitely would	5	19 ^{ALL}	4	1	--	3	1
Probably would	19	29 ^{def}	25 ^{ef}	20 ^f	10	13 ^f	3
Probably would not	27	25 ^f	37 ^{aef}	33 ^{ef}	20	19	11
Definitely would not	33	14	22	31 ^{ad}	8	48 ^{abcd}	77 ^{ALL}
Don't know	11	10	9	11	53 ^{ALL}	9	5
Prefer not to answer	7	3	3	5	9	8	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Attend a neighborhood meeting to discuss global warming and actions people can take

	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 would	5	17 ^{ALL}	3	3	1	4	1
Probably would	30	47 ^{def}	46 ^{def}	35 ^{ef}	26 ^{ef}	7	3
Probably would not	21	14	22	27 ^{ad}	8	26 ^{ad}	16
Definitely would not	26	8	17 ^a	20 ^a	12	42 ^{abcd}	73 ^{ALL}
Don't know	11	10	8	11	44 ^{ALL}	15 ^f	5
Prefer not to answer	6	4	4	3	9	7	3

Host a neighborhood meeting in your home to discuss global warming and actions people can take

	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 would	3	7 ^{ef}	2	3	1	--	--
Probably would	11	25 ^{bcef}	12 ^f	11 ^f	10 ^f	5	*
Probably would not	30	36 ^{ef}	41 ^{ef}	32 ^f	24	21	14
Definitely would not	39	19	30 ^d	40 ^{ad}	10	55 ^{abcd}	79 ^{ALL}
Don't know	10	8	10	10	45 ^{ALL}	9	5
Prefer not to answer	7	4	4	4	11	10	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

(Always display this item second to last) Support an organization engaging in non-violent civil disobedience (e.g., sit-ins, blockades, or trespassing) against corporate or government activities that make global warming worse

	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 would	5	17 ^{ALL}	4 ^e	3	3	--	--
Probably would	19	38 ^{def}	28 ^{cef}	17 ^{ef}	12 ^f	6 ^f	*
Probably would not	21	16	30 ^{aef}	27 ^{aef}	20	16	10
Definitely would not	36	16	22	35 ^{abd}	10	55 ^{abcd}	82 ^{ALL}
Don't know	13	10	10	13 ^f	49 ^{ALL}	14 ^f	4
Prefer not to answer	7	4	6	4	7	9	4

(Always display last) Personally engage in non-violent civil disobedience (e.g., sit-ins, blockades, or trespassing) against corporate or government activities that make global warming worse

	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 would	3	10 ^{bcef}	2	1	--	3	--
Probably would	11	19 ^{ef}	14 ^{ef}	11 ^f	10 ^f	5	*
Probably would not	26	32 ^{ef}	35 ^{ef}	32 ^{ef}	18	16	10
Definitely would not	42	23	32	38 ^a	22	60 ^{abcd}	83 ^{ALL}
Don't know	13	13	11	15 ^f	41 ^{ALL}	11	4
Prefer not to answer	7	4	6	3	10	7	3

* = <1%

-- = 0%

**Caution: Small base.

5. How the Six Americas Communicate About Global Warming

Note: A number of tables discussed in this chapter appear earlier in this appendix.

(Base: Americans 18+)

Now we would like to know about your typical use of social networking sites. About how often do you use Facebook?

	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
Never	37	34	42	33	30	40	42
Every few weeks	9	15 ^b	6	8	15	10	11
Once a week	5	6	5	5	5	7	4
Every few days	10	7	11	12	7	8	7
Almost every day	16	18	18	17	18	14	15
Several times a day	15	9	15	20 ^a	15	11	14
Constantly each day	6	10	3	6	9	7	7
Refused	2	*	1	*	1	4 ^c	--

* = <1%

-- = 0%

**Caution: Small base.

**(Base: Americans 18+ who use Facebook more often than “never”)
When you use Facebook, how often do you do each of the following?**

Read news stories or headlines posted to Facebook by other people

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(634)	(102)	(171)	(165)	(34)**	(85)	(75)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Never	23	13	24	21	29	18	40 ^{acc}
Every few weeks	26	33 ^b	18	25	21	41 ^b	21
Once a week	16	16	14	18	24	19	12
Every few days	14	14	16	19	6	12	6
Almost every day	14	16 ^e	18 ^e	12	20	2	19 ^e
Several times a day	5	4	9 ^f	4	--	5	--
Refused	3	4	1	2	--	3	1

Share a news story, headline or story link you have read or seen on other websites

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(634)	(102)	(171)	(165)	(34)**	(85)	(75)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Never	48	46	50	47	47	48	51
Every few weeks	26	31	24	22	37	35	22
Once a week	10	7	8	11	15	10	11
Every few days	8	5	10	14 ^e	2	3	5
Almost every day	5	6	6	4	--	1	9
Several times a day	1	2	--	*	--	4	--
Refused	2	4	2	1	--	*	2

* = <1%

-- = 0%

**Caution: Small base.

**(Base: Americans 18+ who use Facebook more often than “never”)
When you use Facebook, how often do you do each of the following?**

Comment on a news story, headline, or story link posted to Facebook

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(634)	(102)	(171)	(165)	(34)**	(85)	(75)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Never	47	43	45	46	45	54	57
Every few weeks	19	23	22	18	12	20	17
Once a week	13	10	12	16	21	11	10
Every few days	10	7	11	14	13	8	7
Almost every day	6	9	7	5	2	4	7
Several times a day	2	5	2	*	--	3	--
Refused	2	3	1	1	8	*	2

“Like” a Facebook page related to global warming or energy issues

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(634)	(102)	(171)	(165)	(34)**	(85)	(75)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Never	65	38	66 ^a	71 ^a	74	63 ^a	93 ^{abce}
Every few weeks	16	40 ^{bcef}	22 ^{cf}	6	14	9 ^f	--
Once a week	6	9	4	5	8	10	1
Every few days	5	3	3	8	--	10 ^f	*
Almost every day	4	3	4	7	4	2	3
Several times a day	2	5	*	1	--	4	--
Refused	2	3	1	1	--	1	3

* = <1%

-- = 0%

**Caution: Small base.

(Base: Americans 18+ who use Facebook more often than “never”)
When you use Facebook, how often do you do each of the following?

Share a link with information related to global warming or energy issues

	Total	Alarmed	Con- cerned	Cautious	Dis- engaged	Doubt- ful	Dis- missive
(Unweighted base)	(634)	(102)	(171)	(165)	(34)**	(85)	(75)
	%	%	%	%	%	%	%
		a	b	c	d	e	f
Never	74	55	78 ^a	74 ^a	85	69	95 ^{abce}
Every few weeks	11	27 ^{bcef}	13 ^f	5	7	8	1
Once a week	5	7	3	7	8	10	--
Every few days	4	3	2	9 ^{bf}	--	7	--
Almost every day	3	4	3	4	--	3	3
Several times a day	1	1	1	--	--	4	--
Refused	2	3	1	2	--	1	1

(Base: Americans 18+)
About how often do you use 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
Never	85	87	92 ^{ce}	82	90	83	84
Every few weeks	5	8 ^f	3	5	9	5	1
Once a week	1	1	*	1	--	--	1
Every few days	3	2	4	3	--	2	7
Almost every day	2	1	1	3	--	3	2
Several times a day	2	*	1	2	--	3	2
Constantly each day	1	--	--	3 ^b	--	--	--
Refused	3	1	*	1	1	4 ^b	4 ^b

* = <1%

-- = 0%

**Caution: Small base.

Appendix II: 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 of data collection, including the current one.

Appendix III: 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%

