

# CLIMATE CHANGE IN THE AMERICAN MIND

Americans' Global Warming Beliefs  
and Attitudes in November 2013



YALE PROJECT ON  
**CLIMATE CHANGE  
COMMUNICATION**  
BRIDGING SCIENCE + SOCIETY



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George Mason University  
Center for Climate Change Communication

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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 (<http://environment.yale.edu/climate-communication>) and the George Mason University Center for Climate Change Communication (<http://www.climatechangecommunication.org>). Interview dates: November 23 – December 9, 2013. Interviews: 830 Adults (18+). Total average margin of error: +/- 3 percentage points at the 95% confidence level. The research was funded by the Energy Foundation, the 11th Hour Project, the Grantham Foundation, and the V.K. Rasmussen Foundation.

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## Executive Summary

### Key Overall Findings:

- About two in three Americans (63%) believe global warming is happening. Relatively few – only 23 percent – believe it is not. The proportion who believe global warming is real has remained steady since Spring 2013. However, the proportion who do *not* believe global warming is happening has increased 7 percentage points since Spring 2013. The proportion of Americans who say they “don’t know” whether or not global warming is happening has dropped 6 points – from 20 to 14 – since Spring of 2013.
- Over half of Americans who believe global warming is happening say they are “very” (31%) or “extremely sure” (27%) it is. Of those who do *not* believe global warming is happening, 36% are “very sure” and 20% are “extremely sure” that it is not.
- Nearly half of Americans (47%) believe global warming – if it is happening – is caused mostly by human activities, a decrease of 7 points since Fall 2012, but similar to levels over the past several years. At the same time, 37% of Americans believe that global warming is due mostly to natural changes in the environment.
- More Americans believe that most scientists think global warming is happening than believe there is a lot of disagreement among scientists (42% versus 33% respectively). However, few Americans (22%) correctly estimate that more than 80% of climate scientists think global warming is happening.
- About half of Americans (53%) say they are “somewhat” (38%) or “very worried” (15%) about global warming. This is consistent with the results from Spring 2013.
- Asked how strongly they feel specific emotions when thinking about global warming, a majority of Americans say they are strongly or moderately “interested” in the subject (59%, down 8 points since June 2010).
- Fewer than half strongly or moderately feel any of the other emotions asked about, and relatively few say they feel angry (35%), afraid (35%), guilty (26%), or depressed (24%) when thinking about global warming.
- Fewer than half of Americans (38%) believe they personally will be harmed a “moderate amount” or a “great deal” by global warming. By contrast, half or more believe that global warming will harm future generations of people (65%), plant and animal species (65%), people in developing countries (56%), people in other industrialized societies (54%), or people in the U.S. (53%).
- Four in ten say people around the world are being harmed *right now* by climate change (39%) and one in three (34%) say global warming is currently harming people in the United States.
- Three in ten Americans (31%) “somewhat” or “strongly agree” that they could easily change their mind about global warming, which is 7 percentage points lower than in March 2012.

- Over the past two years, a growing number of Americans have said that they have all the information they need to form a firm opinion about global warming, from 23 percent in May 2011 to 33 percent today.
- Among those Americans who say global warming is happening, majorities believe that people are becoming more informed about the issue (64%) and that individuals are already taking action to reduce it (62%). Over two in three also say, however, that most people don't know enough about what actions to take to reduce global warming (68%). Fewer than one in seven believes that we don't need to worry about global warming because God, nature, or science and technology will solve the problem.
- Whereas only one in twenty Americans (5%) say humans can reduce global warming and will do so successfully, one in four say we won't because people are unwilling to change their behavior (25%), and nearly one in five (16%) say humans can't reduce global warming even if it is happening.

#### Key Six Americas Findings:

- Of the six groups, majorities of only two – the Alarmed and the Concerned – say global warming is caused mostly by human activities (91% and 73% respectively).
- On the other side of the spectrum, the Doubtful and the Dismissive are far more likely to say global warming, if it is happening, is caused mostly by natural environmental changes (80% and 50% respectively) than by human activity (6% and 4%).
- Only majorities of the Alarmed (81%) and Concerned (66%) believe that most scientists think global warming is happening. By contrast, few of the Dismissive (6%), Doubtful (11%), or Disengaged (16%) think so.
- The majority of the Dismissive (55%) believe there is a lot of disagreement among scientists about whether or not global warming is happening. Similarly, about four in ten of the Doubtful (43%) and Cautious (43%) believe there is a lot of disagreement.
- About four in ten of the Doubtful (38%) and two in three of the Disengaged (65%) say they “don't know” whether most scientists think global warming is happening.
- Nearly all of the Alarmed (98%) and Concerned (91%) say they are “somewhat” or “very worried” about global warming. The Dismissive and Doubtful, however, present a mirror image, with 99 percent and 97 percent respectively saying they are “not very” or “not at all worried” about global warming.
- Global warming evokes the strongest emotional responses among the Alarmed and Concerned. Large majorities within both groups say they feel “moderately” or “very” *interested* in global warming (96% and 81% respectively). In fact, *interested* is the emotion most commonly cited by all groups except the Dismissive.
- Other than *interested*, the Alarmed and Concerned report many negative emotions when they think about global warming. The Alarmed say they feel *afraid* (85%), *sad* (81%), *angry* (79%), and *disgusted* (76%), while the Concerned feel primarily *helpless* (61%), *sad* (59%), and *disgusted* (56%), but also *hopeful* (56%).

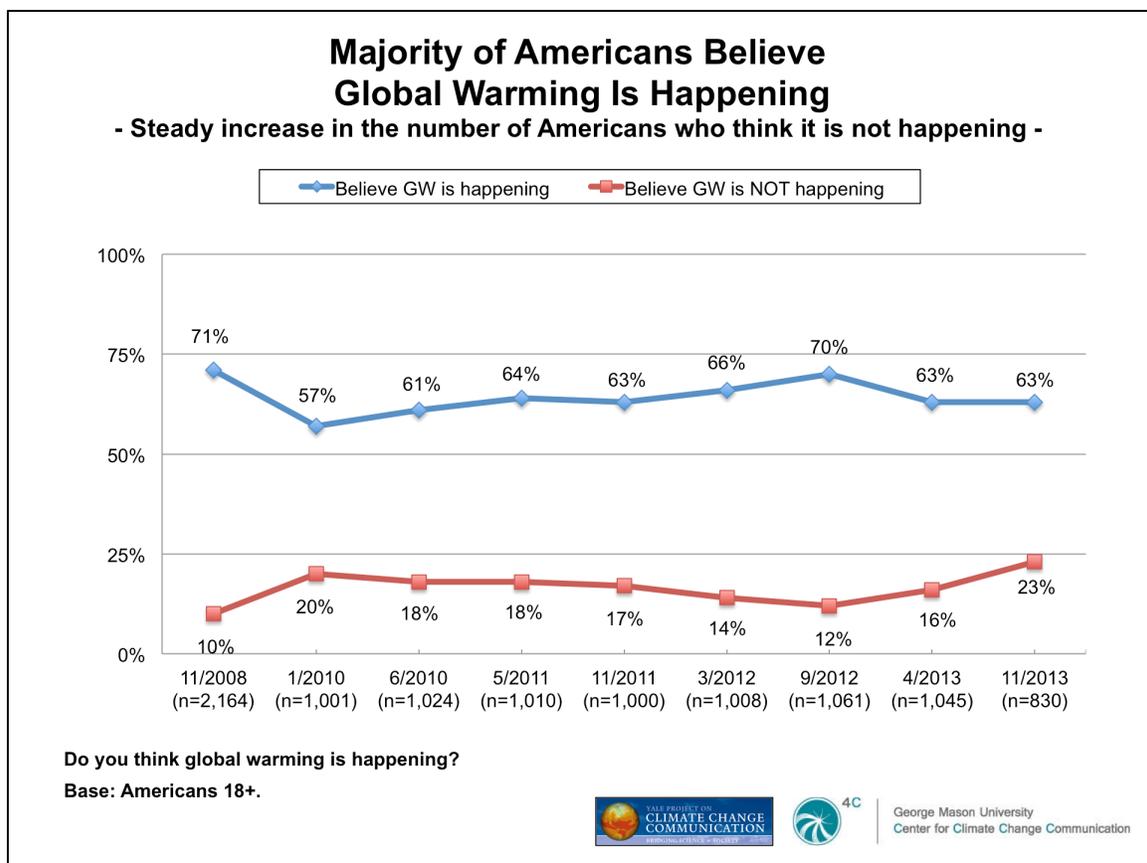
- The Dismissive also report negative emotions regarding global warming, including *disgusted* (30%) and *angry* (24%), though this is likely due to their frustration that the topic – which many of them view as a hoax – receives so much attention.

## 1. Climate Change Beliefs

### 1.1. A majority of Americans believe global warming is happening.

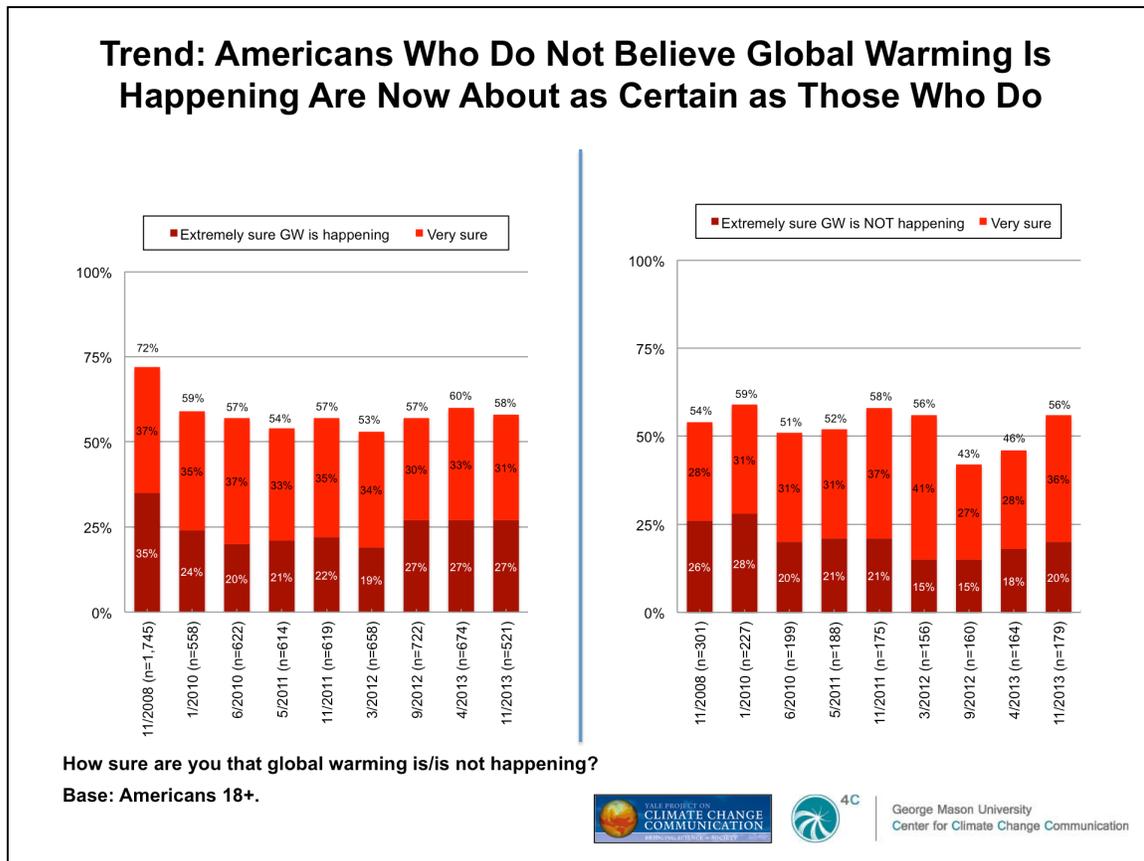
About two in three Americans (63%) believe global warming is happening. Relatively few – only 23 percent – believe it is not. The proportion who believe global warming is real has remained steady since Spring 2013. However, the proportion who do *not* believe global warming is happening has increased 7 percentage points since Spring 2013.

The proportion of Americans who say they “don’t know” whether or not global warming is happening has dropped 6 points – from 20 to 14 – since Spring of 2013.



**1.2. Trend: Americans who do not believe global warming is happening are now about as certain as those who do.**

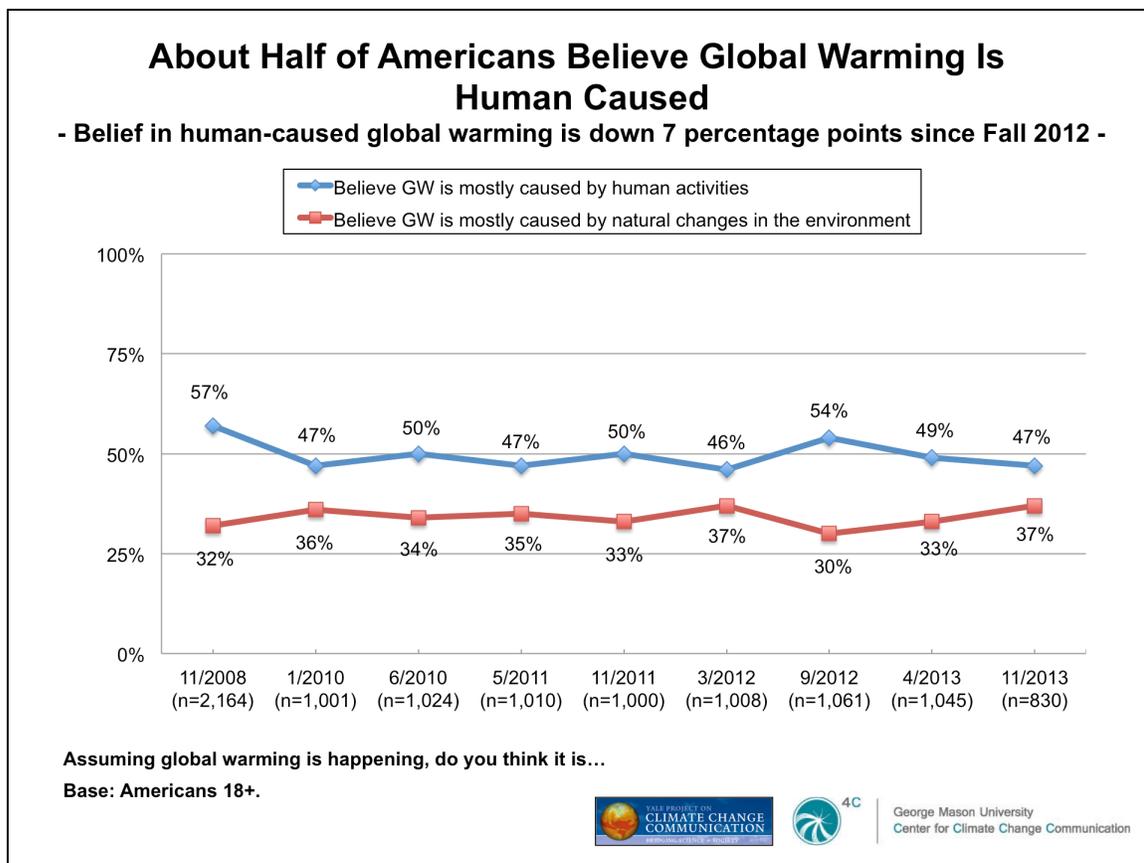
Over half of Americans who believe global warming is happening say they are “very” (31%) or “extremely sure” (27%) it is. Of those who do *not* believe global warming is happening, 36% are “very” and 20% are “extremely sure” that it is not.



### 1.3. About half of Americans believe global warming is human caused.

Nearly half of Americans (47%) believe global warming – if it is happening – is caused mostly by human activities, a decrease of 7 points since Fall 2012, but similar to levels over the past several years.

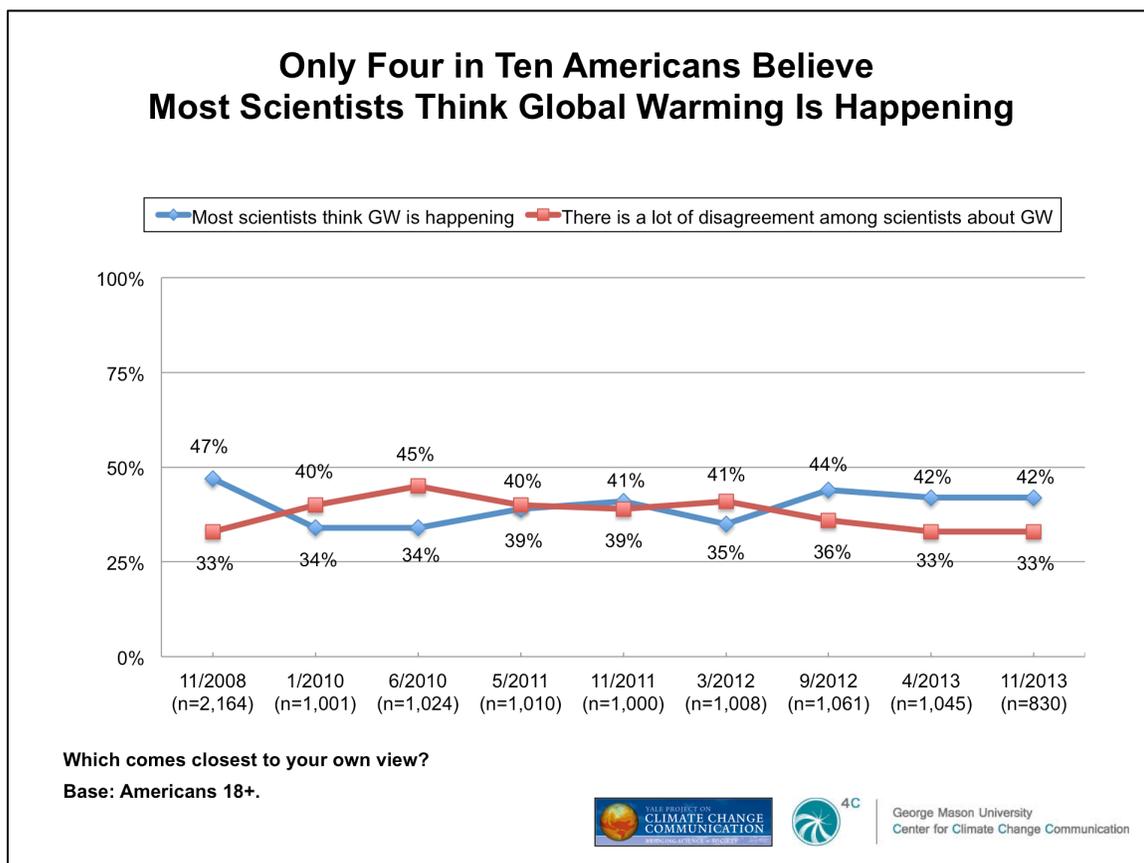
At the same time, 37% of Americans believe that global warming is due mostly to natural changes in the environment (an increase of 4 points since Spring 2013 and 7 points since Fall 2012), but also similar to levels over the past several years.



### 1.4. Only four in ten Americans believe most scientists think global warming is happening.

The great majority of climate scientists have concluded that global warming is happening, mostly human caused and, if left unchecked, will have serious consequences for human societies and the natural world. Yet, over the years, there has been considerable confusion within the American public about the level of scientific agreement on the subject.

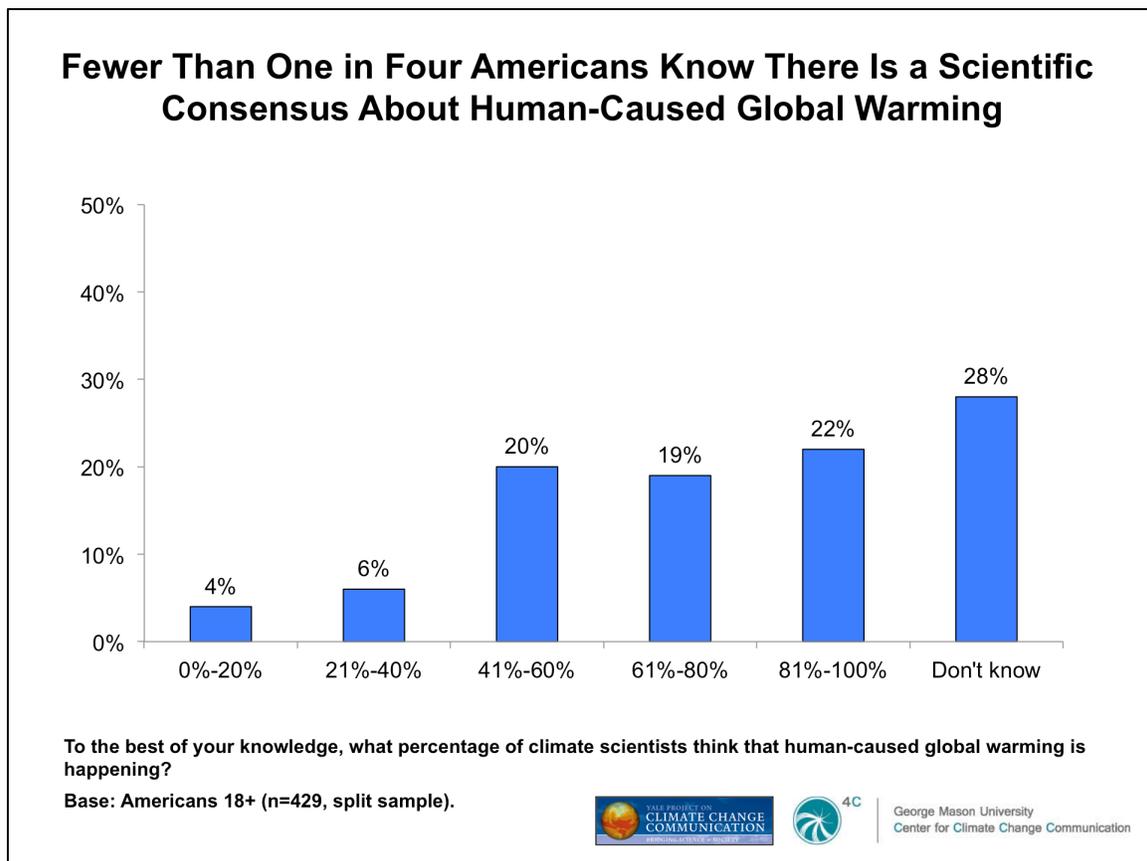
In Fall 2013, more Americans believe that most scientists think global warming is happening than believe there is a lot of disagreement among scientists (42% versus 33% respectively). This is consistent with findings observed since September 2012.



### 1.5. Fewer than one in four Americans know there is a scientific consensus about human-caused global warming.

Few Americans (22%) estimate that more than 80% of climate scientists think global warming is happening.

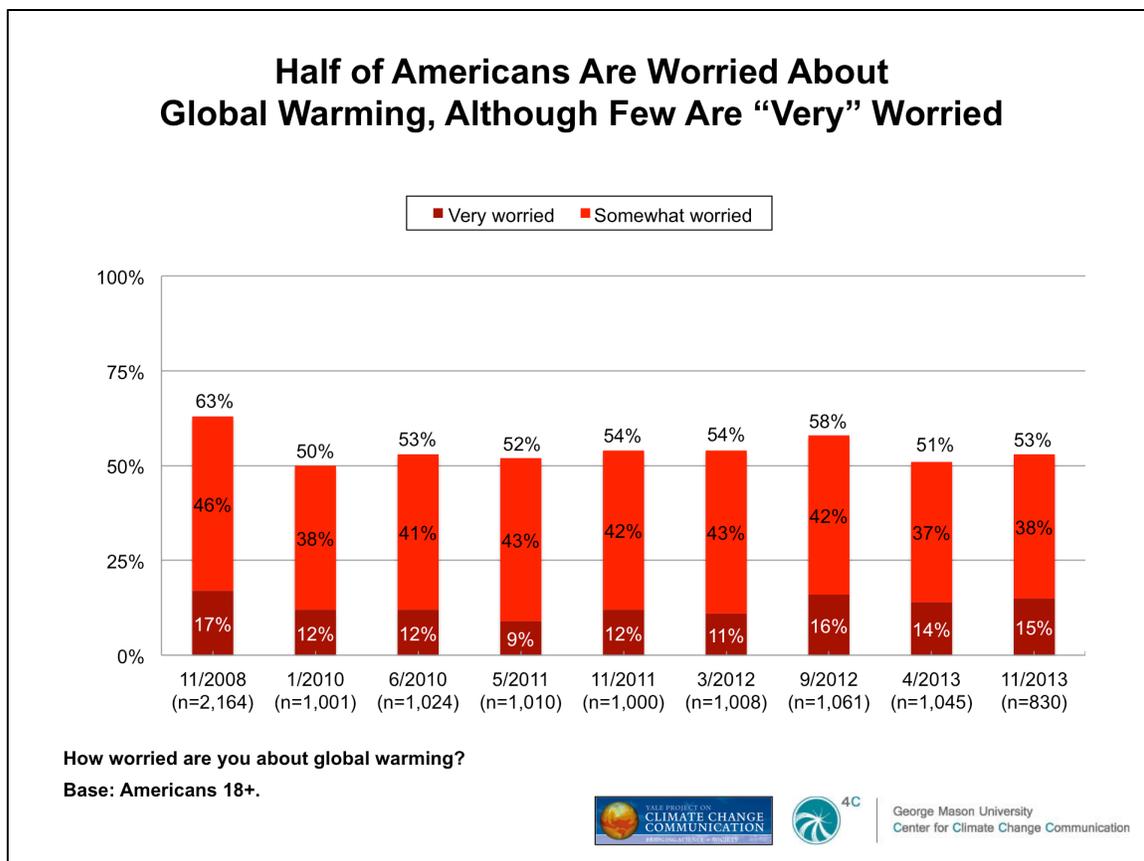
About three in ten (28%) say they “don’t know.”



## 2. Emotions Associated With Global Warming

### 2.1. Half of Americans are worried about global warming, although few are “very” worried.

About half of Americans (53%) say they are “somewhat” (38%) or “very worried” (15%) about global warming. This is consistent with the results from Spring 2013.



## 2.2. Americans feel a variety of emotions when they think about global warming.

Asked how strongly they feel specific emotions when thinking about global warming, a majority of Americans say they are strongly or moderately “interested” in the subject (59%, down 8 points since June 2010).

Fewer than half strongly or moderately feel any of the other emotions asked about, and relatively few say they feel angry (35%), afraid (35%), guilty (26%), or depressed (24%) when thinking about global warming.

### Americans Feel a Variety of Emotions When They Think About Global Warming

- % who say they feel emotion very or moderately strongly -

	Jan. 2010	June 2010	May 2011	Nov. 2013
Base:	(1,001)	(1,024)	(1,010)	(830)
	%	%	%	%
Interested	62	67	64	59
Helpless	43	44	45	43
Hopeful	44	45	44	42
Disgusted	49	47	46	42
Sad	41	44	43	40
Afraid	34	36	38	35
Angry	43	40	37	35
Guilty	24	26	26	26
Depressed	24	21	25	24

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

Base: Americans 18+ (n=830).



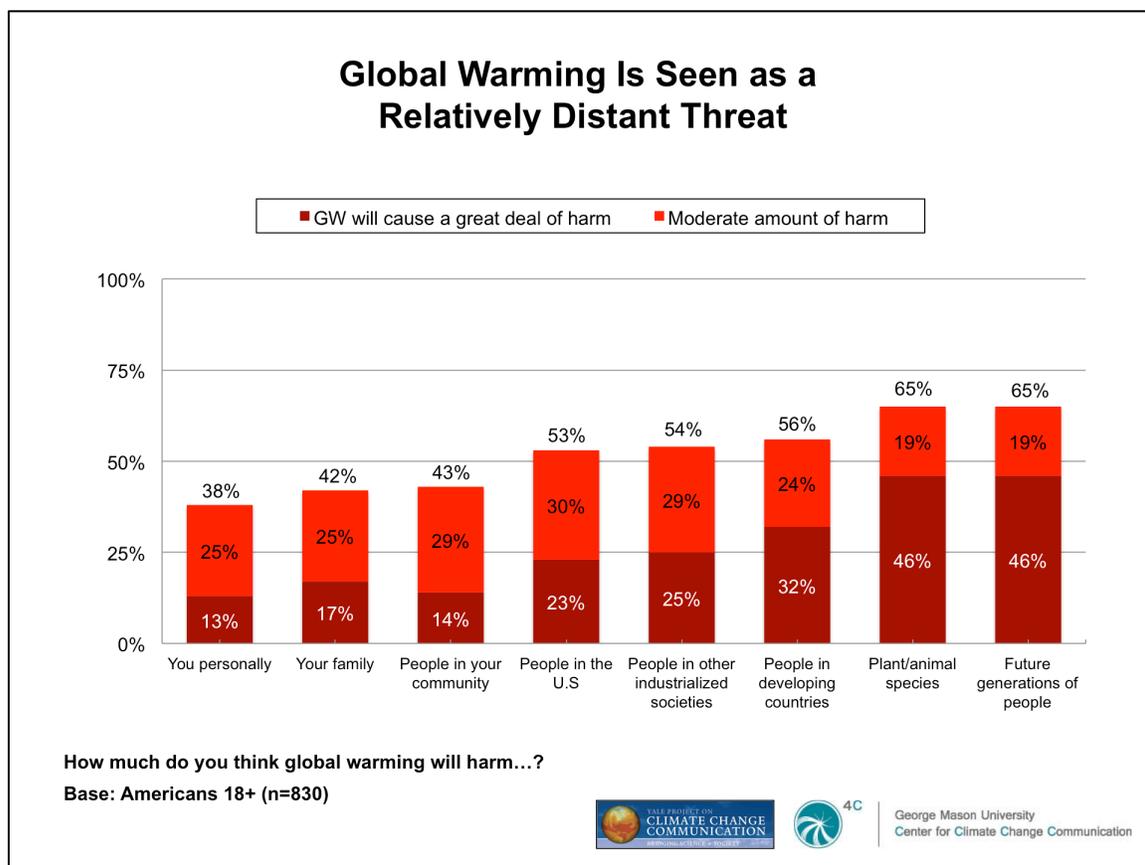
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### 3. The Perceived Threat of Global Warming

#### 3.1. Global warming is seen as a relatively distant threat.

Over years of research, we have consistently found that, on average, Americans view global warming as a threat distant in space and time – a risk that will affect far away places, other species, or future generations more than people here and now.

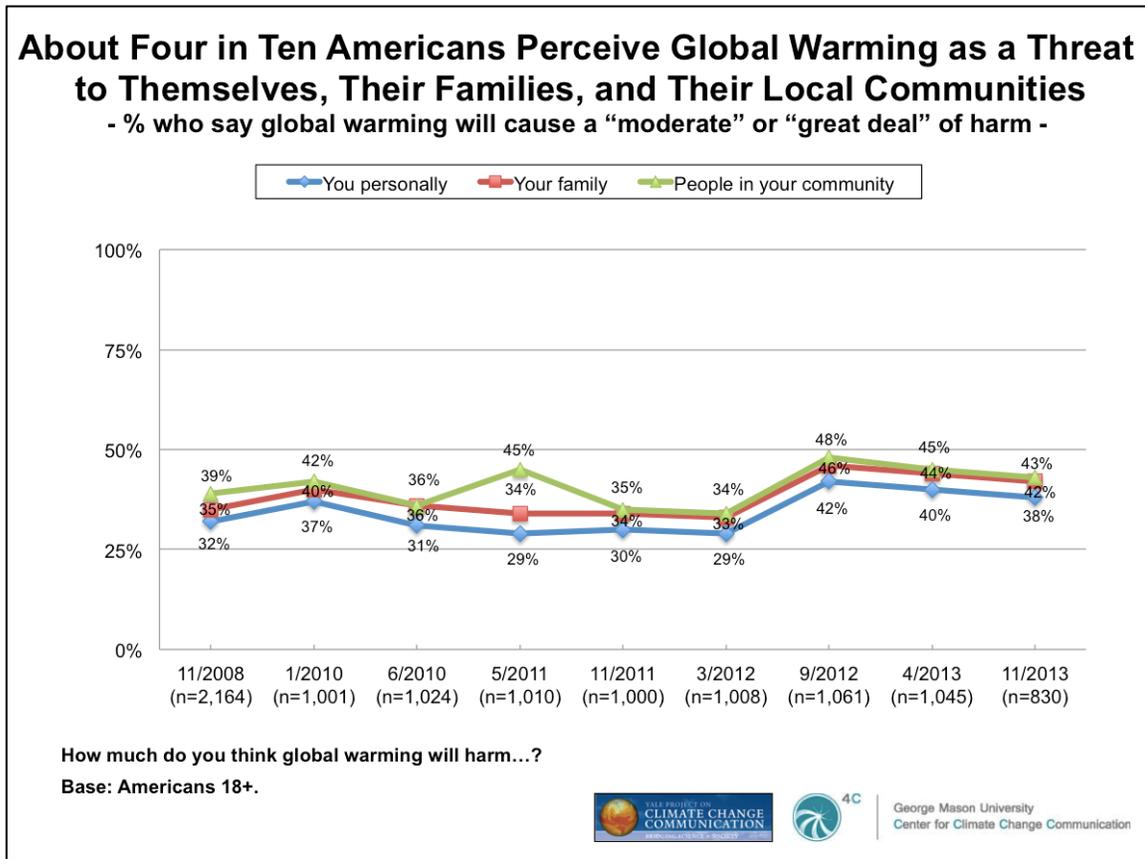
We still find this same pattern, in which fewer than half of Americans (38%) believe they personally will be harmed a “moderate amount” or a “great deal” by global warming. By contrast, half or more believe that global warming will harm future generations of people (65%), plant and animal species (65%), people in developing countries (56%), people in other industrialized societies (54%), or people in the U.S. (53%).



### 3.2. About four in ten Americans perceive global warming as a threat to themselves, their families, and their local communities.

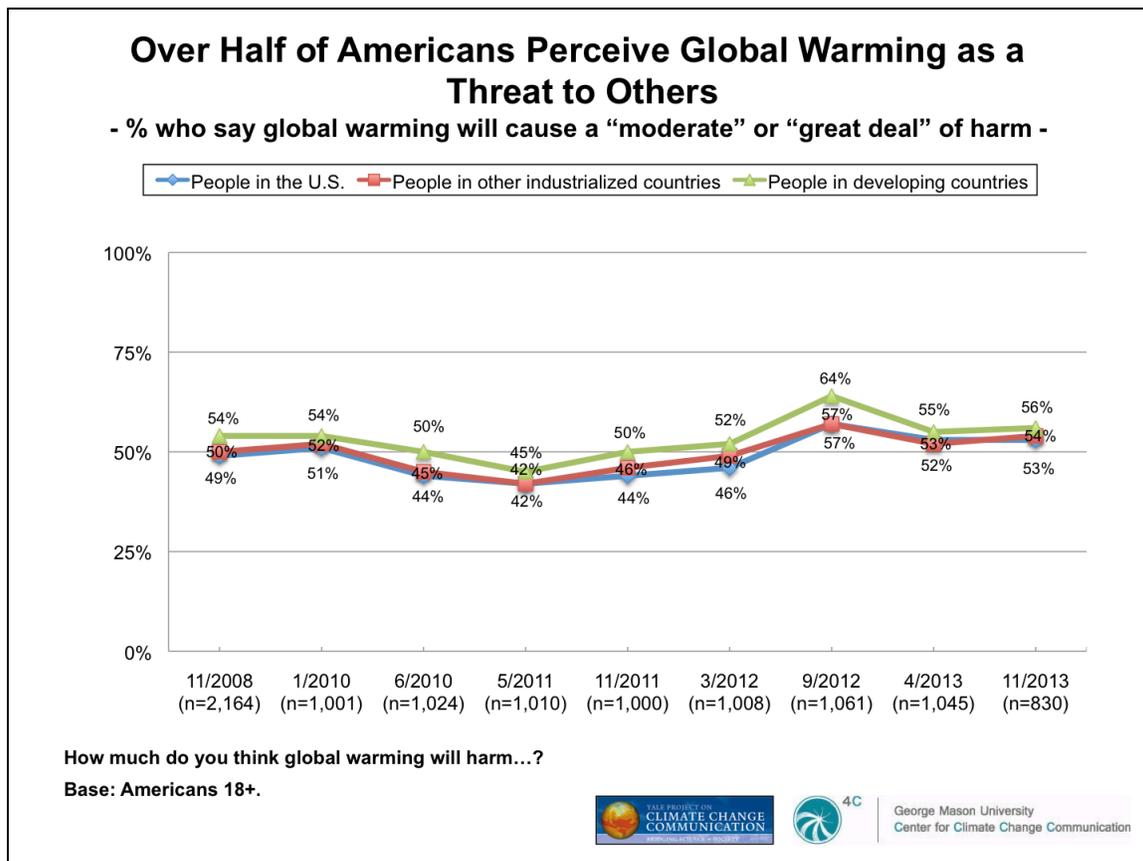
About four in ten Americans say global warming will harm people in their community (43%), their family (42%), or themselves (38%).

Though Americans today, compared to Spring 2013 and Fall 2012, are slightly less likely to perceive these threats of harm, they are more likely to do so today than they were in Fall 2011 or Spring 2012.



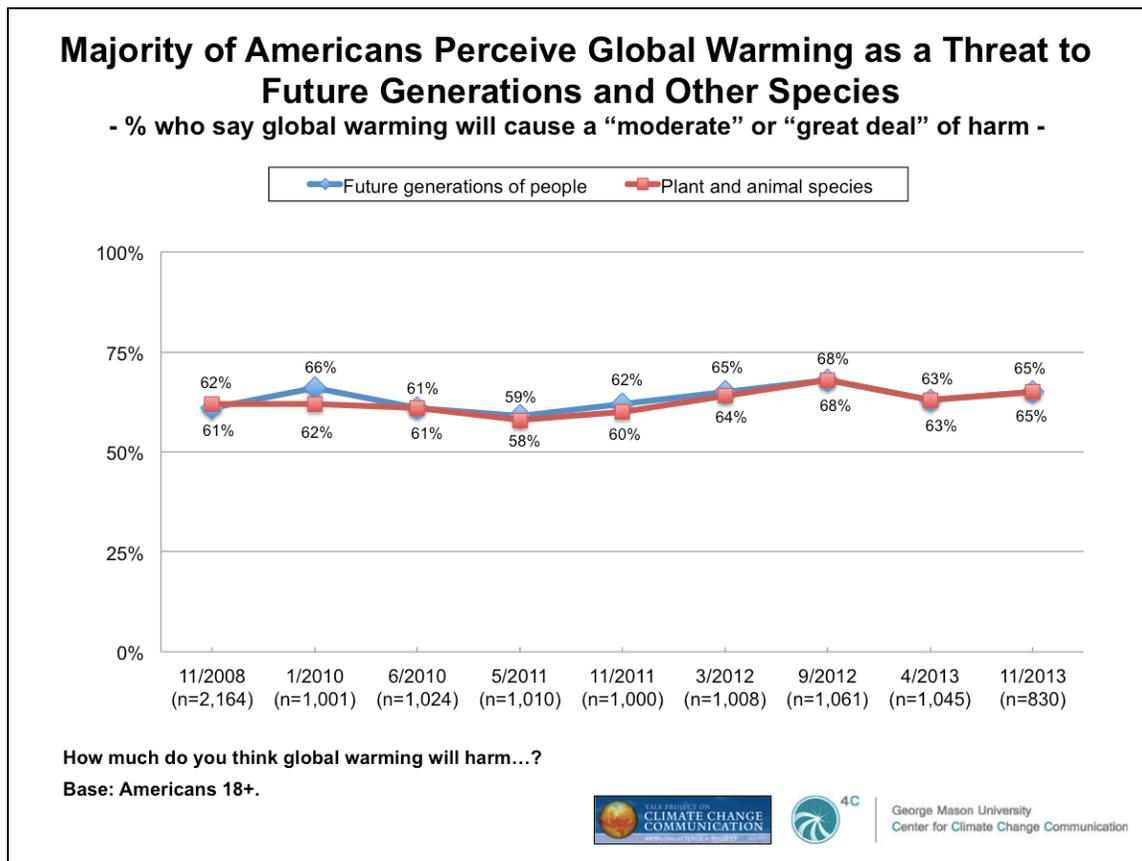
### 3.3. Over half of Americans perceive global warming as a threat to others.

About half of Americans think that global warming will harm people in developing countries (56%), in other modern industrialized countries (54%), or in the United States (53%).



### 3.4. A majority of Americans perceive global warming as a threat to future generations and other species.

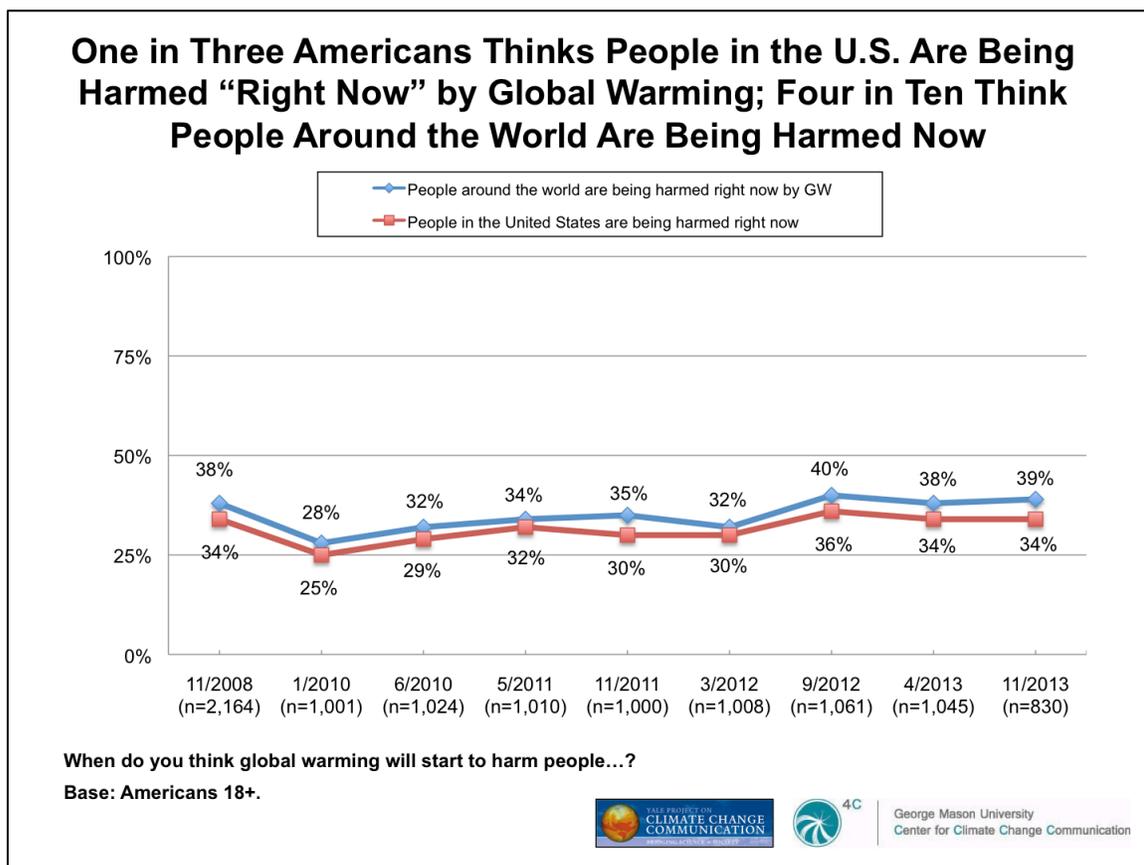
Americans also think global warming will cause a “moderate amount” or “great deal of harm” to future generations of people (65%) or to plant and animal species (65%). These proportions have remained largely steady over the past two years.



**3.5. One in three Americans thinks people in the U.S. are being harmed “right now” by global warming; four in ten think people around the world are being harmed now.**

Fewer than half of Americans think global warming is already harming people at home or abroad.

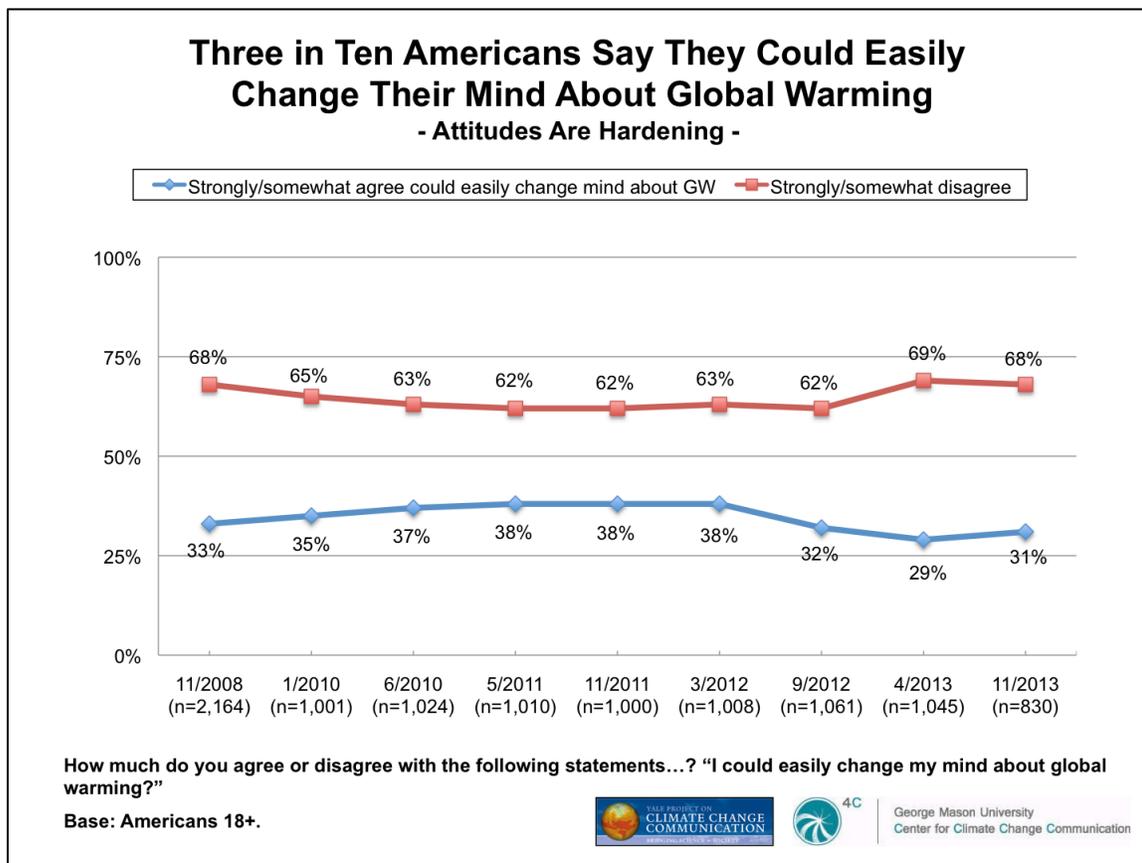
Four in ten say people around the world are being harmed *right now* by climate change (39%, up 7 points since March 2012 and generally steady since September 2012), and one in three (34%) say global warming is currently harming people in the United States (up 4 points since March 2012 and generally steady since September 2012).



#### 4. Need for More Information

##### 4.1. Three in ten Americans say they could easily change their mind about global warming.

Three in ten Americans (31%) “somewhat” or “strongly agree” that they could easily change their mind about global warming, which is 7 percentage points lower than in March 2012.

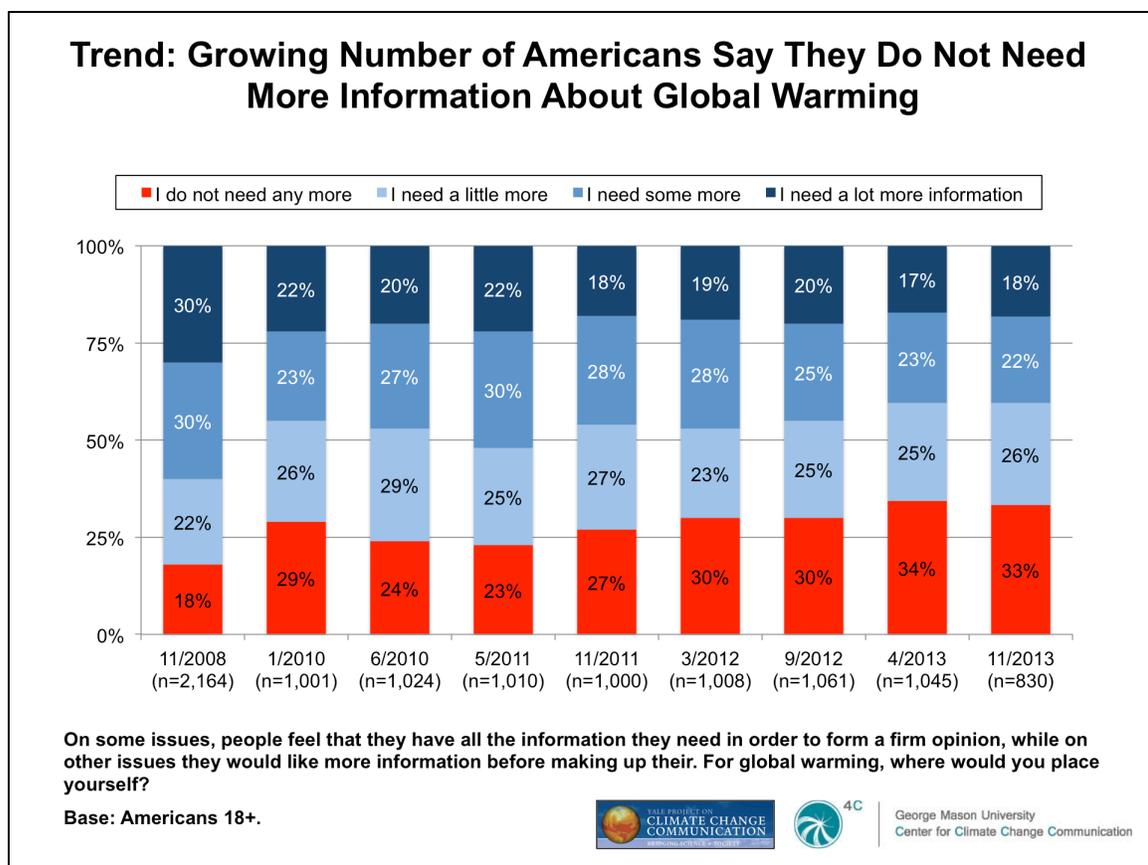


### 4.2. Trend: A growing number of Americans say they do not need more information about global warming.

Over the past two years, a growing number of Americans have said that they have all the information they need to form a firm opinion about global warming, from 23 percent in May 2011 to 33 percent today.

In the same time period, the number who say they need “some” or “a lot more” information on the subject declined 12 percentage points, from 52 percent in May 2011 to 40 percent today. These findings suggest that more people are making up their minds about global warming.

Nonetheless, two in three of Americans – 66 percent – say they would like at least a “little more” information about the subject.

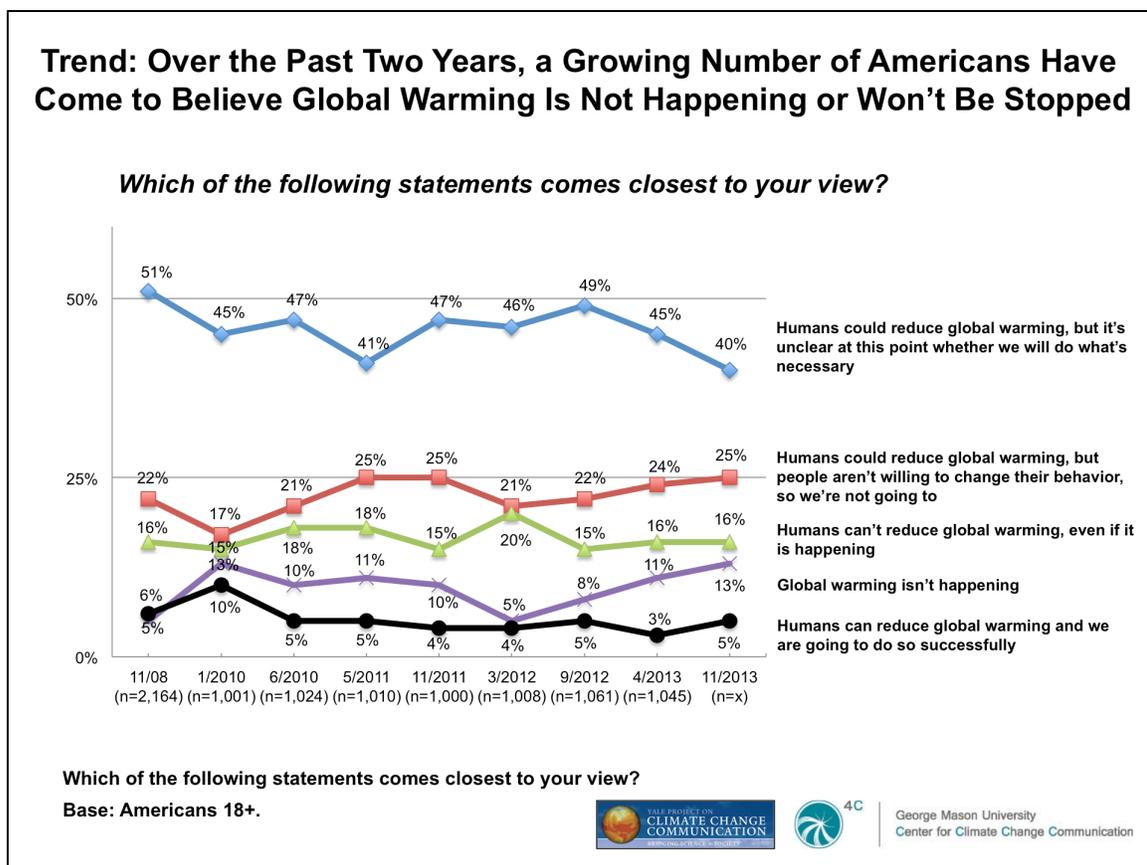


## 5. Looking to the Future

### 5.1. Trend: Over the past two years, a growing number of Americans have come to believe global warming is not happening or won't be stopped.

A plurality of Americans (40%, a 9 percentage point drop since September 2012) says humans could reduce global warming, but it's unclear at this point whether we will do what's necessary.

Among the balance of Americans, the pessimists outnumber the optimists. Whereas only one in twenty (5%) say humans can reduce global warming and will do so successfully, one in four say we won't because people are unwilling to change their behavior (25%), and nearly one in five (16%) say humans can't reduce global warming even if it is happening.



## 5.2. Of those Americans who believe global warming is happening, many express cause for hope that it will be reduced.

Of those Americans who believe global warming is happening, majorities “strongly” or “somewhat” agree that:

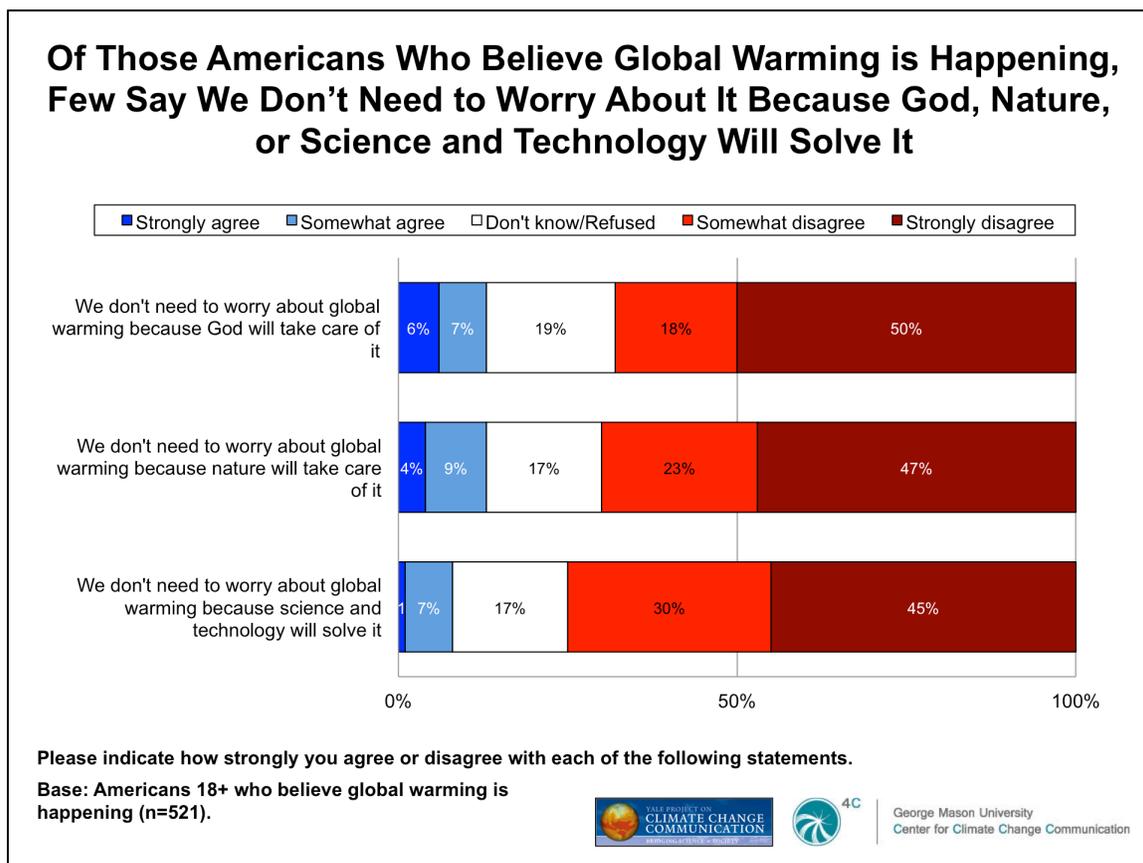
- Most people want to save resources for our children and grandchildren (67%)
- More and more people are becoming informed about global warming (64%)
- Individuals are already taking action to reduce global warming (62%)
- Once people feel the impacts of global warming, they will do something about it (58%)



**5.3. Of those Americans who believe global warming is happening, few say we don't need to worry about it because God, nature, or science and technology will solve it.**

Americans who believe global warming is happening do not think that the problem will be taken care of and thus there is no need to worry about it. In fact, very few strongly or somewhat believe:

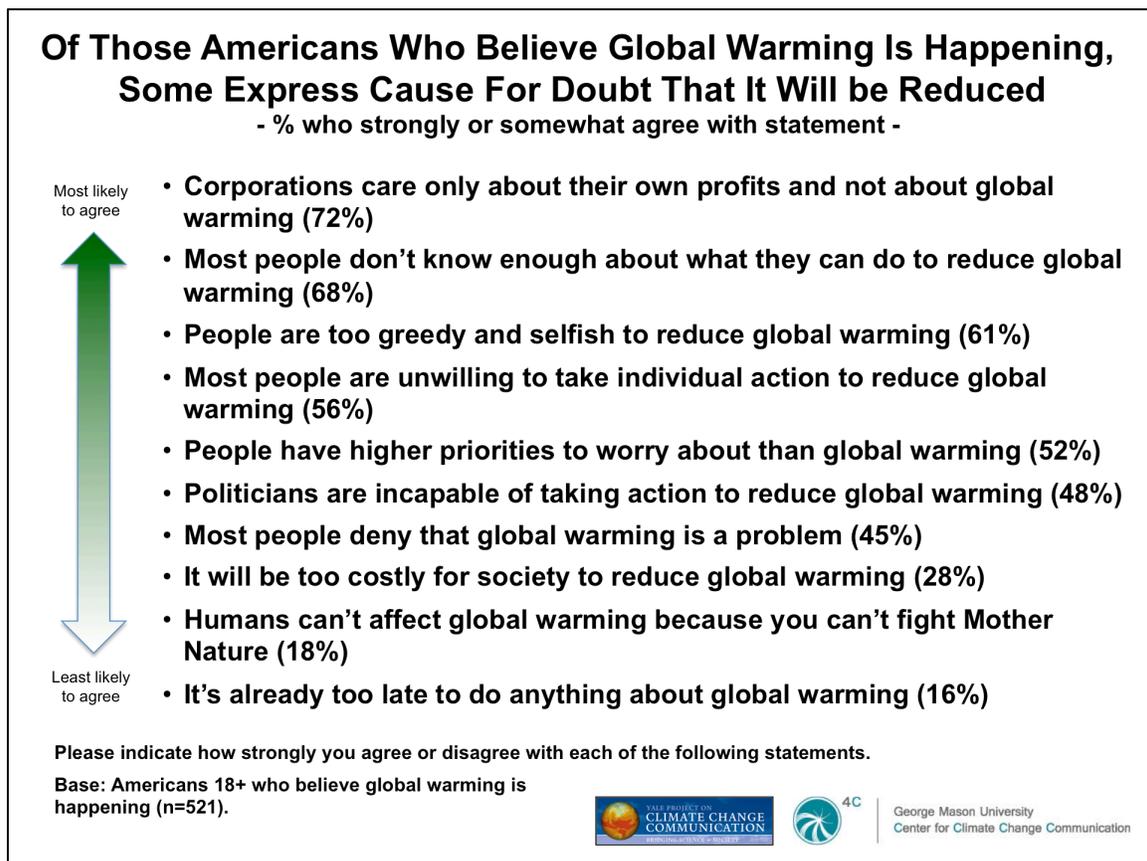
- God will take care of it (13%)
- Nature will take care of it (13%)
- Science and technology will solve it (8%)



#### 5.4. Of those Americans who believe global warming is happening, some express cause for doubt that it will be reduced.

About half or more Americans who believe global warming is happening “strongly” or “somewhat” agree that:

- Corporations care only about their profits and not global warming (72%)
- Most people don't know enough about what they can do to reduce global warming (68%)
- People are too greedy and selfish to reduce global warming (61%)
- Most people are unwilling to take individual action to reduce global warming (56%)



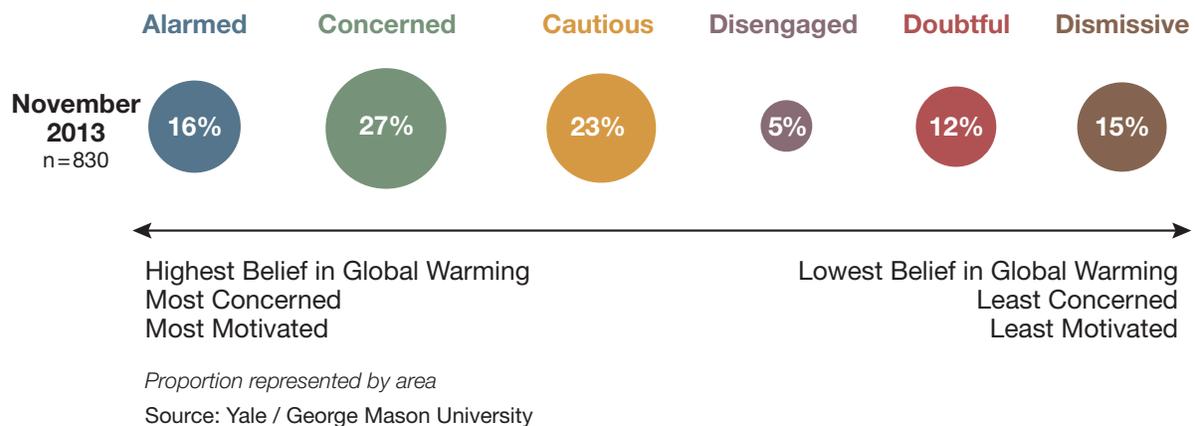
## 6. Beliefs and Attitudes Among Global Warming's Six Americas

### 6.1. 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* (27%) 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* (23%) 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* (12%) 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.

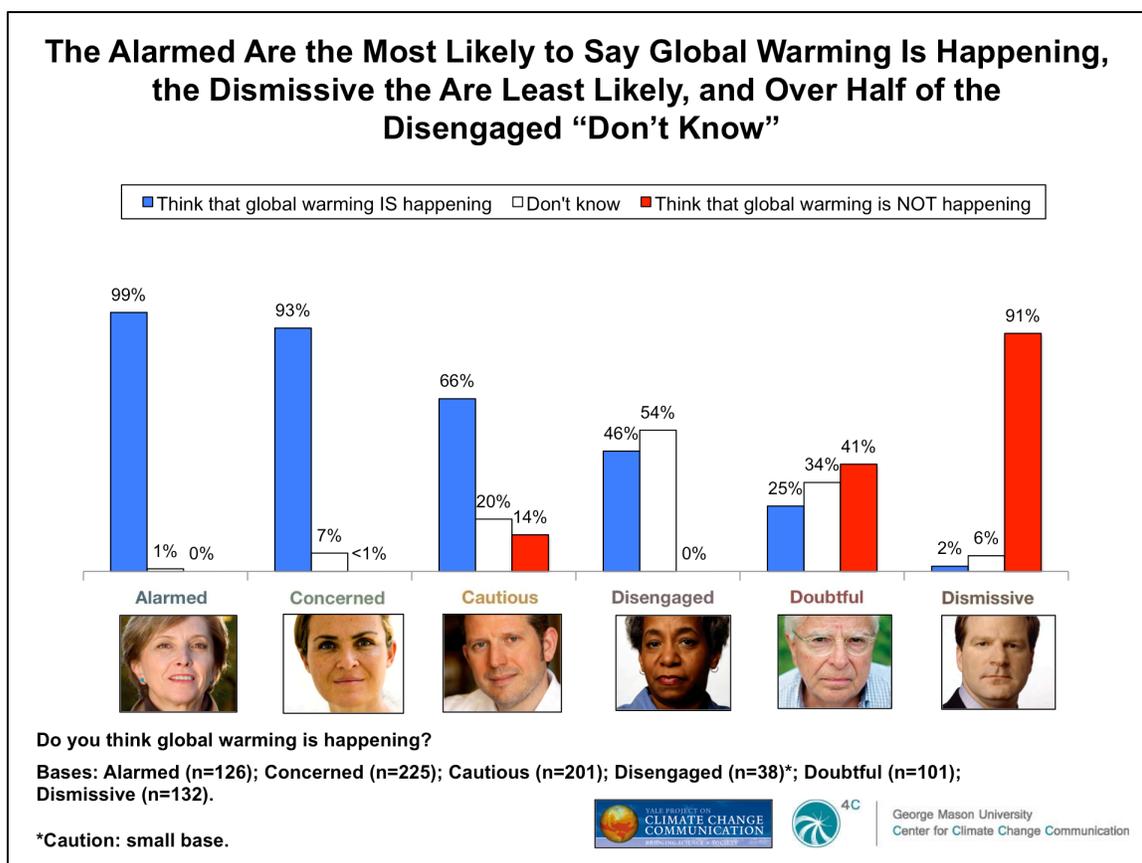
The *Dismissive* (15%), are certain that global warming is *not* occurring, tend to regard the issue as a hoax and are strongly opposed to action to reduce the threat.

### 6.2. The Alarmed are the most likely to say global warming is happening, the Dismissive are the least likely, and over half of the Disengaged “don’t know.”

Nearly all of the Alarmed (99%) and Concerned (93%) believe global warming is happening, just as nearly all of the Dismissive believe it is not (91%).

Among the other groups, there are varying degrees of confusion about the matter. Whereas over half (66%) of the Cautious believe global warming is happening, over half of the Disengaged say they “don’t know”.

The Doubtful are more evenly divided on the issue. Fewer than half of the Doubtful believe it is happening (25%), isn’t happening (41%), or don’t know (34%).

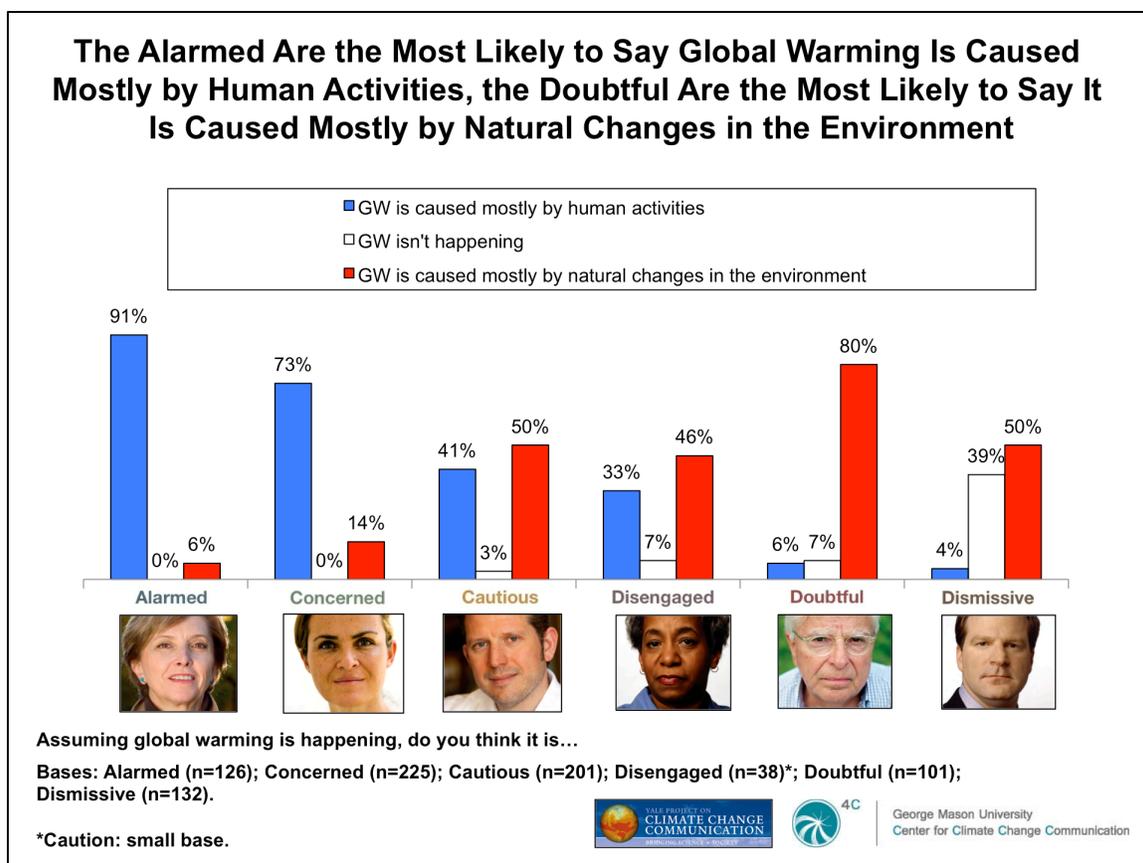


**6.3. The Alarmed are the most likely to say global warming is caused mostly by human activities and the Doubtful are the most likely to say it is caused mostly by natural changes in the environment.**

Of the six groups, majorities of only two – the Alarmed and the Concerned – say global warming is caused mostly by human activities (91% and 73% respectively).

On the other side of the spectrum, the Doubtful and the Dismissive are far more likely to say global warming, if it is happening, is caused mostly by natural environmental changes (80% and 50% respectively) than by human activity (6% and 4%).

The Cautious are about split on the issue, and fewer than half of the Disengaged offer an opinion.

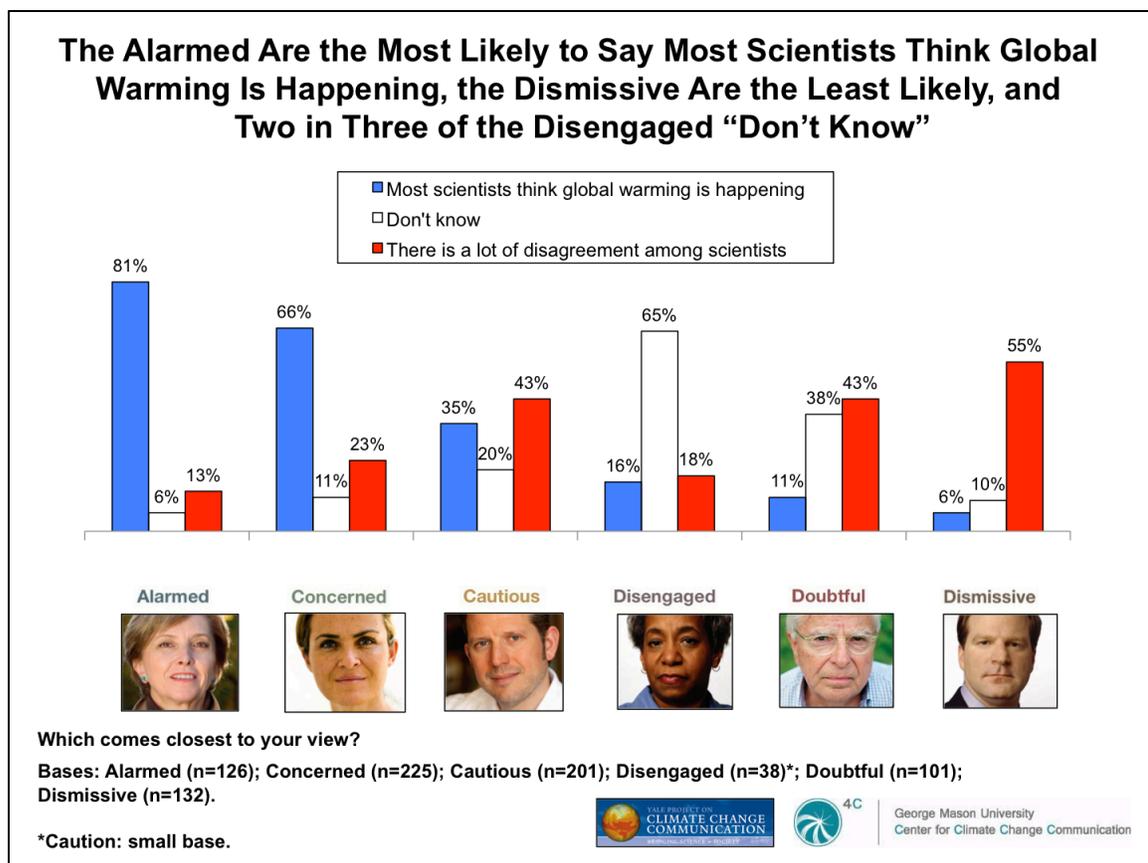


**6.4. The Alarmed are the most likely to say most scientists think global warming is happening, the Dismissive are the least likely, and two in three of the Disengaged “don’t know.”**

Among the Six Americas, only majorities of the Alarmed (81%) and Concerned (66%) believe that most scientists think global warming is happening. By contrast, few of the Dismissive (6%), Doubtful (11%), or Disengaged (16%) think so.

Rather, the majority of the Dismissive (55%) believe there is a lot of disagreement among scientists about whether or not global warming is happening. Similarly, about four in ten of the Doubtful (43%) and Cautious (43%) believe there is a lot of disagreement.

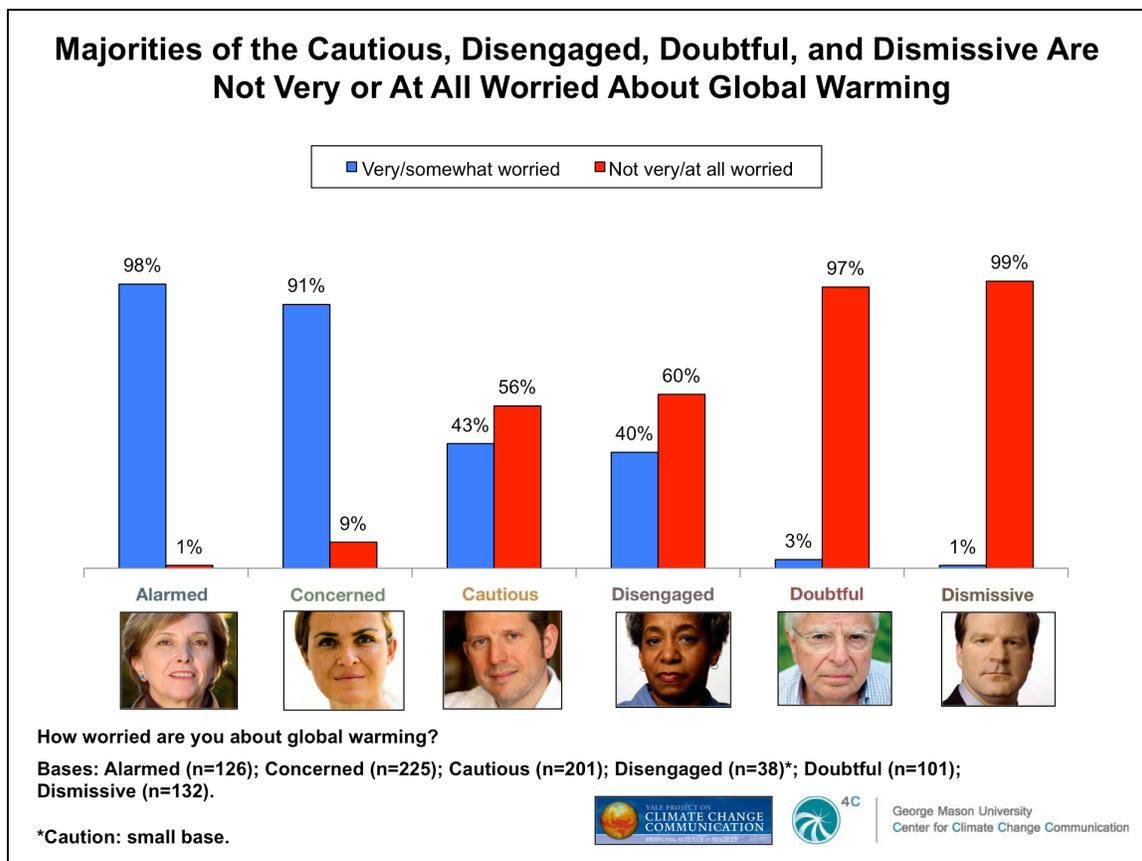
About four in ten of the Doubtful (38%) and two in three of the Disengaged (65%) say they “don’t know.”



### 6.5. Majorities of the Cautious, Disengaged, Doubtful, and Dismissive are not very or at all worried about global warming.

Nearly all of the Alarmed (98%) and Concerned (91%) say they are “somewhat” or “very worried” about global warming.

The Dismissive and Doubtful, however, present a mirror image, with 99 percent and 97 percent respectively saying they are “not very” or “not at all worried” about global warming. Smaller majorities of the Cautious (56%) and Disengaged (60%) also say they are not worried.



### 6.6. The Six Americas have different emotional reactions to global warming.

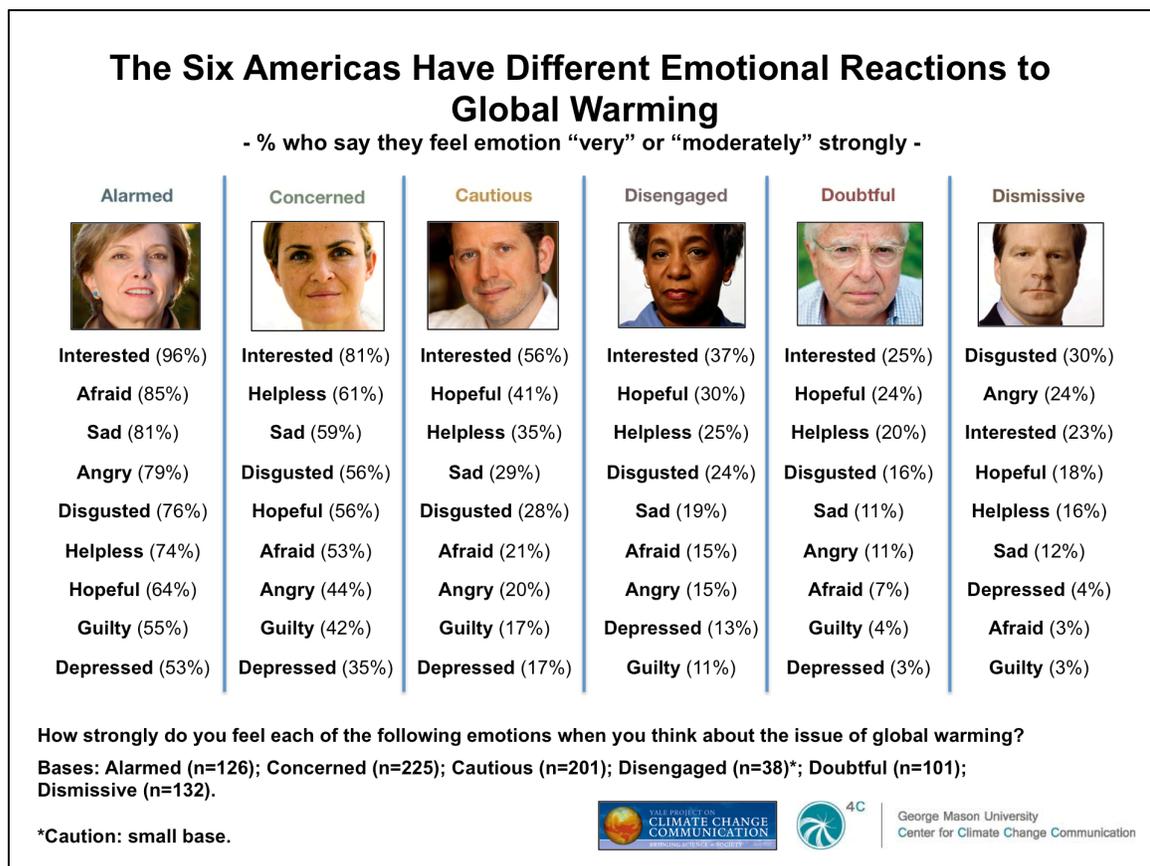
Global warming evokes the strongest emotional responses among the Alarmed and Concerned. Large majorities within both groups say they feel “moderately” or “very” *interested* in global warming (96% and 81% respectively). In fact, *interested* is the emotion most commonly cited by all groups except the Dismissive.

Other than *interested*, the Alarmed and Concerned report many negative emotions when they think about global warming. The Alarmed say they feel *afraid* (85%), *sad* (81%), *angry* (79%), and *disgusted* (76%), while the Concerned feel primarily *helpless* (61%), *sad* (59%), and *disgusted* (56%), but also *hopeful* (56%).

The Dismissive also report negative emotions regarding global warming, including *disgusted* (30%) and *angry* (24%), though this is likely due to their frustration that the topic – which many of them view as a hoax – receives so much attention.

Interestingly, the groups for whom *hopeful* ranks most highly are those who generally have the least robust opinions about global warming. *Hopeful* is the second most strongly felt emotion by the Cautious (41%), Disengaged (30%), and Doubtful (24%). Close behind, however, *helpless* is the third most strongly felt emotion for these three groups (35%, 25%, and 20% respectively).

Across the Six Americas, feelings of *guilt* and *depression* are the least common emotions cited that we asked about.



## Appendix I: Data Tables of Questions Cited in the Report

### 1. Climate Change Beliefs

(Base: Americans 18+)

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

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

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

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

How sure are you that global warming is happening?

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

(Base: Americans 18+ who say global warming is not happening)

How sure are you that global warming is not happening?

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

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

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Caused mostly by human activities	47	49	54	46	50	47	50	47	57
Caused mostly by natural changes in the environment	37	33	30	37	33	35	34	36	32
None of the above because global warming isn't happening	8	8	7	5	8	8	6	9	4
Other	8	11	8	11	8	9	8	7	6

**(Base: Americans 18+)****Which comes closest to your own view?**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Most scientists think global warming is happening	42	42	44	35	41	39	34	34	47
Most scientists think global warming is not happening	6	4	3	3	3	4	4	5	3
There is a lot of disagreement among scientists about whether or not global warming is happening	33	33	36	41	39	40	45	40	33
Don't know enough to say	18	20	18	21	18	18	17	22	18

**(Base: Americans 18+)****To the best of your knowledge, what percentage of client scientists think that human-caused global warming is happening? (Random split sample.)**

	April 2013
(Unweighted base)	(429)
	%
0%-20%	4
21%-40%	6
41%-60%	20
61%-80%	19
81%-100%	22
Don't know enough to say	28

## 2. Emotions Associated With Global Warming

(Base: Americans 18+)

How worried are you about global warming?

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Very worried	15	14	16	11	12	9	12	12	17
Somewhat worried	38	37	42	43	42	43	41	38	46
Not very worried	26	30	25	30	31	28	30	27	24
Not at all worried	20	19	17	16	15	20	18	23	13

(Base: Americans 18+)

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

**Interested**

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	21	22	20	20
Moderately	38	42	48	42
Not very	19	15	15	15
Not at all	19	18	16	18

**Helpless**

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	15	12	11	13
Moderately	27	33	32	30
Not very	24	20	23	23
Not at all	30	32	30	30

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

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	9	9	10	9
Moderately	33	34	35	35
Not very	31	28	29	29
Not at all	25	25	24	23

**Disgusted**

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	17	15	15	20
Moderately	25	31	33	29
Not very	26	23	23	22
Not at all	29	28	27	24

**Sad**

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	11	12	10	11
Moderately	29	32	33	29
Not very	23	19	20	24
Not at all	34	35	34	31

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

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	10	12	9	9
Moderately	25	27	28	26
Not very	27	25	27	27
Not at all	34	33	34	34

**Angry**

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	13	13	10	15
Moderately	22	25	30	28
Not very	30	28	28	26
Not at all	32	32	30	27

**Guilty**

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	4	4	3	4
Moderately	22	22	23	20
Not very	29	29	31	31
Not at all	42	41	40	40

**(Base: Americans 18+)**

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

**Depressed**

	Nov 2013	May 2011	June 2010	Jan 2010
(Unweighted base)	(830)	(1,010)	(1,024)	(1,001)
	%	%	%	%
Very strongly	5	5	3	6
Moderately	19	20	18	18
Not very	30	29	31	29
Not at all	43	42	44	43

### 3. The Perceived Threat of Global Warming

(Base: Americans 18+)

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

#### You personally

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

#### Your family

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

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

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

**People in the United States**

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

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

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
A great deal	25	21	26	20	17	17	17	23	22
A moderate amount	29	32	31	29	29	25	28	29	28
Only a little	19	18	18	21	22	23	21	16	13
Not at all	19	15	11	17	15	17	15	19	13
Don't know	9	13	15	13	17	19	18	13	24

**People in developing countries**

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

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

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

**Plant and animal species**

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

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

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

**People around the world**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
They are being harmed now	39	38	40	32	35	34	32	28	38
In 10 years	10	11	11	12	9	12	11	13	13
In 25 years	11	11	10	14	14	12	13	12	12
In 50 years	10	13	12	13	13	12	12	12	12
In 100 years	12	11	12	14	14	11	13	13	11
Never	17	16	14	15	15	19	18	22	14

#### 4. Need for More Information

**(Base: Americans 18+)**

**How much do you agree or disagree with the following statements?**

**I could easily change my mind about global warming**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Strongly agree	4	2	3	3	4	6	5	5	5
Somewhat agree	27	27	29	35	34	32	32	30	28
Somewhat disagree	35	37	40	36	36	33	36	31	34
Strongly disagree	33	32	29	26	27	29	27	34	34

**(Base: Americans 18+)**

**On some issues, people feel that they have all the information they need in order to form a firm opinion, while on other issues they would like more information before making up their mind. For global warming, where would you place yourself?**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
I need a lot more information	18	17	20	19	18	22	20	22	30
I need some more information	22	23	25	28	28	30	27	23	30
I need a little more information	26	25	25	23	27	25	29	26	22
I do not need any more information	33	34	30	30	27	23	24	29	18

## 5. Looking to the Future

(Base: Americans 18+)

Which of the following statements comes closest to your view?

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

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

Please indicate how strongly you agree or disagree with each of the following statements. (Selected items.)

**Most people want to save resources for our children and grandchildren**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	22
Somewhat agree	45
Somewhat disagree	15
Strongly disagree	4
Don't know/Refused	14

**More and more people are becoming informed about global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	11
Somewhat agree	53
Somewhat disagree	16
Strongly disagree	2
Don't know/Refused	18

**Individuals are already taking action to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	7
Somewhat agree	55
Somewhat disagree	16
Strongly disagree	3
Don't know/Refused	19

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

**Please indicate how strongly you agree or disagree with each of the following statements. (Selected items, cont'd.)**

**Once people feel the impacts of global warming, they will do something about it.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	13
Somewhat agree	45
Somewhat disagree	18
Strongly disagree	5
Don't know/Refused	19

**Corporations are starting to find ways to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	4
Somewhat agree	42
Somewhat disagree	23
Strongly disagree	7
Don't know/Refused	25

**Humanity will rise to the occasion and reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	5
Somewhat agree	29
Somewhat disagree	31
Strongly disagree	9
Don't know/Refused	26

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

**Please indicate how strongly you agree or disagree with each of the following statements. (Selected items, cont'd.)**

**Government will take responsible and necessary actions to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	3
Somewhat agree	23
Somewhat disagree	36
Strongly disagree	15
Don't know/Refused	22

**The nations of the world will cooperate to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	5
Somewhat agree	19
Somewhat disagree	35
Strongly disagree	14
Don't know/Refused	27

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

Please indicate how strongly you agree or disagree with each of the following statements. (Selected items.)

**We don't need to worry about global warming because God will take care of it.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	6
Somewhat agree	7
Somewhat disagree	18
Strongly disagree	50
Don't know/Refused	20

**We don't need to worry about global warming because nature will take care of it.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	4
Somewhat agree	9
Somewhat disagree	23
Strongly disagree	47
Don't know/Refused	17

**We don't need to worry about global warming because science and technology will solve it.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	1
Somewhat agree	7
Somewhat disagree	30
Strongly disagree	45
Don't know/Refused	18

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

**Please indicate how strongly you agree or disagree with each of the following statements. (Selected items.)**

**Corporations care only about their own profits and not global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	34
Somewhat agree	38
Somewhat disagree	11
Strongly disagree	2
Don't know/Refused	15

**Most people don't know enough about what they can do to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	24
Somewhat agree	45
Somewhat disagree	12
Strongly disagree	3
Don't know/Refused	17

**People are too greedy and selfish to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	20
Somewhat agree	41
Somewhat disagree	20
Strongly disagree	2
Don't know/Refused	17

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

Please indicate how strongly you agree or disagree with each of the following statements. (Selected items, cont'd.)

**Most people are unwilling to take individual action to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	13
Somewhat agree	43
Somewhat disagree	22
Strongly disagree	4
Don't know/Refused	19

**People have higher priorities to worry about than global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	11
Somewhat agree	41
Somewhat disagree	21
Strongly disagree	11
Don't know/Refused	16

**Politicians are incapable of taking action to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	14
Somewhat agree	34
Somewhat disagree	23
Strongly disagree	10
Don't know/Refused	19

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

Please indicate how strongly you agree or disagree with each of the following statements. (Selected items, cont'd.)

**Most people deny that global warming is a problem.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	10
Somewhat agree	35
Somewhat disagree	27
Strongly disagree	5
Don't know/Refused	23

**It will be too costly for society to reduce global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	4
Somewhat agree	23
Somewhat disagree	34
Strongly disagree	18
Don't know/Refused	21

**Humans can't affect global warming because you can't fight Mother Nature.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	5
Somewhat agree	12
Somewhat disagree	27
Strongly disagree	40
Don't know/Refused	15

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

**Please indicate how strongly you agree or disagree with each of the following statements. (Selected items, cont'd.)**

**It's already too late to do anything about global warming.**

	Nov 2013
(Unweighted base)	(521)
	%
Strongly agree	2
Somewhat agree	13
Somewhat disagree	33
Strongly disagree	36
Don't know/Refused	16

## 6. Beliefs and Attitudes Among Global Warming's Six Americas

(Base: Americans 18+)

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

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

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Yes	99	93	66	46	25	2
No	-	8	14	-	41	91
Don't know	1	7	20	54	34	6

(Base: Americans 18+)

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

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Caused mostly by human activities	91	73	41	33	6	4
Caused mostly by natural changes in the environment	6	14	50	46	80	50
None of the above because global warming isn't happening	--	--	3	7	7	39
Other	2	13	6	15	7	7

\*\*=Caution: small base

\*=<1%

--=0%

**(Base: Americans 18+)****Which comes closest to your own view?**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126) %	(225) %	(201) %	(38)** %	(101) %	(132) %
Most scientists think global warming is happening	81	66	35	16	11	6
Most scientists think global warming is not happening	--	--	3	1	9	30
There is a lot of disagreement among scientists about whether or not global warming is happening	13	23	43	18	43	55
Don't know enough to say	6	11	20	65	38	10

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

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126) %	(225) %	(201) %	(38)** %	(101) %	(132) %
Very worried	71	10	2	--	--	--
Somewhat worried	27	80	42	40	3	1
Not very worried	1	9	49	37	53	23
Not at all worried	--	*	7	24	45	76

\*\*=Caution: small base

\*=&lt;1%

--=0%

**(Base: Americans 18+)**

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

**Interested**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	66	26	8	3	3	5
Moderately	30	55	48	34	22	19
Not very	2	16	25	28	38	17
Not at all	1	3	18	18	37	56

**Helpless**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	28	25	7	4	8	7
Moderately	45	36	28	21	12	9
Not very	17	32	31	25	22	11
Not at all	9	7	32	33	58	70

**Hopeful**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	27	10	4	--	3	3
Moderately	37	46	37	30	21	15
Not very	30	35	36	36	31	16
Not at all	6	9	22	17	45	63

**Disgusted**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	45	18	2	6	3	23
Moderately	31	38	26	19	13	7
Not very	17	33	33	32	24	14
Not at all	6	11	39	27	57	53

\*\*=Caution: small base

\*=<1%

--=0%

**(Base: Americans 18+)**

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

**Sad**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	36	12	2	--	1	7
Moderately	45	47	27	19	10	5
Not very	8	30	34	32	21	11
Not at all	11	10	36	32	68	74

**Afraid**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	35	12	2	--	1	--
Moderately	49	41	19	15	6	3
Not very	11	36	38	42	24	12
Not at all	3	10	39	26	69	82

**Angry**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	41	14	1	3	1	13
Moderately	38	30	19	13	10	11
Not very	16	43	38	35	24	13
Not at all	4	12	41	33	64	61

**Guilty**

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	13	4	3	3	--	--
Moderately	42	38	14	8	4	3
Not very	28	34	36	29	23	14
Not at all	16	23	45	43	72	80

\*\*=Caution: small base

\*=<1%

--=0%

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

	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
(Unweighted base)	(126)	(225)	(201)	(38)**	(101)	(132)
	%	%	%	%	%	%
Very strongly	19	7	2	--	--	--
Moderately	34	29	16	13	3	4
Not very	24	42	33	39	25	14
Not at all	21	22	49	31	72	80

\*\*=Caution: small base

\*=&lt;1%

--=0%

**Other questions****(Base: Americans 18+)****How much had you thought about global warming before today?**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
A lot	14	16	17	15	15	12	18	15	20
Some	30	30	32	30	30	33	37	31	35
A little	37	37	34	39	39	38	32	36	33
Not at all	17	16	17	16	16	16	13	18	12

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

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

**(Base: Americans 18+)****How much do you agree or disagree with the following statements?****The actions of a single individual won't make any difference in global warming**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Strongly agree	17	16	19	18	11	15	13	17	9
Somewhat agree	31	29	28	26	31	31	29	29	22
Somewhat disagree	34	35	34	35	43	36	43	37	45
Strongly disagree	16	19	19	21	15	19	15	17	24

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

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Strongly agree	6	6	5	6	7	7	6	6	4
Somewhat agree	32	32	34	30	40	40	33	42	26
Somewhat disagree	34	35	35	36	37	33	40	33	46
Strongly disagree	27	25	25	28	16	21	21	19	25

**I have personally experienced the effects of global warming**

	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%
Strongly agree	6	6	4	5	7	5	5	5	4
Somewhat agree	27	33	34	30	31	29	25	21	29
Somewhat disagree	30	29	30	31	37	34	35	35	43
Strongly disagree	36	31	31	34	25	32	35	40	24

## Appendix II: Survey Method

The data in this report are based on a nationally representative survey of 830 American adults, aged 18 and older, conducted from November 23 – December 9, 2013. All questionnaires were self-administered by respondents in a web-based environment. The survey took, on average, about 34 minutes to complete.

The sample was drawn from GfK's KnowledgePanel<sup>®</sup>, an online panel of members drawn using probability sampling methods. Prospective members are recruited using a combination of random digit dial and address-based sampling techniques that cover virtually all (non-institutional) resident phone numbers and addresses in the United States. Those contacted who would choose to join the panel but do not have access to the Internet are loaned computers and given Internet access so they may participate.

The sample therefore includes a representative cross-section of American adults – irrespective of whether they have Internet access, use only a cell phone, etc. Key demographic variables were weighted, post survey, to match US Census Bureau norms.

The survey instrument was designed by Anthony Leiserowitz, Geoff Feinberg, Seth Rosenthal, and Jennifer Marlon 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:

- November 2013: Fielded November 23 through December 9 with 830 American adults. The margin of sampling error is plus or minus 3 percentage points.
- April 2013: Fielded April 8-15 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 were 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.

### **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%.

**Appendix III: Sample Demographics**

	N (unweighted)	% (weighted)
<b>Total</b>	<b>830</b>	<b>100</b>
<b>Sex</b>		
Men	424	48
Women	406	52
<b>Age</b>		
Generation Y (18-30)	175	28
Generation X (31-48)	165	24
Baby Boomers (49-67)	350	35
WWII (68+)	140	13
<b>Education</b>		
Less than high school	60	12
High school graduate	265	30
Some college/tech	244	29
College graduate	158	18
Post graduate	103	12
<b>Household income</b>		
<\$25K	146	18
\$25K - <\$50K	190	23
\$50K - <\$75K	171	18
\$75K - <\$100K	113	16
\$100K - <\$125K	97	12
\$125K+	113	13
<b>Hispanic</b>		
Yes	83	15
<b>Ethnicity/race</b>		
White, non-Hispanic	626	66
Black, African-American non-Hispanic	74	12
Other non-Hispanic	47	7
<b>Region</b>		
Northeast	150	18
Midwest	198	22
South	297	37
West	185	23

