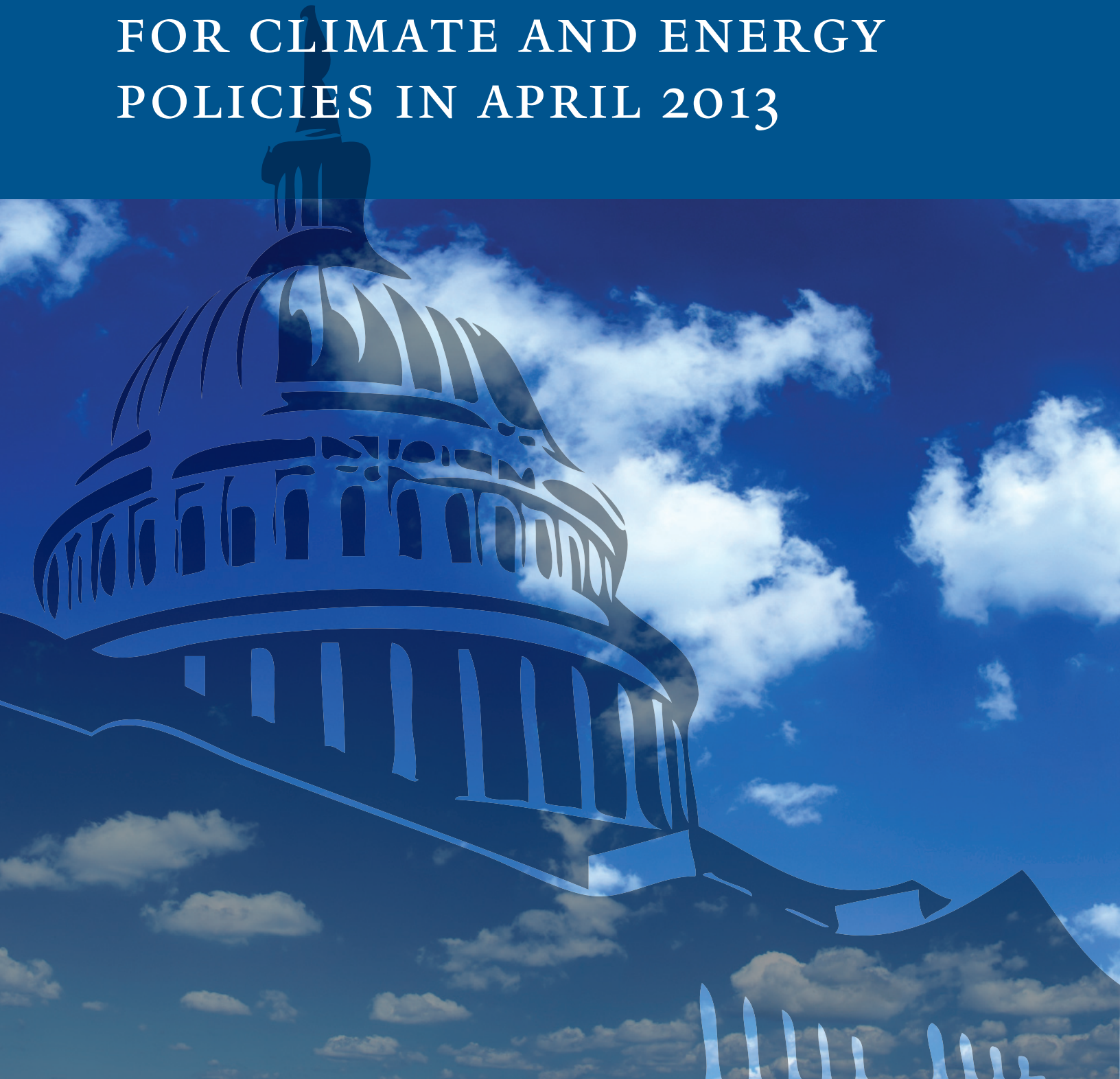


PUBLIC SUPPORT FOR CLIMATE AND ENERGY POLICIES IN APRIL 2013



George Mason University
Center for Climate Change Communication

Table of Contents

Introduction.....	3
Executive Summary.....	5
1. Issue Priority for the President and Congress	6
A majority of Americans say developing sources of clean energy and global warming should be priorities for the president and Congress	6
Trend: American priorities for clean energy and global warming action by the president and Congress have decreased slightly	7
A majority of Americans say the U.S. should reduce its greenhouse gas emissions regardless of what other countries do.....	8
A large majority of Americans support a U.S. effort to reduce global warming, even if it has economic costs.....	9
Trend: Support for a medium-scale effort to reduce global warming has decreased.....	10
2. Who Should Act on Global Warming?	11
Americans are most likely to say corporations and industry and citizens themselves should be doing more to address global warming	11
Trend: The public mandate that Congress, the president, corporations and industry, and citizens themselves should do more to address global warming has held steady over the years	12
3. Support for National Policies.....	13
Climate and energy policies that a majority of Americans support.....	13
Climate and energy policies that a majority of Americans oppose	14
Trend: Public support for several climate and energy policies has declined over time	15
A majority of Americans support setting strict CO ₂ emission limits on existing coal-fired power plants to reduce global warming and improve public health, even if the cost of electricity to consumers and companies would likely increase.....	16
4. The Keystone XL Pipeline	17
Fewer than half of Americans are following news about the Keystone XL pipeline; only one in five are following the issue closely; a majority of those who have heard of Keystone support building it	17
5. Limited Support For a Revenue Neutral Carbon Tax.....	18
Americans offer limited support for a revenue neutral carbon tax that either reduces federal taxes or provides American households a tax refund.....	18

Appendix I: Data Tables	19
Appendix II: Survey Method	30
Appendix III: Sample Demographics	32

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

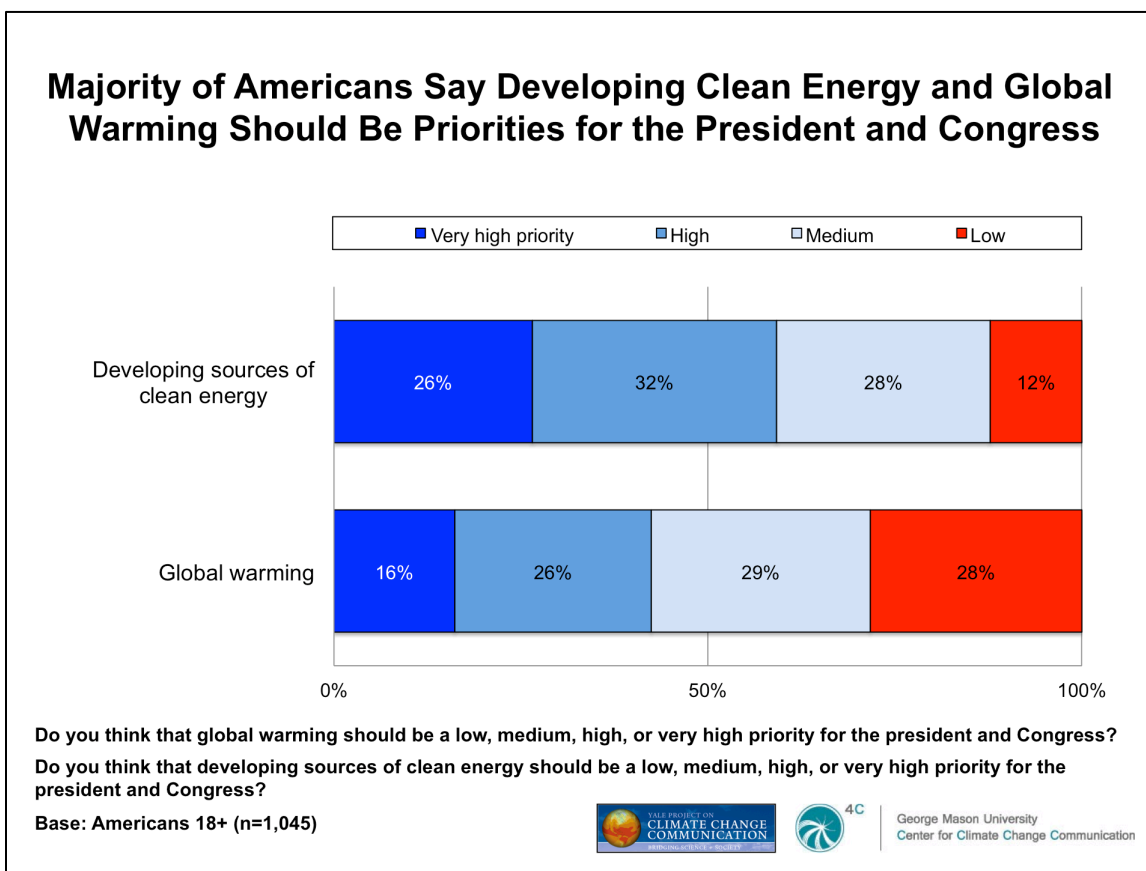
- A large majority of Americans (87%, down 5 percentage points since Fall 2012) say the president and the Congress should make developing sources of clean energy a “very high” (26%), “high” (32%), or medium priority (28%). Few say it should be a low priority (12%).
- Moreover, most Americans (70%, down 7 points since Fall 2012) say global warming should be a “very high” (16%), “high” (26%), or “medium priority” (29%) for the president and Congress. Three in ten (28%) say it should be a low priority.
- Six in ten Americans (59%) say the U.S. should reduce its own greenhouse gas emissions regardless of what other countries do. Relatively few (10%) say the U.S. should reduce its emissions only if other industrialized and/or developing countries do – and only 6 percent of Americans say the U.S. should *not* reduce its greenhouse gas emissions.
- Americans say that corporations and industry (70%), citizens themselves (63%), the U.S. Congress (57%), and the President (52%) should be doing more to address global warming.
- Majorities of Americans support:
 - Providing tax rebates for people who purchase energy-efficient vehicles or solar panels (71%)
 - Funding more research into renewable energy sources (70%);
 - Regulating CO₂ as a pollutant (68%)
 - Requiring fossil fuel companies to pay a carbon tax and using the money to pay down the national debt (61%)
 - Eliminating all subsidies for the fossil-fuel industry (59%)
 - Expanding offshore drilling for oil and natural gas off the U.S. coast (58%)
 - Requiring electric utilities to produce at least 20% of their electricity from renewable energy sources, even if it costs the average household an extra \$100 a year (55%).
- Support for some of these policies, however, has fallen over the past few years.
- Half of Americans (50%) have never heard of the Keystone XL pipeline, which would transport crude oil from the Canada tar sands to Texas. Moreover, few Americans say they are following the issue closely (18%). However, among those Americans who have heard of the Keystone pipeline, about two in three support the project (63%).
- Asked their level of support for a “revenue neutral tax swap that would reduce the annual taxes paid by all Americans while increasing the amount they pay annually for energy (such as gasoline and electricity) by the same total amount,” fewer than half of Americans say they would support the tax if the money raised from the tax were used to: reduce the federal income tax (45%); reduce the federal payroll tax (44%); give a tax refund to every American household (43%).

1. Issue Priority for the President and Congress

A majority of Americans say developing sources of clean energy and global warming should be priorities for the president and Congress.

A very large majority of Americans (87%) say the president and the Congress should make developing sources of clean energy a “very high” (26%), “high” (32%), or medium priority (28%). Few say it should be a low priority (12%).

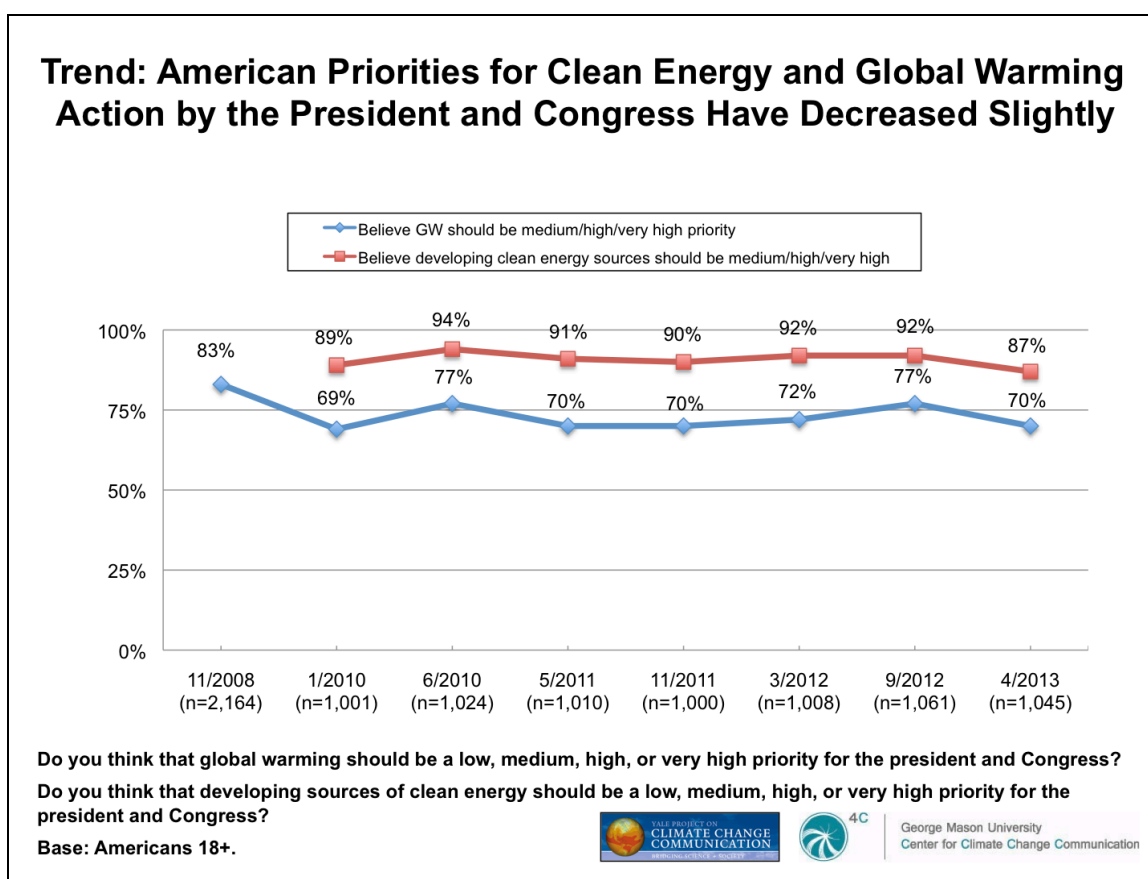
A majority of Americans (70%) say global warming should be a “very high” (16%), “high” (26%), or “medium priority” (29%) for the president and Congress. Three in ten (28%) say it should be a low priority.



Trend: American priorities for clean energy and global warming action by the president and Congress have decreased slightly.

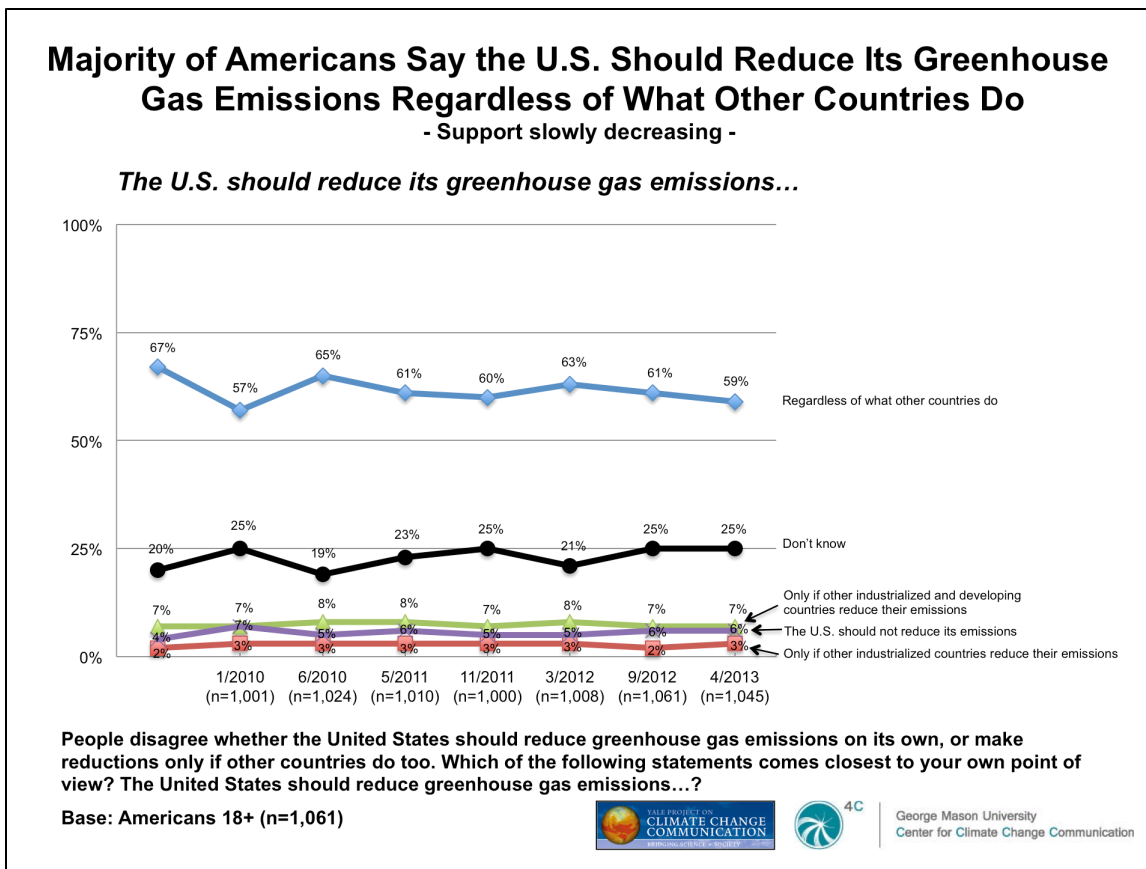
A majority of Americans say global warming should be a medium, high, or very high priority for the president and Congress (70% in April 2013 and 69% in January 2010, but down 13 percentage points since November 2008). Since Fall 2012, however, the proportion of Americans who say this has declined by 5 percentage points.

Public support for clean energy development has remained high and steady since 2010, though in April 2012 that support declined slightly (down 5 points) from September 2012.



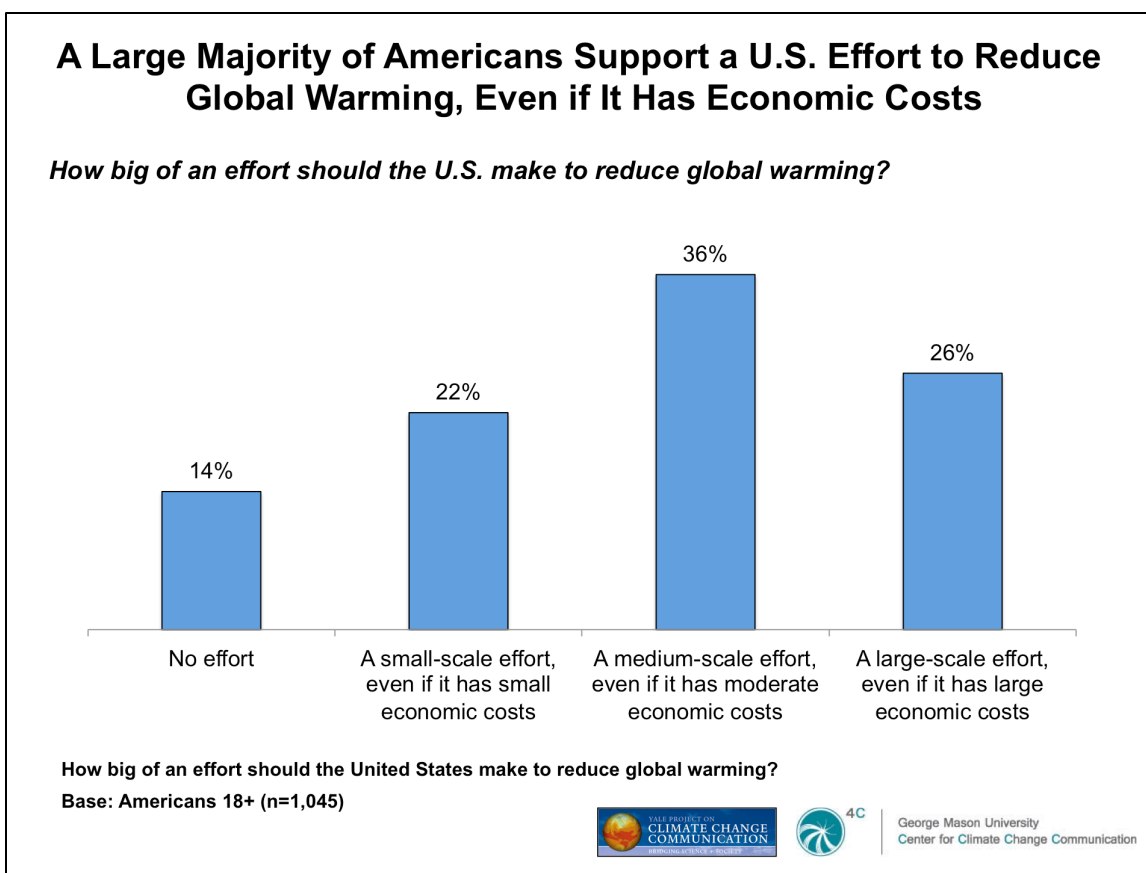
A majority of Americans say the U.S. should reduce its greenhouse gas emissions regardless of what other countries do.

Six in ten Americans (59%) say the U.S. should reduce its own greenhouse gas emissions regardless of what other countries do. Relatively few (10%) say the U.S. should reduce its emissions only if other industrialized and/or developing countries do – and only 6 percent of Americans say the U.S. should *not* reduce its greenhouse gas emissions.



A large majority of Americans support a U.S. effort to reduce global warming, even if it has economic costs.

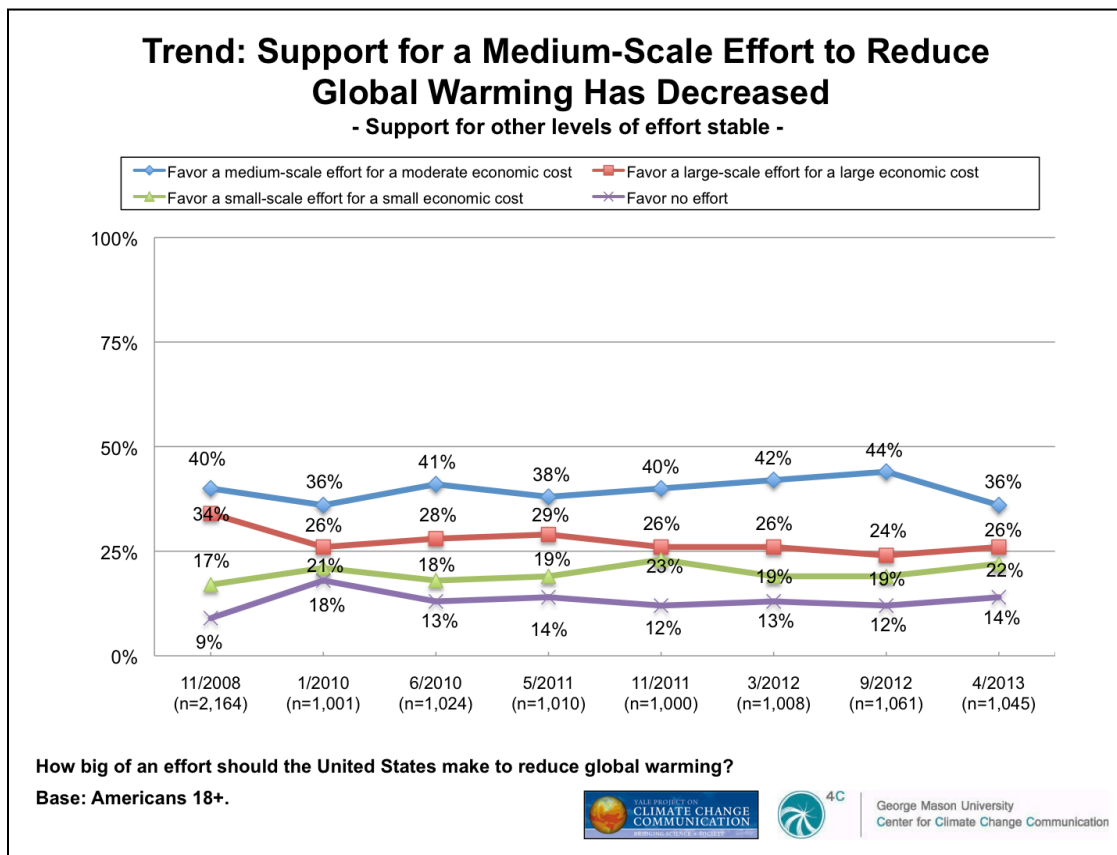
A large majority of Americans (84%) say the U.S. should make an effort to reduce global warming, even if it has economic costs. A plurality (36%) favors a medium-scale effort, even if it has moderate economic costs. One in four (26%) supports a large-scale effort even if there are large economic costs. And about one in five (22%) supports a small-scale effort, even if it has small economic costs. Relatively few (14%) say the United States should make no effort to reduce global warming at all. Some of our previous work has tried to assess more precisely how much Americans are willing to pay for specific policies, such as a national renewable portfolio standard (see Aldy, J., Kotchen, M., & Leiserowitz, A., 2012, [Willingness to pay and political support for a U.S. national clean energy standard](#). *Nature Climate Change*).



Trend: Support for a medium-scale effort to reduce global warming has decreased.

Since 2008, Americans have been most likely to support a medium-scale approach to reducing global warming, and that remains the case.

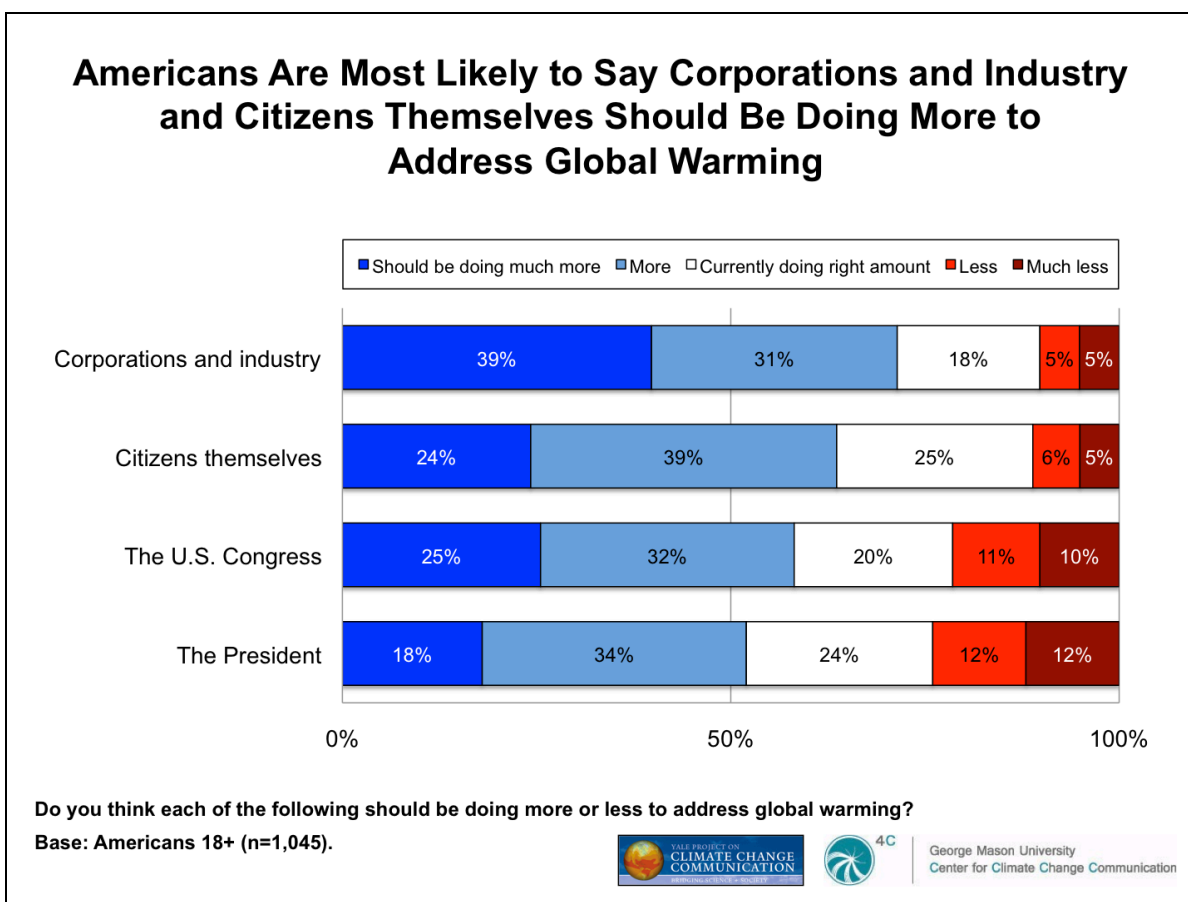
However, public support for a medium-scale effort has declined since September 2012, from 44 percent to 36 percent in April 2013, and is now the same as it was in January 2010.



2. Who Should Act on Global Warming?

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

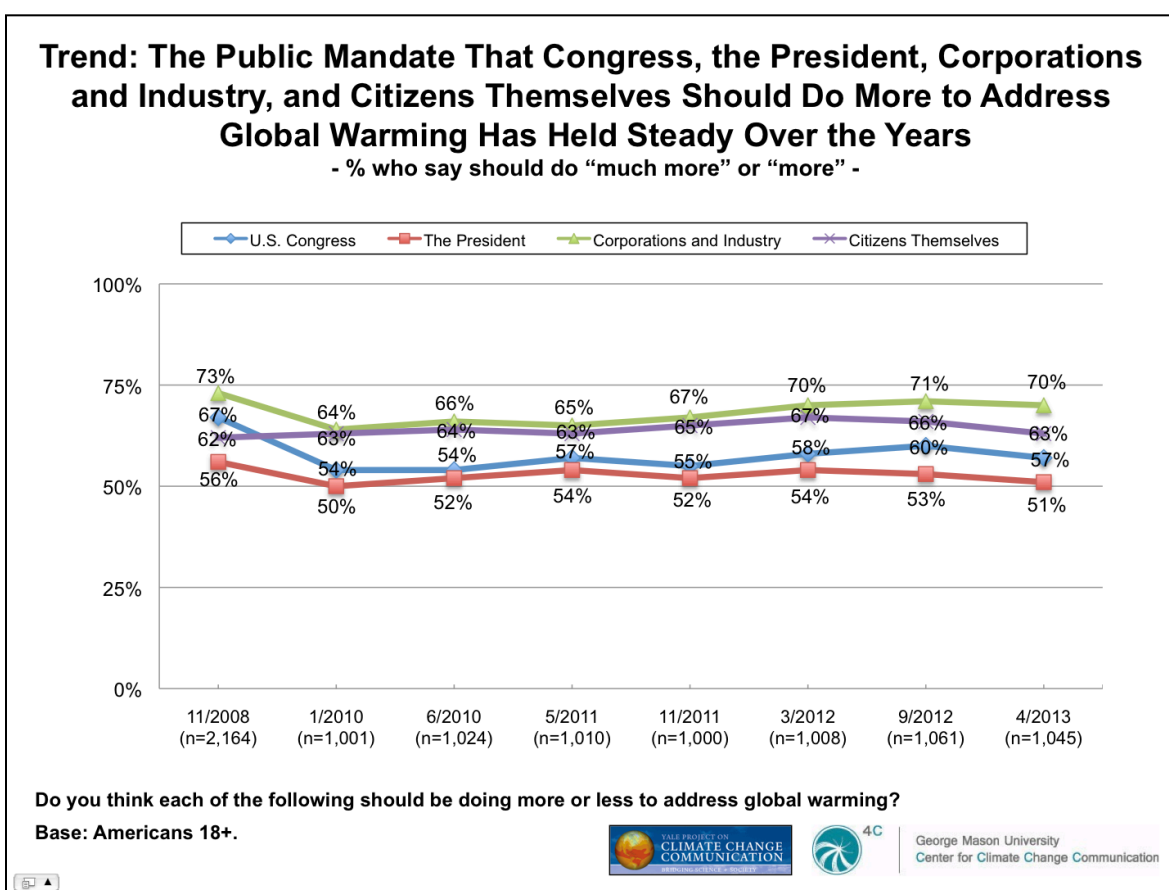
Americans say that corporations and industry (70%), citizens themselves (63%), the U.S. Congress (57%), and the president (52%) should be doing more to address global warming.



Trend: The public mandate that Congress, the president, corporations and industry, and citizens themselves should do more to address global warming has held steady over the years.

Support for action by the government and industry dropped between November 2008 and January 2010. Since then, the number of Americans who say corporations and industry should be doing more has increased 6 percentage points, from 64 percent to 70 percent.

In the same time span, Americans' mandate that citizens themselves (63% today, 63% in January 2010), Congress (57% and 54% respectively), and the president should be doing more to address global warming (51% and 50% respectively) has held steady.

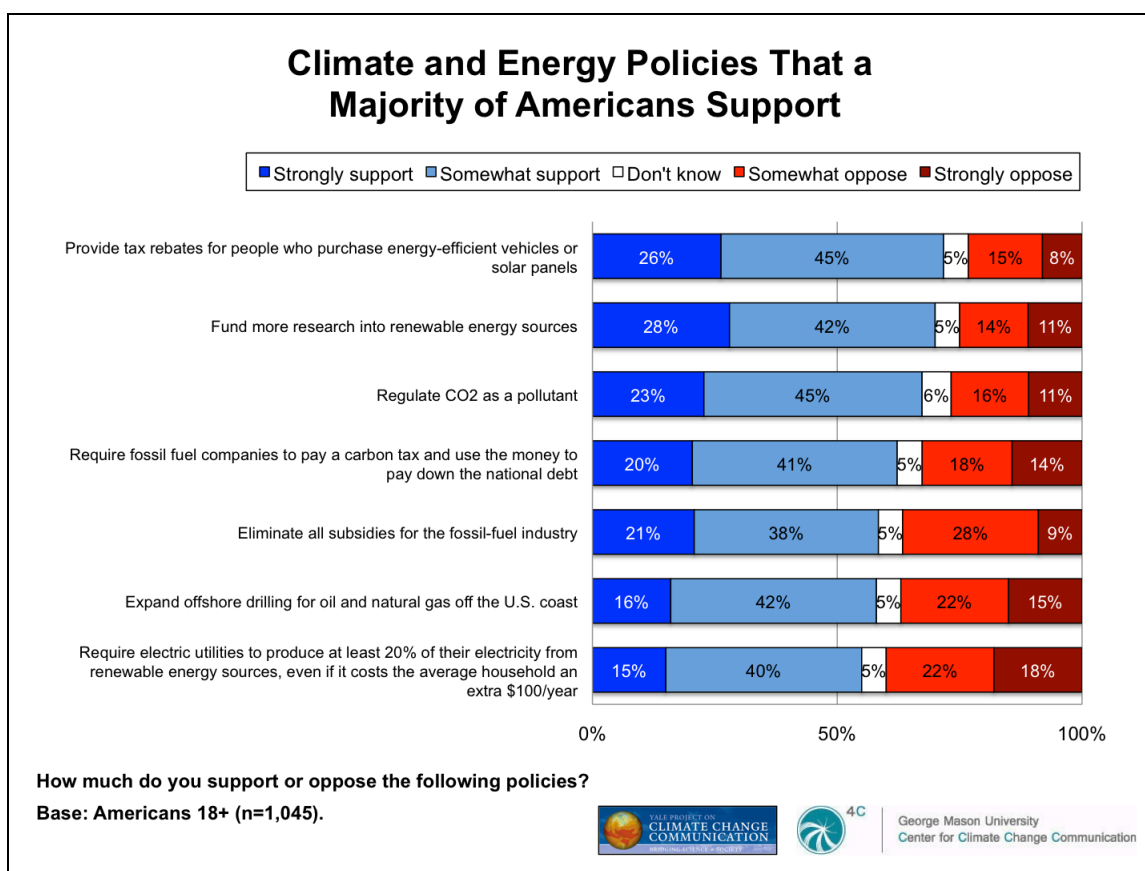


3. Support for National Policies

Climate and energy policies that a majority of Americans support.

Majorities of Americans support:

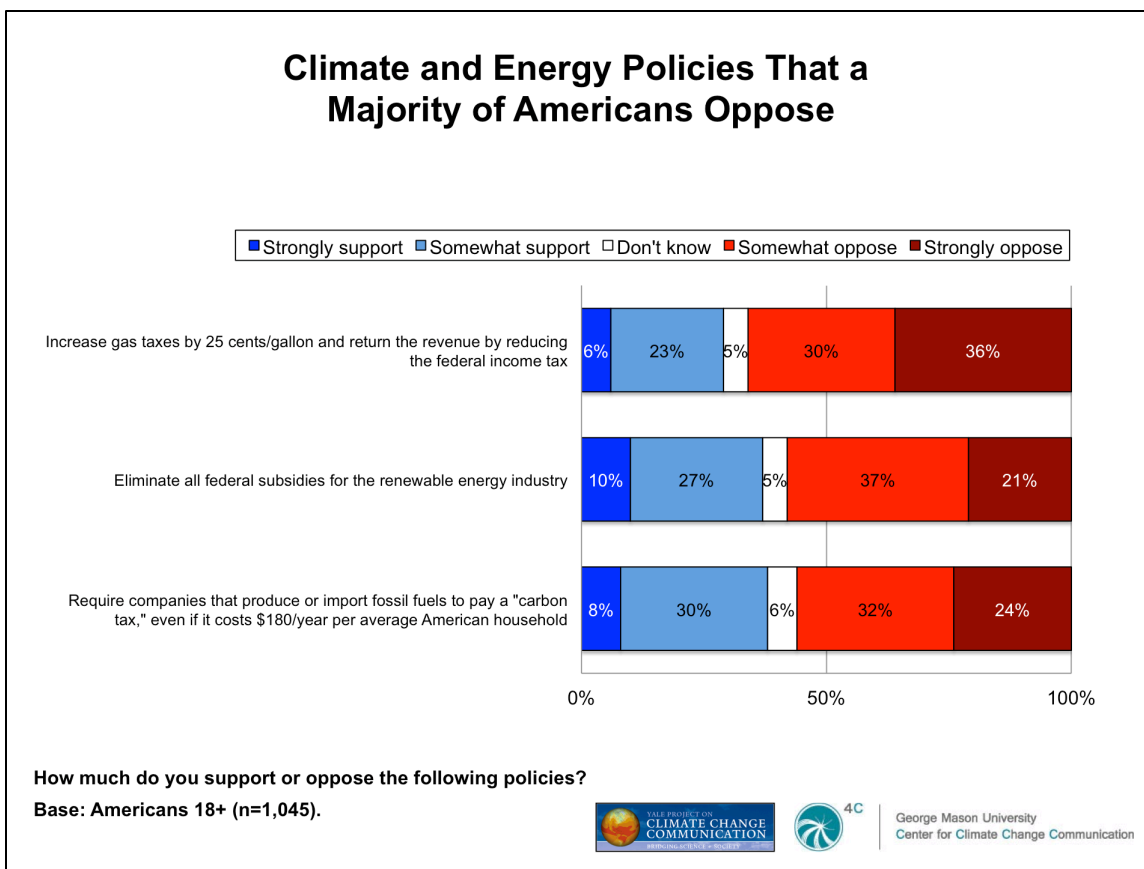
- Providing tax rebates for people who purchase energy-efficient vehicles or solar panels (71% support, 26% strongly)
- Funding more research into renewable energy sources (70% support; 28% strongly)
- Regulating CO₂ as a pollutant (68% support, 23% strongly)
- Requiring fossil fuel companies to pay a carbon tax and using the money to pay down the national debt (61% support, 20% strongly)
- Eliminating all subsidies for the fossil-fuel industry (59% support, 21% strongly)
- Expanding offshore drilling for oil and natural gas off the U.S. coast (58% support, 16% strongly)
- Requiring electric utilities to produce at least 20% of their electricity from renewable energy sources, even if it costs the average household an extra \$100 a year (55% support, 15% strongly).



Climate and energy policies that a majority of Americans oppose.

Majorities of Americans oppose:

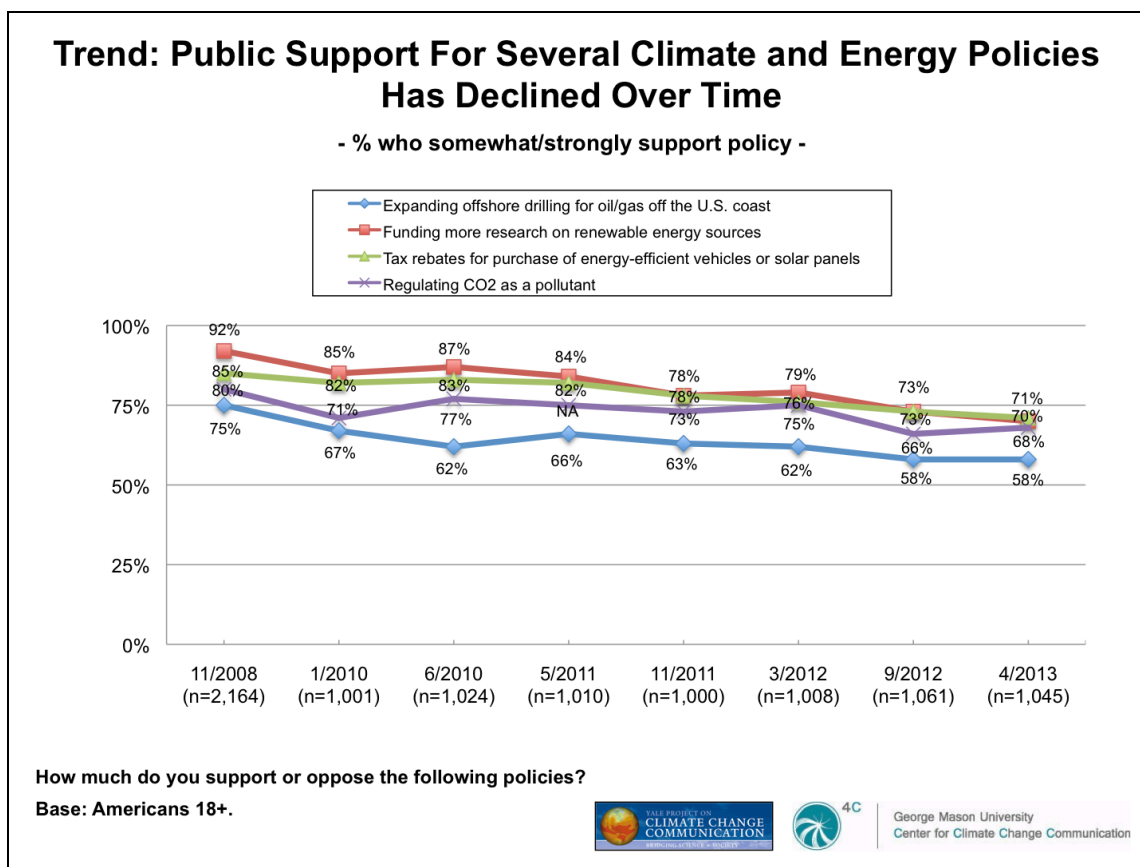
- Increasing gas taxes by 25 cents a gallon and returning the revenue by reducing the federal income tax (66% oppose, 36% strongly).
- The elimination of federal subsidies for the renewable energy industry (58% oppose, 21% strongly)
- Requiring companies that produce or import fossil fuels to pay a carbon tax that could cost the average American household \$180 a year (56% oppose, 24% strongly)



Trend: Public support for several climate and energy policies has declined over time.

Though majorities of Americans still support these policies, each of the following have steadily lost some public support since 2008:

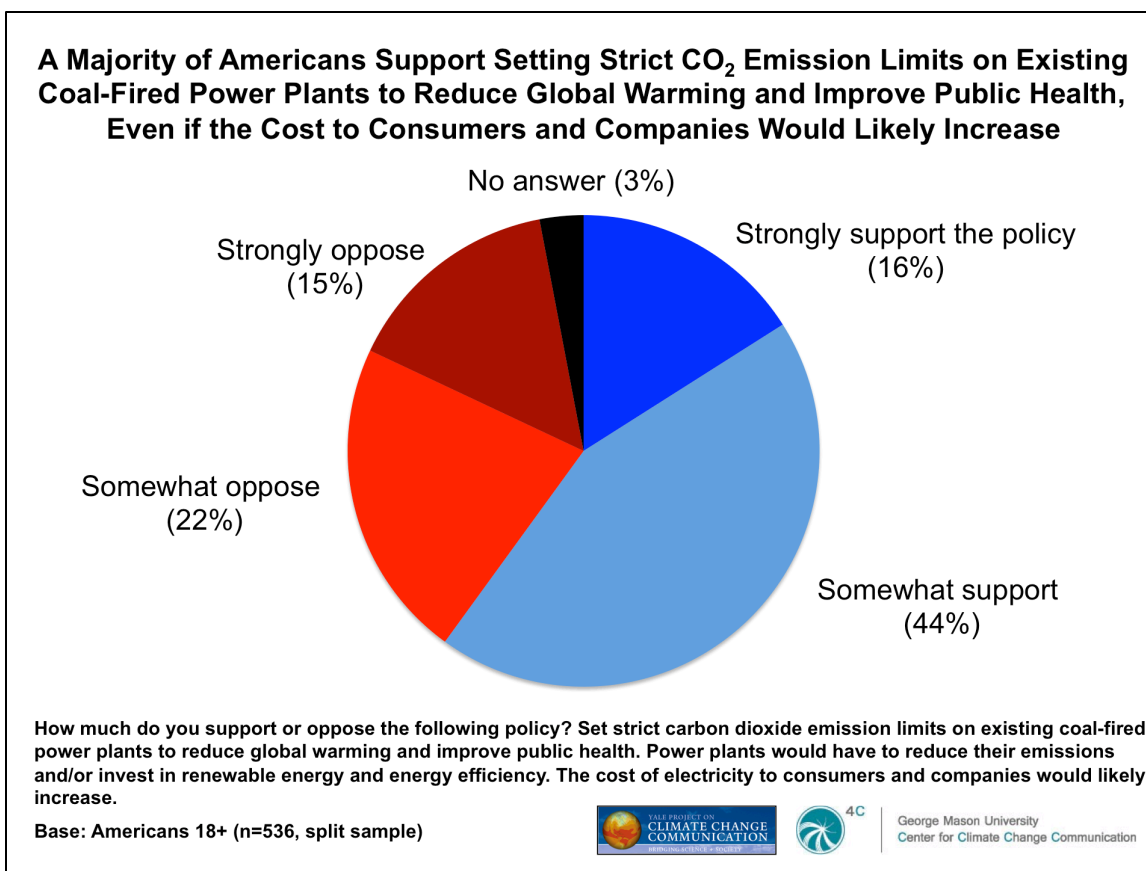
- Funding research on renewable energy sources (down 21 percentage points)
- Expanding offshore drilling (down 17 points)
- Tax rebates for the purchase of energy-efficient vehicles or solar panels (down 15 points)
- Regulating CO₂ as a pollutant (down 12 points)



A majority of Americans support setting CO₂ emission limits on existing coal-fired power plants to reduce global warming and improve public health, even if the cost of electricity to consumers and companies would likely increase.

Six in ten Americans (60%) would “strongly” (16%) or “somewhat” support setting strict carbon dioxide emission limits on coal-fired power plants to reduce global warming and improve public health. Power plants would have to reduce their emissions and/or invest in renewable energy and energy efficiency. The cost of electricity to consumers and companies would likely increase.

Fewer than half of Americans (37%) would oppose such a policy.

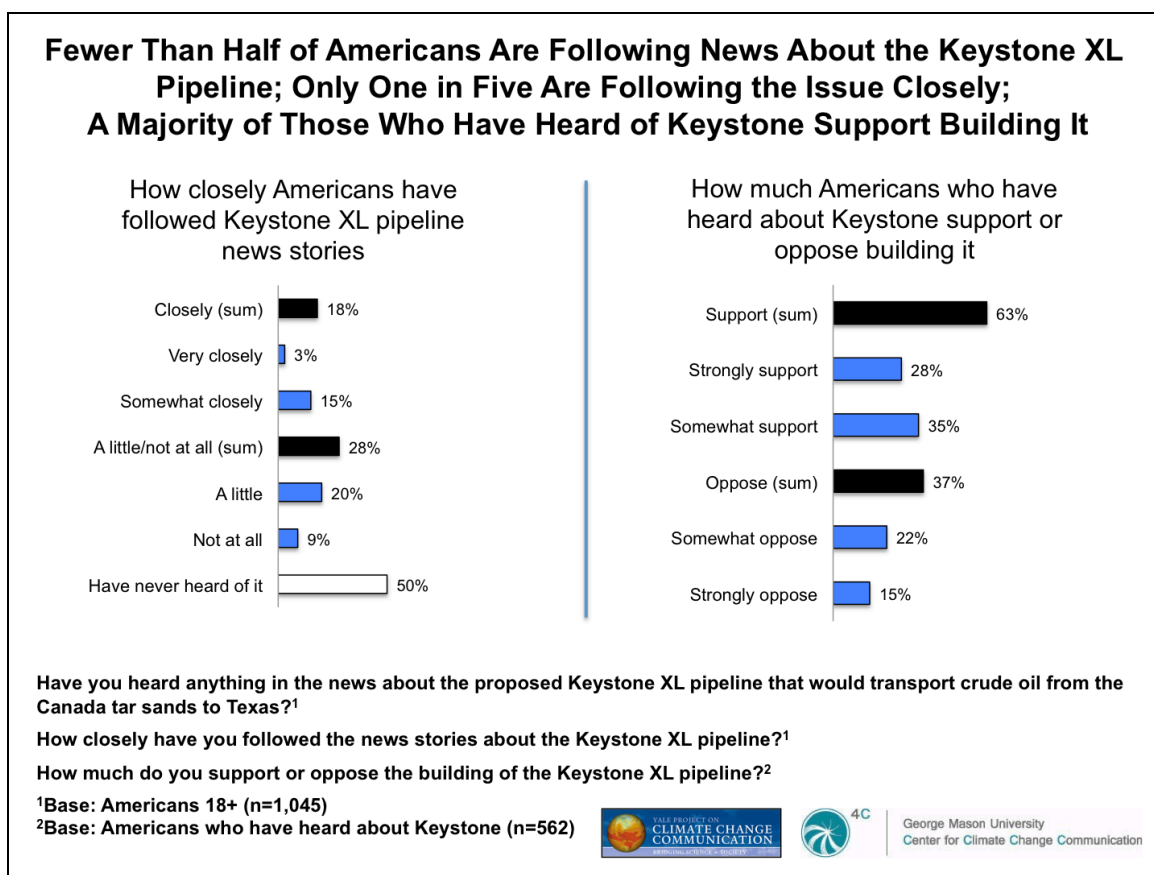


4. The Keystone XL Pipeline

Fewer than half of Americans are following news about the Keystone XL pipeline; only one in five are following the issue closely; a majority of those who have heard of Keystone support building it.

Half of Americans (50%) have heard of the Keystone XL pipeline, which would transport crude oil from the Canada tar sands to Texas. However, few Americans say they are following the issue “very” or “somewhat” closely (18%, down 5 percentage points since March 2012).

Among those Americans who have heard of the Keystone pipeline, about two in three support the project (63%, 28% strongly), while one in three oppose it (37%, 15% strongly). Opposition to the pipeline has increased 6 points since March 2012, when 31 percent opposed it.



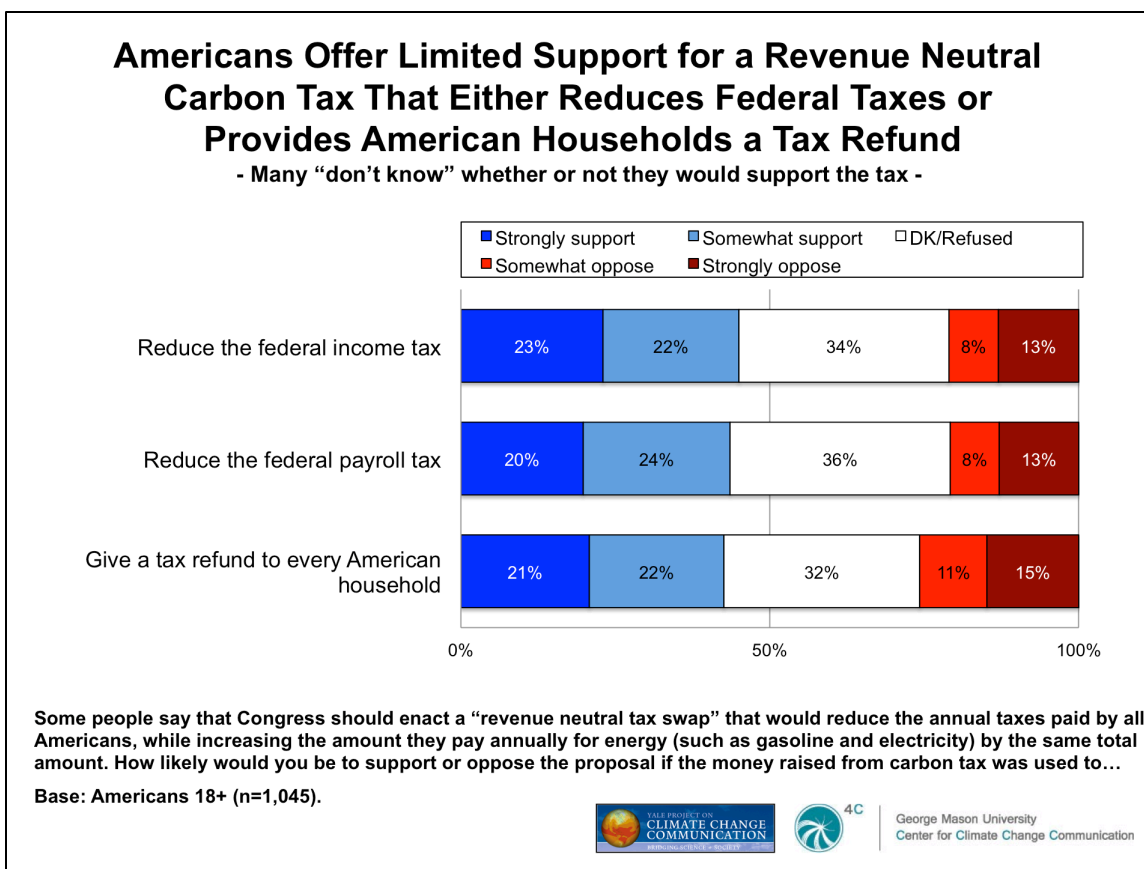
5. Limited Support for a Revenue Neutral Carbon Tax

Americans offer limited support for a revenue neutral carbon tax that either reduces federal taxes or provides American households a tax refund.

Asked their level of support for a “revenue neutral tax swap that would reduce the annual taxes paid by all Americans while increasing the amount they pay annually for energy (such as gasoline and electricity) by the same total amount,” fewer than half of Americans say they would support the tax if the money raised from the tax were used to:

- Reduce the federal income tax (45%)
- Reduce the federal payroll tax (44%)
- Give a tax refund to every American household (43%)

At the same time, fewer oppose the proposals (one in four at most), while many Americans say they simply “don’t know” if they would support or oppose the proposals.



Appendix I: Data Tables

1. Issue Priority for the President and Congress

(Base: Americans 18+)

Do you think...

Global warming should be a low, medium, high, or very high priority for the president and Congress?

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
Very high	16	18	12	12	13	17	13	21
High	26	25	28	25	27	27	25	33
Medium	29	34	32	33	31	33	31	30
Low	28	23	28	30	30	23	31	17

Developing sources of clean energy should be a low, medium, high, or very high priority for the president and Congress?

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
Very high	26	31	31	30	31	34	24	NA
High	32	38	38	35	35	37	36	NA
Medium	28	23	23	25	25	23	29	NA
Low	12	8	8	10	9	6	11	NA

NA = Not asked.

(Base: Americans 18+)

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

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

(Base: Americans 18+)

How big of an effort should the United States make to reduce global warming?

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
A large-scale effort, even if it has large economic costs	26	24	26	26	29	28	26	34
A medium-scale effort, even if it has moderate economic costs	36	44	42	40	38	41	36	40
A small-scale effort, even if it has small economic costs	22	19	19	23	19	18	21	17
No effort	14	12	13	12	14	13	18	9

2. Who Should Act on Global Warming?

(Base: Americans 18+)

Do you think each of the following should be doing more or less to address global warming?

The U.S. Congress

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
Much more	25	24	23	20	19	19	19	26
More	32	36	35	35	38	35	35	41
Currently doing the right amount	20	22	21	25	20	26	23	20
Less	11	8	12	11	11	10	10	6
Much less	10	9	9	8	12	9	15	7

President Obama

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008+
	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
Much more	18	18	19	19	19	20	17	28
More	34	35	35	33	35	32	33	38
Currently doing the right amount	24	29	25	28	22	30	26	21
Less	12	7	10	10	10	9	9	6
Much less	12	10	11	11	14	10	15	7

+President George W. Bush

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

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
Much more	39	39	40	37	34	38	33	41
More	31	32	30	30	31	28	31	32
Currently doing the right amount	18	18	18	20	18	22	21	17
Less	5	6	7	6	8	7	7	5
Much less	5	5	5	6	9	6	9	6

Citizens themselves

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

3. Support for National Policies

(Base: Americans 18+)

How much do you support or oppose the following policies?

Expand offshore drilling for oil and natural gas off the U.S. coast

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
Strongly support	16	20	24	24	28	23	21	37
Somewhat support	42	38	38	39	38	39	46	38
Somewhat oppose	22	23	23	22	20	21	21	14
Strongly oppose	15	14	16	16	14	17	12	11

Fund more research into renewable energy sources, such as solar and wind power

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
Strongly support	28	30	36	36	47	42	41	53
Somewhat support	42	43	43	42	37	45	44	39
Somewhat oppose	14	13	12	17	11	10	11	6
Strongly oppose	11	8	9	6	6	3	4	2

Provide tax rebates for people who purchase energy-efficient vehicles or solar panels

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045) %	(1,061) %	(1,008) %	(1,000) %	(1,010) %	(1,024) %	(1,001) %	(2,164) %
Strongly support	26	29	30	30	41	41	32	38
Somewhat support	45	44	46	48	41	42	50	47
Somewhat oppose	15	14	13	14	10	12	10	11
Strongly oppose	8	7	11	7	9	5	7	4

(Base: Americans 18+)

How much do you support or oppose the following policies? (Cont'd.)**Regulate carbon dioxide (the primary greenhouse gas) as a pollutant**

	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%
Strongly support	23	21	25	25	NA	26	24	30
Somewhat support	45	45	50	48	NA	51	47	50
Somewhat oppose	16	18	15	20	NA	13	14	13
Strongly oppose	11	10	11	7	NA	11	15	7

Eliminate all federal subsidies for the fossil fuel industry (oil, and natural gas), which currently total an estimated \$10.4 billion a year

	April 2013	Sept 2012
(Unweighted base)	(1,045)	(1,061)
	%	%
Strongly support	21	22
Somewhat support	38	37
Somewhat oppose	28	27
Strongly oppose	9	7

Eliminate all federal subsidies for the renewable energy industry (solar, wind, and geothermal), which currently total an estimated \$1.7 billion a year

	April 2013	Sept 2012
(Unweighted base)	(1,045)	(1,061)
	%	%
Strongly support	10	9
Somewhat support	27	24
Somewhat oppose	37	36
Strongly oppose	21	26

NA = Not asked.

(Base: Americans 18+)**How much do you support or oppose the following policies? (Cont'd.)****Increase taxes on gasoline by 25 cents per gallon and return the revenues to taxpayers by reducing the Federal income tax**

	April 2013	Sept 2012
(Unweighted base)	(1,045)	(1,061)
	%	%
Strongly support	6	8
Somewhat support	23	24
Somewhat oppose	30	30
Strongly oppose	36	32

Require companies that import or produce fossil fuels (coal, oil, and natural gas) to pay a tax (a “carbon tax”) even if it costs the average household an average of \$180 per year

	April 2013	Sept 2012
(Unweighted base)	(1,045)	(1,061)
	%	%
Strongly support	8	10
Somewhat support	30	29
Somewhat oppose	32	33
Strongly oppose	24	21

Require fossil fuel companies to pay a carbon tax and use the money to pay down the national debt

	April 2013
(Unweighted base)	(1,045)
	%
Strongly support	20
Somewhat support	41
Somewhat oppose	20
Strongly oppose	14

(Base: Americans 18+)**How much do you support or oppose the following policies? (Cont'd.)****Require electric utilities to produce at least 20% of their electricity from wind, solar, or other renewable energy sources, even if it costs the average household an extra \$100 a year**

	April 2013
(Unweighted base)	(1,045)
	%
Strongly support	15
Somewhat support	40
Somewhat oppose	22
Strongly oppose	18

(Base: Americans 18+, split sample)**How much do you support or oppose the following policy? Set strict carbon dioxide emission limits on existing coal-fired power plants to reduce global warming and improve public health. Power plants would have to reduce their emissions and/or invest in renewable energy and energy efficiency. The cost of electricity to consumers and companies would likely increase.**

	April 2013
(Unweighted base)	(536)
	%
Strongly support	16
Somewhat support	44
Somewhat oppose	22
Strongly oppose	15

4. The Keystone XL Pipeline

(Base: Americans 18+)

Have you heard anything in the news about the proposed Keystone XL pipeline that would transport crude oil from the Canada tar sands to Texas?

	April 2013	March 2012
(Unweighted base)	(1,045)	(1,008)
	%	%
Yes	48	50
No	50	37
Don't know/no answer	2	13

(Base: Americans 18+ who have heard of the Keystone XL pipeline)

How closely have you followed the news stories about the Keystone XL pipeline?

	April 2013	March 2012
(Unweighted base)	(562)	(511)
	%	%
Very closely	7	17
Somewhat closely	32	29
A little	42	43
Not at all	18	11

(Base: Americans 18+ who have heard of the Keystone XL pipeline)

How much do you support or oppose the building of the Keystone XL pipeline?

	April 2013	March 2012
(Unweighted base)	(562)	(511)
	%	%
Strongly support	28	36
Somewhat support	35	33
Somewhat oppose	22	18
Strongly oppose	15	13

5. Willingness to Support a Revenue Neutral Carbon Tax

(Base: Americans 18+)

Some people say that Congress should enact a “revenue neutral tax swap” that would reduce the annual taxes paid by all Americans, while increasing the amount they pay annually for energy (such as gasoline and electricity) by the same total amount. How likely would you be support or oppose the proposal if the money raised from the carbon tax was used to...

Reduce the federal income tax

	April 2013
(Unweighted base)	(1,045)
	%
Strongly support	23
Somewhat support	22
Somewhat oppose	8
Strongly oppose	13
Don't know	28
Prefer not to answer	7

Give a tax refund to every American household

	April 2013
(Unweighted base)	(1,045)
	%
Strongly support	21
Somewhat support	22
Somewhat oppose	11
Strongly oppose	15
Don't know	25
Prefer not to answer	7

(Base: Americans 18+)

Some people say that Congress should enact a “revenue neutral tax swap” that would reduce the annual taxes paid by all Americans, while increasing the amount they pay annually for energy (such as gasoline and electricity) by the same total amount. How likely would you be support or oppose the proposal if the money raised from the carbon tax was used to...(Cont’d)

Reduce the federal payroll tax

	April 2013
(Unweighted base)	(1,045)
	%
Strongly support	20
Somewhat support	24
Somewhat oppose	8
Strongly oppose	13
Don’t know	29
Prefer not to answer	6

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 political parties, margins of error are: Democrats (plus or minus 5 points); Independents (plus or minus 6 points); Republicans (plus or minus 6 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)
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%

