



George Mason University
Center for Climate Change Communication

Global Warming's Six Americas, June 2010

Interview dates: May 14, 2010 to June 1, 2010

Interviews: 1,024 Adults (18+)

Margin of error: +/- 3 percentage points at the 95% confidence level for the full sample.

NOTE: All results show percentages among all respondents, unless otherwise labeled. Totals may occasionally sum to more than 100 percent due to rounding.

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<http://environment.yale.edu/climate/files/SixAmericasJune2010.pdf>

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Executive Summary

<p>Introduction</p>		<p>This report extends and updates an ongoing program of research analyzing Americans’ interpretations of and responses to climate change. This research segments the American public into six audiences that range along a spectrum of concern and issue engagement from the Alarmed, who are convinced of the reality and danger of climate change, and who are highly supportive of personal and political actions to mitigate the threat, to the Dismissive, who are equally convinced that climate change is <i>not</i> occurring and that no response should be made. These six groups are not very different demographically, but are dramatically different in their beliefs and actions, as well as their basic values and political orientations. The groups were first identified in a nationally representative survey conducted in the fall of 2008, and were re-assessed in the winter of 2009/2010. The current report is the third in the series; in it we provide new insights into the informational needs of the six groups, their emotional responses to the issue, and their support for climate policies currently under discussion in Congress. Both prior reports may be accessed at: http://environment.yale.edu/climate/publications/</p>
<p>Segment Size</p>	<p>Figure 1 Table 1a</p>	<p>After the surprising changes in the size of the Six Americas in January 2010 – especially the large decrease in the proportion of the Alarmed and the large increase in the proportion of the Dismissive – the June data show a modest reversal of this trend. The proportion of Alarmed Americans rebounded slightly, while the proportion of Dismissive Americans decreased slightly.</p>
<p>Uncertainty</p>	<p>Table 2</p>	<p>Large numbers of Americans – especially those in the Cautious (65%) and Disengaged (73%) segments – said that they could easily change their minds about global warming. Nearly half of all Americans – especially the Concerned (57%), Cautious (50%), and Disengaged (63%) – said they need “some more” or “a lot more” information to form a firm opinion about global warming.</p>
<p>Questions About Global Warming</p>	<p>Table 3</p>	<p>The Alarmed and Concerned said they are particularly interested in learning more about what the United States and they personally can do to reduce global warming. The Cautious and Disengaged, however, are primarily interested in learning more about the causes and potential harms of global</p>

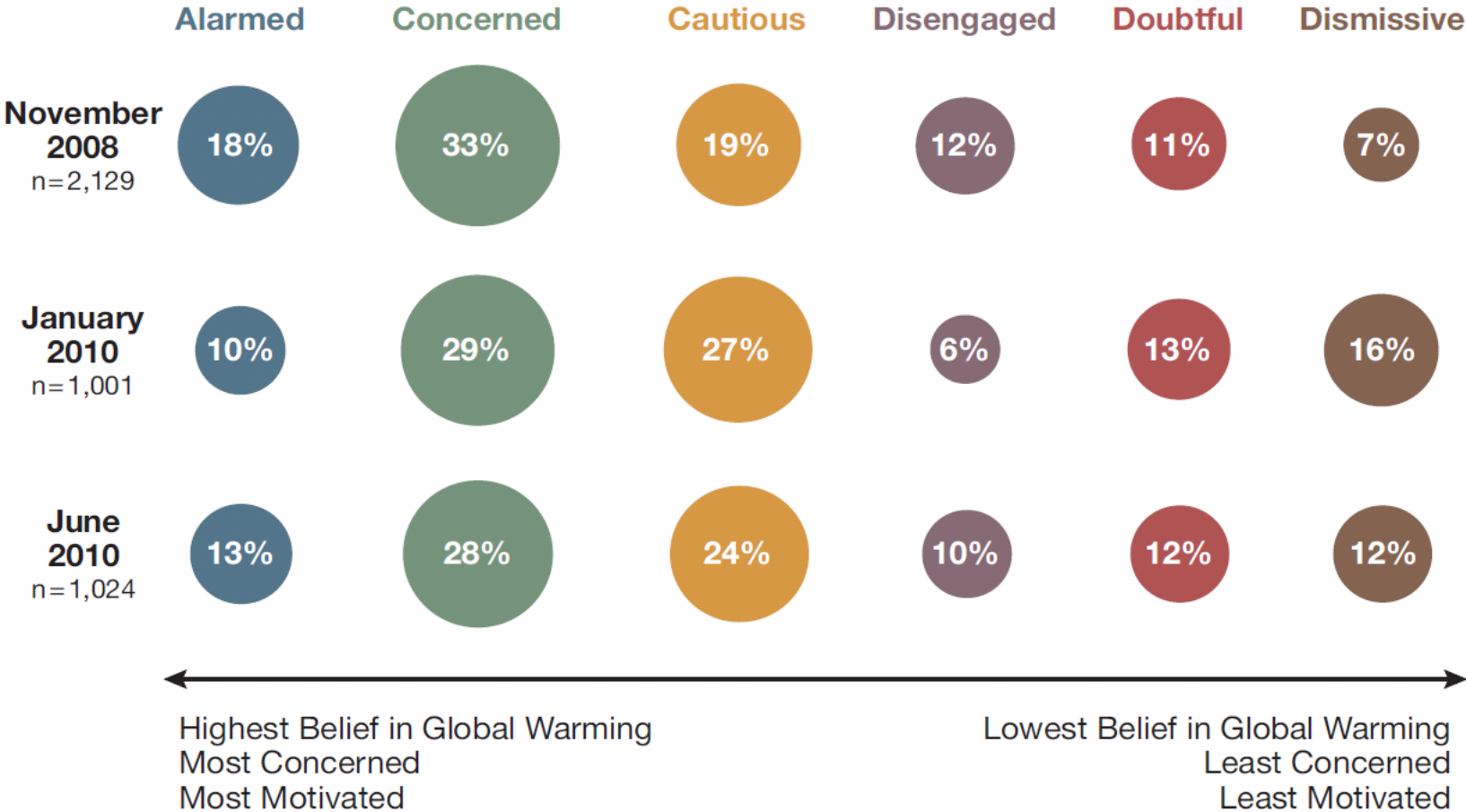
Beliefs about Causation	Table 5	warming. The Doubtful and Dismissive were most interested in learning more about whether global warming is really happening and how scientists know that it is.
Beliefs about the Science	Table 5	The vast majority of the Alarmed and Concerned are convinced that global warming is caused by human activity. Only about half of the Cautious and the Disengaged hold this belief. Conversely, a large majority of Doubtful and Dismissive said that, if it is happening, global warming is caused mostly by natural changes in the environment, while a minority said that global warming isn't happening at all.
Emotions	Table 6	Despite the prevailing scientific agreement that global warming is happening, only a minority of Americans believed that most scientists think that global warming is happening. Nearly three-quarters of Alarmed Americans said most scientists agree that global warming is happening, and half of the Concerned segment, but the majority of the other segments believed either that there is a lot of disagreement among scientists, or said they don't know.
Issue Involvement & Risk Perceptions	Table 7 Table 8a Table 8b	Feelings about global warming run high: Almost 7 out of 10 of Americans said they are interested in global warming (69%), and even 42% of Dismissives said they are moderately or very interested. Close to half of Americans said they feel disgusted, hopeful, helpless, or sad. Roughly a quarter said this issue makes them feel depressed or guilty. The Alarmed felt each emotion more strongly than the other groups. Three-quarters or more said global warming makes them feel sad, disgusted, angry, or afraid. Concerned Americans also felt strongly about the issue, with 93% interested, and two-thirds or more saying they felt sad, helpless, disgusted, or afraid. The Cautious, Disengaged and Doubtful felt much less emotion about global warming; in fact the majority of the Disengaged did not associate 7 of the 9 emotions with global warming at all. Among the Dismissive, the strongest emotions felt about global warming were disgust (55%), anger, or interest (both 42%).
Issue Involvement & Risk Perceptions	Table 7 Table 8a Table 8b	A large majority of the Alarmed and Concerned were somewhat or very worried about global warming – especially Alarmed Americans – but relatively few members of the other segments. Likewise, a large majority of the Alarmed and Concerned believed that global warming will hurt them personally, their family, members of their community, and other Americans, while relatively few people in the other segments did. Similarly, many of the Alarmed and Concerned believed

		<p>global warming is already harming people, or will within the next 10 years, while the other segments view global warming as a problem of the distant future, if at all.</p>
Personal Experience of Climate Change	Table 9	<p>The majority of the Alarmed (68%) said that they have personally experienced global warming, compared to 40% of the Concerned and Disengaged, 7% of the Doubtful, and only 3% of the Dismissive.</p>
Perceptions of Weather & Climate Change	Table 9	<p>A widespread confusion of weather and climate is apparent in public interpretations of the record snowstorms on the east coast of the United States during the prior winter, which were broadly viewed as evidence that global warming may not be occurring. Approximately three-quarters of the Dismissive (77%) and Doubtful (74%) said that the storms made them question whether global warming is occurring; and over half of the Disengaged (58%) and Cautious (53%) agreed. Even among the most concerned segments, a third or more said that the snowstorms made them question the reality of global warming (37% of the Concerned and 34% of the Alarmed).</p>
Energy Conservation Actions & Intentions	Table 12 Table 13	<p>Regardless of their beliefs about global warming, large numbers of Americans said they engage in energy conservation actions at home - turning off lights and electronics, reducing their use of heating and air conditioning, conserving water and replacing incandescent bulbs with compact fluorescents. The Alarmed and Concerned were somewhat more likely to engage in these actions, but the differences between all of the segments were not large. Alarmed and Concerned Americans were much more likely, however, to say that they intend to conserve more in the future.</p>
Consumer & Political Activism	Table 15 Table 16	<p>A large majority of the Alarmed – and a modest minority of the Concerned and Cautious -- said they use their consumer purchasing power to reward or punish companies, based on their climate change-related activities. A solid majority of Alarmed and Concerned Americans said they plan to do this more frequently over the next year, as do a quarter of the Cautious. Conversely, few Americans – including relatively few of the Alarmed – have engaged in advocacy or volunteerism to encourage solutions. A minority of the Alarmed, however, said they do intend to take certain citizen actions more frequently over the next year.</p>

Interpersonal Communication	Table 19	Global warming is a topic of conversation with friends and family members for a minority of Americans. Most of the Alarmed (76%) discuss the topic occasionally or often, but less than 40% of the Concerned do. Interestingly, however, nearly half (48%) of the Dismissive discuss global warming occasionally or often.
Family Communication	Table 20	Parents in all segments were much more likely to discuss energy conservation than global warming with their children. This difference was most marked among the Disengaged: over half discuss saving energy with their children, while only 4% discuss global warming. Nonetheless, many parents do discuss global warming: 71% of the Alarmed said they discuss the issue occasionally or often with their children, as did roughly a third of the Concerned and Dismissive. Reported conversations on the issue were relatively rare in the remaining three groups. Parents and children were highly likely to agree on the issue, with three-quarters or more of adults in each segment saying that they and their children agree.
Opinion Leadership	Table 21	The Alarmed and Dismissive were more likely than the other segments to be opinion leaders on the issue. They discuss it more often with others, give information and advice, and believe that others perceive them to be good sources of information about the issue. The Alarmed, however, were higher than the Dismissives on all these dimensions - the Dismissives are higher than average, but lower than the Alarmed. In addition, the Concerned also take many opinion leadership actions at levels comparable to the Dismissive. Overall, the results suggest a much higher number of opinion leaders in the U.S. that support action on climate change than opinion leaders who oppose it.
Climate & Energy Policies	Table 25	A majority of Americans supported all of the climate and energy policies assessed in this research, with the exception of a gasoline tax, which was supported by just over a third (35%). As would be expected, the more concerned segments were more supportive of climate-change policies than the less concerned, but views were much more polarized on some policies than others. In particular, regulation of carbon dioxide as a pollutant showed the largest disparities: three-quarters of the public somewhat or strongly supported the policy (77%), with two-thirds of Alarmed Americans strongly supporting it, compared to only 5 percent of the Dismissive.

Offshore Drilling Support	Figure 2	As of June 1 - at an early stage in the public's awareness of and reaction to the BP oil spill disaster in the Gulf of Mexico - nearly two-thirds of Americans supported the expansion of offshore oil drilling, with support from 81% of the Dismissive, declining to 45% of the Alarmed. Interestingly, the Alarmed and Dismissive held much stronger views, with most either strongly supporting or opposing expanded offshore drilling, than the other segments, in which most held weaker views, saying they only "somewhat" supported or opposed expanded drilling.
Climategate & IPCC Errors	Table 26 Table 27	The Dismissive were much more likely to have heard about and closely followed news about: (1) the unauthorized release of emails between US and English climate scientists, dubbed "Climategate" by climate skeptics and adopted by many journalists, and (2) the discovery of several errors in the synthesis reports of the Intergovernmental Panel on Climate Change. The Alarmed also paid higher than average attention to these stories, but the stories had little impact on their views about the reality of climate change or the trustworthiness of scientists. The Dismissive and Doubtful, however, said that these stories made them more certain climate change is not occurring and decreased their trust in climate scientists.
Party Identification & Political Ideology	Table 31	The Doubtful and Dismissive were much more likely to identify themselves as politically conservative or Republican, while the Alarmed and Concerned were more likely to identify themselves as liberals or Democrats. The Dismissive were the most likely to identify themselves as part of the Tea Party movement (40%), followed by the Doubtful (23%). The other four segments had relatively few Tea Party members.

Figure 1: Proportion of the U.S. Population in the Six Americas



Proportion represented by area

TABLE 1a | Segment Sizes, January & June, 2010

	Total		Alarmed		Concerned		Cautious		Disengaged		Doubtful		Dismissive	
	Jun	Jan	Jun	Jan	Jun	Jan	Jun	Jan	Jun	Jan	Jun	Jan	Jun	Jan
Month of Survey														
Proportion of Population	100	100	13	10	28	29	24	27	10	6	12	13	12	16
N	1024	1001	137	98	288	288	249	269	99	56	125	131	126	158

TABLE 1b | Global Warming Belief and Certainty

Do you think global warming is happening? How sure are you that global warming (is happening/is not happening)?

	Jun	Jan	Jun	Jan	Jun	Jan	Jun	Jan	Jun	Jan	Jun	Jan	Jun	Jan
<i>Extremely sure global warming is happening</i>	12	14	53	61	15	22	2	2	2	12	2	0	1	2
<i>Very sure global warming is happening</i>	22	20	33	31	48	42	10	15	14	0	4	6	0	1
<i>Somewhat sure global warming is happening</i>	25	21	14	5	29	28	46	36	18	23	9	9	6	5
<i>Not at all sure global warming is happening</i>	2	3	0	0	1	2	4	4	5	0	2	6	0	1
<i>Don't know</i>	21	23	0	3	7	5	30	38	58	65	36	39	14	13
<i>Not at all sure global warming is not happening</i>	1	1	0	0	0	1	0	0	0	0	2	8	3	1
<i>Somewhat sure global warming is not happening</i>	8	7	0	0	0	0	7	5	3	0	33	21	17	16
<i>Very sure global warming is not happening</i>	6	6	0	0	0	0	1	1	0	0	12	8	32	29
<i>Extremely sure global warming is not happening</i>	4	5	0	0	0	0	1	0	0	0	1	2	28	32

TABLE 2 | Attitudinal Certainty and Need for Additional Information to Decide

How much do you agree or disagree with the following statement? "I could easily change my mind about global warming."	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>Strongly agree</i>	5	5	3	9	13	3	1
<i>Somewhat agree</i>	32	1	26	56	60	35	9
<i>Somewhat disagree</i>	36	23	45	30	23	53	33
<i>Strongly disagree</i>	27	71	26	4	4	9	58

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?

<i>I need a lot more information</i>	20	16	16	20	43	28	6
<i>I need some more information</i>	27	21	41	30	20	16	11
<i>I need a little more information</i>	29	30	28	39	16	38	13
<i>I do not need any more information</i>	24	33	15	11	21	18	70

TABLE 3 | Questions About Global Warming

If you had the opportunity, what kinds of questions would you like to ask an expert on global warming? (Check all that apply.)	<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Is global warming really happening?	25	17	24	22	30	27	35
How do you know that global warming is happening?	42	22	35	49	36	66	50
What causes global warming?	32	28	32	39	41	29	20
What harm will global warming cause?	42	42	45	55	43	34	14
What can the United States do to reduce global warming?	44	78	69	33	32	20	6
What can I do to reduce global warming?	35	62	55	28	26	14	3
Other	13	17	9	8	11	12	33
<i>Average number of questions would like to ask</i>	2.3	2.7	2.7	2.3	2.2	2.0	1.6
If you could only ask the expert on global warming <i>one question</i> , which question would you ask?							
Is global warming really happening?	8	4	3	3	14	17	19
How do you know that global warming is happening?	24	7	10	31	18	48	39
What causes global warming?	9	7	7	16	18	8	1
What harm will global warming cause?	18	15	16	28	25	13	5
What can the United States do to reduce global warming?	22	47	40	11	20	2	2
What can I do to reduce global warming?	10	17	18	6	10	3	0
Other	12	12	7	8	10	9	33
<i>Total*</i>	103	110	101	103	116	99	98

* Some columns total to more than 100% because some respondents chose more than one question.

TABLE 4 | Information-Seeking and Attention

How much attention do you pay to information about...		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Global warming?	<i>A lot</i>	16	57	15	2	3	3	22
	<i>Some</i>	39	41	53	32	34	30	36
	<i>A little</i>	37	1	31	60	44	48	28
	<i>None</i>	8	1	1	6	19	19	14
Conserving energy?	<i>A lot</i>	28	65	35	12	11	22	22
	<i>Some</i>	46	34	44	55	44	42	50
	<i>A little</i>	24	1	20	31	38	32	24
	<i>None</i>	3	0	2	2	6	4	3
In the past 30 days, how much have you actively looked for information about...								
Global warming?	<i>A lot</i>	2	7	3	1	0	2	3
	<i>Some</i>	18	40	14	10	12	14	23
	<i>A little</i>	20	24	26	17	17	9	20
	<i>None</i>	60	30	57	72	70	75	54
Conserving energy?	<i>A lot</i>	5	13	7	3	0	3	3
	<i>Some</i>	22	38	22	14	20	17	26
	<i>A little</i>	25	21	29	26	24	23	22
	<i>None</i>	48	28	43	57	56	56	48

TABLE 5 | Beliefs

	<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Assuming global warming is happening, do you think it is...¹							
<i>Caused mostly by human activities</i>	50	91	75	46	48	10	2
<i>Caused by human activities and natural changes²</i>	7	6	11	7	10	1	0
<i>Caused mostly by natural changes in the environment</i>	35	2	14	43	27	80	64
<i>None of the above because global warming isn't happening</i>	6	0	0	2	11	9	30
<i>Other (Please specify)</i>	1	1	0	0	2	1	4
<i>Don't know²</i>	1	0	0	2	3	0	0
Which comes closer to your own view?¹							
<i>Most scientists think global warming is happening</i>	34	72	50	28	15	8	6
<i>There is a lot of disagreement</i>	45	23	36	48	27	70	70
<i>Most scientists think global warming is not happening</i>	4	1	1	2	0	8	21
<i>Don't know enough to say</i>	17	3	13	22	58	14	4
Personally, how well informed do you feel you are about global warming?							
<i>Very well informed</i>	13	31	7	2	8	12	32
<i>Fairly well informed</i>	49	60	61	42	22	44	54
<i>Not very well informed</i>	35	9	32	54	58	38	12
<i>Not at all informed</i>	3	0	1	2	12	6	2

¹First and third responses were rotated in the survey.

²Volunteered.

TABLE 6 | Emotions

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

		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Interested	<i>Very</i>	20	58	29	8	8	2	11
	<i>Moderately</i>	49	41	64	53	36	43	31
	<i>Not very</i>	15	0	5	26	16	31	15
	<i>Not at all</i>	16	1	2	13	40	25	43
Disgusted	<i>Very</i>	15	36	14	3	7	7	33
	<i>Moderately</i>	34	46	49	30	20	18	20
	<i>Not very</i>	23	8	27	37	15	30	5
	<i>Not at all</i>	28	9	10	30	58	45	43
Helpless	<i>Very</i>	12	22	20	5	10	4	6
	<i>Moderately</i>	33	45	45	38	20	17	11
	<i>Not very</i>	24	20	27	32	18	24	6
	<i>Not at all</i>	31	13	8	25	53	55	78
Hopeful	<i>Very</i>	11	22	13	4	12	5	11
	<i>Moderately</i>	36	33	42	48	27	27	14
	<i>Not very</i>	30	39	38	31	16	24	15
	<i>Not at all</i>	24	6	7	17	46	44	60
Sad	<i>Very</i>	11	33	19	2	2	1	2
	<i>Moderately</i>	34	52	51	30	24	11	12
	<i>Not very</i>	21	12	19	33	16	23	9
	<i>Not at all</i>	35	2	11	34	58	65	76

TABLE 6 | Emotions, continued

How strongly do you feel the following emotions when you think about the issue of global warming?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Angry	<i>Very</i>	10	31	10	0	2	2	19
	<i>Moderately</i>	31	47	42	23	18	20	23
	<i>Not very</i>	29	16	38	41	23	27	2
	<i>Not at all</i>	31	6	9	36	57	52	56
Afraid	<i>Very</i>	9	29	14	3	3	0	3
	<i>Moderately</i>	28	46	48	22	26	3	3
	<i>Not very</i>	28	21	27	42	13	39	7
	<i>Not at all</i>	35	4	11	33	57	58	86
Guilty	<i>Very</i>	3	11	5	2	0	0	0
	<i>Moderately</i>	24	45	35	19	17	10	2
	<i>Not very</i>	32	27	44	43	16	26	3
	<i>Not at all</i>	41	16	17	36	67	64	94
Depressed	<i>Very</i>	3	13	4	0	1	0	4
	<i>Moderately</i>	19	35	27	16	16	4	5
	<i>Not very</i>	32	35	44	41	16	18	10
	<i>Not at all</i>	46	17	25	43	67	78	81

TABLE 7 | Issue Involvement

		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
How important is the issue of global warming to you personally?	<i>Extremely important</i>	6	38	2	0	2	1	2
	<i>Very important</i>	18	51	30	4	8	4	2
	<i>Somewhat important</i>	38	10	63	52	45	13	6
	<i>Not too important</i>	24	1	6	40	30	56	24
	<i>Not at all important</i>	14	0	0	4	15	26	66
How much had you thought about global warming before today?	<i>A lot</i>	18	60	15	4	2	9	27
	<i>Some</i>	37	37	53	29	30	27	35
	<i>A little</i>	32	2	27	54	26	48	21
	<i>Not at all</i>	13	0	5	13	41	17	17
How worried are you about global warming?	<i>Very worried</i>	12	58	13	1	2	0	0
	<i>Somewhat worried</i>	41	41	80	37	30	6	2
	<i>Not very worried</i>	30	1	6	58	49	56	18
	<i>Not at all worried</i>	18	0	1	4	19	38	81

TABLE 8a | Risk Perceptions: Who Is at Risk

How much do you think global warming will harm:		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
You personally	<i>A great deal</i>	10	43	12	1	2	0	0
	<i>A moderate amount</i>	21	34	41	20	0	4	0
	<i>Only a little</i>	27	19	29	52	0	27	2
	<i>Not at all</i>	24	1	6	22	2	47	90
	<i>Don't know</i>	18	3	13	4	96	23	7
Your family	<i>A great deal</i>	11	50	15	1	0	1	0
	<i>A moderate amount</i>	25	34	47	28	2	1	0
	<i>Only a little</i>	24	12	24	47	0	29	2
	<i>Not at all</i>	21	0	3	16	1	43	90
	<i>Don't know</i>	19	4	11	8	97	26	8
Your community	<i>A great deal</i>	11	52	14	2	0	0	0
	<i>A moderate amount</i>	25	37	48	26	0	1	0
	<i>Only a little</i>	23	7	25	48	2	28	3
	<i>Not at all</i>	21	0	3	15	1	43	89
	<i>Don't know</i>	19	4	10	9	97	28	8
People in the United States	<i>A great deal</i>	16	65	23	3	0	1	0
	<i>A moderate amount</i>	28	29	55	35	0	2	2
	<i>Only a little</i>	22	3	17	45	1	41	2
	<i>Not at all</i>	17	0	0	7	2	30	89
	<i>Don't know</i>	17	3	5	9	97	26	7

TABLE 8a | Risk Perceptions: Who Is at Risk, continued

How much do you think global warming will harm:		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
People in other modern industrialized countries	<i>A great deal</i>	17	60	28	5	1	1	0
	<i>A moderate amount</i>	28	35	52	36	0	3	1
	<i>Only a little</i>	21	3	14	47	1	40	1
	<i>Not at all</i>	15	0	1	3	0	27	90
	<i>Don't know</i>	18	3	6	9	98	29	8
People in developing countries	<i>A great deal</i>	22	74	36	8	0	2	0
	<i>A moderate amount</i>	28	22	46	42	1	11	1
	<i>Only a little</i>	17	1	11	38	0	34	3
	<i>Not at all</i>	15	0	0	3	0	25	90
	<i>Don't know</i>	18	2	6	9	99	29	6
Future generations of people	<i>A great deal</i>	39	92	77	21	0	3	1
	<i>A moderate amount</i>	22	5	20	59	0	9	0
	<i>Only a little</i>	11	1	0	16	0	54	2
	<i>Not at all</i>	12	0	0	3	0	3	87
	<i>Don't know</i>	16	2	2	2	100	31	10
Plant and animal species	<i>A great deal</i>	40	94	79	21	1	4	0
	<i>A moderate amount</i>	21	4	18	55	2	10	1
	<i>Only a little</i>	12	1	0	23	0	46	3
	<i>Not at all</i>	13	0	0	1	0	10	90
	<i>Don't know</i>	15	2	2	1	97	30	6

TABLE 8b | Risk Perceptions: When Harm Will Occur

When do you think global warming will start to harm people in the United States?	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>They are being harmed now</i>	29	82	41	12	30	1	2
<i>In 10 years</i>	12	7	21	17	10	1	0
<i>In 25 years</i>	12	7	16	18	11	6	1
<i>In 50 years</i>	13	3	17	26	8	10	0
<i>In 100 years</i>	15	1	6	22	18	47	3
<i>Never</i>	19	0	0	5	24	36	95

When do you think global warming will start to harm other people around the world?

<i>They are being harmed now</i>	32	82	47	19	31	2	0
<i>In 10 years</i>	11	6	17	17	11	3	0
<i>In 25 years</i>	12	10	14	20	10	9	1
<i>In 50 years</i>	12	1	16	24	6	11	0
<i>In 100 years</i>	13	1	5	18	19	43	3
<i>Never</i>	18	0	0	3	23	31	96

TABLE 9 | Perceptions of Weather and Climate

	<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
I have personally experienced the effects of global warming.							
<i>Strongly Agree</i>	5	19	5	3	2	2	1
<i>Somewhat Agree</i>	25	49	35	18	36	5	2
<i>Somewhat</i>	35	27	43	47	40	24	7
<i>Strongly Disagree</i>	35	6	18	32	21	69	90

The record snowstorms this winter in the eastern United States make me question whether global warming is occurring.							
<i>Strongly Disagree</i>	20	46	29	5	9	11	17
<i>Somewhat</i>	29	21	34	42	34	15	7
<i>Somewhat Agree</i>	35	22	31	43	46	44	28
<i>Strongly Agree</i>	16	12	6	10	12	30	49

TABLE 9 | Perceptions of Weather and Climate, continued

Did the winter in your local area bring more snow or rain, less snow or rain, or was it no different than normal?	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>Much more snow or rain than normal</i>	31	40	31	27	28	27	34
<i>A little more snow or rain than normal</i>	30	27	33	29	22	35	33
<i>No different than normal</i>	25	11	21	31	37	27	23
<i>A little less snow or rain than normal</i>	11	17	11	11	9	10	9
<i>Much less snow or rain than normal</i>	3	5	3	2	3	0	2

Was the winter in your local area warmer, colder, or no different than normal?	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>Much colder than normal</i>	21	27	21	16	22	15	27
<i>A little colder than normal</i>	37	37	37	32	31	42	46
<i>No different than normal</i>	24	20	18	30	31	26	21
<i>A little warmer than normal</i>	16	14	21	18	8	17	3
<i>Much warmer than normal</i>	3	2	2	4	8	1	2

TABLE 10 | Impact of the Economic Downturn

How much has the economic downturn in this country since 2008 personally hurt you and your family?	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>A lot</i>	28	37	31	21	28	30	28
<i>Some</i>	34	36	37	35	31	35	25
<i>A little</i>	27	21	26	32	26	21	34
<i>Not at all</i>	10	7	7	12	16	14	13

With the economy in such bad shape, the US can't afford to reduce global warming.

<i>Strongly Agree</i>	13	7	3	8	4	26	48
<i>Somewhat Agree</i>	30	7	24	37	44	48	28
<i>Somewhat Disagree</i>	42	33	54	52	44	23	16
<i>Strongly Disagree</i>	15	53	19	3	7	2	8

TABLE 11 | Environmental protection and economic growth

		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Overall, do you think that protecting the environment...	<i>Improves economic growth and provides new jobs</i>	56	89	73	53	47	30	18
	<i>Has no effect on economic growth or jobs</i>	25	9	17	27	42	36	35
	<i>Reduces economic growth and costs jobs</i>	18	1	9	20	11	34	46
When there is a conflict between environmental protection and economic growth, which do you think is more important?	<i>Economic growth, even if it leads to environmental problems</i>	35	3	16	43	36	60	74
	<i>Protecting the environment, even if it reduces economic growth</i>	65	97	84	57	64	40	26

TABLE 12 | Conservation Actions

How often do you do this now?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Turn off the lights when they are not needed	<i>Always</i>	57	69	56	56	62	51	47
	<i>Often</i>	33	27	36	31	24	35	40
	<i>Sometimes</i>	7	2	6	9	12	10	7
	<i>Rarely</i>	1	1	0	1	0	0	0
	<i>Never</i>	2	1	0	2	1	3	3
	<i>Not Applicable</i>	1	0	1	0	1	0	2
Turn off electronics, like TVs and computers, when they're not being used	<i>Always</i>	44	49	44	42	51	36	42
	<i>Often</i>	34	40	37	36	22	30	27
	<i>Sometimes</i>	16	11	13	16	21	28	18
	<i>Rarely</i>	4	1	6	3	2	2	7
	<i>Never</i>	2	0	1	3	3	4	3
	<i>Not Applicable</i>	0	0	0	0	1	0	2
Recycle everything possible at home	<i>Always</i>	34	56	39	26	34	21	28
	<i>Often</i>	22	19	20	30	21	18	18
	<i>Sometimes</i>	20	4	21	20	22	27	25
	<i>Rarely</i>	12	10	11	13	11	20	10
	<i>Never</i>	10	10	7	6	10	14	18
	<i>Not Applicable</i>	2	1	1	4	1	1	1
In the winter, set the thermostat to 68 degrees or cooler	<i>Always</i>	34	43	40	28	35	24	33
	<i>Often</i>	22	24	17	29	16	25	17
	<i>Sometimes</i>	16	10	14	19	18	26	12
	<i>Rarely</i>	10	16	12	7	9	10	7
	<i>Never</i>	10	1	11	5	17	11	24
	<i>Not Applicable</i>	7	7	7	11	5	3	6

TABLE 12 | Conservation Actions, continued

How often do you do this now?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
In the summer, set the thermostat to 76 degrees or warmer or use less air conditioning	<i>Always</i>	29	34	31	27	28	23	27
	<i>Often</i>	23	28	22	19	16	27	29
	<i>Sometimes</i>	18	13	15	24	20	20	14
	<i>Rarely</i>	10	7	9	13	13	12	10
	<i>Never</i>	9	3	11	7	8	11	10
	<i>Not Applicable</i>	11	15	12	10	16	7	10
Carry your own re-usable beverage container	<i>Always</i>	20	35	19	18	14	16	14
	<i>Often</i>	24	26	33	21	17	16	26
	<i>Sometimes</i>	25	20	24	31	22	30	22
	<i>Rarely</i>	12	8	9	13	17	15	10
	<i>Never</i>	15	4	14	12	22	23	24
	<i>Not Applicable</i>	4	7	1	5	7	0	3
Reduce the amount of trash and garbage you create	<i>Always</i>	19	34	19	17	20	15	10
	<i>Often</i>	28	36	27	28	28	26	22
	<i>Sometimes</i>	30	16	38	29	28	26	35
	<i>Rarely</i>	14	10	8	21	13	18	16
	<i>Never</i>	8	4	7	5	8	16	15
	<i>Not Applicable</i>	1	0	1	0	2	0	1
Use as little water as possible, for example, when you shower, brush your teeth, and wash dishes.	<i>Always</i>	17	31	16	15	23	10	13
	<i>Often</i>	34	38	36	32	36	33	32
	<i>Sometimes</i>	32	24	37	37	21	30	27
	<i>Rarely</i>	10	6	9	10	11	17	10
	<i>Never</i>	6	1	3	5	7	9	17
	<i>Not Applicable</i>	0	0	0	0	2	0	1

TABLE 12 | Conservation Actions, continued

How often do you do this now?		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Unplug electronics or turn off their power strips and surge protectors when they not being used*	<i>Always</i>	12	20	10	9	30	6	6
	<i>Often</i>	12	15	13	14	8	12	5
	<i>Sometimes</i>	17	26	15	17	11	23	15
	<i>Rarely</i>	26	20	31	30	16	23	23
	<i>Never</i>	32	18	30	30	30	36	48
	<i>Not Applicable</i>	1	0	1	0	4	0	2
Walk or bike, instead of driving	<i>Always</i>	7	20	4	5	9	6	4
	<i>Often</i>	14	26	14	11	19	5	10
	<i>Sometimes</i>	20	20	23	19	26	13	15
	<i>Rarely</i>	29	18	29	35	16	45	29
	<i>Never</i>	24	8	25	25	25	25	37
	<i>Not Applicable</i>	6	9	6	5	4	6	6
Take public transportation or carpool	<i>Always</i>	6	17	4	3	9	4	6
	<i>Often</i>	7	14	6	8	7	1	7
	<i>Sometimes</i>	14	9	21	13	15	9	9
	<i>Rarely</i>	19	25	15	20	15	26	13
	<i>Never</i>	40	17	42	40	43	44	56
	<i>Not Applicable</i>	14	19	12	16	10	16	10
How many of the light bulbs in your home are energy-efficient compact fluorescent lights (CFLs)?*	<i>All</i>	13	24	13	9	19	9	13
	<i>Most</i>	38	42	47	34	36	30	33
	<i>Some</i>	19	18	15	23	11	26	19
	<i>A few</i>	16	12	15	17	17	17	14
	<i>None</i>	10	4	6	14	6	16	16
	<i>I don't know</i>	4	0	4	3	10	2	5

*Photos of power strips, surge protectors, and multiple styles of CFLs accompanied these questions.

TABLE 13 | Conservation Intentions

In the coming year, do you intend to do this...		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Turn off the lights when they are not needed	<i>More often</i>	45	54	53	45	35	38	31
	<i>The same</i>	54	46	47	52	65	62	66
	<i>Less often</i>	1	0	0	2	0	1	2
Turn off electronics, like TVs and computers, when they're not being used	<i>More often</i>	43	58	54	43	36	30	21
	<i>The same</i>	56	42	46	56	62	70	76
	<i>Less often</i>	1	0	0	2	2	0	2
Reduce the amount of trash and garbage you create	<i>More often</i>	36	53	43	35	23	31	17
	<i>The same</i>	62	47	57	62	75	66	80
	<i>Less often</i>	2	0	1	3	2	3	2
Use as little water as possible, for example, when you shower, brush your teeth, and wash dishes.	<i>More often</i>	35	49	43	37	22	29	17
	<i>The same</i>	63	51	56	61	76	70	81
	<i>Less often</i>	1	0	1	2	2	2	2
Recycle everything possible at home	<i>More often</i>	33	49	42	33	25	19	14
	<i>The same</i>	65	51	57	63	72	77	83
	<i>Less often</i>	2	0	0	4	3	4	3
Carry your own re-usable beverage container	<i>More often</i>	33	49	42	31	19	18	21
	<i>The same</i>	64	51	57	65	73	78	77
	<i>Less often</i>	3	0	2	4	8	4	2
Unplug electronics or turn off their power strips and surge protectors when they're not being used*	<i>More often</i>	32	46	38	33	26	20	16
	<i>The same</i>	66	51	61	64	73	76	82
	<i>Less often</i>	2	3	1	4	1	4	2

*Photos of power strips and surge protectors accompanied this question.

TABLE 13 | Conservation Intentions, continued

In the coming year, do you intend to do this...		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Walk or bike, instead of driving	<i>More often</i>	26	43	26	30	20	14	14
	<i>The same</i>	70	57	70	65	76	78	80
	<i>Less often</i>	4	0	3	5	4	8	6
In the winter, set the thermostat to 68 degrees or cooler	<i>More often</i>	24	36	27	24	24	17	6
	<i>The same</i>	73	60	70	71	75	80	89
	<i>Less often</i>	3	4	3	4	1	3	5
In the summer, set the thermostat to 76 degrees or warmer or use less air conditioning	<i>More often</i>	23	36	26	23	27	15	6
	<i>The same</i>	73	62	71	71	68	81	90
	<i>Less often</i>	4	1	3	5	5	4	5
Take public transportation or carpool	<i>More often</i>	14	24	16	17	9	3	8
	<i>The same</i>	76	69	78	70	73	89	83
	<i>Less often</i>	10	7	7	13	18	8	9
Over the next 12 months, how likely are you to change most of the light bulbs in your house to energy-efficiency compact fluorescent lights (CFLs)?*	<i>Yes, I'd like to</i>	36	61	47	33	30	25	25
	<i>Yes, I'd like to</i>	26	20	31	30	11	34	13
	<i>No, I don't</i>	17	4	9	18	5	18	42
	<i>I don't know</i>	21	15	14	18	55	22	19
<i>n**</i>		490	46	116	141	44	76	67

*Asked if respondent has no, a few, or some CFLs, or if respondent doesn't know how many bulbs are CFLs. A photo showing multiple styles of CFLs accompanied this question.

**N is for the CFL intention item only; all other items on this page were asked of the full sample.

TABLE 14 | Perceived Impact of Own Actions

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

	<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
<i>A lot</i>	10	25	14	5	12	0	0
<i>Some</i>	27	42	34	25	33	5	2
<i>A little</i>	47	29	49	59	40	54	20
<i>Not at all</i>	16	4	4	12	15	41	78

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

<i>A lot</i>	31	60	42	23	25	4	0
<i>Some</i>	34	25	39	41	46	17	6
<i>A little</i>	27	14	18	33	18	54	41
<i>Not at all</i>	8	1	1	3	11	26	53

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

<i>A lot</i>	46	82	65	36	35	6	2
<i>Some</i>	29	12	29	39	40	26	4
<i>A little</i>	18	6	6	21	11	57	39
<i>Not at all</i>	7	1	0	3	14	11	55

TABLE 15 | Consumer Activism

Over the past 12 months, how many times have you done these things?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (17%)</i>
Rewarded companies that are taking steps to reduce global warming by buying their products.	<i>Many times (6+)</i>	4	17	4	2	1	0	0
	<i>Several times(4-5)</i>	6	25	4	3	0	3	2
	<i>A few times(2-3)</i>	12	19	15	11	7	7	4
	<i>Once</i>	4	4	5	6	4	2	2
	<i>Never</i>	51	23	45	56	48	62	79
	<i>Don't Know</i>	23	12	27	22	39	26	13
Punished companies that are opposing steps to reduce global warming by NOT buying their products.	<i>Many times (6+)</i>	7	37	3	3	1	0	0
	<i>Several times(4-5)</i>	4	13	5	1	1	4	2
	<i>A few times(2-3)</i>	8	15	12	8	4	6	0
	<i>Once</i>	3	5	2	5	2	1	2
	<i>Never</i>	54	18	50	61	51	65	83
	<i>Don't Know</i>	24	11	29	22	41	25	14
Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products...	<i>More frequently</i>	35	76	59	24	16	6	2
	<i>About the same</i>	55	17	35	65	73	83	83
	<i>Less frequently</i>	10	7	6	11	11	10	15
Over the next 12 months do you intend to buy the products of companies that are taking steps to reduce global warming...	<i>More frequently</i>	36	68	59	27	21	6	3
	<i>About the same</i>	55	27	35	58	67	86	84
	<i>Less frequently</i>	10	5	6	15	12	8	12

TABLE 16 | Political Activism

Over the past 12 months, how many times have you done these things?		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Volunteered with or donated money to an organization working to reduce global warming	Many times (6+)	1	2	0	1	0	0	0
	Several times(4-5)	3	9	0	5	0	1	0
	A few times(2-3)	4	9	8	3	0	1	0
	Once	8	17	12	4	5	2	2
	Never	78	58	74	82	68	94	94
	Don't Know	7	5	5	5	27	3	4
Posted a comment online in response to a news stories or blog about global warming	Many times (6+)	1	3	0	1	0	1	1
	Several times(4-5)	2	4	2	1	0	0	1
	A few times(2-3)	4	11	2	5	0	6	3
	Once	4	5	7	2	2	1	1
	Never	85	75	86	86	75	91	90
	Don't Know	5	2	4	4	24	1	4
Written letters, emailed, or phoned government officials about global warming	Many times (6+)	0	3	0	0	0	0	0
	Several times(4-5)	2	7	0	4	0	1	0
	A few times(2-3)	4	13	2	3	2	3	4
	Once	4	9	4	5	1	2	2
	Never	84	65	90	84	74	94	90
	Don't Know	5	3	3	4	23	1	4
When you contacted a government official, did you...*								
	Urge them to take action to reduce global warming	72	98	89	55	33	0	14
	Urge them to not take action to reduce global warming	18	0	0	28	67	67	71
	Other	10	2	11	17	0	33	14
	n**	107	43	19	29	3	6	7

*Asked if respondent had contacted a government official one or more times.

**N is for this item only; all other items on the page were asked of the full sample. Please note small cell sizes.

TABLE 16 | Political Activism, continued

Over the next 12 months, would you like to do the following...		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Volunteer with or donate money to an organization working to reduce global warming	<i>More frequently</i>	0	0	0	0	0	0	0
	<i>About the same</i>	69	63	68	71	74	72	64
	<i>Less frequently</i>	18	6	12	23	14	26	36
Post a comment online in response to a news stories or blog about global warming	<i>More frequently</i>	8	29	7	5	6	2	3
	<i>About the same</i>	72	66	77	69	78	76	66
	<i>Less frequently</i>	20	5	16	26	16	21	31
Write letters, email, or phone government officials about global warming	<i>More frequently</i>	10	32	9	7	7	8	4
	<i>About the same</i>	71	62	77	68	77	73	67
	<i>Less frequently</i>	19	6	15	26	16	19	29
If you were to contact government officials about global warming, would you...*								
	<i>Urge them to take action to reduce global warming</i>	71	98	95	73	68	30	1
	<i>Urge them to not take action to reduce global warming</i>	14	0	0	6	6	40	68
	<i>Other</i>	15	2	5	21	27	30	31
	<i>n**</i>	784	126	239	175	71	90	83

*Asked if respondent intends to contact officials more frequently or about the same.

**N if for contact intentions question only; all other questions on this page were asked of all respondents.

TABLE 17 | Perceived Importance of Conservation Behaviors

How important do you think it is to take the following actions?*	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Turn off the lights when they are not needed	3.6	3.9	3.8	3.6	3.4	3.4	3.3
Turn off electronics, like TVs and computers, when they're not being used	3.4	3.8	3.7	3.3	3.2	3.1	3.1
Unplug electronics or turn off their power strips and surge protectors when they're not being used	3.0	3.5	3.2	3.0	3.0	2.6	2.2
In the winter, set the thermostat to 68 degrees or cooler	3.2	3.7	3.4	3.2	3.1	2.8	2.6
In the summer, set the thermostat to 76 degrees or warmer, or use less air conditioning	3.2	3.7	3.4	3.2	3.1	2.8	2.6
Walk or bike, instead of driving	3.0	3.6	3.3	2.9	2.9	2.4	2.3
Take public transportation or carpool	2.9	3.5	3.2	2.9	2.8	2.4	2.1
Recycle everything possible at home	3.4	3.8	3.7	3.4	3.3	3.1	2.8
Carry your own re-usable beverage container	3.0	3.5	3.3	3.0	2.9	2.6	2.4
Use as little water as possible, for example, when you shower, brush your teeth, and wash dishes	3.3	3.7	3.5	3.3	3.2	3.0	2.8
Reduce the amount of trash and garbage you create	3.4	3.8	3.6	3.3	3.2	3.1	3.0
Change most of the light bulbs in your home to energy-efficient compact fluorescent lights (CFLs)	3.2	3.8	3.6	3.1	3.1	2.8	2.5

*Cell entries show means on 4-point scales, on which 1=not at all important; 2=somewhat unimportant; 3 = somewhat important; and 4=very important.

TABLE 18 | Perceptions of Social Norms

In your home, how many members of your family are trying to save energy?	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>All</i>	43	58	41	43	37	40	40
<i>Most</i>	23	22	30	20	27	22	15
<i>Some</i>	16	9	14	17	23	16	21
<i>A few</i>	12	7	10	15	10	15	10
<i>None</i>	6	3	4	5	3	7	15

How many of your friends are trying to save energy?

<i>All</i>	8	13	5	9	14	4	4
<i>Most</i>	27	35	29	29	16	24	22
<i>Some</i>	42	36	45	39	38	47	46
<i>A few</i>	18	13	18	19	22	19	21
<i>None</i>	5	3	4	4	11	6	7

How many people in your community are trying to save energy?

<i>All</i>	4	5	2	2	13	4	2
<i>Most</i>	21	24	24	24	14	11	18
<i>Some</i>	55	53	54	55	45	63	57
<i>A few</i>	18	16	18	17	20	21	19
<i>None</i>	3	2	2	1	9	2	3

TABLE 18 | Perceptions of Social Norms, continued

How many of your friends do each of the following most of the time?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (11%)</i>
In the winter, set the thermostat to 68 degrees or cooler	<i>All</i>	2	4	0	3	5	0	0
	<i>Most</i>	15	21	14	23	6	10	9
	<i>Some</i>	25	31	29	26	12	23	18
	<i>A few</i>	13	10	10	16	7	29	8
	<i>None</i>	3	4	4	2	1	3	3
	<i>Don't know</i>	42	30	43	29	69	34	62
Unplug electronics or turn off their power strips and surge protectors when they're not being used	<i>All</i>	2	4	1	2	5	3	1
	<i>Most</i>	8	12	6	12	6	6	4
	<i>Some</i>	19	23	18	27	10	18	9
	<i>A few</i>	18	21	20	18	6	26	10
	<i>None</i>	7	9	11	4	3	6	8
	<i>Don't know</i>	46	31	45	36	69	41	69
Walk or bike, instead of driving	<i>All</i>	2	4	0	2	5	0	1
	<i>Most</i>	6	13	4	9	2	2	1
	<i>Some</i>	19	27	24	19	10	11	15
	<i>A few</i>	26	35	26	30	10	29	14
	<i>None</i>	16	9	19	14	10	27	17
	<i>Don't know</i>	32	12	27	26	64	30	52
Take public transportation or carpool	<i>All</i>	2	4	1	2	7	1	0
	<i>Most</i>	5	12	5	8	1	1	1
	<i>Some</i>	16	17	19	20	11	11	8
	<i>A few</i>	22	26	27	20	9	29	13
	<i>None</i>	24	26	23	22	11	31	28
	<i>Don't know</i>	31	15	25	27	61	27	50

TABLE 18 | Perceptions of Social Norms, continued

How many of your friends do each of the following most of the time?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Recycle everything possible at home	<i>All</i>	4	4	5	5	8	2	0
	<i>Most</i>	17	29	20	20	6	6	10
	<i>Some</i>	24	26	28	27	14	23	19
	<i>A few</i>	17	19	16	19	8	30	10
	<i>None</i>	4	5	5	2	1	8	4
	<i>Don't know</i>	33	18	27	28	63	31	56
How many of your friends have replaced most or all of the light bulbs in their homes with energy-efficient compact fluorescent bulbs (CFLs)?	<i>All</i>	1	5	0	2	0	0	0
	<i>Most</i>	13	21	10	19	7	10	10
	<i>Some</i>	22	24	24	24	8	29	12
	<i>A few</i>	11	11	11	11	4	15	10
	<i>None</i>	4	6	4	2	0	6	7
	<i>Don't know</i>	49	33	50	42	81	40	60

TABLE 19 | Interpersonal Communication

	<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
How often do you discuss global warming with your family and friends?							
<i>Often</i>	5	22	2	1	2	2	9
<i>Occasionally</i>	30	54	37	17	10	23	39
<i>Rarely</i>	39	21	48	46	28	38	33
<i>Never</i>	25	3	13	36	60	37	20
How many people have you spoken with about global warming in the last two weeks?							
<i>More than 10</i>	2	8	0	0	0	2	1
<i>5-10</i>	3	4	2	4	2	2	7
<i>1-4</i>	32	66	37	19	10	29	29
<i>0</i>	63	22	61	77	88	67	63
How many of your friends share your views on global warming?							
<i>All</i>	4	13	2	0	0	2	7
<i>Most</i>	23	42	21	11	9	22	44
<i>Some</i>	33	26	39	39	12	35	24
<i>A few</i>	27	17	33	34	30	25	12
<i>None</i>	13	2	5	15	49	15	13

TABLE 20 | Family Communication

	<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
How often do you discuss global warming with your children?							
<i>Often</i>	2	11	1	0	0	2	5
<i>Occasionally</i>	26	60	36	11	4	15	29
<i>Rarely</i>	36	26	42	45	25	29	28
<i>Never</i>	36	3	21	44	71	53	38
How much do you and your children agree about global warming?							
<i>Mostly agree</i>	42	58	35	34	40	34	66
<i>Somewhat agree</i>	46	38	55	53	40	44	29
<i>Somewhat disagree</i>	8	0	6	11	9	15	1
<i>Mostly disagree</i>	4	4	3	2	11	8	4
How often do you discuss saving energy with your children?							
<i>Often</i>	28	49	39	19	32	16	13
<i>Occasionally</i>	42	36	37	48	25	50	45
<i>Rarely</i>	13	11	12	14	11	16	13
<i>Never</i>	17	4	12	19	32	17	28

TABLE 21 | Opinion Leadership

		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
How many people have you spoken with about global warming in the last two weeks?	<i>More than 10</i>	2	8	0	0	0	2	1
	<i>5-10</i>	3	4	2	4	2	2	7
	<i>1-4</i>	32	66	37	19	10	29	29
	<i>0</i>	63	22	61	77	88	67	63
In general, do you like to talk with other people about global warming?	<i>Yes</i>	23	53	32	12	5	12	21
	<i>No</i>	52	34	42	58	56	75	58
	<i>Don't know</i>	25	13	27	30	39	13	22
When you talk with other people about global warming, do you usually...	<i>Give more information than you receive</i>	12	34	13	5	1	8	15
	<i>Give and receive about the same amount of information</i>	39	47	43	34	19	39	42
	<i>Receive more information than you give</i>	13	10	15	16	9	17	6
	<i>Don't know</i>	36	9	30	45	71	36	38
Do people you know come to you for advice about global warming?	<i>Yes</i>	7	16	5	4	3	7	6
	<i>No</i>	84	72	87	90	74	89	79
	<i>Don't know</i>	10	12	8	6	23	4	14
Do you think other people consider you a good source of advice about global warming?	<i>Yes</i>	13	34	9	6	5	14	15
	<i>No</i>	44	22	42	56	40	62	33
	<i>Don't know</i>	44	44	48	39	55	24	53

TABLE 22 | Outcome Expectations

Which of the following statements comes closest to your view? ¹	National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)	
<i>Humans can reduce global warming, and we are going to do so successfully</i>	10	16	12	10	27	2	2	
<i>Humans could reduce global warming, but it's unclear at this point whether we will do what's needed</i>	45	60	67	55	42	15	3	
<i>Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to</i>	17	22	19	25	17	13	1	
<i>Humans can't reduce global warming, even if it is happening</i>	15	1	1	8	8	49	37	
<i>Global warming isn't happening</i>	13	0	0	2	6	21	57	
"The actions of a single individual won't make any difference in global warming."	<i>Strongly Agree</i>	17	8	6	12	15	18	47
	<i>Somewhat Agree</i>	29	20	26	32	46	45	19
	<i>Somewhat Disagree</i>	37	25	44	51	33	31	18
	<i>Strongly Disagree</i>	17	47	24	5	7	6	16

¹Half the respondents saw the response order shown here; half saw the reverse order, with "global warming isn't happening" at the top.

TABLE 23 | Support for a National Response: Conditions for & Magnitude of Action Desired

	<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
<i>Regardless of what other countries do</i>	65	93	82	69	44	45	22
<i>Only if other industrialized countries (such as England, Germany and Japan) reduce their emissions</i>	3	0	1	7	0	5	5
<i>Only if other industrialized countries and developing countries (such as China, India and Brazil) reduce their emissions</i>	8	0	3	10	3	20	11
<i>The US should not reduce its emissions</i>	5	3	0	1	0	2	33
<i>Don't know</i>	19	4	13	13	53	27	29
How big of an effort should the United States make to reduce global warming?							
<i>A large-scale effort, even if it has large economic costs</i>	28	77	39	12	34	2	1
<i>A medium-scale effort, even if it has moderate economic costs</i>	41	23	55	61	38	31	4
<i>A small-scale effort, even if it has small economic costs</i>	18	1	6	23	19	47	25
<i>No effort</i>	13	0	0	4	9	20	70

TABLE 24 | Issue Priority

Do you think global warming should be a low, medium, high, or very high priority for the president and Congress?	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>Very high</i>	17	74	20	1	10	0	1
<i>High</i>	27	25	55	23	30	2	0
<i>Medium</i>	33	1	25	61	48	42	7
<i>Low</i>	23	0	0	15	11	56	92

Do you think that developing sources of clean energy should be a low, medium, high, or very high priority for the president and Congress?	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>Very high</i>	34	88	45	16	19	12	15
<i>High</i>	37	10	48	47	43	35	19
<i>Medium</i>	23	0	6	35	37	40	39
<i>Low</i>	6	1	0	2	1	14	27

TABLE 25 | Support for National Response: Specific Climate and Energy Policies

How much do you support or oppose the following policies?		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Fund more research into renewable energy sources, such as solar and wind power.	<i>Strongly support</i>	42	80	54	31	32	19	26
	<i>Somewhat support</i>	44	17	41	56	51	62	36
	<i>Somewhat oppose</i>	10	0	4	11	15	13	23
	<i>Strongly oppose</i>	4	3	0	2	2	6	15
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels.	<i>Strongly support</i>	41	78	55	32	27	20	20
	<i>Somewhat support</i>	42	18	33	55	50	56	40
	<i>Somewhat oppose</i>	12	1	9	12	22	14	22
	<i>Strongly oppose</i>	5	3	2	1	1	11	17
Regulate carbon dioxide (the primary greenhouse gas) as a pollutant.	<i>Strongly support</i>	26	66	40	13	15	6	5
	<i>Somewhat support</i>	51	31	55	72	56	50	18
	<i>Somewhat oppose</i>	13	3	4	10	26	22	29
	<i>Strongly oppose</i>	11	0	2	5	3	22	48
Expand offshore drilling for oil and natural gas off the U.S. coast.	<i>Strongly support</i>	23	26	15	15	8	30	56
	<i>Somewhat support</i>	39	19	38	50	48	46	25
	<i>Somewhat oppose</i>	21	15	25	26	38	11	9
	<i>Strongly oppose</i>	17	40	22	9	5	14	10

TABLE 25 | Support for National Response: Specific Climate and Energy Policies, continued

How much do you support or oppose the following policies?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Require electric utilities to produce at least 20% of their electricity from wind, solar, or other renewable energy sources, even if it cost the average household an extra \$100 a year.	<i>Strongly support</i>	22	58	30	12	15	5	5
	<i>Somewhat support</i>	39	30	46	46	47	32	17
	<i>Somewhat oppose</i>	22	9	19	30	31	26	17
	<i>Strongly oppose</i>	17	4	5	11	6	37	62
Sign an international treaty that requires the United States to cut its emissions of carbon dioxide 90% by the year 2050.	<i>Strongly support</i>	21	68	32	8	6	2	1
	<i>Somewhat support</i>	44	29	53	60	63	27	14
	<i>Somewhat oppose</i>	19	3	11	26	28	34	18
	<i>Strongly oppose</i>	16	1	4	7	3	36	67
Build more nuclear power plants.	<i>Strongly support</i>	16	11	9	14	15	15	44
	<i>Somewhat support</i>	37	24	39	42	33	43	36
	<i>Somewhat oppose</i>	30	25	35	32	34	28	17
	<i>Strongly oppose</i>	17	40	18	13	17	14	3

TABLE 25 | Support for National Response: Specific Climate and Energy Policies, continued

How much do you support or oppose the following policies?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Establish a special fund to help make buildings more energy efficient and teach Americans how to reduce their energy use. This would add a \$2.50 surcharge to the average household's monthly electric bill.	<i>Strongly support</i>	14	39	22	6	6	2	5
	<i>Somewhat support</i>	41	44	51	50	44	25	13
	<i>Somewhat oppose</i>	24	11	18	28	36	38	19
	<i>Strongly oppose</i>	21	6	9	15	14	35	63
Increase taxes on gasoline by 25 cents per gallon and return the revenues to taxpayers by reducing the federal income tax.	<i>Strongly support</i>	9	23	9	8	13	2	1
	<i>Somewhat support</i>	26	36	28	29	28	18	12
	<i>Somewhat oppose</i>	33	22	38	39	33	32	19
	<i>Strongly oppose</i>	32	19	24	24	26	48	69

Figure 2: Offshore Drilling Support

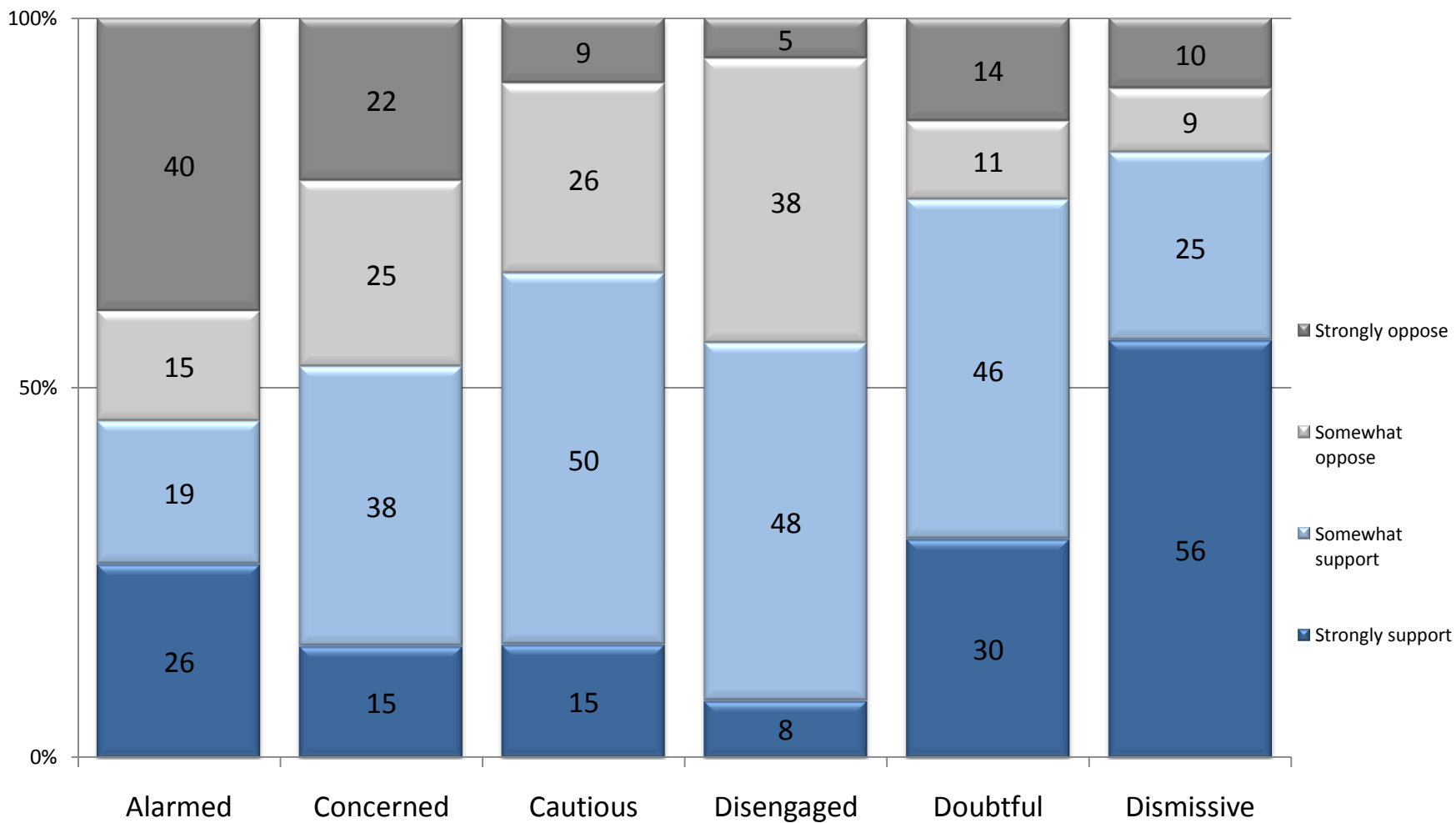


TABLE 26 | Attention and Response to Climategate

Have you heard anything in the news recently about controversial emails between climate scientists in England and the US? Some news organizations have called the release of these emails "Climategate."	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Yes	23	34	17	14	3	30	52
No	58	56	63	68	61	55	35
Don't know	19	11	20	18	36	15	14

The following question was asked of respondents who said "yes" above. Please note small cell sizes.

How closely have you followed the news stories about the controversial emails?		Very closely	Somewhat closely	A little	Not at all	n		
	Very closely	18	18	2	3	0	24	35
	Somewhat closely	32	34	37	29	0	32	29
	A little	38	32	47	44	100	39	29
	Not at all	12	16	14	24	0	5	6
	n	233	44	49	34	3	38	65

TABLE 26 | Attention and Response to Climategate

The following questions were asked of respondents who said they had followed the stories "very closely," "somewhat closely," or "a little." Please note small cell sizes.

	<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Would you say the news stories about the controversial emails made you...							
<i>Much more certain that global warming IS happening</i>	6	16	14	0	0	0	0
<i>Somewhat more certain that global warming IS happening</i>	6	16	7	12	33	0	0
<i>They had no influence on my level of certainty</i>	37	68	71	23	33	18	13
<i>Somewhat more certain that global warming IS NOT happening</i>	20	0	7	46	33	41	18
<i>Much more certain that global warming IS NOT happening</i>	30	0	0	19	0	41	69
<i>n</i>	203	37	42	26	3	34	61

Have these stories about the controversial emails caused you to have more or less trust in climate scientists?

<i>Much more trust</i>	2	11	2	0	0	0	0
<i>Somewhat more trust</i>	4	8	5	12	0	0	2
<i>No change in my level of trust</i>	44	65	62	40	33	40	25
<i>Somewhat less trust</i>	23	16	29	40	67	14	20
<i>Much less trust</i>	26	0	2	8	0	46	54
<i>n</i>	203	37	42	25	3	35	61

TABLE 27 | Attention and Response to IPCC Errors

		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Have you heard anything in the news recently about errors in the 2007 Intergovernmental Panel on Climate Change (IPCC) report?	<i>Yes</i>	13	20	6	10	1	14	35
	<i>No</i>	68	71	77	72	60	72	42
	<i>Don't know</i>	19	9	18	19	39	14	23

The following question were asked of respondents who said "yes" above. Please note small cell sizes.

How closely have you followed the news stories about these errors?	<i>Very closely</i>	18	14	6	22	0	21	22
	<i>Somewhat</i>	20	21	6	17	0	11	32
	<i>A little</i>	47	46	75	30	100	58	39
	<i>Not at all</i>	15	18	13	30	0	11	7
	<i>n</i>	128	28	16	23	1	19	41

The following questions were asked of respondents who said they followed "a little," "somewhat," or "closely." Please note small cell sizes.

Would you say the news stories about the errors made you								
	<i>Much more certain that global warming IS happening</i>	9	26	0	27	0	0	0
	<i>Somewhat more certain that global warming IS happening</i>	15	13	69	27	0	0	0
	<i>They had no influence on my level of certainty</i>	28	61	23	20	100	18	16
	<i>Somewhat more certain that global warming IS NOT happening</i>	14	0	8	27	0	18	18
	<i>Much more certain that global warming IS NOT happening</i>	34	0	0	0	0	65	66
	<i>n</i>	107	23	13	15	1	17	38

Have these stories about the IPCC errors caused you to have more or less trust in climate scientists?

	<i>Much more trust</i>	7	22	7	13	0	0	0
	<i>Somewhat more trust</i>	6	4	0	31	0	0	0
	<i>No change in my level of trust</i>	33	39	57	25	100	19	28
	<i>Somewhat less trust</i>	32	35	29	31	0	50	26
	<i>Much less trust</i>	22	0	7	0	0	31	46
	<i>n</i>	109	23	14	16	1	16	39

TABLE 28 | Trust in Information Sources

How much do you trust or distrust the following as a source of information about global warming?		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Scientists	<i>Strongly trust</i>	26	61	40	15	17	7	3
	<i>Somewhat trust</i>	55	31	56	66	69	61	42
	<i>Somewhat distrust</i>	15	4	4	18	12	23	40
	<i>Strongly distrust</i>	4	4	0	1	2	9	15
The mainstream news media	<i>Strongly trust</i>	3	8	5	0	5	0	1
	<i>Somewhat trust</i>	42	58	57	39	52	22	7
	<i>Somewhat distrust</i>	33	27	32	47	33	38	14
	<i>Strongly distrust</i>	22	8	7	14	10	40	79
Television weather reporters	<i>Strongly trust</i>	5	7	8	2	7	1	0
	<i>Somewhat trust</i>	56	69	67	57	60	44	24
	<i>Somewhat distrust</i>	28	16	18	33	30	39	43
	<i>Strongly distrust</i>	11	9	6	8	3	16	33
Religious leaders	<i>Strongly trust</i>	5	6	3	2	6	9	6
	<i>Somewhat trust</i>	38	27	36	45	51	32	37
	<i>Somewhat distrust</i>	32	34	32	32	23	37	29
	<i>Strongly distrust</i>	26	33	29	21	20	22	29

TABLE 29 | Media Preferences

Which of the following media sources do you turn to most often to keep up with current news and world events?	National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
<i>Television</i>	59	48	62	58	72	69	44
<i>Internet (excluding email)</i>	20	22	19	17	16	15	31
<i>Radio</i>	10	15	6	11	4	6	22
<i>Print Newspapers</i>	10	15	11	12	7	9	2
<i>Magazines</i>	1	1	2	2	0	1	0

Thinking about the different kinds of political news available to you, what do you prefer?

<i>News sources without a particular political point of view</i>	80	85	86	80	63	81	73
<i>News sources that share your political point of view</i>	20	15	14	20	37	19	27

TABLE 30 | Attention to Specific Programs and Media Sources

How often do you watch or listen to the following shows or visit their websites?		National Average	Alarmed (13%)	Concerned (28%)	Cautious (24%)	Disengaged (10%)	Doubtful (12%)	Dismissive (12%)
Local TV news	<i>Often</i>	50	58	53	52	50	42	34
	<i>Sometimes</i>	28	25	30	29	28	28	28
	<i>Hardly ever</i>	12	10	8	10	4	21	24
	<i>Never</i>	10	7	9	9	18	8	14
The national nightly network news on CBS, ABC or NBC.	<i>Often</i>	33	48	36	32	36	31	11
	<i>Sometimes</i>	27	22	36	30	22	20	14
	<i>Hardly ever</i>	14	12	9	16	12	17	22
	<i>Never</i>	26	19	19	22	30	31	53
Your local newspaper (either print or online)	<i>Often</i>	29	39	36	28	12	31	15
	<i>Sometimes</i>	32	25	34	33	28	38	30
	<i>Hardly ever</i>	18	13	13	20	14	17	33
	<i>Never</i>	21	24	16	20	45	14	22
The Weather Channel	<i>Often</i>	22	21	27	18	18	28	20
	<i>Sometimes</i>	33	38	32	36	23	35	27
	<i>Hardly ever</i>	17	16	14	21	18	14	17
	<i>Never</i>	28	25	27	25	42	23	36
The Fox News CABLE Channel	<i>Often</i>	14	11	5	9	12	20	39
	<i>Sometimes</i>	24	18	25	23	21	34	18
	<i>Hardly ever</i>	15	15	11	24	14	12	12
	<i>Never</i>	47	56	58	44	52	33	31

TABLE 30 | Attention to Specific Programs and Media Sources, continued

How often do you watch or listen to the following shows or visit their websites?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
CNN	<i>Often</i>	13	21	14	12	16	11	4
	<i>Sometimes</i>	29	35	34	27	23	27	18
	<i>Hardly ever</i>	19	17	12	25	20	22	19
	<i>Never</i>	40	27	39	37	41	39	59
Other newspaper (either print or online)	<i>Often</i>	9	21	11	9	4	4	5
	<i>Sometimes</i>	31	31	35	29	26	34	24
	<i>Hardly ever</i>	23	16	24	23	9	27	35
	<i>Never</i>	37	32	31	39	61	35	36
National Public Radio (NPR)	<i>Often</i>	9	22	12	8	2	2	4
	<i>Sometimes</i>	16	28	15	14	9	17	16
	<i>Hardly ever</i>	14	14	10	14	13	18	20
	<i>Never</i>	60	36	63	64	76	62	60
Sunday morning news shows, such as Meet the Press	<i>Often</i>	9	15	9	9	7	4	6
	<i>Sometimes</i>	17	15	22	19	17	13	8
	<i>Hardly ever</i>	18	20	19	15	10	27	19
	<i>Never</i>	56	49	51	57	66	56	68
MSNBC	<i>Often</i>	6	16	9	2	5	2	1
	<i>Sometimes</i>	22	24	28	23	19	19	10
	<i>Hardly ever</i>	19	15	18	24	18	22	16
	<i>Never</i>	52	45	44	51	57	57	73

TABLE 30 | Attention to Specific Programs and Media Sources, continued

How often do you watch or listen to the following shows or visit their websites?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
CNBC	<i>Often</i>	6	12	6	4	5	5	2
	<i>Sometimes</i>	22	25	28	23	18	18	9
	<i>Hardly ever</i>	18	13	15	22	15	25	22
	<i>Never</i>	54	49	51	50	62	52	68
The O'Reilly Factor with Bill O'Reilly	<i>Often</i>	6	3	3	2	4	7	22
	<i>Sometimes</i>	14	11	13	9	9	21	27
	<i>Hardly ever</i>	14	13	12	17	11	14	12
	<i>Never</i>	67	74	73	72	76	58	40
The Glenn Beck Program	<i>Often</i>	6	4	1	2	2	10	25
	<i>Sometimes</i>	8	7	6	5	4	12	20
	<i>Hardly ever</i>	11	6	7	15	9	13	14
	<i>Never</i>	76	83	87	79	84	65	41
The Daily Show with Jon Stewart	<i>Often</i>	5	16	7	2	1	2	2
	<i>Sometimes</i>	13	19	18	8	13	13	7
	<i>Hardly ever</i>	12	16	12	15	7	2	19
	<i>Never</i>	70	50	63	75	79	83	73
The Sean Hannity Show	<i>Often</i>	4	3	1	2	2	9	16
	<i>Sometimes</i>	9	4	7	7	5	10	29
	<i>Hardly ever</i>	11	10	6	13	5	17	16
	<i>Never</i>	76	83	86	79	88	64	39

TABLE 30 | Attention to Specific Programs and Media Sources, continued

How often do you watch or listen to the following shows or visit their websites?		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
The Rush Limbaugh Show	<i>Often</i>	4	0	0	2	0	2	21
	<i>Sometimes</i>	10	7	7	8	6	16	22
	<i>Hardly ever</i>	10	7	6	12	8	12	16
	<i>Never</i>	77	86	87	78	87	69	42
The New York Times (either print or online)	<i>Often</i>	3	12	3	3	2	0	0
	<i>Sometimes</i>	8	13	10	9	3	5	4
	<i>Hardly ever</i>	13	17	15	13	7	8	14
	<i>Never</i>	76	58	72	75	88	87	82
Countdown with Keith Olbermann	<i>Often</i>	3	9	6	2	0	1	0
	<i>Sometimes</i>	6	6	12	3	3	3	3
	<i>Hardly ever</i>	11	11	8	16	13	8	10
	<i>Never</i>	80	74	74	80	84	88	87
The Rachel Maddow Show	<i>Often</i>	3	10	5	1	0	1	0
	<i>Sometimes</i>	5	8	9	4	3	1	0
	<i>Hardly ever</i>	8	10	8	8	4	6	8
	<i>Never</i>	84	72	78	87	93	92	92
The Colbert Report with Stephen Colbert	<i>Often</i>	3	8	3	2	0	2	2
	<i>Sometimes</i>	12	19	20	7	13	5	6
	<i>Hardly ever</i>	14	20	12	19	4	7	18
	<i>Never</i>	71	53	66	72	83	87	75
The Wall Street Journal	<i>Often</i>	2	3	1	2	2	3	2
	<i>Sometimes</i>	11	17	9	11	5	7	17
	<i>Hardly ever</i>	13	15	17	9	6	11	15
	<i>Never</i>	75	65	73	78	87	79	67

TABLE 31 | Party Identification, Political Ideology, and Voter Registration

		<i>National Average</i>	<i>Alarmed (13%)</i>	<i>Concerned (28%)</i>	<i>Cautious (24%)</i>	<i>Disengaged (10%)</i>	<i>Doubtful (12%)</i>	<i>Dismissive (12%)</i>
Generally speaking, do you think of yourself as a...	<i>Republican</i>	22	8	12	25	7	48	39
	<i>Democrat</i>	39	57	55	39	49	8	2
	<i>Independent</i>	23	21	18	22	14	30	37
	<i>Other; Please specify:</i>	3	1	0	0	4	2	12
	<i>No party/not interested in politics</i>	14	13	14	13	26	11	10
In general, do you think of yourself as...	<i>Very liberal</i>	6	19	8	2	6	2	0
	<i>Somewhat liberal</i>	19	26	27	20	14	6	8
	<i>Moderate, middle of the road</i>	41	40	48	47	46	28	18
	<i>Somewhat conservative</i>	24	12	14	27	17	46	38
	<i>Very conservative</i>	11	3	3	5	17	18	35
Do you consider yourself part of the Tea Party movement or not?	<i>Yes</i>	10	6	3	4	2	23	40
	<i>No</i>	64	83	70	70	55	48	40
	<i>Don't know</i>	26	12	27	27	43	30	20
Are you registered to vote?	<i>Yes</i>	83	83	84	82	70	87	90
	<i>No</i>	14	16	15	15	21	11	8
	<i>Not sure</i>	3	2	1	4	9	2	2

Methodology

These results come from nationally representative surveys of American adults, aged 18 and older. The samples were weighted to correspond with US Census Bureau parameters for the United States.

The surveys were designed by Anthony Leiserowitz and Nicholas Smith of Yale University and Edward Maibach and Connie Roser-Renouf of George Mason University, and were conducted by Knowledge Networks, using an online research panel of American adults.

- June 2010: Fielded May 14 through June 1 with 1,024 American adults. The margin of sampling error is plus or minus 3 percent, with 95 percent confidence.
- 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 percent, with 95 percent confidence.
- 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 percent, with 95 percent confidence.

The six audience segments were first identified in analyses of the 2008 data set. Latent Class Analysis was used to segment respondents, 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 with the 2010 data sets to replicate the earlier analysis and identify changes in the groups.

The prior reports on Global Warming's Six Americas are available at our websites:
<http://environment.yale.edu/climate> and <http://climatechange.gmu.edu>