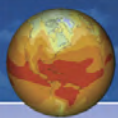


# CLIMATE CHANGE IN THE AMERICAN MIND

March 2015



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



4C

George Mason University  
Center for Climate Change Communication

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## Introduction

This report is based on findings from a nationally representative survey – *Climate Change in the American Mind* – conducted by the Yale Project on Climate Change Communication (<http://environment.yale.edu/climate-communication>) and the George Mason University Center for Climate Change Communication (<http://www.climatechangecommunication.org>). Interview dates: February 27 – March 10, 2015. Interviews: 1,263 Adults (18+). Average margin of error: +/- 3 percentage points at the 95% confidence level. The research was funded by the 11th Hour Project, the Energy Foundation, the Grantham Foundation, and the V.K. Rasmussen Foundation.

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## Key Findings

### Beliefs & Attitudes

- About two in three (63%) Americans think global warming is happening. By contrast, only about one in five Americans (18%) thinks global warming is not happening.
- One in three Americans is either “extremely” or “very” sure global warming is happening (37%). One in ten Americans is “extremely” or “very sure” global warming is not happening (9%).
- About half of Americans (52%) think that global warming, if it is happening, is mostly human caused. Three in ten (32%) say they believe it is due mostly to natural changes in the environment.
- Only about one in ten Americans understands that over 90% percent of climate scientists think human-caused global warming is happening.
- About half of Americans (52%) say they are at least “somewhat worried” about global warming, but only 11% say they are “very worried” about it.
- Only about one in three Americans (32%) thinks people in the U.S. are being harmed “right now” by global warming.

### Communication

- Most Americans (74%) say they only “rarely” or “never” discuss global warming with family and friends, a number that has grown substantially since 2008 (60%).
- Only four in ten Americans (40%) say they hear about global warming in the media at least once a month (21%) or once a week (19%). Only 16% say they hear people they know talk about global warming at least once a month. One in four (25%) say they never hear people they know talk about global warming.
- Two-thirds of Americans are at least “a little interested” in hearing about global warming, whether in the media, in conversation, or somewhere else.

### Policy Support

- Americans see benefits from world action to address global warming. Majorities think that such action will help the natural environment (63%) and future generations of people (62%) “a lot” or “a moderate amount.”
- Two in three Americans (64%) think developing clean sources of energy should be a very high or high priority for the president and Congress. Fewer (12%) say it should be a low priority.
- Nearly half (45%) think global warming should be a very high or high priority for the president and Congress. About one in four (24%), however, say that global warming should be a low priority.
- About two in three Americans say corporations and industry (68%) and citizens themselves (64%) should be doing “much more” or “more” to address global warming. Half or more also



believe federal, state, and local government should be doing more, including the U.S. Congress (59%), their member of Congress (57%), their local government officials (55%), their governor (55%), and President Obama (52%).

- Solid majorities of Americans “strongly” or “somewhat” support the following policies:
  - Increased funding for improvements to local roads, bridges, and buildings to make them more resistant to extreme weather (81%)
  - Providing tax rebates to people who purchase energy-efficient vehicles or solar panels (80%)
  - Funding more research into renewable energy sources such as solar and wind power (79%)
  - Regulating carbon dioxide as a pollutant (75%)
  - Requiring 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 (66%)
- Seven in ten Americans (70%) support setting strict carbon dioxide emission limits on existing coal-fired plants to reduce global warming and improve public health, even though the cost of electricity would likely increase.
- About half of Americans (51%) say it is at least moderately important that the next congressional candidate they vote for share their views on global warming. About three in ten (31%) say it is slightly or not at all important.
- Among Americans who think global warming is happening, a majority (63%) say that it is at least moderately important that the next congressional candidate they vote for share their views on global warming. By contrast, fewer Americans who think global warming is not happening (38%) say it is at least moderately important that the next congressional candidate they vote for share their views on global warming.
- About one in four Americans (26%) are currently part of – or would “definitely” or “probably” be willing to join – a campaign to convince elected officials to take action to reduce global warming.

### Values & Trust

- Majorities of Americans say global warming is a major environmental (68%), scientific (60%), or agricultural issue (55%). Nearly half consider it a major economic (46%) or health issue (44%). Few currently consider global warming to be a major national security (16%), poverty (16%), social justice (15%), spiritual (7%), or religious issue (6%).
- Americans are nine times more likely to lean toward the view that it is people’s responsibility to care for the Earth and its resources (62%) than toward the belief that it is our right to use the Earth and its resources for our own benefit (7%).
- Half or more of Americans “strongly” or “somewhat” trust the following for global warming information: Climate scientists (70%), family and friends (67%), other kinds of scientists (i.e., not climate scientists) (64%), television weather reporters (60%), their primary care doctor (57%), and Pope Francis (50%).
- Among political leaders asked about, President Obama is the most trusted, though by fewer than half of Americans (42%), followed by Hillary Clinton (39%), Jeb Bush (24%), and John Boehner (16%).

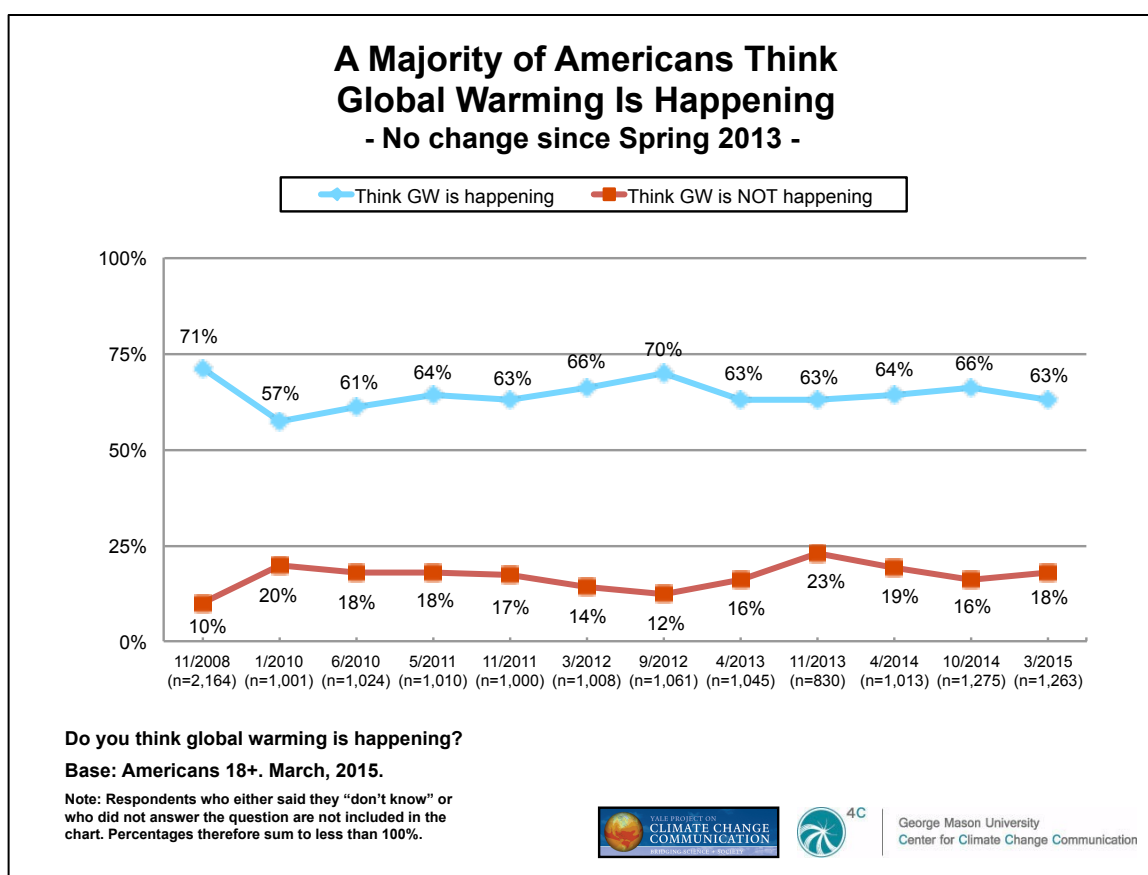
## 1. Global Warming Beliefs and Attitudes

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

Nearly four times as many Americans think global warming is happening as think it is not.

About two in three (63%) Americans think global warming is happening, a number that has remained essentially unchanged for the past two years. By contrast, only about one in five Americans (18%) thinks global warming is not happening.

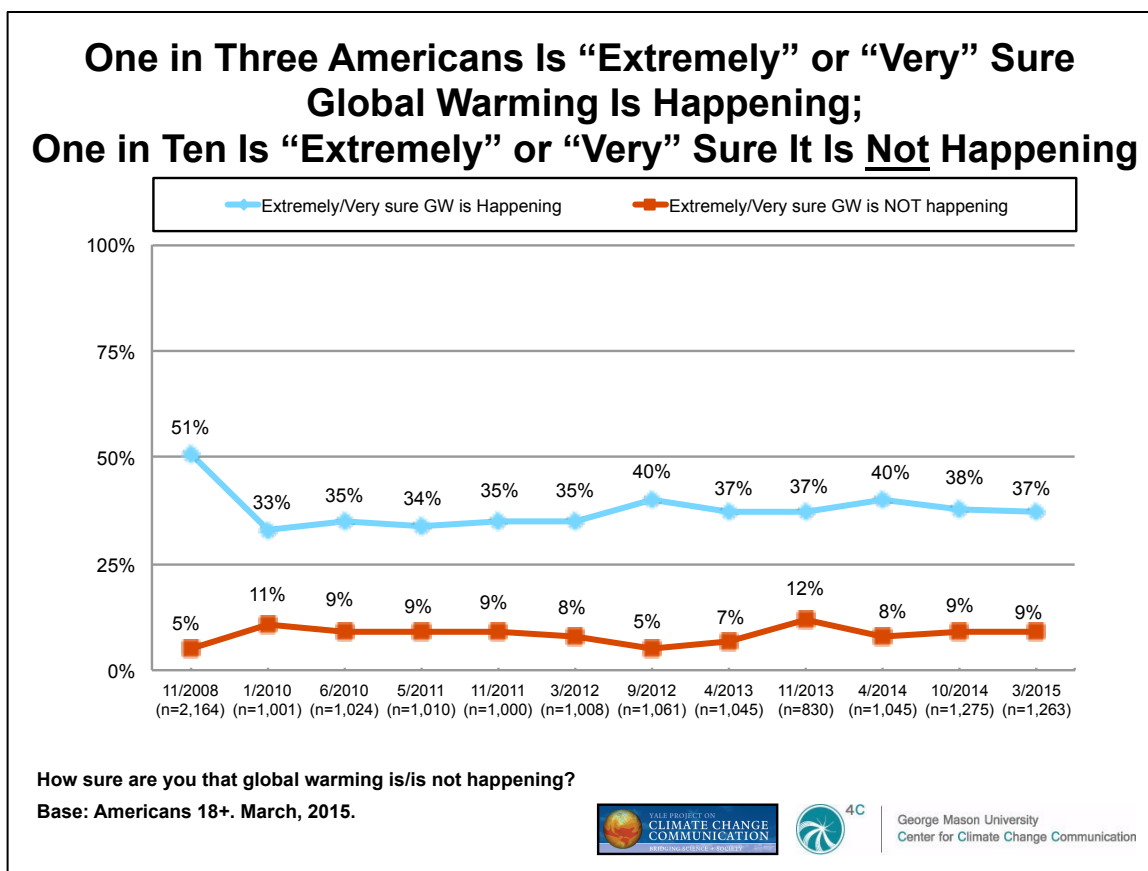
Majorities of Americans across age, sex, and education levels think global warming is happening.



**1.2. One in three Americans is “extremely” or “very” sure global warming is happening. One in ten is “extremely” or “very” sure it is not happening.**

One in three Americans is either “extremely” or “very” sure global warming is happening (37%). One in ten Americans is “extremely” or “very sure” global warming is not happening (9%).

These numbers have remained relatively steady during the past several years.



When asked if they need more information to form a firm opinion about global warming, the majority of Americans (71%) say they do, while only three in ten (29%) say they do not need any more information. Specifically, about half say they need either “a little” (23%) or “some” more (27%) information, and one in five says she needs “a lot” more information (21%) (see p. 28).

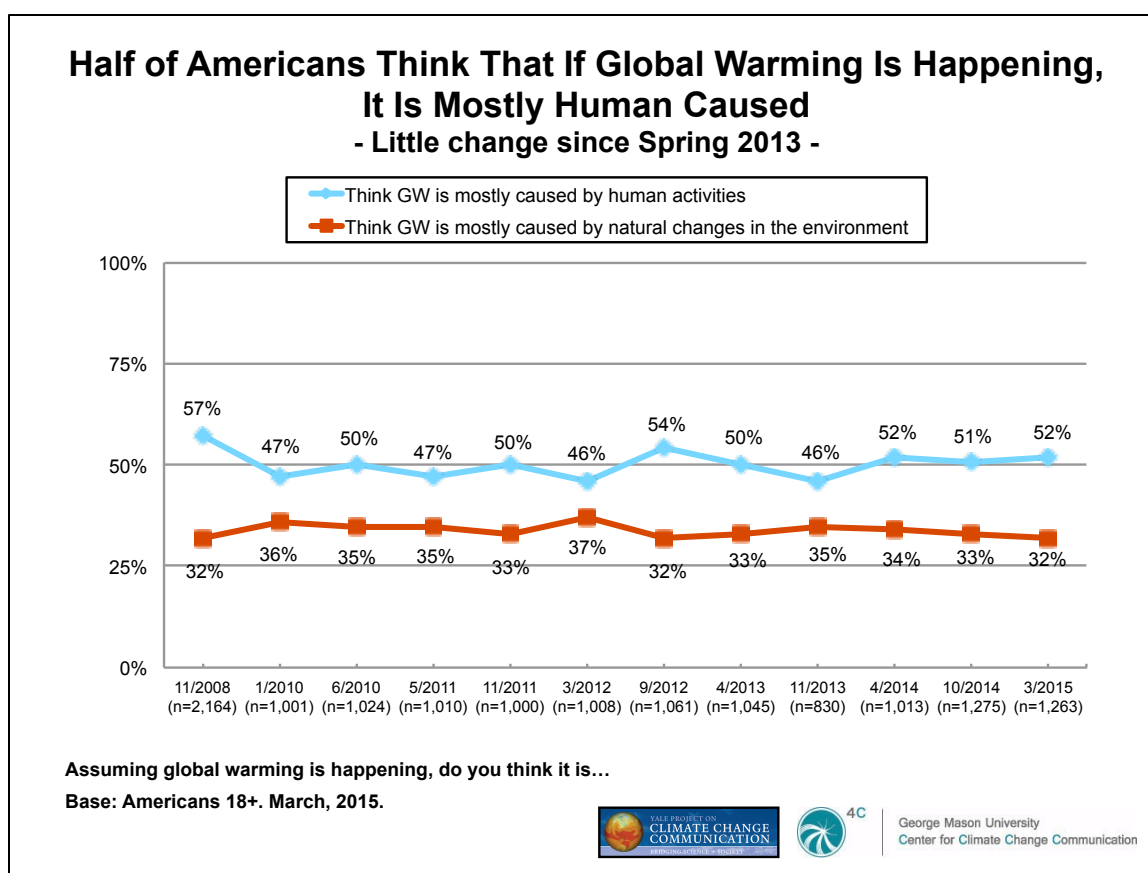
### 1.3. Half of Americans think that if global warming is happening, it is mostly human caused.

The 2014 U.S. National Climate Assessment (written and reviewed by hundreds of climate experts over the past 4 years) states: “the global warming of the past 50 years is primarily due to human activities, predominantly the burning of fossil fuels. Many independent lines of evidence confirm that human activities are affecting climate in unprecedented ways” (p. 15).<sup>1</sup>

Moreover, in a recent study investigating the degree of scientific consensus on climate change, Cook and colleagues (2013)<sup>2</sup> examined nearly 12,000 peer-reviewed papers in the climate science literature and found that of those papers that stated a position on the reality of human-caused global warming, 97% said it is happening and at least partly human caused.

Public understanding of climate change, however, is starkly different than the expert consensus.

Currently, about half of Americans (52%) think that global warming, if it is happening, is mostly human caused, a finding that has held steady since January 2010. By contrast, three in ten (32%) say they believe it is due mostly to natural changes in the environment.



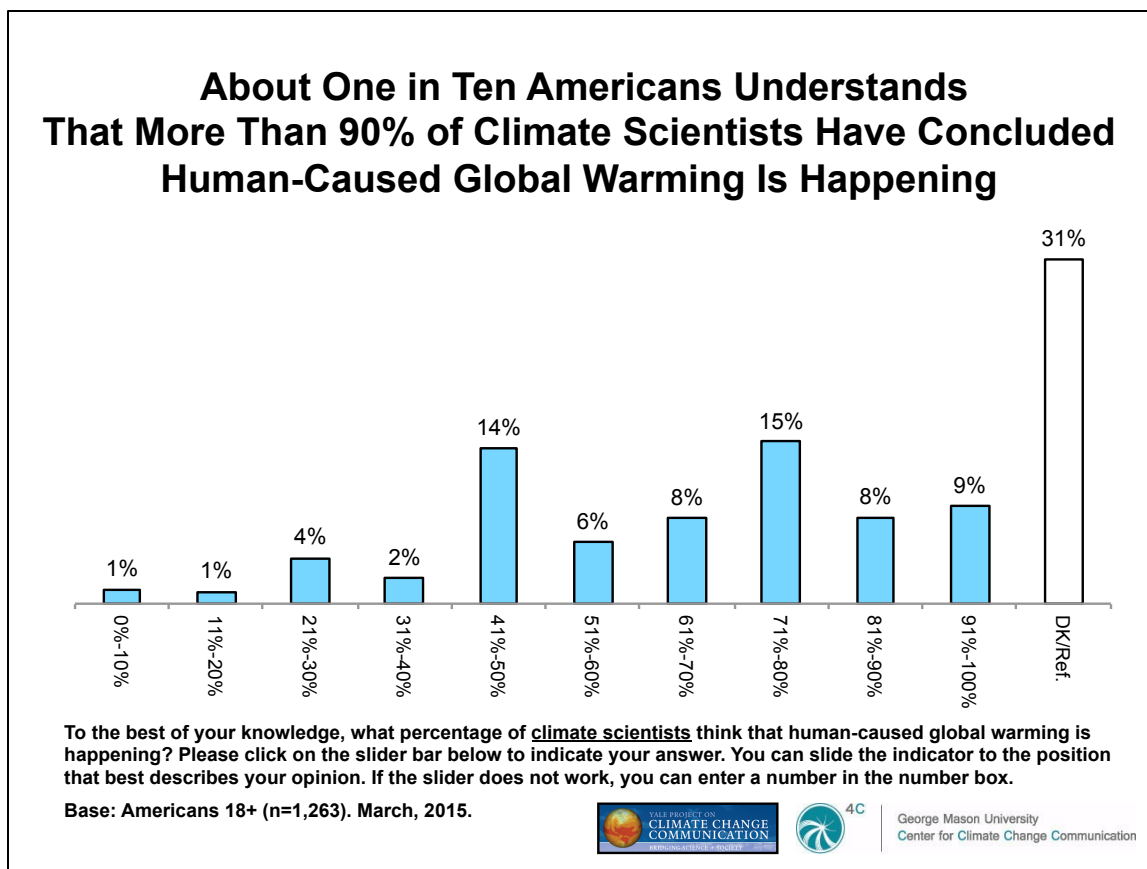
<sup>1</sup> <http://nca2014.globalchange.gov/report>

<sup>2</sup> Cook, J., Nuccitelli, D., Green, S. A., Richardson, M., Winkler, B., Painting, R., Way, R., Jacobs, P., & Skuce, A. (2013). Quantifying the consensus on anthropogenic global warming in the scientific literature. *Environmental Research Letters*, 8. doi:10.1088/1748-9326/8/2/024024



#### 1.4. About one in ten Americans understands that more than 90% of climate scientists have concluded human-caused global warming is happening.

Very few Americans are aware that 97% percent of climate scientists think that global warming is human-caused. In fact, only about one in ten Americans understands that more than 90% of climate scientists agree global warming is human caused, and fewer than half (45%) believe a majority do.<sup>3</sup>



This public misunderstanding of the scientific consensus – which has been found in each of our surveys since 2008 – has significant consequences. Other research has identified public understanding of the scientific consensus as a critical “gateway belief” that influences other important beliefs (i.e., global warming is happening, human caused, a serious problem, and solvable) and support for action.

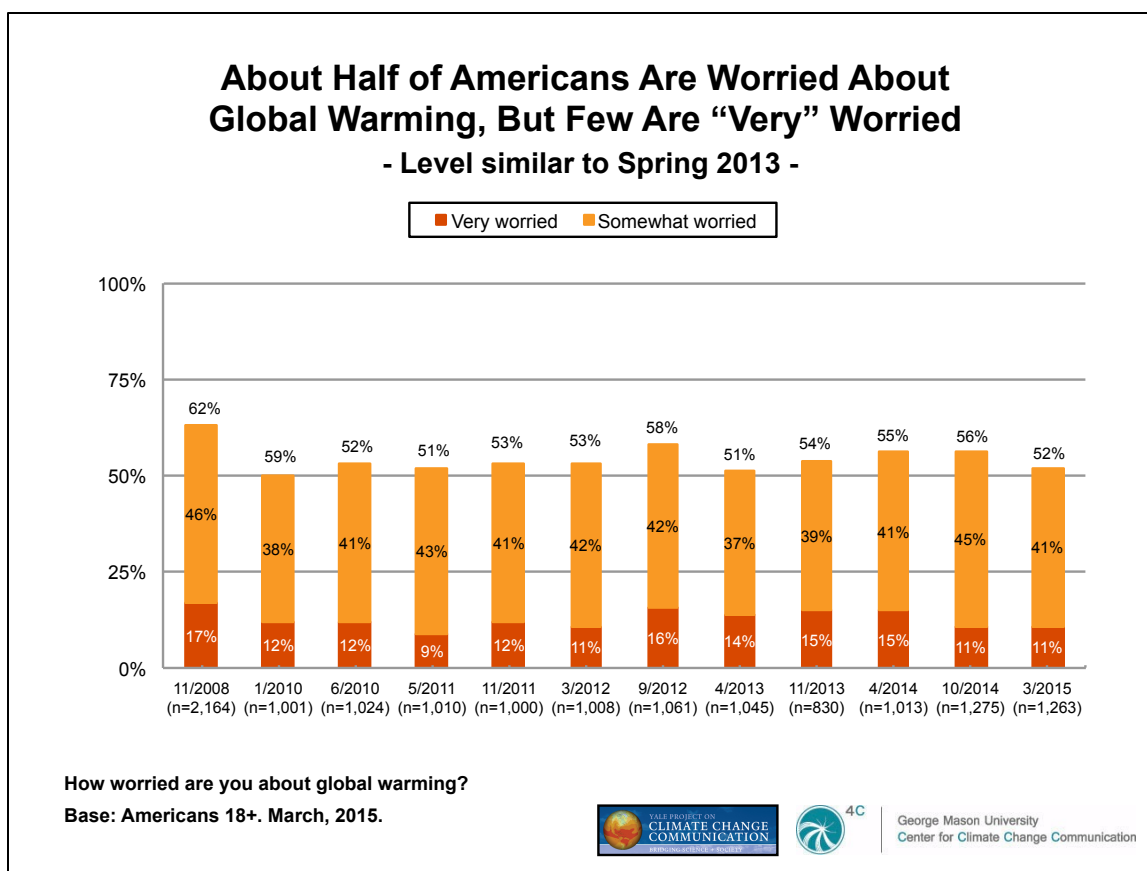
For more information, see: van der Linden, S., Leiserowitz, A., Feinberg, G., & Maibach, E. (2015). The Scientific Consensus on Climate Change as a Gateway Belief: Experimental Evidence. *PLoS ONE*, 10(2). doi: 10.1371/journal.pone.0118489

<sup>3</sup> Respondents were asked to estimate the percentage of climate scientists who have concluded that human-caused global warming is happening by moving a simulated “slider bar” which appeared on the screen of their computer. This slider bar allowed respondents to move a marker from one end to the other, where placing the marker all the way to the left recorded a “0%” response, all the way to the right a “100%” response, and any other whole number response at points in between.

### 1.5. About half of Americans are worried about global warming, but few are “very” worried.

About half of Americans (52%) say they are at least “somewhat worried” about global warming, but only 11% say they are “very worried” about it.

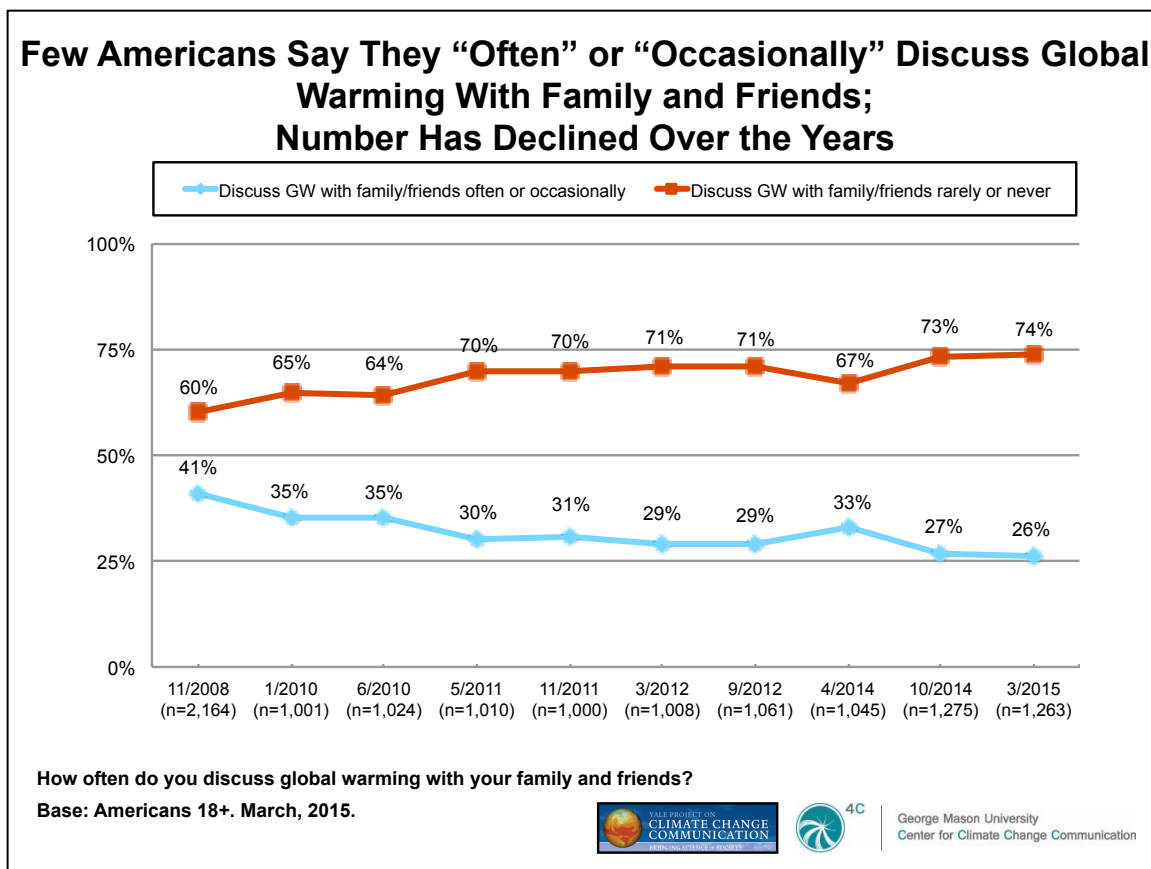
Even as the impacts of global warming have increased over time, public worry has remained relatively stable, changing little over the past four years.



Likewise, over half of Americans (56%) say global warming is at least “somewhat” important to them personally, but only one in five (21%) says it is “extremely” or “very” important. More than four in ten (44%) say the issue is “not very” or “not at all” important to them (see p. 30).

### 1.6. Few Americans say they “often” or “occasionally” discuss global warming with family and friends. The number who do has declined over the years.

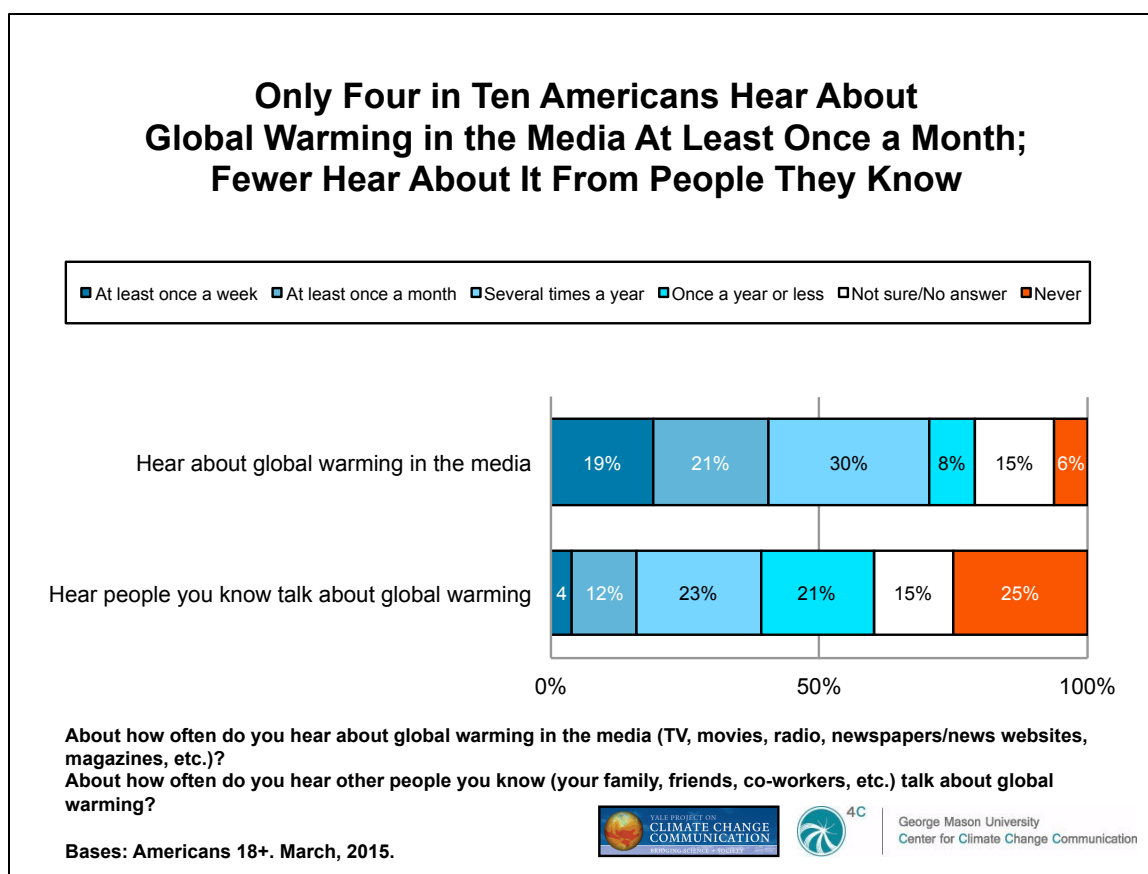
Most Americans (74%) say they only “rarely” or never discuss global warming with family and friends, a number that has grown substantially since 2008 (60%).



### 1.7. Only four in ten Americans hear about global warming in the media at least once a month; fewer hear about it from people they know.

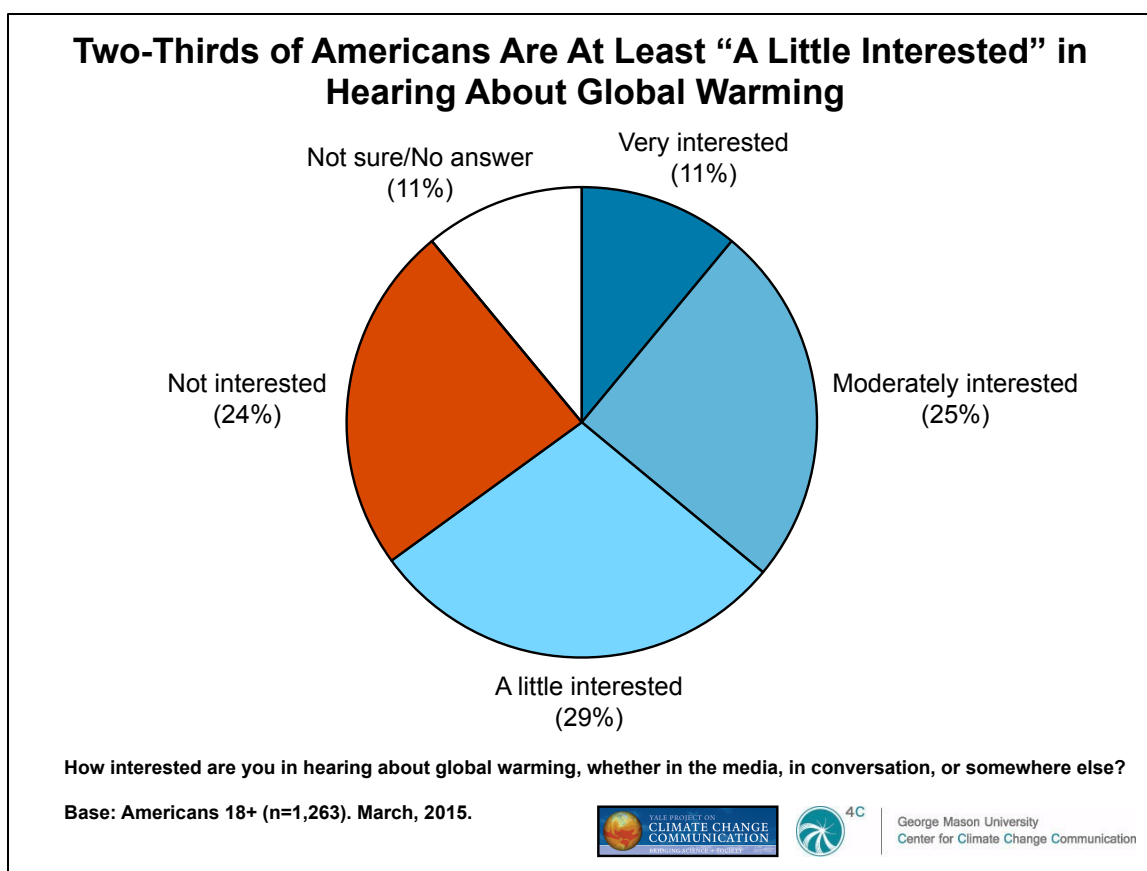
One in five Americans (19%) says they hear about global warming in the media (TV, movies, radio, newspapers/news websites, magazines, etc.) at least once a week. Four in ten (40%) say they hear about it at least once a month. Few (6%) say they never hear about global warming in the media.

In contrast, only one in 25 Americans (4%) says they hear people they know (family, friends, co-workers, etc.) talk about global warming at least once a week, and 16% hear people they know talk about it at least once a month. One in four (25%) never hears people they know talk about global warming.



### 1.8. Two-thirds of Americans are at least “a little interested” in hearing about global warming.

One in three Americans are “very” (11%) or “moderately” interested (25%) in hearing about global warming, whether in the media, in conversation, or somewhere else. An additional three in ten Americans are “a little” interested (29%). One in four Americans (24%) is not interested in hearing about global warming.





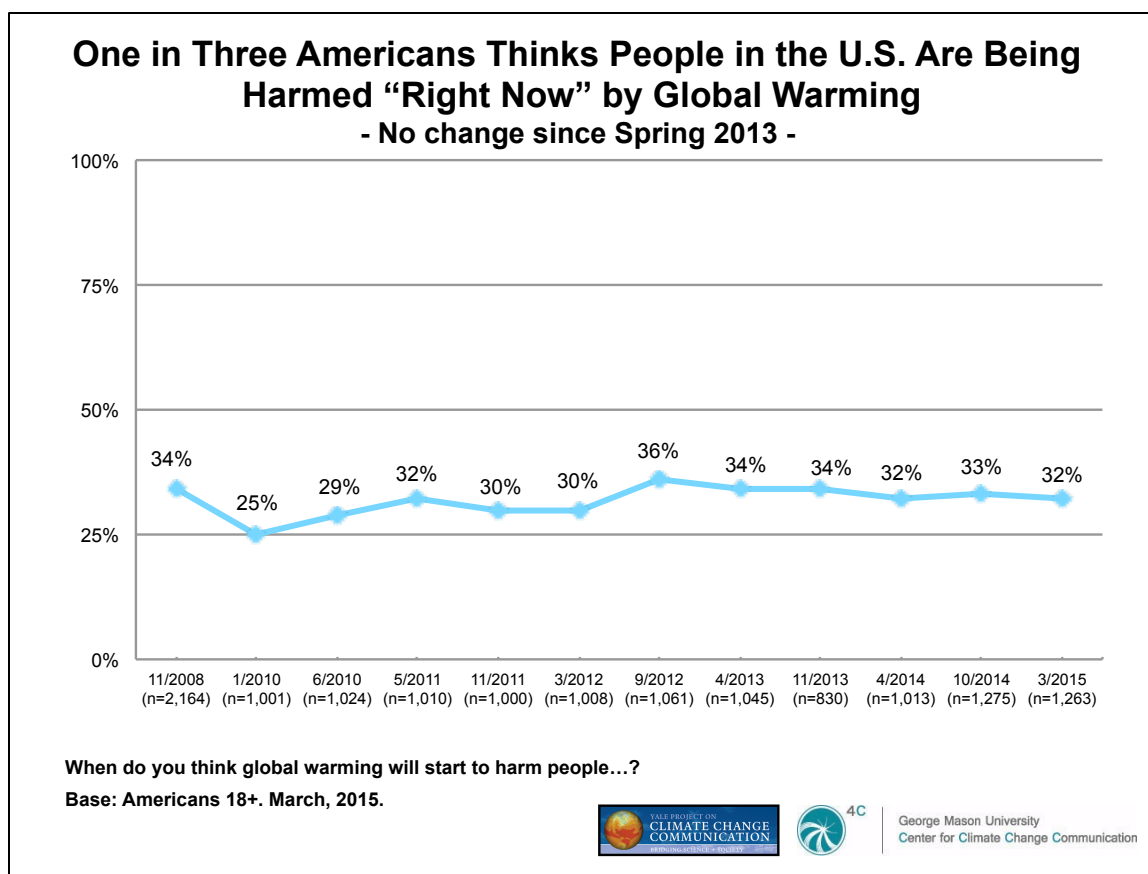
## 2. Perceived Risks of Global Warming

### 2.1. One in three Americans thinks people in the U.S. are being harmed right now by global warming.

The impacts of global warming are starting to be felt in the United States. According to the 2014 U.S. National Climate Assessment:<sup>4</sup>

“Residents of some coastal cities see their streets flood more regularly during storms and high tides. Inland cities near large rivers also experience more flooding, especially in the Midwest and Northeast. Insurance rates are rising in some vulnerable locations, and insurance is no longer available in others. Hotter and drier weather and earlier snow melt mean that wildfires in the West start earlier in the spring, last later into the fall, and burn more acreage. In Arctic Alaska, the summer sea ice that once protected the coasts has receded, and autumn storms now cause more erosion, threatening many communities with relocation” (p. 1).

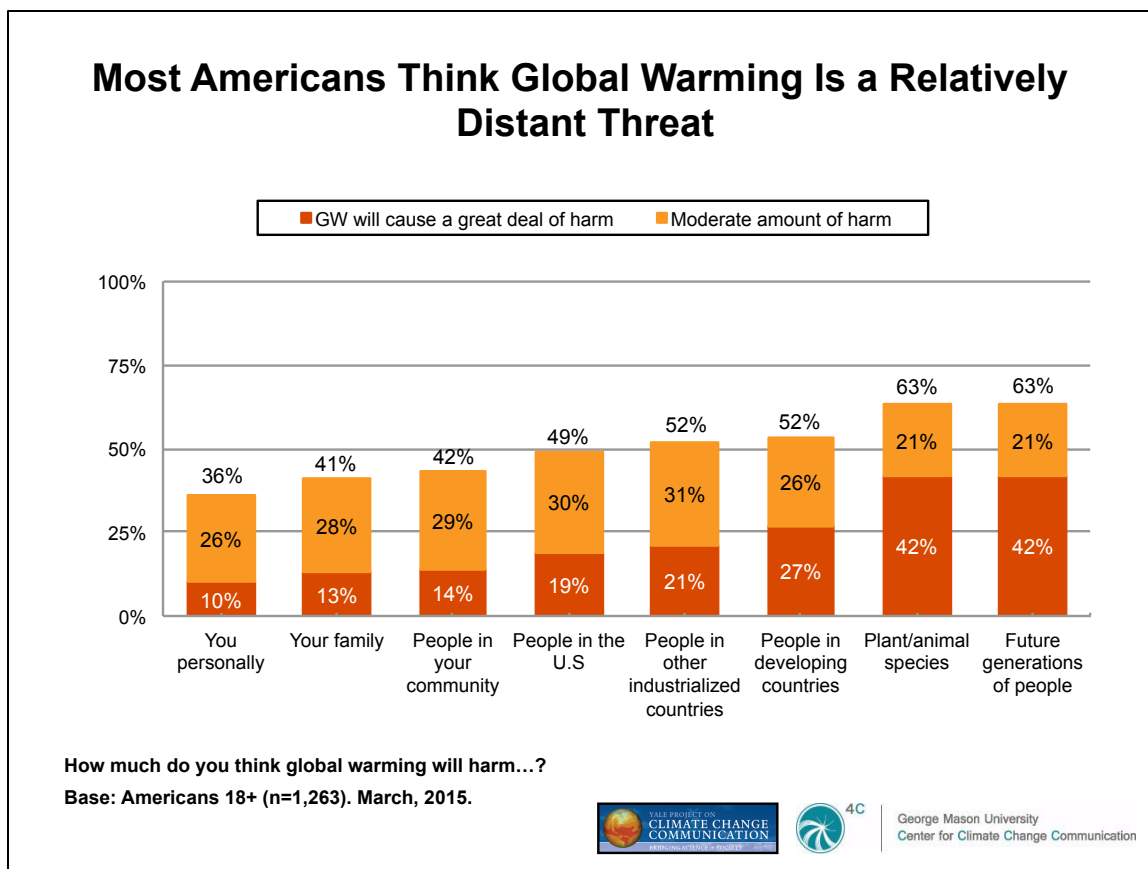
Yet only about one in three Americans (32%) thinks people in the U.S. are being harmed “right now” by global warming, a number that has remained steady over the past several years.



<sup>4</sup> <http://nca2014.globalchange.gov/downloads>

## 2.2. Most Americans think global warming is a relatively distant threat

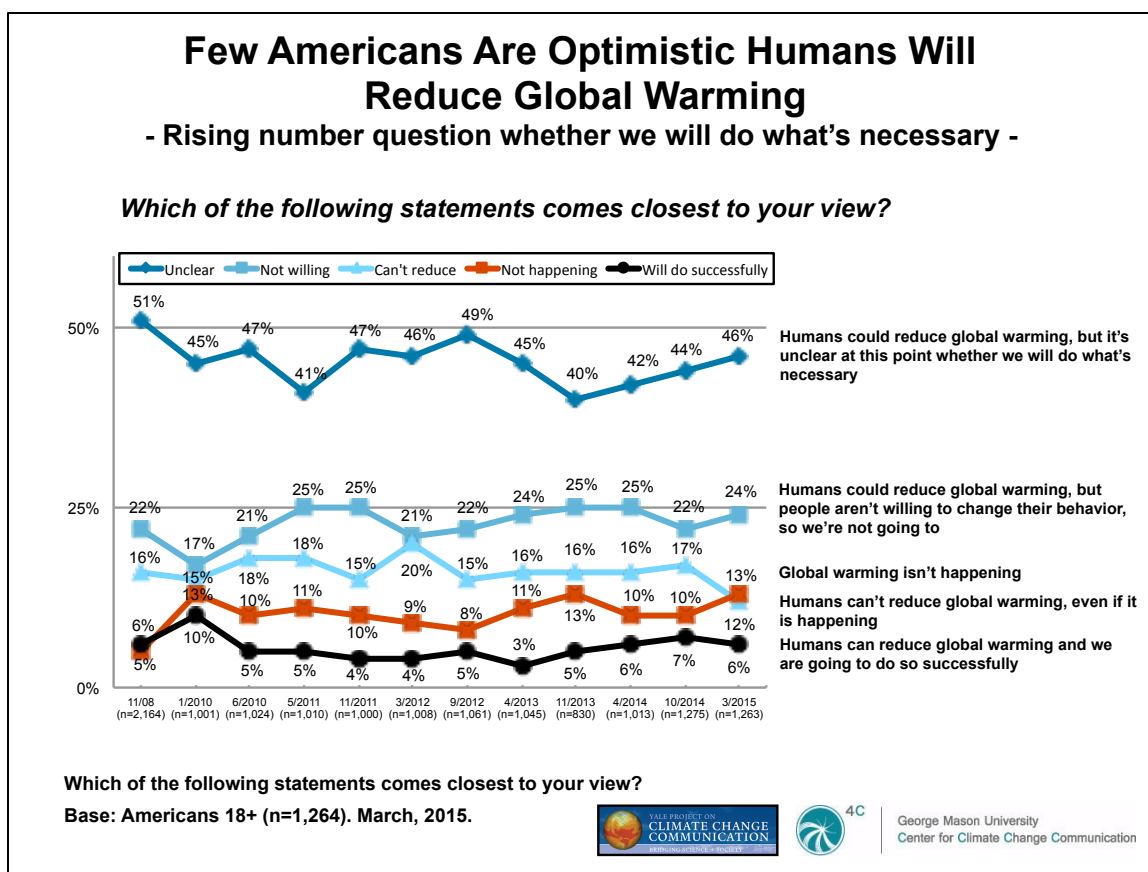
Americans are more likely to think that future generations of people (63%) will be harmed a “great deal” or a “moderate amount” than will people currently living in developing countries (52%), in industrialized countries (52%), and in the U.S. (49%). They are least likely to think people in their community (42%), their family members (41%) or they themselves (36%) will be harmed.



### 2.3. Few Americans are optimistic humans will reduce global warming.

Close to half of Americans (46%, up 6 points since November, 2013) say humans could reduce global warming, but it's unclear at this point whether we will do what is necessary.

Among the balance of Americans, the pessimists outnumber the optimists. Whereas only 6% say humans can and will successfully reduce global warming, about one in four (24%) says we won't because people are unwilling to change their behavior, and about one in ten (12%, down 5 points since October, 2014) says humans can't reduce global warming even if it is happening.



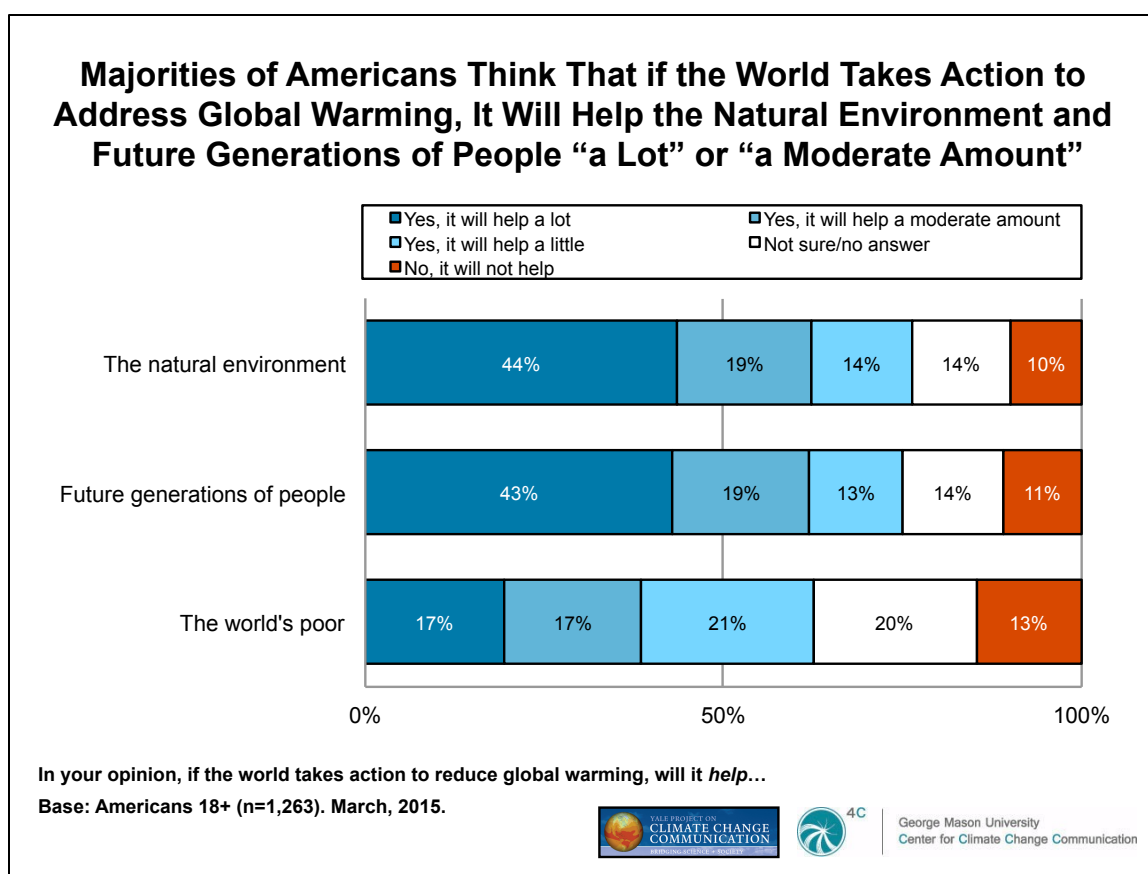
### 3. The Role of Government in Addressing Global Warming

#### 3.1. Majorities of Americans think that if the world takes action to address global warming, it will help the natural environment and future generations of people “a lot” or “a moderate amount.”

Americans see benefits from world action to address global warming. Majorities think that such action will help “a lot” or “moderate” amount:

- The natural environment (63%)
- Future generations of people (62%)

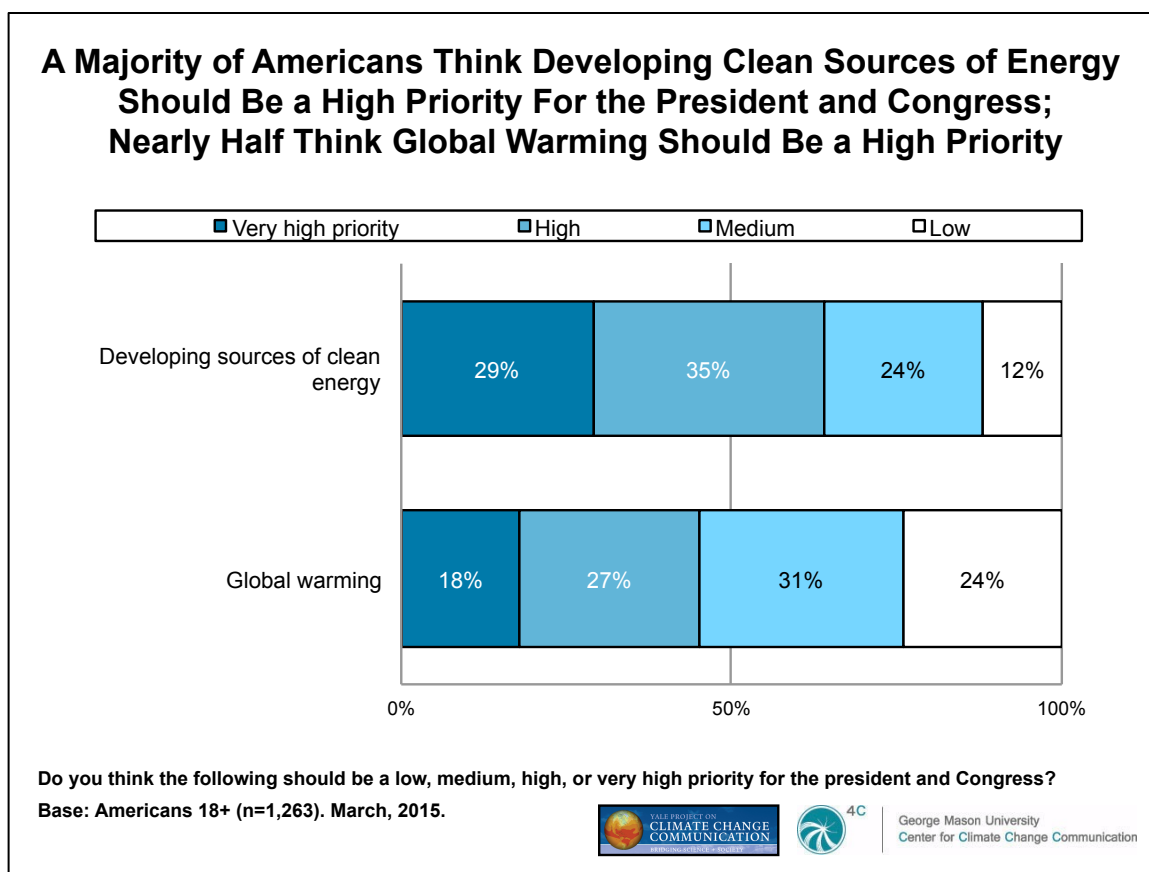
One in three (34%) thinks addressing global warming will help the world’s poor at least a moderate amount, and majority think it will help the poor at least “a little” (55%).



### 3.2. A majority of Americans think developing clean sources of energy should be a high priority for the president and Congress. Nearly half think global warming should be a high priority.

Two in three Americans (64%) think developing clean sources of energy should be a very high or high priority for the president and Congress, a critical part of any effort to reduce global warming. Fewer (12%) say it should be a low priority.

Nearly half (45%) think global warming should be a very high or high priority for the president and Congress. About one in four (24%), however, say that global warming should be a low priority.





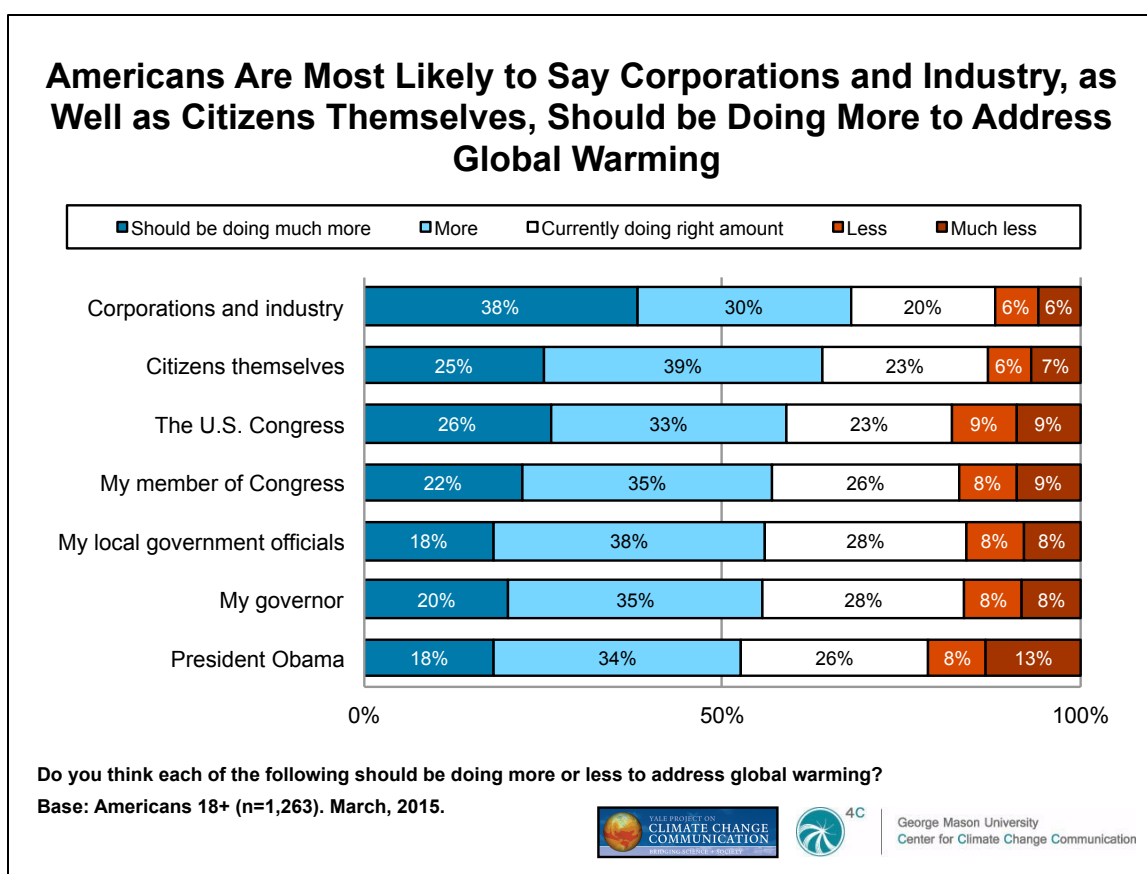
### 3.3. Americans are most likely to say corporations and industry, as well as citizens themselves, should be doing more to address global warming.

Americans think both the private and public sectors should be doing more to address global warming.

About two in three Americans say corporations and industry (68%) and citizens themselves (64%) should be doing “much more” or “more” to address global warming.

Half or more also believe federal, state, and local government should be doing more:

- The U.S. Congress (59%)
- My member of Congress (57%)
- My local government officials (55%)
- My governor (55%)
- President Obama (52%)



Most Americans (83%) say the U.S. should make an effort to reduce global warming, even if it has economic costs. About one in four (27%) supports a large-scale effort even if there are large economic costs. A plurality (40%) favors a medium-scale effort, even if it has moderate economic costs. And about one in six (17%) supports a small-scale effort, even if it has small economic costs. Relatively few (17%) say the United States should make no effort to reduce global warming at all (see p. 44).<sup>5</sup>

Nearly six in ten Americans (56%) say the U.S. should reduce its own greenhouse gas emissions, regardless of what other countries do, a number that has remained fairly stable over the past few years. Relatively few (12%) say the U.S. should reduce its emissions only if other industrialized and/or developing countries do – and only 6% of Americans say the U.S. should not reduce its greenhouse gas emissions (see p. 45).

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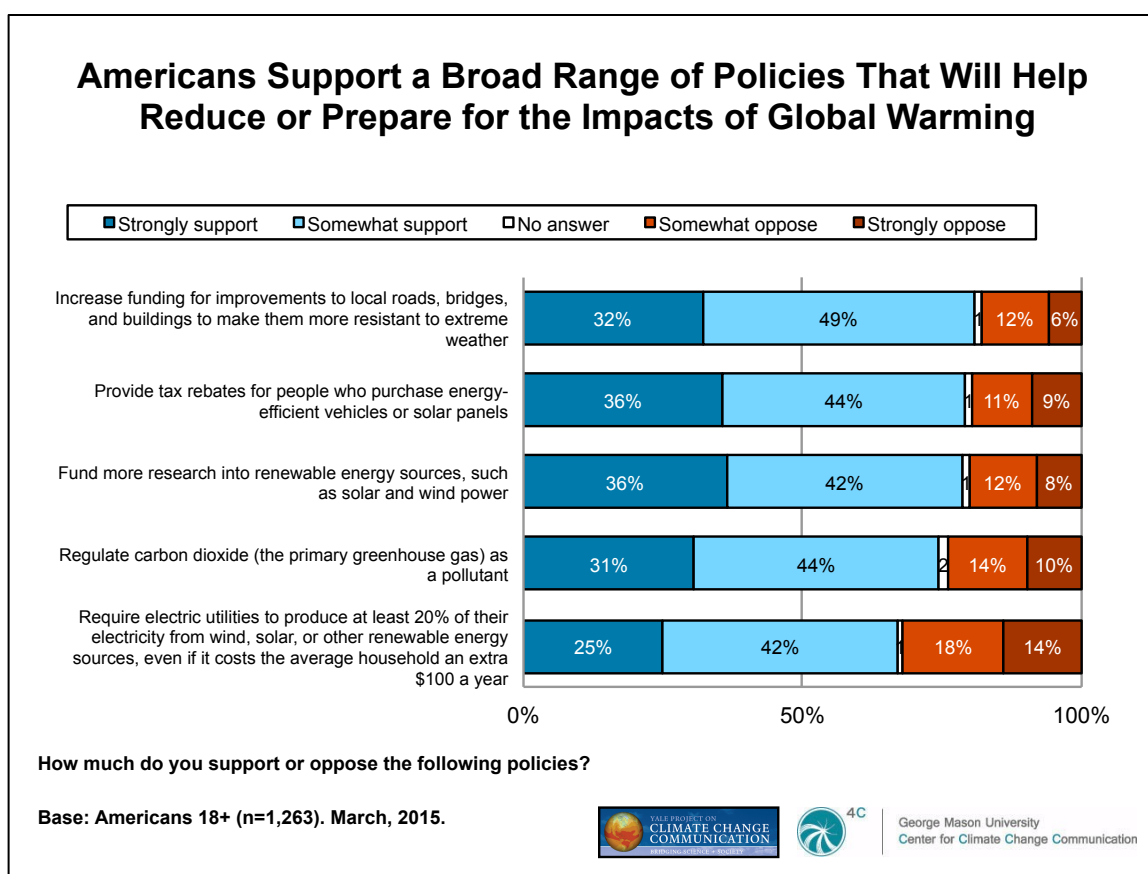
<sup>5</sup> Previous research indicates that the average U.S. citizen is willing to pay 13 percent more for their electricity in support of a national clean energy standard (see Aldy, J., Kotchen, M., & Leiserowitz, A., 2012. Willingness to pay and political support for a U.S. national clean energy standard. *Nature Climate Change*, 2, 596–599. doi:10.1038/nclimate1527).

## 4. Support for Policies to Reduce or Protect Against Global Warming

### 4.1. Americans support a broad range of policies that will help reduce or prepare for the impacts of global warming

Solid majorities of Americans “strongly” or “somewhat” support the following policies:

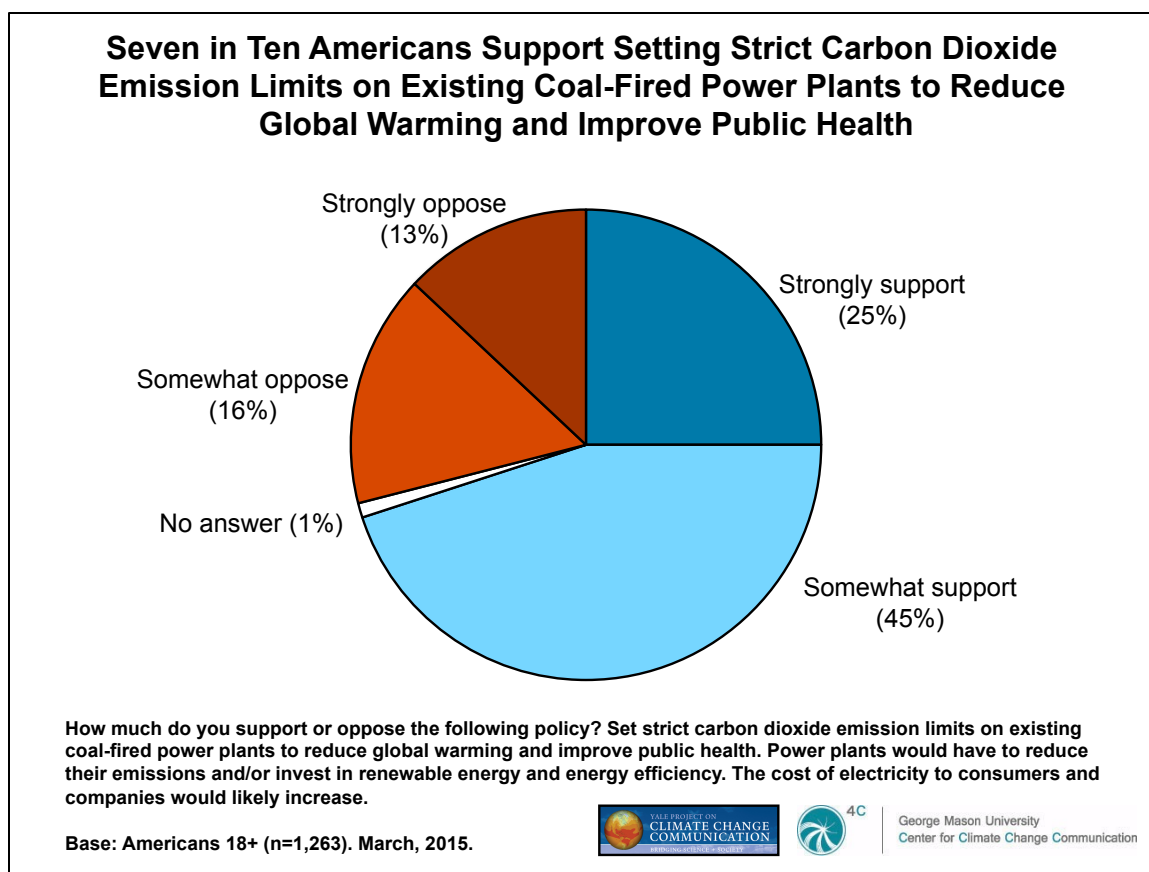
- Increased funding for improvements to local roads, bridges, and buildings to make them more resistant to extreme weather (81%)
- Providing tax rebates to people who purchase energy-efficient vehicles or solar panels (80%)
- Funding more research into renewable energy sources such as solar and wind power (79%)
- Regulating carbon dioxide as a pollutant (75%)
- Requiring 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 (66%)



#### 4.2. Seven in ten Americans support setting strict carbon dioxide emission limits on existing coal-fired plants to reduce global warming and improve public health.

Americans by greater than a two-to-one margin support (70%) rather than oppose (29%) the following policy:

“Set[ting] 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.”

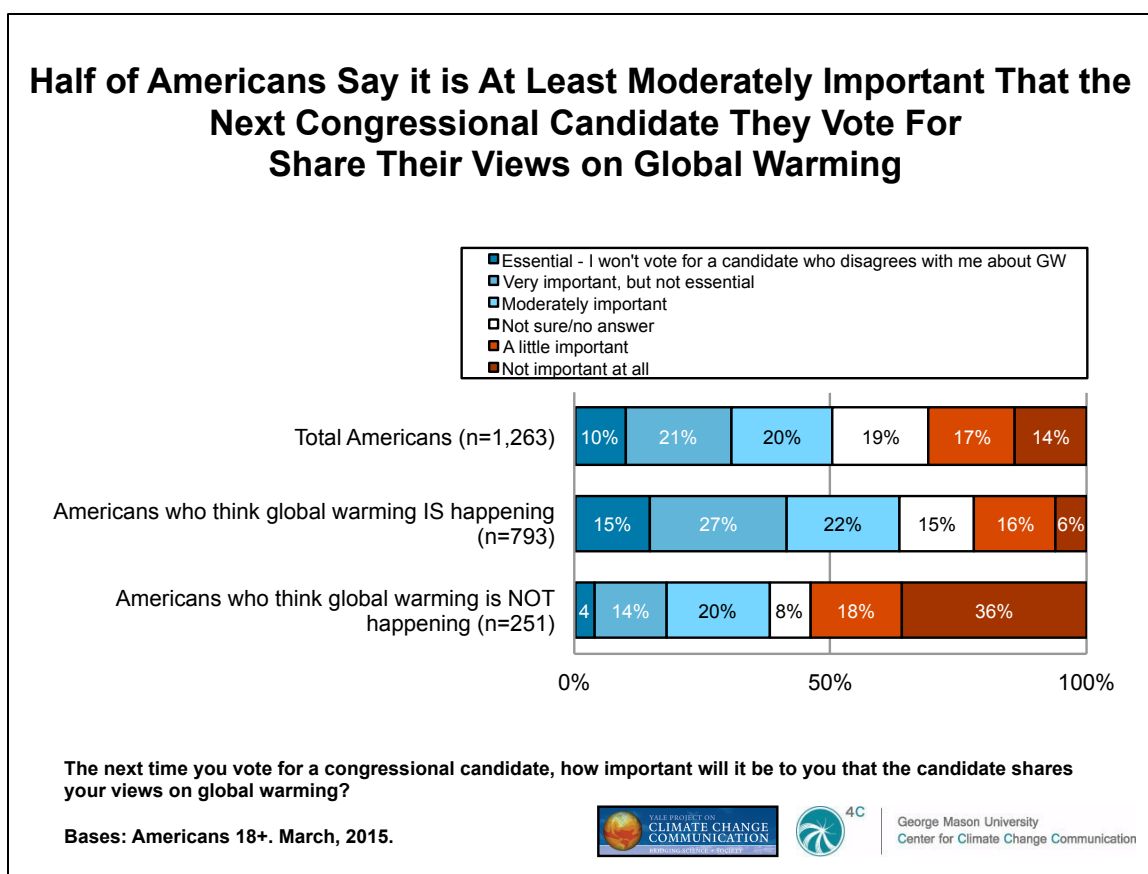


### 4.3. Half of Americans say it is at least moderately important that the next congressional candidate they vote for share their views on global warming

Though relatively few Americans say it is “essential” that the next congressional candidate they vote for share their views on global warming (10%), about half (51%) say it is at least moderately important. About three in ten (31%) say it is slightly or not at all important.

In contrast, among Americans who think global warming is happening, a majority (63%) say that it is at least moderately important that the next congressional candidate they vote for share their views on global warming, compared to 22% who say it is only slightly or not at all important.

Americans who think global warming is **not** happening place less importance on the issue when it comes to their intended voting behavior: Only 4% say it is “essential” a candidate agree with their views on climate change, and fewer than half (38%) say it is at least moderately important.

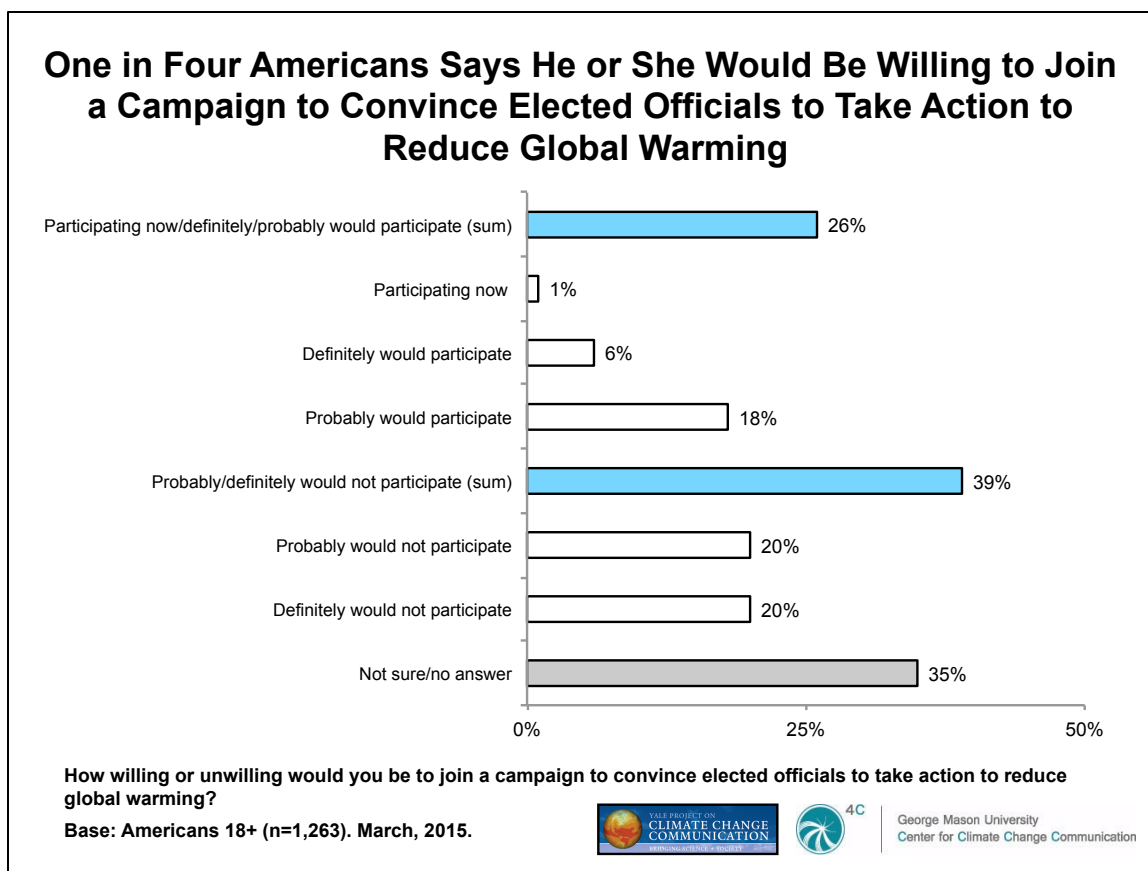




#### 4.4. One in four Americans says he or she would be willing to join a campaign to convince elected officials to take action to reduce global warming.

Americans not only support policies to reduce global warming, but about one in four (26%) are currently part of – or would “definitely” or “probably” be willing to join – a campaign to convince elected officials to take action to reduce global warming.

About four in ten (39%) probably or definitely would *not* be willing to join such a campaign.



## 5. The Moral Dimensions of Global Warming

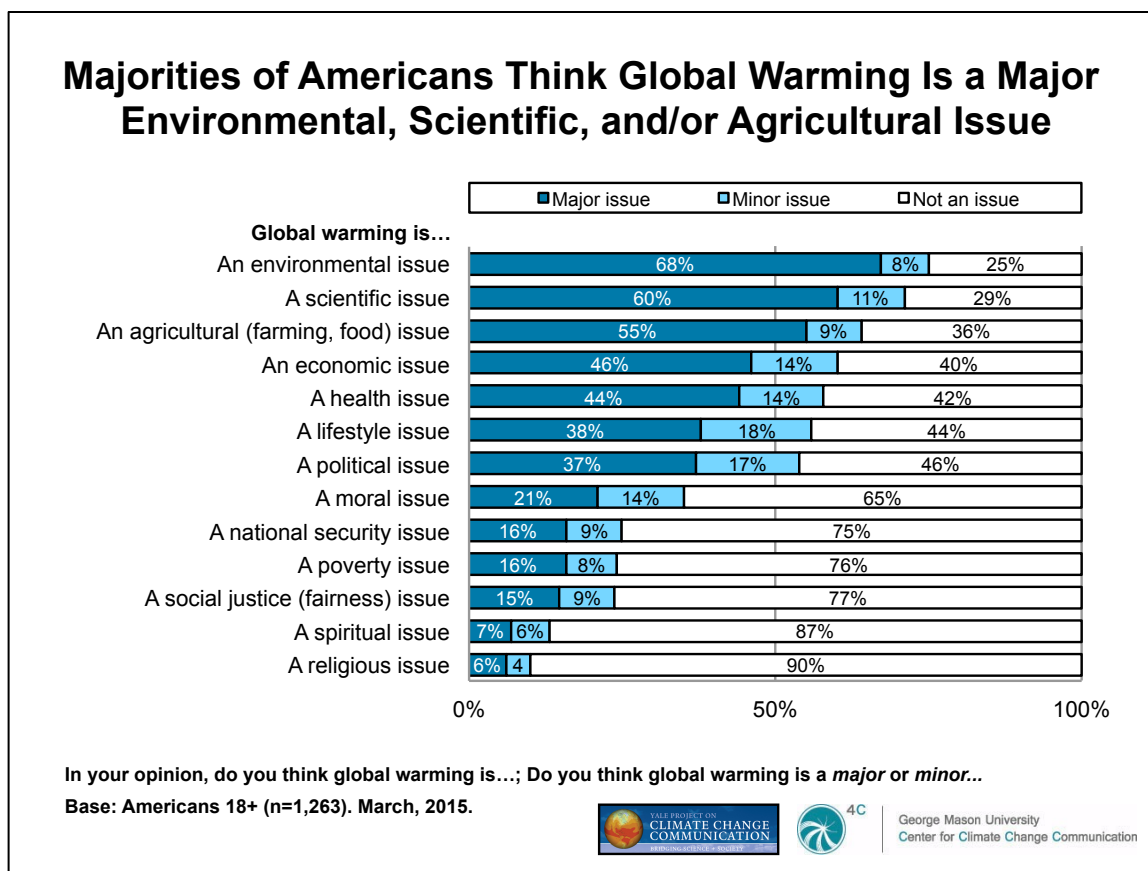
### 5.1. Majorities of Americans think global warming is a major environmental, scientific and/or agricultural issue.

Global warming represents a fundamental challenge to humanity on many dimensions, and understanding how people perceive the challenge is critical to formulating effective communication strategies around the issue.

To better understand how Americans think about global warming, we asked respondents to indicate what kind of issue, if any, they consider it to be: environmental, scientific, economic, health, moral, religious, etc. For each category of the issue they selected, we then asked if they consider it to be a major or minor issue.

Majorities of Americans say global warming is a major environmental (68%), scientific (60%), or agricultural issue (55%). Nearly half consider it a major economic (46%) or health issue (44%).

Few consider global warming to be a major national security (16%), poverty (16%), social justice (15%), spiritual (7%), or religious issue (6%).



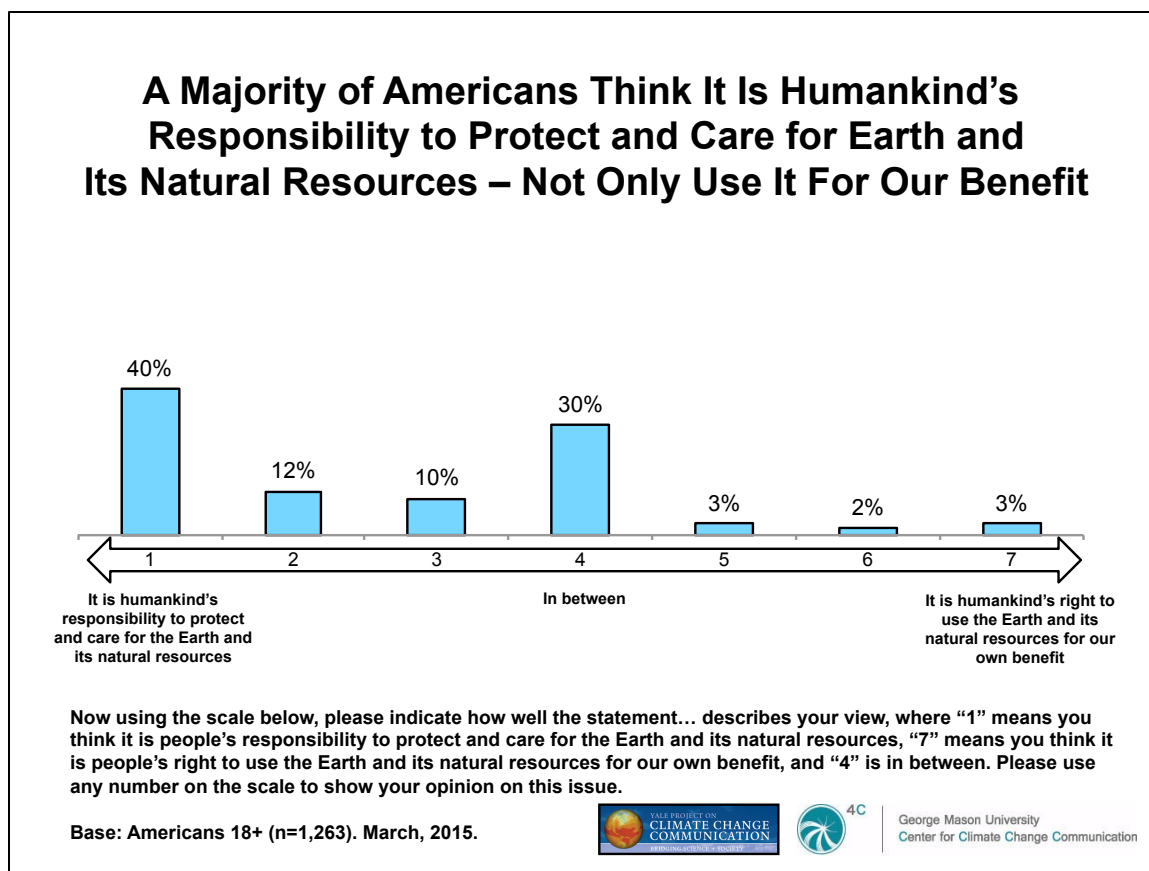
## 5.2. A majority of Americans think it is humankind's responsibility to protect and care for Earth and its natural resources – not only use it for our benefit.

Survey respondents were asked to indicate their level of agreement with two opposing perspectives...

1. "It is humankind's responsibility to protect and care for the Earth and its natural resources"
2. "It is humankind's right to use the Earth and its natural resources for our own benefit"

...where the statements were placed on the opposite ends of a 7-point scale as seen in the chart below. Respondents indicated their relative agreement with the two statements by picking one of the numbers on the scale, where a "1," "2," or "3" indicates stronger agreement with statement one, a "5," "6," or "7" indicates stronger agreement with statement two, and a "4" means the respondent agrees with both statements equally.

Americans are nine times more likely to lean toward the view that it is people's responsibility to care for the Earth and its resources (62%) than toward the belief that it is our right to use the Earth and its resources for our own benefit (7%). Three in ten (30%) put themselves equally between the two positions.



## 6. Trusted Sources of Global Warming Information

**Majorities of Americans trust climate scientists, family and friends, non-climate scientists, TV weather reporters, and their primary care doctor as sources of global warming information.**

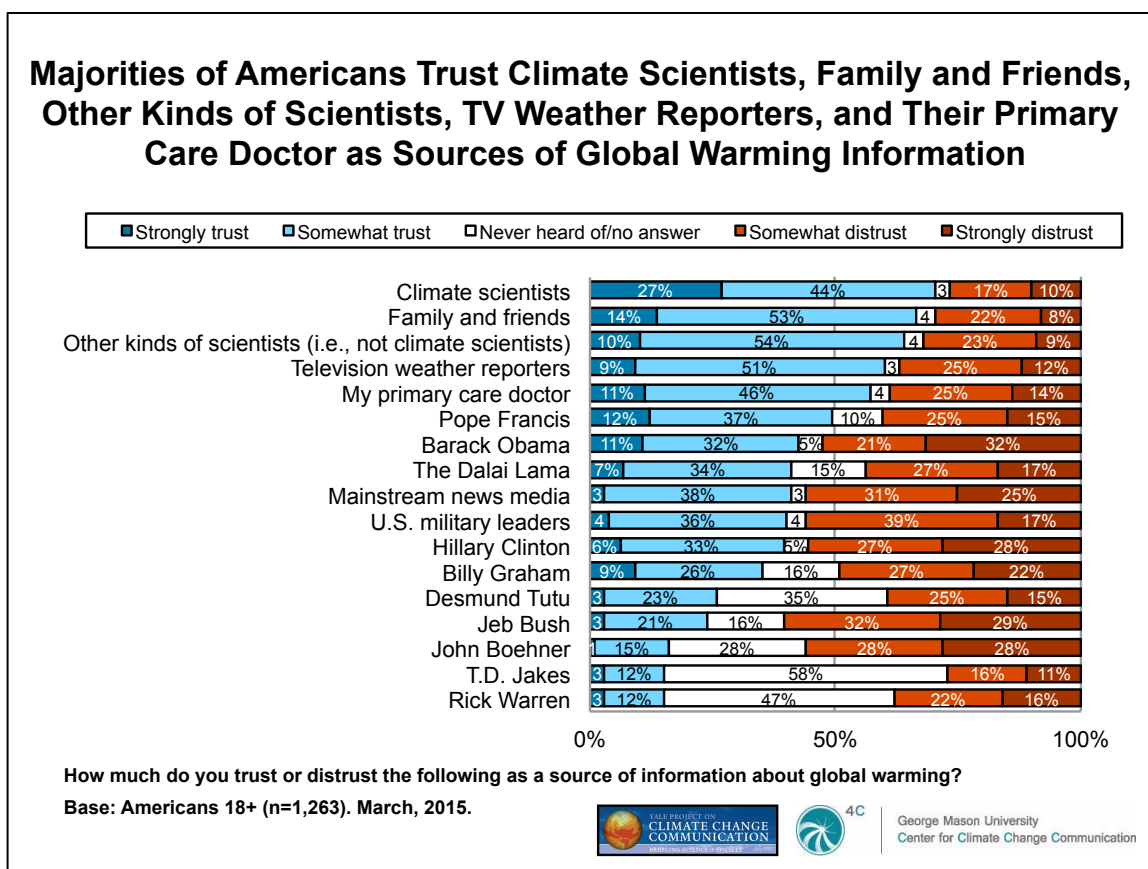
Over half of Americans “strongly” or “somewhat” trust the following for global warming information:

- Climate scientists (70%)
- Family and friends (67%)
- Other kinds of scientists (64%)
- Television weather reporters (60%)
- Their primary care doctor (57%)

Half (50%) trust Pope Francis on the topic, more than who trust any other religious figure asked about, including the Dalai Lama (41%), Billy Graham (34%), Desmond Tutu (26%), T.D. Jakes (15%), and Rick Warren (15%).

Among political leaders asked about, President Obama is the most trusted, though by fewer than half of Americans (42%), followed by Hillary Clinton (39%), Jeb Bush (24%), and John Boehner (16%).

A number of sources are distrusted by majorities of Americans, including Jeb Bush (61%), U.S. military leaders (56%), the mainstream news media (56%), John Boehner (56%), Hillary Clinton (55%), and President Obama (53%).



## Appendix I: Data Tables

**(Base: Americans 18+)**

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

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

	March 2015	Oct 2014	April 2014	Nov 2013	Sept 2012	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	63	66	64	63	63	70	66	63	64	61	57	71
No	18	16	19	23	16	12	14	17	18	18	20	10
Don't know	19	18	17	14	20	18	20	20	18	21	23	19

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

**How sure are you that global warming is happening?**

	March 2015	Oct 2014	April 2014	Nov 2013	Sept 2012	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(793)	(815)	(649)	(521)	(674)	(722)	(658)	(619)	(614)	(622)	(558)	(1,745)
	%	%	%	%	%	%	%	%	%	%	%	%
Extremely sure	27	24	30	27	27	27	19	22	21	20	24	35
Very sure	32	35	32	31	33	30	34	35	33	37	35	37
Somewhat sure	38	38	33	39	37	40	42	39	40	40	37	24
Not at all sure	3	4	5	3	4	3	5	5	6	3	5	4



**(Base: Americans 18+ who say global warming is not happening)**  
**How sure are you that global warming is not happening?**

	March 2015	Oct 2014	April 2014	Nov 2013	Sept 2012	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(251)	(228)	(196)	(179)	(164)	(160)	(156)	(175)	(188)	(199)	(227)	(301)
	%	%	%	%	%	%	%	%	%	%	%	%
Extremely sure	21	23	15	20	18	15	15	21	21	20	28	26
Very sure	31	30	26	36	28	27	41	37	31	31	31	28
Somewhat sure	37	35	47	36	42	45	35	37	38	44	34	38
Not at all sure	11	11	12	9	12	13	8	5	11	4	7	8

**(Base: Americans 18+)**

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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
I need a lot more information	21	20	19	18	17	20	19	18	22	20	22	30
I need some more information	27	27	25	22	23	25	28	28	30	27	23	30
I need a little more information	23	23	25	26	25	25	23	27	25	29	26	22
I do not need any more information	29	30	31	33	34	30	30	27	23	24	29	18

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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Caused mostly by human activities	52	51	52	46	50	54	46	50	47	50	47	57
Caused mostly by natural changes in the environment	32	33	34	35	33	32	37	33	35	35	36	32
Neither because global warming isn't happening	10	9	8	8	8	7	5	8	8	6	9	4
Other (please specify), caused by human activities and natural changes	5	6	5	9	7	5	9	6	8	7	6	5
Other (please specify), unclassified	2	1	1	3	2	1	2	2	1	1	1	1

**(Base: Americans 18+)**

**To the best of your knowledge, what percentage of climate scientists think that human-caused global warming is happening? Please click on the slider bar below to indicate your answer. You can slide the indicator to the position that best describes your opinion. If the indicator does not work, you can enter a number in the number box.**

	March 2015	Oct 2014
	(1,263)	(1,275)
	%	%
<b>Of those who provided a rating:</b>		
Mean	64	65
Median	68	67
<b>Percent who did not provide a rating (Don't know/Refused)</b>	32	30

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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Very worried	11	11	15	15	14	16	11	12	9	12	11	17
Somewhat worried	41	45	41	39	37	42	43	41	42	41	37	46
Not very worried	29	25	27	25	30	25	30	30	28	30	27	24
Not at all worried	19	18	18	20	19	17	16	15	20	18	22	13

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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Extremely important	6	5	8	8	8	6	6	6	7	6	5	11
Very important	15	16	17	14	13	17	14	13	15	18	15	21
Somewhat important	35	37	38	33	36	36	41	41	38	39	38	40
Not too important	24	24	21	26	24	24	23	25	25	24	23	18
Not at all important	20	18	16	19	18	17	16	15	14	14	20	11

**(Base: Americans 18+)****How often do you discuss global warming with your family and friends?**

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Often	3	3	4	3	4	3	5	4	4	5	6	5
Occasionally	23	24	28	23	28	26	24	26	26	30	29	35
Rarely	38	36	39	39	39	38	40	39	41	39	34	33
Never	36	37	29	34	28	34	30	29	28	25	30	26

**(Base: Americans 18+)****About how often do you hear about global warming in the media (TV, movies, radio, newspapers/news websites, magazines, etc.)?**

	March 2015
(Unweighted base)	(1,263)
	%
At least once a week	19
At least once a month	21
Several times a year	30
Once a year or less often	8
Never	6
Not sure	15

**(Base: Americans 18+)**

**About how often do you hear other people you know (your family, friends, co-workers, etc.) talk about global warming?**

	March 2015
(Unweighted base)	(1,263)
	%
At least once a week	4
At least once a month	12
Several times a year	23
Once a year or less often	21
Never	25
Not sure	14

**(Base: Americans 18+)**

**How interested are you in hearing about global warming, whether in the media, in conversation, or somewhere else?**

	March 2015
(Unweighted base)	(1,263)
	%
Very interested	11
Moderately interested	25
A little interested	29
Not interested	24
Not sure	11

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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
They are being harmed right now	32	33	32	34	34	36	30	30	32	29	25	34
In 10 years	11	10	9	10	11	13	12	10	12	12	12	13
In 25 years	13	14	14	14	12	11	14	13	13	12	14	13
In 50 years	11	12	15	11	12	12	14	15	12	13	13	13
In 100 years	13	13	14	12	13	13	15	15	11	15	13	12
Never	20	18	16	18	17	15	16	16	20	19	23	15

**(Base: Americans 18+)**  
**How much do you think global warming will harm...?**

You personally

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	10	12	13	13	15	16	11	9	11	10	14	10
A moderate amount	26	24	25	25	25	26	18	21	18	21	23	22
Only a little	26	26	26	27	26	25	30	28	28	27	22	24
Not at all	25	27	25	26	23	20	29	25	25	24	31	22
Don't know	13	11	11	8	11	13	11	17	18	18	11	23

Your family

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	13	15	16	17	17	18	12	10	13	11	15	11
A moderate amount	28	28	27	25	27	28	21	24	21	25	25	24
Only a little	23	23	24	25	23	23	29	27	26	24	21	23
Not at all	22	23	21	24	20	17	26	21	23	21	28	19
Don't know	13	11	11	9	12	14	12	18	18	19	11	23



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

People in your community

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	14	16	17	14	17	19	12	11	12	11	15	13
A moderate amount	29	27	28	29	28	29	22	24	33	25	27	26
Only a little	24	23	24	24	23	23	29	27	26	24	22	20
Not at all	20	22	20	23	18	15	24	21	22	21	24	17
Don't know	14	11	11	10	13	13	13	18	18	19	12	23

People in the United States

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	19	23	23	23	22	26	18	15	16	16	22	21
A moderate amount	30	30	30	30	30	31	28	29	26	28	29	28
Only a little	20	20	18	19	19	17	24	23	23	22	16	15
Not at all	17	17	18	20	16	12	18	17	17	17	22	14
Don't know	14	11	11	8	12	13	12	16	18	18	12	22

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

People in other modern industrialized countries

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	21	24	22	25	21	26	20	17	17	17	23	22
A moderate amount	31	29	31	29	32	31	29	29	25	28	29	28
Only a little	18	18	19	19	18	18	21	22	23	21	16	13
Not at all	15	17	16	19	15	11	17	15	17	15	19	13
Don't know	14	11	12	9	13	15	13	17	19	18	13	24

People developing countries

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	27	29	31	32	30	35	26	22	23	22	29	31
A moderate amount	26	26	24	24	25	29	26	28	22	28	25	22
Only a little	17	16	17	17	18	10	19	17	20	17	14	11
Not at all	15	17	16	19	13	11	16	15	17	15	19	13
Don't know	15	12	12	9	13	15	14	18	19	18	13	24

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

## Future generations of people

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	42	46	49	46	42	47	43	40	37	39	42	44
A moderate amount	21	18	18	19	21	21	22	22	22	22	22	17
Only a little	10	11	10	11	12	9	12	13	10	11	9	7
Not at all	12	13	12	15	12	8	11	10	12	12	15	10
Don't know	15	13	11	9	12	14	13	16	19	16	12	22

## Plant and animal species

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
A great deal	42	44	47	46	39	43	43	41	39	40	43	45
A moderate amount	21	20	19	19	24	25	21	19	19	21	19	17
Only a little	12	10	12	11	13	11	13	16	12	12	11	8
Not at all	12	13	12	15	13	8	10	10	13	13	15	9
Don't know	13	12	11	8	10	13	12	15	18	15	12	20

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

The world's poor

	March 2015
(Unweighted base)	(1,263)
	%
A great deal	30
A moderate amount	23
Only a little	16
Not at all	16
Don't know	15

The natural environment

	March 2015
(Unweighted base)	(1,263)
	%
A great deal	44
A moderate amount	21
Only a little	10
Not at all	12
Don't know	13

**(Base: Americans 18+)****Which of the following statements comes closest to your view?**

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Humans can reduce global warming, and we are going to do so successfully	6	7	6	5	3	5	4	4	5	5	10	6
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed	46	44	42	40	45	49	46	47	41	47	45	51
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to	24	22	25	25	24	22	21	25	25	21	17	22
Humans can't reduce global warming, even if it is happening	12	17	16	16	16	15	20	15	18	18	15	16
Global warming isn't happening	13	10	10	13	11	8	9	10	11	10	13	5

**(Base: Americans 18+)****In your opinion, if the world takes action to reduce global warming, will it *help*... (n=1,263)**

	Yes, it will help a lot	Yes, a moderate amount	Yes, a little	No, it will not help	No, it will not help
	%	%	%	%	%
The natural environment	44	19	14	10	14
Future generations of people	43	19	13	11	14
The world's poor	17	17	21	13	20

**(Base: Americans 18+)**  
**Do you think...?**

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

	March 2015	Oct 2014
(Unweighted base)	(1,263)	(1,275)
	%	%
Very high priority	18	17
High priority	27	28
Medium priority	31	26
Low priority	24	28

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

	March 2015	Oct 2014
(Unweighted base)	(1,263)	(1,275)
	%	%
Very high priority	29	29
High priority	35	34
Medium priority	24	23
Low priority	12	13

**(Base: Americans 18+)****Do you think each of the following should be doing more or less to address global warming?****The U.S. Congress**

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Much more	26	21	25	26	25	24	23	20	19	19	19	26
More	33	36	31	26	32	36	35	35	38	35	35	41
Currently doing the right amount	23	23	24	26	20	22	21	25	20	26	23	20
Less	9	10	8	9	11	8	12	11	11	10	10	6
Much less	9	11	10	13	10	9	9	8	12	9	15	7

**President Obama**

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008+
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Much more	18	16	18	18	18	18	19	19	19	20	17	28
More	34	34	31	28	34	35	35	33	35	32	33	38
Currently doing the right amount	26	26	29	31	24	29	25	28	22	30	26	21
Less	8	9	7	7	12	7	10	10	10	9	9	6
Much less	13	13	13	14	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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Much more	38	35	36	40	39	39	40	37	34	38	33	41
More	30	32	30	25	31	32	30	30	31	28	31	32
Currently doing the right amount	20	20	20	20	18	18	18	20	18	22	21	17
Less	6	5	6	5	5	6	7	6	8	7	7	5
Much less	6	7	7	8	5	5	5	6	9	6	9	6

## Citizens themselves

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Much more	25	23	23	27	24	25	27	26	28	31	27	30
More	39	39	42	34	39	41	40	39	35	33	36	42
Currently doing the right amount	23	23	22	23	25	23	22	24	21	24	23	20
Less	6	6	6	6	6	5	7	6	9	7	7	5
Much less	7	8	6	8	5	4	5	6	7	5	8	5

**(Base: Americans 18+)**

**Do you think each of the following should be doing more or less to address global warming?  
(Cont'd.)**

Your local government officials

	March 2015	Oct 2014
(Unweighted base)	(1,263)	(1,275)
	%	%
Much more	18	15
More	38	39
Currently doing the right amount	28	28
Less	8	8
Much less	8	10

Your governor

	March 2015	Oct 2014
(Unweighted base)	(1,263)	(1,275)
	%	%
Much more	20	16
More	35	37
Currently doing the right amount	28	28
Less	8	9
Much less	8	10

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

Your member of Congress

	March 2015	Oct 2014
(Unweighted base)	(1,263)	(1,275)
	%	%
Much more	22	17
More	35	37
Currently doing the right amount	26	27
Less	8	9
Much less	9	10

**(Base: Americans 18+)****How big of an effort should the United States make to reduce global warming?**

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(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	27	27	28	27	26	24	26	26	29	28	26	34
A medium-scale effort, even if it has moderate economic costs	40	39	35	34	36	44	42	40	38	41	36	40
A small-scale effort, even if it has small economic costs	17	20	21	22	22	19	19	23	19	18	21	17
No effort	17	14	16	17	14	12	13	12	14	13	18	9

**(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? The United States should reduce its greenhouse gas emissions...**

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Regardless of what other countries do	56	57	58	60	59	61	63	60	61	65	57	67
Only if other industrialized countries (such as England, Germany, and Japan) reduce their emissions	4	3	3	4	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	8	9	9	8	7	7	8	7	8	8	7	7
The U.S. should not reduce its emissions	6	6	6	6	6	6	5	5	6	5	7	4
Don't know/Refused	26	24	23	22	25	25	21	25	23	19	25	20

**(Base: Americans 18+)****How much do you support or oppose the following policies?**

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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly support	36	36	31	30	28	30	36	36	47	42	41	53
Somewhat support	42	41	44	42	42	43	43	42	37	45	44	39
Somewhat oppose	12	12	12	16	14	13	12	17	11	10	11	6
Strongly oppose	8	9	9	9	11	8	9	6	6	3	4	2

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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly support	36	36	29	28	26	29	30	30	41	41	32	38
Somewhat support	44	41	46	43	45	44	46	48	41	42	50	47
Somewhat oppose	11	13	11	17	15	14	13	14	10	12	10	11
Strongly oppose	9	9	11	9	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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012	March 2012	Nov 2011	May 2011	June 2010	Jan 2010	Nov 2008
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)	(1,008)	(1,000)	(1,010)	(1,024)	(1,001)	(2,164)
	%	%	%	%	%	%	%	%	%	%	%	%
Strongly support	31	29	23	24	23	21	25	25	NA	26	24	30
Somewhat support	44	46	45	43	45	45	50	48	NA	51	47	50
Somewhat oppose	14	13	17	17	16	18	15	20	NA	13	14	13
Strongly oppose	10	11	11	12	11	10	11	7	NA	11	15	7

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

	March 2015	Oct 2014	April 2014	Nov 2013	April 2013	Sept 2012
(Unweighted base)	(1,263)	(1,275)	(1,013)	(830)	(1,045)	(1,061)
	%	%	%	%	%	%
Strongly support	25	26	18	24	21	22
Somewhat support	42	36	37	35	38	37
Somewhat oppose	18	20	23	28	28	27
Strongly oppose	14	16	19	10	9	7

**(Base: Americans 18+)****How much do you support or oppose the following policies? (Cont'd.)**

Increase funding for improvements to local roads, bridges, and buildings to make them more resistant to extreme weather

	March 2015	Oct 2014
(Unweighted base)	(1,263)	(1,275)
	%	%
Strongly support	32	31
Somewhat support	49	52
Somewhat oppose	12	10
Strongly oppose	6	7

**(Base: Americans 18+)****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.**

	March 2015	Oct 2014
(Unweighted base)	(1,263)	(1,275)
	%	%
Strongly support	25	23
Somewhat support	45	44
Somewhat oppose	16	17
Strongly oppose	13	15



**(Base: Americans 18+)**

**The next time you vote for a congressional candidate, how important will it be to you that the candidate shares your views on global warming?**

	March 2015
(Unweighted base)	(1,263)
	%
Essential – I won't vote for a candidate who disagrees with me about global warming	10
Very important, but not essential	21
Moderately important	20
A little important	17
Not important at all	14
Not sure/no answer	19

**(Base: Americans 18+)**

**How willing or unwilling would you be to join a campaign to convince elected officials to take action to reduce global warming?**

	March 2015	Oct 2014
	(1,263)	(1,275)
	%	%
I am participating in a campaign like this now	1	1
I definitely would do it	6	4
I probably would do it	18	17
I probably would <u>not</u> do it	20	19
I definitely would <u>not</u> do it	20	28
Not sure	25	23
Refused/Prefer not to answer	10	9

**(Base: Americans 18+)****In your opinion, do you think global warming is...****(If “yes”) Do you think global warming is a *major* or *minor*...**

An environmental issue

	March 2015
	(1,263)
	%
Yes	76
Major	68
Minor	8
No	11
Not sure	12
No answer	1

A moral issue

	March 2015
	(1,263)
	%
Yes	35
Major	21
Minor	14
No	44
Not sure	19
No answer	2

A religious issue

	March 2015
	(1,263)
	%
Yes	10
Major	6
Minor	4
No	71
Not sure	18
No answer	2

A spiritual issue

	March 2015
	(1,263)
	%
Yes	13
Major	7
Minor	6
No	65
Not sure	20
No answer	2

**(Base: Americans 18+)****In your opinion, do you think global warming is... (Cont'd.)****(If “yes”) Do you think global warming is a *major* or *minor*... (Cont'd.)**

A social justice (fairness issue)

	March 2015
	(1,263)
	%
Yes	23
Major	15
Minor	9
No	53
Not sure	22
No answer	2

A political issue

	March 2015
	(1,263)
	%
Yes	54
Major	37
Minor	17
No	27
Not sure	17
No answer	2

A scientific issue

	March 2015
	(1,263)
	%
Yes	71
Major	60
Minor	11
No	13
Not sure	15
No answer	2

A health issue

	March 2015
	(1,263)
	%
Yes	58
Major	44
Minor	14
No	24
Not sure	17
No answer	2

**(Base: Americans 18+)****In your opinion, do you think global warming is... (Cont'd.)****(If “yes”) Do you think global warming is a *major* or *minor*... (Cont'd.)**

A lifestyle issue

	March 2015
	(1,263)
	%
Yes	56
Major	38
Minor	18
No	26
Not sure	16
No answer	2

An economic issue

	March 2015
	(1,263)
	%
Yes	60
Major	46
Minor	14
No	22
Not sure	16
No answer	2

A national security issue

	March 2015
	(1,263)
	%
Yes	26
Major	16
Minor	9
No	53
Not sure	20
No answer	1

An agricultural (farming, food) issue

	March 2015
	(1,263)
	%
Yes	64
Major	55
Minor	9
No	19
Not sure	16
No answer	2

**(Base: Americans 18+)****In your opinion, do you think global warming is... (Cont'd.)****(If “yes”) Do you think global warming is a *major* or *minor*... (Cont'd.)**

A poverty issue

	March 2015
	(1,263)
	%
Yes	24
Major	16
Minor	8
No	53
Not sure	21
No answer	2

**(Base: Americans 18+)**

Now using the scale below, please indicate how well the statement you chose in the previous question describes your view, where “1” means you think it is people’s responsibility to protect and care for the Earth and its natural resources, “7” means you think it is people’s right to use the Earth and its natural resources for our own benefit, and “4” is in between. Please use any number on the scale to show your opinion on this issue.

	March 2015
	(1,263)
	%
1 - It is humankind's responsibility to protect and care for the Earth and its natural resources	40
2	12
3	10
4 - In between	30
5	3
6	2
7 - It is humankind's right to use the Earth and its natural resources for our own benefit	3
No answer	2
Mean	2.6

**(Base: Americans 18+)****How much do you trust or distrust the following as a source of information about global warming?**

Barack Obama

	March 2015
(Base)	(1,263)
	%
Strongly trust	11
Somewhat trust	32
Somewhat distrust	21
Strongly distrust	32
Never heard of this person	2
No answer	3

Hillary Clinton

	March 2015
(Base)	(1,263)
	%
Strongly trust	6
Somewhat trust	33
Somewhat distrust	27
Strongly distrust	28
Never heard of this person	2
No answer	3

Jeb Bush

	March 2015
(Base)	(1,263)
	%
Strongly trust	3
Somewhat trust	21
Somewhat distrust	32
Strongly distrust	29
Never heard of this person	12
No answer	4

John Boehner

	March 2015
(Base)	(1,263)
	%
Strongly trust	1
Somewhat trust	15
Somewhat distrust	28
Strongly distrust	28
Never heard of this person	25
No answer	3

**(Base: Americans 18+)****How much do you trust or distrust the following as a source of information about global warming? (Cont'd.)**

## Pope Francis

	March 2015
(Base)	(1,263)
	%
Strongly trust	12
Somewhat trust	37
Somewhat distrust	25
Strongly distrust	15
Never heard of this person	7
No answer	3

## The Dalai Lama

	March 2015
(Base)	(1,263)
	%
Strongly trust	7
Somewhat trust	34
Somewhat distrust	27
Strongly distrust	17
Never heard of this person	11
No answer	4

## Desmond Tutu

	March 2015
(Base)	(1,263)
	%
Strongly trust	3
Somewhat trust	23
Somewhat distrust	25
Strongly distrust	15
Never heard of this person	31
No answer	3

## Rick Warren

	March 2015
(Base)	(1,263)
	%
Strongly trust	3
Somewhat trust	12
Somewhat distrust	22
Strongly distrust	16
Never heard of this person	44
No answer	3



**(Base: Americans 18+)****How much do you trust or distrust the following as a source of information about global warming? (Cont'd.)**

Billy Graham

	March 2015
(Base)	(1,263)
	%
Strongly trust	9
Somewhat trust	26
Somewhat distrust	27
Strongly distrust	22
Never heard of this person	13
No answer	4

T.D. Jakes

	March 2015
(Base)	(1,263)
	%
Strongly trust	3
Somewhat trust	12
Somewhat distrust	16
Strongly distrust	11
Never heard of this person	55
No answer	2

Family and friends

	March 2015
(Base)	(1,263)
	%
Strongly trust	14
Somewhat trust	53
Somewhat distrust	22
Strongly distrust	8
No answer	4

Climate scientists

	March 2015
(Base)	(1,263)
	%
Strongly trust	27
Somewhat trust	44
Somewhat distrust	17
Strongly distrust	10
No answer	3

**(Base: Americans 18+)****How much do you trust or distrust the following as a source of information about global warming? (Cont'd.)**

Other kinds of scientists (i.e., not climate scientists)

	March 2015
(Base)	(1,263)
	%
Strongly trust	10
Somewhat trust	54
Somewhat distrust	23
Strongly distrust	9
No answer	4

The mainstream news media

	March 2015
(Base)	(1,263)
	%
Strongly trust	3
Somewhat trust	38
Somewhat distrust	31
Strongly distrust	25
No answer	3

Television weather reporters

	March 2015
(Base)	(1,263)
	%
Strongly trust	9
Somewhat trust	51
Somewhat distrust	25
Strongly distrust	12
No answer	3

Your primary care doctor

	March 2015
(Base)	(1,263)
	%
Strongly trust	11
Somewhat trust	46
Somewhat distrust	25
Strongly distrust	14
No answer	4

**(Base: Americans 18+)**

**How much do you trust or distrust the following as a source of information about global warming? (Cont'd.)**

U.S. military leaders

	March 2015
(Base)	(1,263)
	%
Strongly trust	4
Somewhat trust	36
Somewhat distrust	39
Strongly distrust	17
No answer	4

## Appendix II: Survey Method

The data in this report are based on a nationally representative survey of 1,263 American adults, aged 18 and older, conducted from February 27 – March 10, 2015. All questionnaires were self-administered by respondents in a web-based environment. The survey took, on average, about 26 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, Geoff Feinberg, Seth Rosenthal, and Jennifer Marlon of Yale University, and Edward Maibach and Connie Roser-Renouf of George Mason University.

### Margins of error

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

- March 2015: Fielded February 27 – March 10 with 1,263 American adults. The margin of sampling error is plus or minus 3 percentage points.
- October 2014: Fielded October 17 – 28 with 1,275 American adults. The margin of sampling error is plus or minus 3 percentage points.
- April 2014: Fielded April 21 – 24 with 1,013 American adults. The margin of sampling error is plus or minus 3 percentage points.
- November 2013: Fielded November 23 – December 9 with 830 American adults. The margin of sampling error is plus or minus 3 percentage points.
- April 2013: Fielded April 8 – 15 with 1,045 American adults. The margin of sampling error is plus or minus 3 percentage points.
- September 2012: Fielded August 31 – September 12 with 1,061 American adults. The margin of sampling error is plus or minus 3 percentage points.
- March 2012: Fielded March 12 – March 30 with 1,008 American adults. The margin of sampling error is plus or minus 3 points.
- November 2011: Fielded October 20 – November 16 with 1,000 American adults. The margin of sampling error is plus or minus 3 points.

- May 2011: Fielded April 23 – May 12 with 1,010 American adults. The margin of sampling error is plus or minus 3 points.
- June 2010: Fielded May 14 – June 1 with 1,024 American adults. The margin of sampling error is plus or minus 3 points.
- January 2010: Fielded December 24, 2009 – January 3, 2010 with 1,001 American adults. The margin of sampling error is plus or minus 3 points.
- November 2008: Fielded October 7 – November 12 with 2,164 American adults. Data were collected in two waves: wave 1 from October 7 – October 20 and wave 2 from October 24 – November 12. The margin of sampling error is plus or minus 2 points.

### **Rounding error**

For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given chart may total slightly higher or lower than 100%. Summed response categories (e.g., “strongly trust” + “somewhat trust”) are also rounded.

**Appendix III: Sample Demographics**

	N (unweighted) <b>1,263</b>	% (weighted) <b>100</b>
<b>Total</b>		
<b>Sex</b>		
Men	629	48
Women	634	52
<b>Age</b>		
Millennials (18-30)	215	24
Generation X (31-48)	309	27
Baby Boomers (49-67)	508	35
WWII (68+)	231	14
<b>Education</b>		
Less than high school	105	12
High school graduate	411	30
Some college/tech	362	29
College graduate	212	16
Post graduate	173	13
<b>Household Income</b>		
<\$25K	226	18
\$25K - <\$50K	296	23
\$50K - <\$75K	240	18
\$75K - <\$100K	181	15
\$100K - <\$125K	150	12
\$125K+	170	14
<b>Hispanic</b>		
Yes	124	15
<b>Race/Ethnicity</b>		
White, non-Hispanic	961	66
Black, African-American non-Hispanic	114	12
Other non-Hispanic	64	7
<b>Region</b>		
Northeast	214	18
Midwest	319	21
South	458	37
West	272	23

