Global Warming's Six Americas, January 2010

Interview dates: December 24, 2009 – January 3, 2010
Interviews: 1,001 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/uploads/SixAmericasJan2010.pdf

2008 data reported in Figure 1, Table 1 & Table 2 are taken from: Maibach, E., Roser-Renouf, C., & Leiserowitz, A. (2009) *Global Warming's Six Americas 2009: An Audience Segmentation Analysis*. Access at: http://climate change.gmu.edu

Figure 1: Proportion of the U.S. adult population in the Six Americas, 2008 and 2010

Proportion represented by area

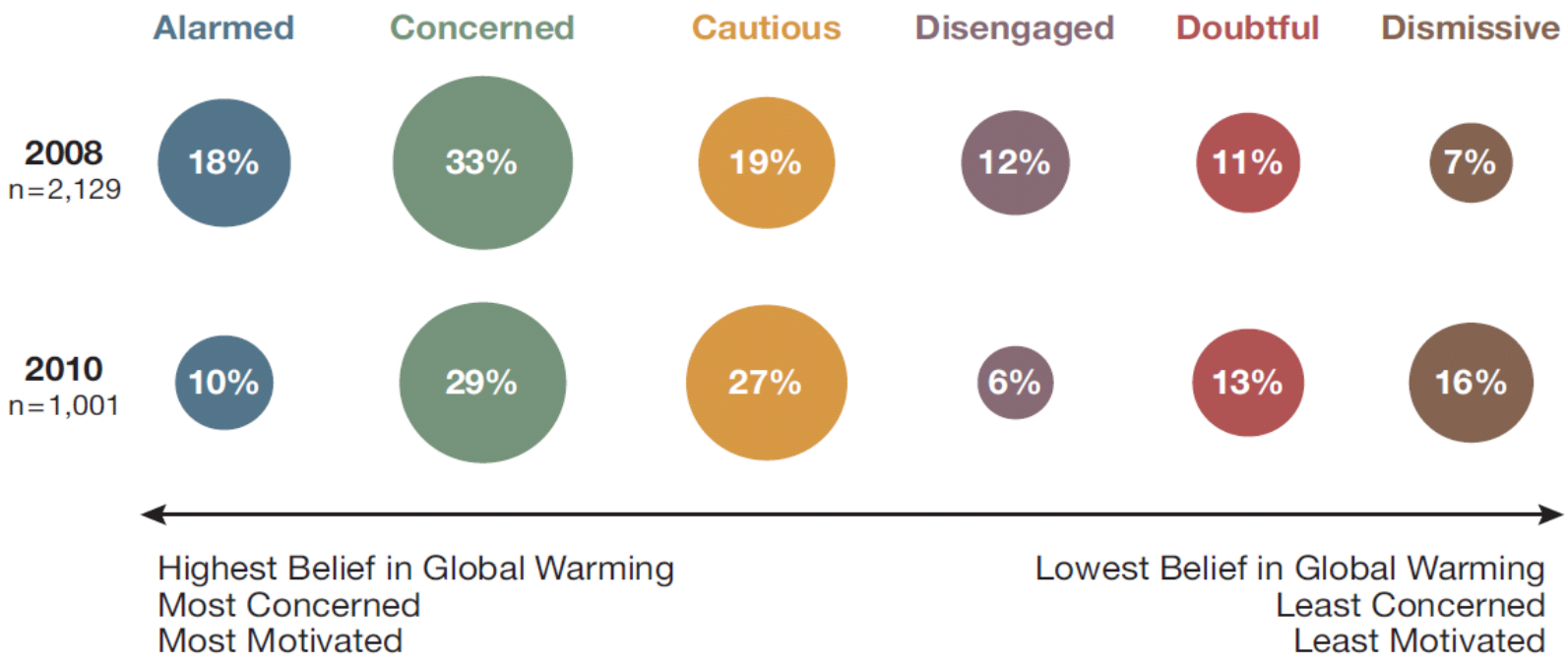

TABLE 1 | Segment Sizes, 2010 and 2008

	Total		Alarmed		Concerned		Cautious		Disengaged		Doubtful		Dismissive	
Year of Survey	**2010**	**2008**	2010	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010	2008
Proportion of Population	***100***	***100***	*10*	*18*	*29*	*33*	*27*	*19*	*6*	*12*	*13*	*11*	*16*	*7*
N	***1001***	***2129***	*98*	*382*	*288*	*708*	*269*	*398*	*56*	*260*	*131*	*226*	*158*	*153*

TABLE 2 | Global Warming Belief and Certainty

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

Extremely sure global warming is happening	**14**	**25**	61	74	22	30	2	5	12	4	0	1	2	1
Very sure global warming is happening	**20**	**27**	31	24	42	43	15	27	0	12	6	12	1	5
Somewhat sure global warming is happening	**21**	**17**	5	2	28	21	36	27	23	19	9	17	5	5
Not at all sure global warming is happening	**3**	**3**	0	0	2	1	4	5	0	9	6	3	1	6
Don't know	**23**	**18**	3	1	5	4	38	31	65	53	39	34	13	13
Not at all sure global warming is not	**1**	**1**	0	0	1	0	0	1	0	0	8	5	1	1
Somewhat sure global warming is not	**7**	**4**	0	0	0	0	5	3	0	3	21	17	16	12
Very sure global warming is not happening	**6**	**3**	0	0	0	0	1	0	0	0	8	9	29	24
Extremely sure global warming is not	**5**	**3**	0	0	0	0	0	0	0	0	2	1	32	34

TABLE 3 | Issue Involvement

		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
How important is the issue of global warming to you personally?	*Extremely important*	**5**	37	3	0	0	0	2
	Very important	**15**	58	21	6	5	1	4
	Somewhat important	**38**	5	68	49	55	8	3
	Not too important	**23**	0	8	36	34	47	23
	Not at all important	**20**	0	1	9	5	45	67
How much had you thought about global warming before today?	*A lot*	**15**	73	10	2	0	8	18
	Some	**31**	26	52	20	23	17	28
	A little	**36**	1	36	60	32	39	18
	Not at all	**18**	0	1	18	45	37	35
How worried are you about global warming?	*Very worried*	**12**	70	15	1	4	0	0
	Somewhat worried	**38**	29	75	39	39	7	0
	Not very worried	**27**	1	9	48	39	48	22
	Not at all worried	**23**	0	0	12	18	45	78
I have personally experienced the effects of global warming	*Strongly agree*	**4**	15	2	6	9	1	1
	Somewhat agree	**21**	57	27	18	13	10	1
	Somewhat disagree	**35**	21	48	48	27	24	12
	Strongly disagree	**40**	7	24	28	51	65	86

n=1,001

TABLE 4 | Beliefs about Causes and the Scientific Consensus

Assuming global warming is happening, do you think it is... [1]	National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Caused mostly by human activities	**47**	85	77	46	41	14	2
Caused by human activities and natural changes [2]	**6**	10	9	6	9	2	0
Caused mostly by natural changes in the environment	**35**	3	13	44	27	69	58
None of the above because global warming isn't happening	**9**	2	0	4	11	12	36
Other (Please specify)	**1**	0	1	0	4	2	4
Don't know [2]	**1**	0	0	0	9	1	0
Which comes closer to your own view?[1]							
Most scientists think global warming is happening	**34**	67	55	29	24	5	9
There is a lot of disagreement	**40**	27	29	44	9	54	61
Most scientists think global warming is not happening	**5**	0	3	0	0	5	21
Don't know enough to say	**22**	6	14	27	67	36	10

n=1,001

[1]First and third responses were rotated in the survey.

[2]Volunteered.

TABLE 5 | Risk Perceptions: Who Is at Risk

How much do you think global warming will harm:		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
You personally	*A great deal*	**13**	66	17	4	0	4	1
	A moderate amount	**23**	22	44	29	4	2	1
	Only a little	**22**	7	24	41	4	21	4
	Not at all	**31**	2	9	22	4	50	94
	Don't know	**11**	3	5	4	89	23	0
Your family	*A great deal*	**15**	65	22	6	0	4	1
	A moderate amount	**25**	28	48	29	2	3	1
	Only a little	**21**	5	20	43	5	24	1
	Not at all	**28**	1	5	17	4	46	97
	Don't know	**11**	1	6	4	89	23	0
Your community	*A great deal*	**15**	67	21	6	0	4	3
	A moderate amount	**28**	27	51	33	5	5	1
	Only a little	**22**	3	20	42	2	27	4
	Not at all	**24**	1	3	15	0	40	92
	Don't know	**11**	2	5	4	93	24	0
People in the United States	*A great deal*	**22**	76	39	8	2	5	3
	A moderate amount	**28**	21	47	43	2	7	4
	Only a little	**16**	1	8	35	0	29	2
	Not at all	**22**	0	2	10	0	30	91
	Don't know	**12**	2	5	4	96	29	0

n=1,001

TABLE 5 | Risk Perceptions: Who Is at Risk, continued

How much do you think global warming will harm:		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
People in other modern industrialized countries	*A great deal*	**23**	76	42	8	0	5	3
	A moderate amount	**29**	20	43	50	0	10	4
	Only a little	**16**	1	8	30	0	38	3
	Not at all	**19**	0	1	7	0	19	90
	Don't know	**13**	3	6	5	100	28	0
People in developing countries	*A great deal*	**29**	87	54	13	0	6	1
	A moderate amount	**25**	6	33	49	0	8	4
	Only a little	**14**	2	6	28	0	36	3
	Not at all	**19**	1	1	6	0	19	91
	Don't know	**13**	4	6	4	100	31	1
Future generations of people	*A great deal*	**42**	95	83	24	0	8	3
	A moderate amount	**21**	0	10	64	0	11	6
	Only a little	**9**	1	1	9	0	47	3
	Not at all	**15**	0	1	2	0	3	87
	Don't know	**12**	4	6	2	100	31	1
Plant and animal species	*A great deal*	**43**	95	82	28	2	9	3
	A moderate amount	**19**	1	12	55	2	9	1
	Only a little	**11**	0	1	15	0	44	5
	Not at all	**15**	0	0	1	0	5	89
	Don't know	**12**	4	4	2	96	33	1

n=1,001

TABLE 6 | Risk Perceptions: When Harm Will Occur

When do you think global warming will start to harm people in the United States?	National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
They are being harmed now	**25**	68	41	17	18	2	1
In 10 years	**12**	11	20	17	11	2	0
In 25 years	**14**	18	21	18	11	5	0
In 50 years	**13**	2	11	22	15	16	2
In 100 years	**13**	0	6	20	27	34	4
Never	**23**	0	0	7	18	41	94
When do you think global warming will start to harm other people around the world?							
They are being harmed now	**28**	74	47	21	20	4	1
In 10 years	**13**	16	20	18	9	5	0
In 25 years	**12**	8	19	16	14	5	0
In 50 years	**12**	1	10	21	18	15	2
In 100 years	**13**	0	4	20	21	38	5
Never	**21**	0	0	4	18	33	92

n=1,001

TABLE 7 | Environmental Attitudes

		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Overall, do you think that protecting the environment…	*Improves economic growth and provides new jobs*	**67**	94	90	67	75	45	22
	Reduces economic growth and costs jobs	**33**	6	10	33	25	55	78
When there is a conflict between environmental protection and economic growth, which do you think is more important?	*Economic growth, even if it leads to environmental problems*	**37**	5	18	35	36	67	75
	Protecting the environment, even if it reduces economic growth	**63**	95	82	65	64	33	25

n=1,001

TABLE 8 | Outcome Expectations

Which of the following statements comes closest to your view?		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Humans can reduce global warming, and we are going to do so successfully		**10**	16	12	10	27	2	2
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed		**45**	60	67	55	42	15	3
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to		**17**	22	19	25	17	13	1
Humans can't reduce global warming, even if it is happening		**15**	1	1	8	8	49	37
Global warming isn't happening		**13**	0	0	2	6	21	57
"The actions of a single individual won't make any difference in global warming."	*Strongly Agree*	**17**	8	6	12	15	18	47
	Somewhat Agree	**29**	20	26	32	46	45	19
	Somewhat Disagree	**37**	25	44	51	33	31	18
	Strongly Disagree	**17**	47	24	5	7	6	16
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?	*A lot*	**6**	18	7	4	11	0	0
	Some	**26**	47	35	28	34	8	6
	A little	**41**	33	53	53	45	35	12
	Not at all	**27**	2	5	15	11	57	82

n=1,001

TABLE 9| Support for a National Response: Conditions for & Magnitude of Action Desired

People disagree whether the United States should reduce greenhouse gas emissions on its own, or make reductions only if other countries do too. Which of the following statements comes closest to your own point of view? The United States should reduce its greenhouse gas emissions …	National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Regardless of what other countries do	**57**	92	90	55	20	34	14
Only if other industrialized countries (such as England, Germany and Japan) reduce their emissions	**3**	0	0	8	2	2	5
Only if other industrialized countries and developing countries (such as China, India and Brazil) reduce their emissions	**7**	1	4	7	4	11	14
The US should not reduce its emissions	**7**	2	0	0	2	2	41
Don't know	**25**	5	6	31	72	50	25
How big of an effort should the United States make to reduce global warming?							
A large-scale effort, even if it has large economic costs	**25**	72	42	16	30	1	0
A medium-scale effort, even if it has moderate economic costs	**36**	27	50	48	42	22	4
A small-scale effort, even if it has small economic costs	**21**	1	6	30	19	53	22
No effort	**18**	0	1	6	9	24	75

n=1,001

TABLE 10 | Issue Priorities

Do you think global warming should be a low, medium, high, or very high priority for the president and Congress?	National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Very high	**13**	71	14	4	14	0	0
High	**25**	28	52	18	44	0	0
Medium	**31**	1	30	64	30	25	2
Low	**31**	0	3	14	12	75	98

Do you think that developing sources of clean energy should be a low, medium, high, or very high priority for the president and Congress?							
Very high	**24**	75	30	19	20	5	4
High	**36**	24	55	38	60	21	7
Medium	**29**	1	13	40	18	53	42
Low	**11**	0	1	2	2	20	47

n=1,001

TABLE 11 | Support for National Response: Specific Climate and Energy Policies

How much do you support or oppose the following policies?		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
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.	*Strongly support*	**14**	57	20	5	12	1	3
	Somewhat support	**41**	30	53	52	69	25	10
	Somewhat oppose	**22**	11	19	27	10	43	13
	Strongly oppose	**23**	2	8	15	10	31	73
Regulate carbon dioxide (the primary greenhouse gas) as a pollutant.	*Strongly support*	**24**	75	39	11	26	2	4
	Somewhat support	**47**	16	54	68	64	50	11
	Somewhat oppose	**14**	8	7	18	6	23	22
	Strongly oppose	**15**	1	0	3	4	25	63
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.	*Strongly support*	**18**	54	30	8	14	3	2
	Somewhat support	**40**	28	46	55	53	38	15
	Somewhat oppose	**21**	14	19	27	24	28	10
	Strongly oppose	**21**	4	5	10	10	31	73
Fund more research into renewable energy sources, such as solar and wind power.	*Strongly support*	**41**	93	57	21	35	24	25
	Somewhat support	**44**	7	39	63	59	49	40
	Somewhat oppose	**11**	0	3	16	6	22	17
	Strongly oppose	**4**	0	1	0	0	5	19

n=1,001

TABLE 11 | Support for National Response: Specific Climate and Energy Policies, continued

How much do you support or oppose the following policies?		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Provide financial aid and technical support to developing countries that agree to limit their greenhouse gas emissions.	*Strongly support*	**12**	38	18	5	12	1	3
	Somewhat support	**37**	38	49	42	63	21	10
	Somewhat oppose	**28**	17	23	44	14	41	12
	Strongly oppose	**24**	6	10	8	12	37	75
Provide financial aid and technical support to developing countries to help them prepare for the impacts of global warming.	*Strongly support*	**8**	29	14	3	8	0	0
	Somewhat support	**35**	37	44	41	65	19	10
	Somewhat oppose	**30**	23	28	44	16	41	12
	Strongly oppose	**27**	11	14	12	12	40	78
Expand offshore drilling for oil and natural gas off the U.S. coast.	*Strongly support*	**21**	13	13	8	6	20	64
	Somewhat support	**46**	13	47	61	55	62	26
	Somewhat oppose	**21**	37	25	24	37	15	1
	Strongly oppose	**12**	37	15	7	2	3	9
Build more nuclear power plants.	*Strongly support*	**17**	17	10	8	11	22	43
	Somewhat support	**32**	16	30	39	41	39	26
	Somewhat oppose	**31**	29	30	41	39	33	16
	Strongly oppose	**20**	38	30	13	9	6	14
How much would you support building a nuclear power plant in your local area?	*Strongly support*	**14**	13	8	9	2	13	36
	Somewhat support	**27**	23	26	28	33	29	28
	Somewhat oppose	**25**	20	19	43	23	26	13
	Strongly oppose	**34**	44	47	21	42	32	23

n=1,001

TABLE 11 | Support for National Response: Specific Climate and Energy Policies, continued

How much do you support or oppose the following policies?		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels.	*Strongly support*	**32**	74	47	18	32	15	15
	Somewhat support	**50**	24	49	68	62	51	39
	Somewhat oppose	**10**	1	3	12	6	25	15
	Strongly oppose	**7**	0	1	2	0	9	31
Increase taxes on gasoline by 25 cents per gallon and return the revenues to taxpayers by reducing the federal income tax.	*Strongly support*	**8**	24	12	4	20	1	1
	Somewhat support	**26**	32	32	32	37	16	9
	Somewhat oppose	**31**	23	29	41	31	48	12
	Strongly oppose	**34**	22	27	23	12	34	78
Sign an international treaty that requires the United States to cut its emissions of carbon dioxide 90% by the year 2050.	*Strongly support*	**17**	59	27	6	20	2	1
	Somewhat support	**44**	37	56	61	64	30	8
	Somewhat oppose	**20**	3	16	29	12	37	15
	Strongly oppose	**19**	1	1	5	4	32	75
How much do you support or oppose the United States participating in the agreement reached by world leaders at the Copenhagen meeting?	*Strongly support*	**13**	48	21	6	0	2	0
	Somewhat support	**49**	44	66	67	70	30	8
	Somewhat oppose	**20**	8	11	22	23	43	19
	Strongly oppose	**18**	0	2	6	8	25	73

n=1,001

TABLE 12 | Support for Cap and Trade

In the proposed cap and trade system, the government would set an overall limit on global warming pollution (the cap), and the free market would figure out the best way to stay within the limit (through the trading of permits among companies that emit global warming pollution).

		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
How much would you support or oppose this system?	*Strongly support*	**7**	31	11	4	3	0	0
	Somewhat support	**51**	54	70	64	82	22	13
	Somewhat oppose	**21**	13	15	24	13	48	14
	Strongly oppose	**20**	2	5	8	3	30	73
Split Half: n = 481								
How much would you support or oppose a cap and trade system if it significantly reduced global warming pollution, but raised your household energy costs by **15 dollars a month**?	*Strongly support*	**10**	40	15	5	0	0	0
	Somewhat support	**30**	53	43	26	58	12	3
	Somewhat oppose	**29**	2	27	41	21	48	16
	Strongly oppose	**32**	4	14	28	21	40	82
Split Half: n = 520								
How much would you support or oppose a cap and trade system if it significantly reduced global warming pollution, but raised your household energy costs by **50 cents a day**?	*Strongly support*	**9**	44	9	3	5	7	0
	Somewhat support	**34**	28	45	50	59	9	7
	Somewhat oppose	**28**	16	35	32	18	37	9
	Strongly oppose	**30**	12	11	15	18	47	84

Note: Boldface has been added above to highlight the differences in split sample wording; it was not used in the questionnaire.

total n=1,001

TABLE 12 | Support for Cap and Trade, continued

		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Split Half: n = 487								
How much would you support or oppose a cap and trade system if every American household received a yearly **rebate** of $180 to offset their higher energy costs?	*Strongly support*	**16**	57	23	6	33	0	2
	Somewhat support	**45**	33	58	61	33	49	11
	Somewhat oppose	**15**	6	8	25	14	19	15
	Strongly oppose	**23**	4	11	7	19	32	71
Split Half: n = 514								
How much would you support or oppose a cap and trade system if every American household received a yearly **bonus** of $180 to offset their higher energy costs?	*Strongly support*	**20**	56	27	13	27	3	6
	Somewhat support	**46**	31	62	55	69	36	10
	Somewhat oppose	**14**	13	8	17	4	30	13
	Strongly oppose	**20**	0	4	14	0	31	72

Note: Boldface has been added above to highlight the differences in split sample wording; it was not used in the questionnaire.

total n=1,001

TABLE 12 | Support for Cap and Trade, continued

		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Split Half: n = 487								
If your household received an annual energy **rebate** of $180 from a cap and trade system, how likely is it that you would spend this money on energy efficiency improvements in your home?	*Very likely*	**12**	28	15	9	29	3	2
	Somewhat likely	**44**	56	58	60	21	26	16
	Somewhat unlikely	**21**	14	16	23	38	35	12
	Very unlikely	**23**	2	11	9	13	35	70
Split Half: n = 514								
If your household received an annual energy **bonus** of $180 from a cap and trade system, how likely is it that you would spend this money on energy efficiency improvements in your home?	*Very likely*	**14**	45	14	13	17	6	3
	Somewhat likely	**45**	40	52	52	79	40	12
	Somewhat unlikely	**22**	13	30	23	4	22	15
	Very unlikely	**19**	2	3	13	0	32	70

Note: Boldface has been added above to highlight the differences in split sample wording; it was not used in the questionnaire.

total n=1,001

TABLE 12 | Support for Cap and Trade, continued

		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Split Half: n = 487								
If the government offered to double your annual **rebate** to $360 *if* you spent it all on energy efficiency improvements, how likely would you be to accept that offer?	*Very likely*	**27**	66	41	17	30	13	4
	Somewhat likely	**42**	32	49	58	26	29	27
	Somewhat unlikely	**13**	2	6	19	26	25	8
	Very unlikely	**19**	0	4	6	17	33	61
Split Half: n = 514								
If the government offered to double your annual **bonus** to $360 *if* you spent it all on energy efficiency improvements, how likely would you be to accept that offer?	*Very likely*	**33**	66	47	27	48	9	8
	Somewhat likely	**38**	30	36	52	52	44	16
	Somewhat unlikely	**13**	4	13	12	0	25	16
	Very unlikely	**15**	0	4	9	0	22	59

Note: Boldface has been added above to highlight the differences in split sample wording; it was not used in the questionnaire.

total n=1,001

TABLE 12 | Support for Cap and Trade, continued

		National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
How much would you support or oppose a cap and trade system if some of the revenues were used to help build more nuclear power plants in the United States?	*Strongly support*	**9**	19	6	6	2	10	11
	Somewhat support	**34**	27	40	39	35	32	24
	Somewhat oppose	**33**	23	29	46	31	41	23
	Strongly oppose	**24**	30	25	9	31	17	42
A cap and trade system will likely cause some job losses, for example in coal mining, but is expected to create jobs in industries like wind and solar power. Overall, do you think that the cap and trade bill will:	*Create more jobs than are lost*	**22**	51	30	21	38	2	1
	Create and lose an equal number of jobs	**15**	14	22	16	4	10	8
	Lose more jobs than are created	**24**	10	11	15	8	35	65
	Don't know	**39**	25	37	47	51	53	25

n=1,001

TABLE 13 | Conservation Behaviors

How often do you do this now? *Table shows the proportion who said, "often," or "always."*	National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Turn off the lights when they are not needed	**89**	93	88	88	89	93	90
Turn off *electronics, like TVs and computers, when they're not being used*	**77**	84	79	69	76	79	78
Reuse things you already have instead of buying new things	**60**	71	64	56	63	59	55
In the summer, set the thermostat to 76 degrees or warmer, or use less air conditioning	**59**	73	61	54	46	63	58
Wash laundry in cold water	**57**	67	57	56	61	52	56
In winter, set the thermostat to 68 degrees or cooler	**56**	75	58	47	35	65	56
Recycle everything possible at home	**53**	82	57	48	52	53	39
Use as little water as possible, for example, when you shower, brush your teeth, and wash dishes.	**51**	65	54	45	62	48	44
Reduce the number of new things you buy	**48**	72	48	43	51	41	43
Reduce the amount of trash and garbage you create	**44**	74	42	35	45	52	35
Carry your own re-usable beverage container	**36**	56	38	31	31	26	36
Use re-usable shopping bags instead of paper or plastic bags	**36**	47	42	32	37	34	28
Buy locally grown foods	**29**	37	29	25	23	27	33
Unplug *electronics or turn off their power strips and surge protectors when they're not being used*	**23**	22	24	20	38	21	20
Compost food waste	**17**	35	14	14	22	19	16
Walk or bike, instead of driving	**17**	31	17	14	26	20	6
Take public transportation or carpool	**14**	25	14	16	17	8	6
Average number of actions taken "often" or "always"	***7.4***	*9.6*	*7.5*	*6.7*	*7.4*	*7.4*	*6.9*

n=1,001

TABLE 14 | Perceived Importance of Conservation Behaviors

How important do you feel it is to take the following actions? *Table shows proportion who said "very important" or "somewhat important."*	National Average	Alarmed (10%)	Concerned (29%)	Cautious (27%)	Disengaged (6%)	Doubtful (13%)	Dismissive (16%)
Turn off the lights when they are not needed	**92**	100	98	93	93	90	77
Recycle everything possible at home	**88**	99	99	91	90	83	61
Reduce the amount of trash and garbage you create	**88**	98	98	91	88	86	61
Reuse things you already have instead of buying new things	**87**	99	96	88	87	84	62
Turn off *electronics, like TVs and computers, when they're not being used*	**86**	96	96	90	83	72	71
In summer, set the thermostat to 76 degrees or warmer or use less air conditioning	**84**	100	92	89	83	78	56
In winter, set the thermostat to 68 degrees or cooler	**83**	100	91	83	84	79	57
Use as little water as possible, for example, when you shower, brush your teeth, and wash dishes.	**83**	98	92	89	81	74	60
Use re-usable shopping bags instead of paper or plastic bags	**81**	98	93	83	82	71	53
Wash laundry in cold water	**76**	97	85	78	89	62	46
Buy locally grown foods	**76**	93	79	78	80	75	57
Walk or bike, instead of driving	**76**	91	89	83	85	64	38
Reduce the number of new things you buy	**75**	99	82	74	80	70	49
Carry your own re-usable beverage container	**75**	94	84	83	75	63	42
Unplug *electronics or turn off their power strips and surge protectors when they're not being used*	**74**	91	88	81	79	53	43
Take public transportation or carpool	**73**	97	84	79	77	58	37
Compost food waste	**62**	88	76	61	82	44	33

n=1,001

Methodology

These results come from a nationally representative survey of 1,001 American adults, aged 18 and older. The completion rate was 53 percent. The sample was weighted to correspond with US Census Bureau parameters for the United States. The margin of sampling error is plus or minus 3 percent for the full sample, with 95 percent confidence. The survey was designed by Anthony Leiserowitz of Yale University, and Edward Maibach and Connie Roser-Renouf of George Mason University, and was conducted December 24 through January 3 by Knowledge Networks, using an online research panel of American adults.

The 2008 comparison data in Figure 1, Table 1, and Table 2 are taken from a prior nationally representative survey of American adults, aged 18 or older, conducted in September and October of 2008 by the same research group. Respondents completed two separate questionnaires, two weeks apart, using the online research panel of Knowledge Networks. Within panel completion rate was 54 percent, and the margin of sampling error for the full sample was 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 to replicate the earlier analysis and identify changes in the groups.

The full prior report on Global Warming's Six Americas is available at our websites: http://climatechange.gmu.edu and http://research.yale.edu/environment/climate/.