

CLIMATE CHANGE IN THE CALIFORNIAN MIND

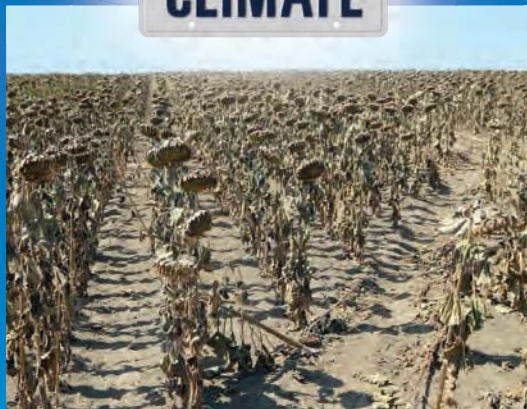
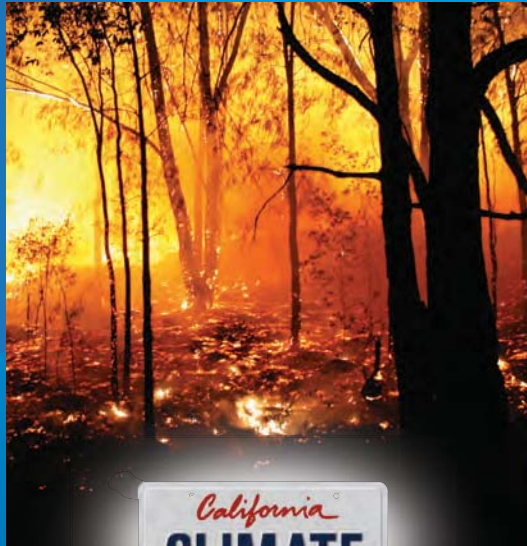


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Introduction

This report is based on findings from a statewide representative survey of Californians conducted by the Yale Project on Climate Change Communication (<http://environment.yale.edu/climate-communication>).

A total of 800 adults (18+) were interviewed by telephone from June 26 to July 3, 2013. To help ensure representativeness of the final sample, the survey was administered to respondents reached on traditional landline telephones (480) as well as to those reached on cellphones (320). The averages margin of error for the total sample +/- 3 percentage points at the 95% confidence level. The survey was conducted for YPCCC by Abt SRBI using random digit dial sample supplied by Survey Sampling International.

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Executive Summary

- Most Californians (79%) believe global warming is happening. Relatively few—only 11%—believe it is not.
- More than half (58%) believes global warming is caused mostly by human activities.
- Californians think global warming is important and are worried about it. About eight in ten (78%) say the issue of global warming is very or somewhat important to them personally. And about two in three (63%) are very or somewhat worried about it.
- Over half of Californians (55%) say that “most scientists think global warming is happening.” More than one in three (37%), however, say that “there is a lot of disagreement among scientists” about whether or not global warming is happening.
- Among those who believe global warming is happening, solid majorities believe it is currently contributing to intensifying heat waves (84%), exacerbating droughts (77%), and/or increasing the severity of wildfires (77%).
- Over half of Californians (55%) say they have personally experienced global warming’s effects.
- Californians who believe in global warming expect to see a myriad of negative effects over the next 50 years. More than nine in ten believe that heat waves (93%), droughts (92%), and/or declining numbers of fish and native wildlife (91%). More than eight in ten expect increased allergies, asthma, infectious diseases, or other health problems (86%).
- Approximately six in ten Californians say that more should be done about global warming at all levels of government—from President Obama and Congress, to Governor Brown and the state legislature, to local government officials. However, even larger numbers of Californians believe that corporations and industry (73%) and citizens themselves (70%) should be doing more to address climate change.
- Three in four Californians (73%) say the U.S. should reduce greenhouse gas emissions regardless of whether or not other countries do the same.
- Many Californians believe that individual action, and especially collective action, can be effective in reducing global warming. Among those who believe global warming is happening, most (89%) say their own actions would reduce their personal contribution to global warming at least a little. Virtually all Californians who believe global warming is happening say that if the same actions were taken by most people in the U.S. and around the world, it would reduce global warming a little, some, or a lot.
- Half of Californians (51%) say that switching from fossil fuels to clean energy sources would increase economic growth and the number of jobs.

- Many Californians are unsure that people will rally to do what's necessary to reduce global warming. A plurality (42%) believes humans could reduce global warming, but that it's unclear at this point whether we will do what is needed. Relatively few are convinced that people can reduce global warming and will do so successfully (12%).
- Nearly half of Californians (48%) say that, in the past 12 months, they have rewarded companies that are taking steps to reduce global warming by buying their products at least once, and 51% would like to do it more often in the next 12 months. Moreover, nearly four in ten (36%) say that, in the past 12 months, they have *punished* companies that are opposing steps to reduce global warming by not buying their products at least once, and 43% would like to do so more often in the coming year.

Key Findings

Beliefs and Attitudes

Most Californians believe global warming is happening and half believe it is mostly human caused.

- Most Californians (79%) believe that global warming is happening. Relatively few (11%) do not.
- Seven in ten (71%) of those who believe global warming is happening are either extremely or very sure it is. The majority of those who do *not* believe it is happening also are firm in their beliefs—57% are either extremely or very sure global warming is *not* happening.
- A majority of Californians (58%) believes global warming is caused mostly by human activities. However, about one in four (23%) believes it is caused mostly by natural changes in the environment, while 13% believe it is the result of both human activities and natural changes.
- Over half of Californians (55%) believe that most scientists think global warming is happening. However, nearly four in ten (37%) believe that there is a lot of disagreement among scientists about whether or not global warming is happening. Just 3% believe that most scientists think global warming is *not* happening.

Californians are concerned about global warming, and more than half say they have experienced its effects.

- About two in three Californians (63%) say they are very or somewhat worried about global warming, and most (78%) say the issue is at least somewhat important to them personally. By contrast, only 22% say it is not important to them.
- Over half (55%) say they have personally experienced the effects of global warming. Four in ten (42%) say they have not.

Most believe action is needed to slow global warming.

- Many Californians believe that individual actions can help, and indeed are necessary, to help reduce global warming. For example, six in ten (61%) *disagree* with the assertion that the actions of a single individual won't make any difference in global warming. And half (52%) disagree with the idea that new technologies can solve global warming without individuals having to make big changes in their lives.
- Californians are uncertain about whether humanity will do what's necessary to reduce global warming. A plurality (42%) believes humans could reduce global warming, but it's unclear at this point whether we will do what's needed. Aside from those who are uncertain, the pessimists outnumber the optimists. One in ten (12%) believes humans simply can't reduce global warming, while another 25% believes that, although we could reduce global warming, people aren't willing to change their behavior to do so. Only about one in ten (12%) believes that humans can reduce global warming and will do so successfully.

Climate Impacts and Extreme Weather

Californians have observed increasing fires, heat waves, and droughts.

- Six in ten Californians (59%) say that, over the past several years, wildfires have become more severe in their state. Of those who believe global warming is happening, three in four (77%) believe that global warming has had at least a moderate influence on the severity of wildfires in California. Few (5%) believe global warming has had no influence.
- Similarly, over half (58%) of all Californians believe heat waves in the state have become more severe over the past several years. Of those who believe global warming is happening, a solid majority (84%) say that it has had at least a moderate influence on the severity of heat waves, while only 3% say global warming has had no influence.
- Half of all Californians (49%) report that droughts have become more severe. Of those who believe global warming is happening, 77% say it has had at least a moderate influence on droughts.
- More than one in three (37%) of all Californians believe that California has experienced reduced snowpack in the mountains. Of those who believe global warming is happening, 74% say that it has had an influence on reduced snowpack.
- By contrast, relatively few Californians say that the state has experienced an increase in coastal flooding and erosion (22%) or increased flooding of rivers or lakes (15%).

Californians expect a myriad of negative global warming impacts over the next 50 years.

- Most Californians who believe that global warming is happening say that negative climate impacts are at least somewhat likely to occur over the next 50 years as a result. More than nine in ten anticipate more heat waves (93%), droughts and water shortages (92%), and declining numbers of fish and native wildlife.
- About eight in ten who believe that global warming is happening also believe that the state will experience increased allergies, asthma, infectious diseases, or other health problems (86%), more power outages (84%), and worse storms, hurricanes, or tornadoes (79%) due to global warming.
- Despite the general perception that flooding has not yet become more severe due to global warming, more than six in ten who believe that global warming is happening expect to see the abandoning of parts of major cities due to sea level rise (73%) and flooding of major cities (71%).

Californians tend to see global warming less as a threat to themselves than to others.

- About eight in ten Californians believe that global warming will cause at least a moderate amount of harm to future generations of people (81%) and plant and animal species (80%).
- Majorities also believe that global warming will harm people in developing countries (69%), in modern industrialized countries (69%), or in the United States (68%).
- Fewer Californians, however, believe that global warming will harm people in their own communities (56%) or their own families (54%).
- Still fewer think they will be personally harmed by global warming, with 44% saying global warming will do at least a moderate amount of harm to them personally, while one in five (21%) say they will not be harmed at all.

Support for Climate and Energy Policies

Californians say industry, citizens, and government should do more to address global warming.

- A large majority of Californians (81%) says that global warming should be a high or medium priority for the president and Congress.
- Two in three (65%) say the U.S. Congress should do more to address global warming. And approximately six in ten want their representatives at all other levels of government to do more, including California state legislators (61%), Governor Jerry Brown (60%), President Obama (59%), and local government officials (58%).
- However, more Californians say that corporations and industry (73%) and citizens themselves (70%) should be doing more to address climate change.

Californians say the U.S. should act alone on global warming if necessary.

- The majority of Californians (73%) say the United States should reduce greenhouse gas emissions regardless of what other countries do. Very few (3%) say the U.S. should act only if other industrialized countries also reduce their emissions, and only 6% say the U.S. should wait for both other industrialized and developing countries to act. Relatively few—9%—say the U.S. should *not* reduce its emissions.
- Further, seven in ten (71%) say the U.S. should make a medium- or large-scale effort to reduce global warming, even if there are, respectively, medium or large economic costs. Only one in ten (9%) says the U.S. should make *no* effort to reduce global warming.

Californians support switching to clean energy sources.

- Most Californians (81%) support tax rebates for people who purchase energy-efficient vehicles or solar panels.
- A majority (68%) supports 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. Comparatively few (27%) would oppose this policy.
- Half of Californians (51%) believe that if the state switched from fossil fuels (e.g., coal and oil) to clean energy sources (e.g., solar and wind), it would increase economic growth and the number of jobs in the state, while an additional 17% say it would make no difference. About one in five (19%) says a switch to clean energy would *decrease* economic growth and the number of jobs.
- Three in ten Californians (29%) are opposed to fracking, while 18% support it. A plurality (41%) is currently undecided.

Actions to limit global warming

Many Californians are engaged in actions to limit global warming—and are interested in doing them more frequently.

- Most Californians (86%) have at least a few compact fluorescent lights in their home. Only one in twenty (5%) has none.
- Among Californians who do not yet have all or most light bulbs replaced with CFLs, 40% say that over the next 12 months they would like to replace them and probably will. Others say they would like to replace them, but probably won't (19%). About one in five do not want to replace them (21%) or are not sure (20%).
- About four in ten Californians (43%) say they set their thermostats, often or sometimes, to 68 degrees or cooler in the winter. Slightly more (47%) do it rarely or never.
- Four in ten Californians (40%) often or sometimes walk or bike instead of drive. More (51%), however, do it rarely or never.
- Nearly four in ten (36%) at least sometimes use public transportation or car pool. The majority (56%), however, rarely or never do.

Californians agree individuals can make a difference, but together can make a bigger difference.

- Of those who believe that global warming is happening, most (89%) think that the actions they are already taking and those they would like to take over the next 12 months would reduce their personal contribution to global warming at least a little. Only about one in ten (9%) says individual actions will not help reduce global warming at all.
- Californians believe that the same actions would be more effective if done collectively. Virtually all who believe that global warming is happening say that if most people in the United States (96%) or in the modern industrialized countries around the world (96%) did the same things, it would reduce global warming at least a little.

Many Californians reward or punish companies based on their efforts to reduce global warming.

- About half of Californians (48%) say that, over the past 12 months, they have rewarded companies that are taking steps to reduce global warming by buying their products at least once.
- Moreover, nearly four in ten (36%) say that, over the past 12 months, they have *punished* companies that are opposing steps to reduce global warming by *not* buying their products.
- Three in ten Californians (29%) say they have volunteered with or donated money to an organization working to reduce global warming in the past 12 months.

Global warming communication

Global warming is a topic of conversation for most Californians.

- About half of Californians (53%) say discuss global warming with their family and friends often or occasionally.
- The majority (62%) say that most or some of their friends share their views on global warming. Only 12% say that *none* of their friends do.

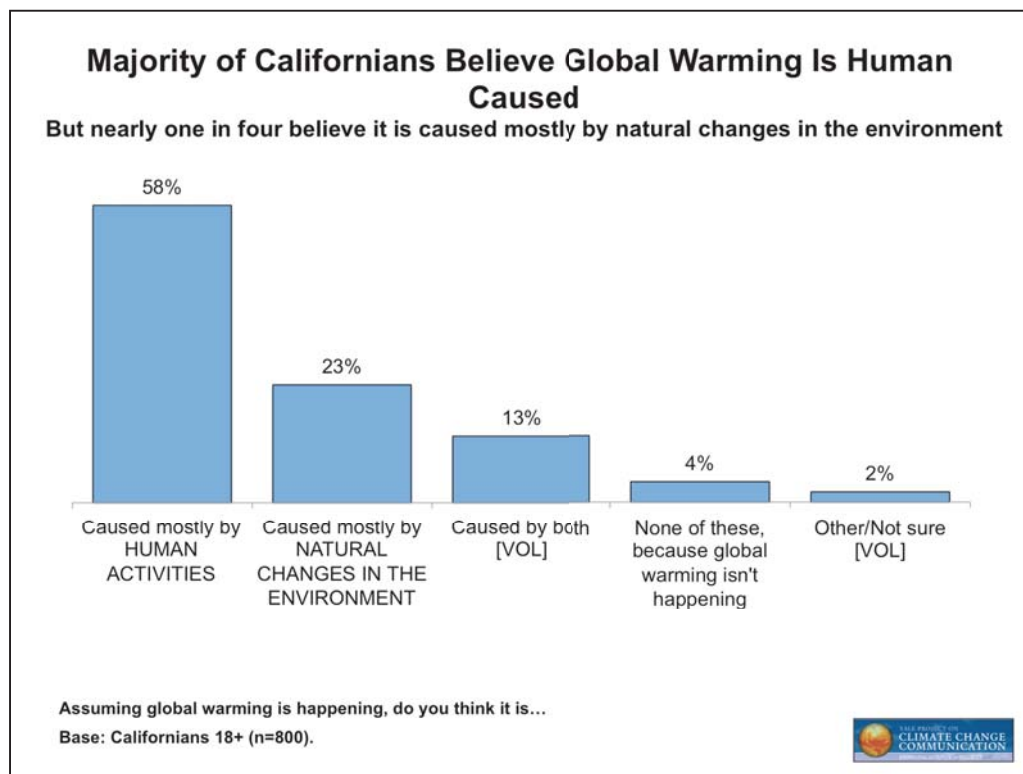
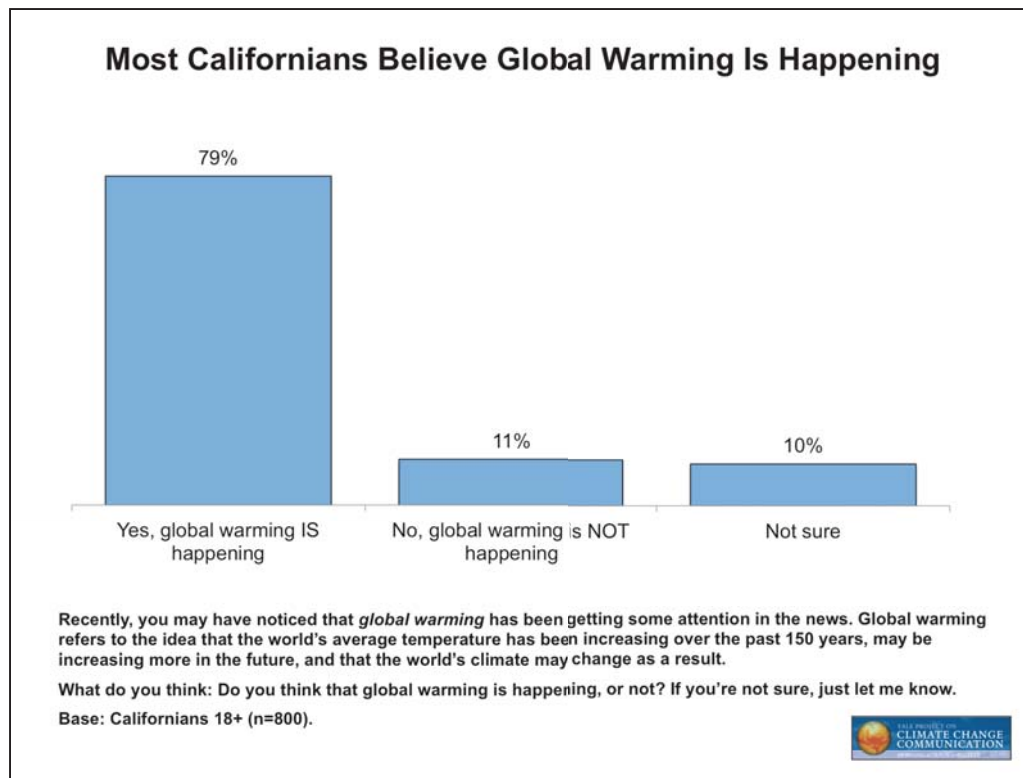
Some Californians have communicated with government officials about global warming.

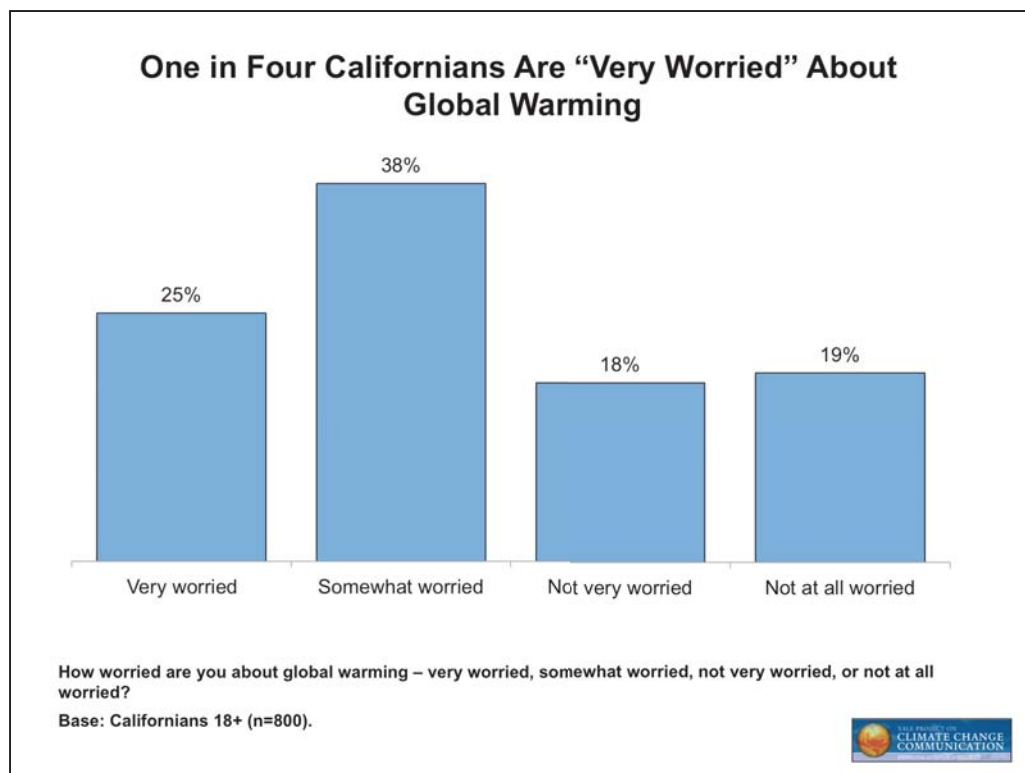
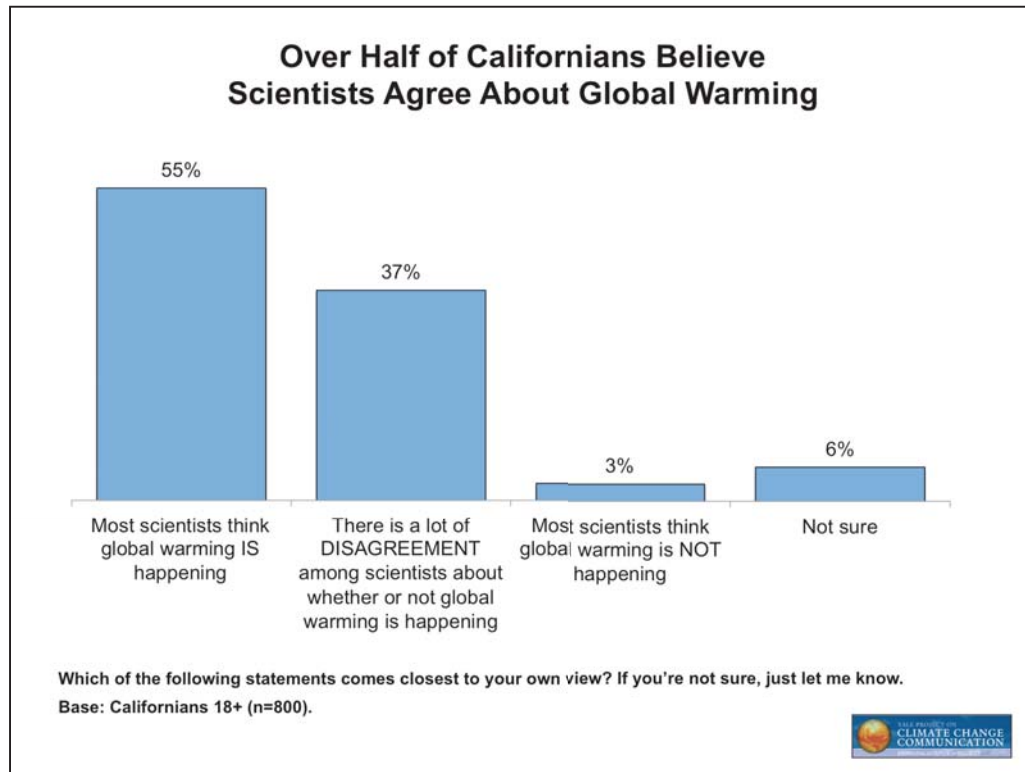
- About one in ten Californians (12%) has written letters, emailed, or phoned government officials about global warming at least once in the past 12 months. Among them, the large majority (75%) say they urged officials to take action to reduce global warming. Only 7% urged them *not* to take action.
- Nearly four in ten Californians (36%) say they would like to contact government officials more often over the next 12 months. Of those, 76% would urge officials to take action to reduce global warming, compared to 6% who would urge them not to take action.

Half or more Californians say President Obama and prominent California politicians are believable when talking about energy- and climate-related issues.

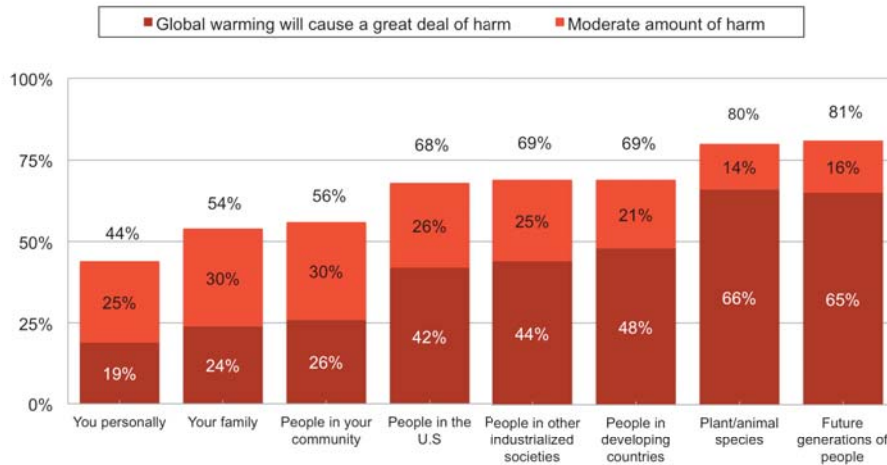
- Two in three Californians (67%) say that President Obama is very or somewhat believable when speaking about energy- and climate-related issues. About three in ten (28%) say he is either not very or not at all believable.
- The majority of Californians also say that Governor Jerry Brown (57%), Senator Dianne Feinstein (54%), and Senator Barbara Boxer (51%) are believable regarding energy and climate issues.

Appendix I: Selected Charts





Many Californians Perceive Global Warming as a Relatively Distant Threat

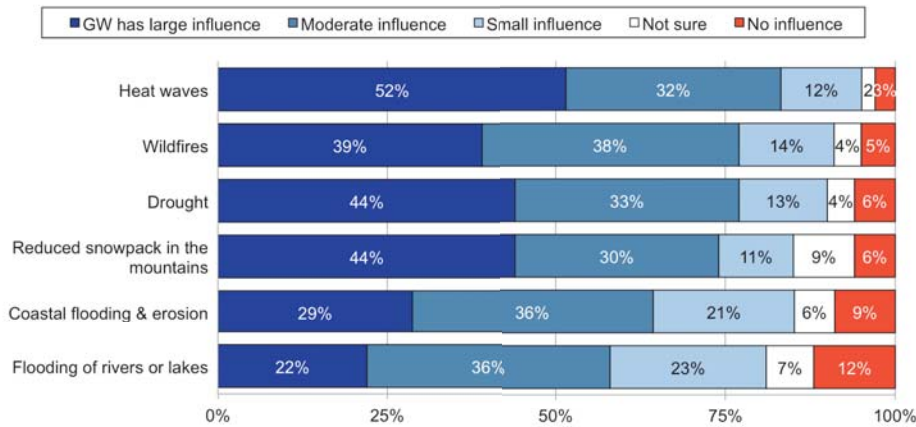


Please tell me whether you think global warming will harm each of the following – not at all, only a little, a moderate amount, or a great deal? If you're not sure about an item, just let me know. First...

Base: Californians 18+ (n=800).



Majority of Californians Believe Global Warming Is Having a Large or Moderate Influence on the Severity of Weather Events

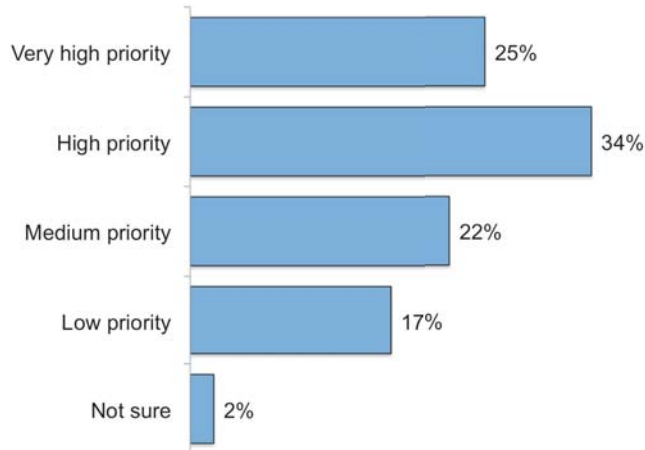


In your opinion, is global warming having no influence, a small influence, a moderate influence, or a large influence on the severity of...

Base: Californians 18+ who believe that global warming is happening (n=614).



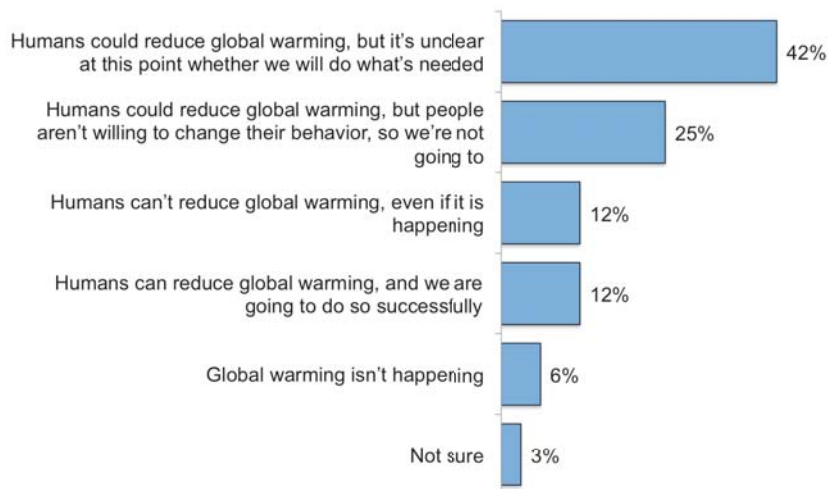
Majority of Californians Believe Global Warming Should Be a Very High or High Priority for the President and Congress



Do you think that global warming should be a low, medium, high, or very high priority for the president and Congress?
 Base: Californians 18+ (n=800).



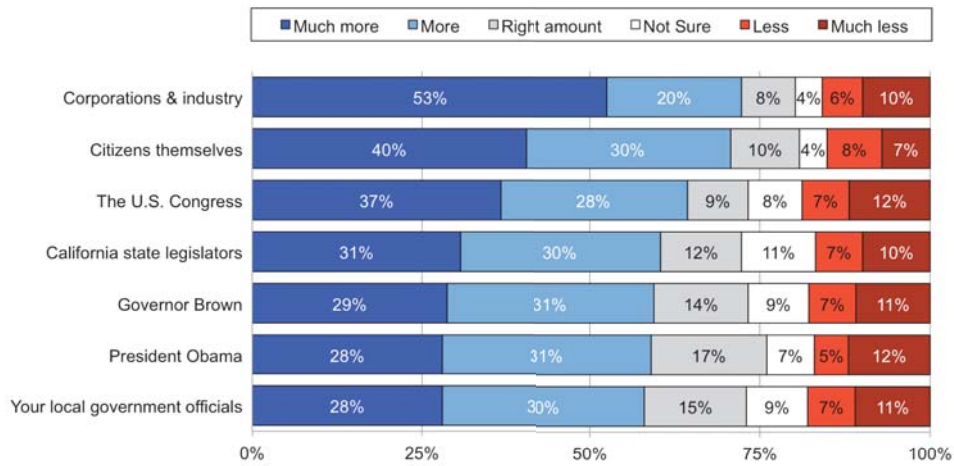
Californians Are Unsure Whether Humans Will be Able to Reduce Global Warming



Which one of the following statements comes closest to your view?
 Base: Californians 18+ (n=800).



Californians Believe Corporations, Industry, Citizens Themselves, and Politicians Should be Doing More to Address Global Warming



Do you think each of the following should be doing much more, more, less, or much less to address global warming, or do you think they are currently doing the right amount to address it?

Base: Californians 18+ (n=800).



Appendix II: Questionnaire

[ASK ALL; n=800]

1. How often do you do each the following – never, rarely, sometimes, often, or always? If something I say doesn't apply to you, just let me know. First... [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	Never	Rarely	Sometimes	Often	Always	Not app.	DK [VOL]	REF [VOL]
In the winter, set the thermostat to 68 degrees or cooler	36%	11%	14%	11%	18%	9%	1%	--
Use public transportation or car pool	42	14	21	15	8	1	--	--
Walk or bike instead of drive	34	17	26	14	8	2	--	--

[ASK ALL; n=800]

2. Over the next 12 months, would you like to do each of the following more frequently than you do now, less frequently than you do now, or about as frequently as you do now? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	Less frequently	About the same	More frequently	DK [VOL]	REF [VOL]
In the winter, set the thermostat to 68 degrees or cooler	21%	54%	19%	5%	2%
Use public transportation or car pool	19	49	29	3	1
Walk or bike instead of drive	12	43	43	2	--

[ASK ALL; n=800]

3. How many light bulbs in your home are energy-efficient compact fluorescent lights – All, most, some, a few, none of them, or are you not sure?

All	36%
Most	28
Some	13
A few	9
None	5
Not sure	9
Refused [VOL]	--

[ASK RESPONDENTS WHO ANSWER Q3=3,4, OR 5; n=235]

4. Over the next 12 months, how likely will you be to change most of the light bulbs in your home to energy-efficient compact fluorescent lights? Would you say you'd like to and probably will, or that you'd like to but probably won't, or that you don't want to and therefore won't, or are you not sure?

Yes, I'd like to and probably will	40%
Yes, I'd like to but probably won't	19
No, I don't want to	21
Not sure	20
Refused [VOL]	--

[ASK ALL; n=800]

5. In your view, do you think each of the following has become much less severe, somewhat less severe, stayed about the same, become somewhat more severe, or much more severe in California over the past several years? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	Much less severe	Some-what less severe	Same	Some-what more severe	Much more severe	DK [VOL]	REF [VOL]
Wildfires	3%	5%	29%	33%	26%	5%	--
Flooding of rivers or lakes	17	23	33	9	6	12	--
Drought	7	12	26	26	23	6	--
Heat waves	3	8	28	30	28	3	--
Coastal flooding and erosion	9	10	37	13	9	21	--
Reduced snowpack in the mountains	8	9	26	18	19	20	--

[ASK ALL; n=800]

- 6a. Do you think global warming is a bad thing or a good thing? If you've never heard of global warming, just let me know.

Bad thing	80%
Good thing	6
Never heard of global warming	2
Not sure [VOL]	9
Refused [VOL]	2

[ASK RESPONDENTS WHO ANSWER Q6a=1; n=620]

6b. And do you think global warming is a very bad thing, moderately bad thing, or slightly bad thing?

Very bad	71%
Moderately bad	20
Slightly bad	8
Not sure [VOL]	1
Refused [VOL]	--

[ASK RESPONDENTS WHO ANSWER Q6a=2; n=53]

6c. And do you think global warming is a very good thing, moderately good thing, or slightly good thing?

Very good	25%
Moderately good	30
Slightly good	42
Not sure [VOL]	3
Refused [VOL]	--

[ASK ALL; n=800]

7. 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, or not? If you're not sure, just let me know.

Yes	79%
No	11
Not sure	10
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=614]

8. How sure are you that global warming is happening – not at all sure, somewhat sure, very sure, or extremely sure?

Not at all sure	2%
Somewhat sure	26
Very sure	33
Extremely sure	38
Not sure [VOL]	1
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS NOT HAPPENING (Q7=2); n=106]

9. How sure are you that global warming is not happening – not at all sure, somewhat sure, very sure, or extremely sure?

Not at all sure	6%
Somewhat sure	35
Very sure	27
Extremely sure	30
Not sure [VOL]	2
Refused [VOL]	--

[ASK ALL; n=800]

10. Assuming global warming is happening, do you think it is... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Caused mostly by human activities, or	58%
Caused mostly by natural changes in the environment, or	23
Something else (Please specify)	13
Both human activities and natural changes in the environment [VOL]	13
Other [VOL]	--
None of these, because global warming isn't happening	4
Not sure [VOL]	2

[ASK ALL; n=800]

11. Which of the following statements comes closest to your own view? If you're not sure, just let me know. [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Most scientists think global warming is happening, or	55%
Most scientists think global warming is not happening, or	3
There is a lot of disagreement among scientists about whether or not global warming is happening	37
Not sure [VOL]	6
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=614]

12. 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 – not at all, a little, some, or a lot?

Not at all	9%
A little	37
Some	32
A lot	20
Not sure [VOL]	2
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=614]

13. If most people in the United States did these same actions, how much do you think it would reduce global warming – not at all, a little, some, or a lot?

Not at all	4%
A little	17
Some	29
A lot	50
Not sure	1
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=614]

14. If most people in the modern industrialized countries around the world did these same actions, how much do you think it would reduce global warming – not at all, a little, some, or a lot?

Not at all	3%
A little	10
Some	22
A lot	64
Not sure [VOL]	1
Refused [VOL]	--

[ASK ALL; n=800]

15. How worried are you about global warming – very worried, somewhat worried, not very worried, or not at all worried?

Very worried	25%
Somewhat worried	38
Not very worried	18
Not at all worried	19
Not sure [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

16. Please tell me whether you think global warming will harm each of the following not at all, only a little, a moderate amount, or a great deal? If you're not sure about an item, just let me know. First... [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	Not at all	Only a little	A moderate amount	A great deal	Not sure	REF [VOL]
You personally	21%	28%	25%	19%	8%	--%
Your family	17	24	30	24	5	--
People in your community	14	23	30	26	7	--
People in the United States	13	15	26	42	5	--
People in modern industrialized countries	11	14	25	44	6	--
People in developing countries	11	14	21	48	5	--
Future generations of people	8	7	16	65	4	--
Plant and animal species	8	8	14	66	4	--

[ASK ALL; n=800]

17. When do you think global warming will start to harm people in the United States? Would you say... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

They are being harmed right now, or	48%
In 10 years, or	9
In 25 years, or	12
In 50 years, or	9
In 100 years, or	7
Never	10
Not sure [VOL]	4
Refused [VOL]	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=614]

18. Do you think it is very likely, somewhat likely, somewhat unlikely, or very unlikely that each of the following will occur in California over the next 50 years due to global warming?

[RANDOMIZE]	Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	DK [VOL]	REF [VOL]
Increased allergies, asthma, infectious diseases or other health problems	4%	7%	32%	54%	5%	--
Power outages	4	9	30	54	4	--
More heat waves	2	4	21	72	1	--
Droughts and water shortages	3	4	22	70	2	--
Worse storms, hurricanes, or tornadoes	9	10	27	52	3	0
Flooding of major cities	10	16	37	34	5	--
Declining numbers of fish and native wildlife	2	6	27	64	2	--
Abandoning parts of major cities along the coast due to sea level rise	9	16	33	40	3	--

[ASK RESPONDENTS WHO THINK GLOBAL WARMING IS HAPPENING (Q7=1); n=614]

19. In your opinion, is global warming having no influence, a small influence, a moderate influence, or a large influence on the severity of [ITEM] in California? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	No influence	Small influence	Moderate influence	Large influence	DK [VOL]	REF [VOL]
Wildfires	5%	14%	38%	39%	4%	--%
Flooding of rivers or lakes	12	23	36	22	7	0
Drought	6	13	33	44	4	--
Heat waves	3	12	32	52	2	--
Coastal flooding and erosion	9	21	36	29	6	--
Reduced snowpack in the mountains	6	11	30	44	9	--

[ASK ALL; n=800]

20. How much had you thought about global warming before today – not at all, a little, some, or a lot?

Not at all	13%
A little	20
Some	29
A lot	38
Not sure [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

21. How important is the issue of global warming to you personally – would say it is not at all important, not too important, somewhat important, very important, or extremely important?

Not at all important	11%
Not too important	11
Somewhat important	34
Very important	27
Extremely important	17
Not sure [VOL]	1
Refused [VOL]	--

[ASK ALL; n=800]

22. 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, would you say you... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Do not need any more information, or you	34%
Need a little more information, or you	17
Need some more information, or you	22
Need a lot more information	27
Not sure [VOL]	1
Refused [VOL]	--

[ASK ALL; n=800]

- 23. Please tell me whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree with each of the following statements. First... [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]**

[RANDOMIZE]	Strongly disagree	Some-what disagree	Some-what agree	Strongly agree	DK [VOL]	REF [VOL]
I could easily change my mind about global warming	48%	19%	23%	10%	1%	--%
The actions of a single individual won't make any difference in global warming	40	21	18	19	2	--
New technologies can solve global warming without individuals having to make big changes in their lives	36	16	27	17	4	--
I have personally experienced the effects of global warming	26	16	33	22	4	--

[ASK ALL; n=800]

- 24. How often do you discuss global warming with your family and friends – never, rarely, occasionally, or often?**

Never	22%
Rarely	25
Occasionally	36
Often	17
Not sure [VOL]	--
Refused [VOL]	--

[ASK ALL; n=800]

25. How many of your friends share your views on global warming – none, a few, some, most, or all?

None	12%
A few	21
Some	23
Most	31
All	8
Not sure [VOL]	5
Refused [VOL]	--

[ASK ALL; n=800]

26. Which one of the following statements comes closest to your view? [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.] [PROGRAMMER: HALF OF RESPONDENTS SHOULD BE READ ITEMS 1-5; OTHER HALF SHOULD BE READ ITEMS 5-1]

Global warming isn't happening, or	6%
Humans can't reduce global warming, even if it is happening, or	12
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to, or	25
Humans could reduce global warming, but it's unclear at this point whether we will do what's needed, or	42
Humans can reduce global warming, and we are going to do so successfully	12
Not sure [VOL]	3
Refused [VOL]	--

[ASK ALL; n=800]

27. Do you think global warming should be a low, medium, high, or very high priority for the president and Congress? [READ EACH ITEM.]

Low priority	17%
Medium priority	22
High priority	34
Very high priority	25
Not sure [VOL]	2
Refused [VOL]	--

[ASK ALL; n=800]

28. Do you think each of the following should be doing much more, more, less, or much less to address global warming, or do you think they are currently doing the right amount to address it? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	Much less	Less	Currently doing the right amount	More	Much more	DK [VOL]	REF [VOL]
The U.S. Congress	12%	7%	9%	28%	37%	8%	--%
President Obama	12	5	17	31	28	7	--
Corporations and industry	10	6	8	20	53	4	--
Citizens themselves	7	8	10	30	40	4	--
Your local government officials	11	7	15	30	28	9	--
Your state legislators	10	7	12	30	31	11	--
Your governor	11	7	14	31	29	9	--

[SPLIT SAMPLE A; n=403]

29a. Do you think your state government should be doing much more, more, less, much less, or about the same amount as it is doing now to prepare for the potential impacts of global warming?

Much more	44%
More	32
Same amount	12
Less	5
Much less	6
Not sure [VOL]	1
Prefer not to answer [VOL]	--

[SPLIT SAMPLE B; n=397]

29b. Do you think your local government should be doing much more, more, less, much less, or about the same amount as it is doing now to prepare for the potential impacts of global warming?

Much more	40%
More	28
Same amount	14
Less	5
Much less	8
Not sure [VOL]	6
Prefer not to answer [VOL]	--

[ASK ALL; n=800]

- 30. People disagree about 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? If you're not sure, just let me know.**

The United States should reduce its greenhouse gas emissions... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Regardless of what other countries do, or	73%
Only if other industrialized countries (such as England, Germany, and Japan) reduce their emissions, or	3
Only if other industrialized countries and developing countries (such as China, India, and Brazil) reduce their emissions, or	6
The U.S. should not reduce its emissions	9
Not sure	9
Refused [VOL]	--

[ASK ALL; n=800]

- 31. How big of an effort should the United States make to reduce global warming? Would you say... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]**

No effort, or	9%
A small-scale effort, even if it has small economic costs, or	16
A medium-scale effort, even if it has moderate economic costs, or	35
A large-scale effort, even if it has large economic costs	36
Not sure [VOL]	4
Refused [VOL]	--

[ASK ALL; n=800]

- 32. Over the past 12 months, how many times have you done each of the following – never, once, two or three times, four or five times, or six or more times? Your best estimate is fine, and if you're not sure, just let me know. [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]**

[RANDOMIZE]	Never	Once	2-3 times	4-5 times	6 or more times	Not sure	REF [VOL]
Rewarded companies that are taking steps to reduce global warming by buying their products	38%	7%	17%	9%	15%	14%	--%
Punished companies that are opposing steps to reduce global warming by NOT buying their products	51	6	11	5	14	13	--

[ASK ALL; n=800]

- 33. Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]**

More frequently than you do now, or	43%
Less frequently than you do now, or	9
About the same as you do now	44
Not sure [VOL]	3
Refused [VOL]	1

[ASK ALL; n=800]

- 34. Over the next 12 months, do you intend to buy the products of companies that are taking steps to reduce global warming... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]**

More frequently than you do now, or	51%
Less frequently than you do now, or	5
About the same as you do now	41
Not sure [VOL]	3
Refused [VOL]	1

[ASK ALL; n=800]

- 35. Over the past 12 months, how many times have you done the following – never, once, two or three times, four or five times, or six or more times? Your best estimate is fine, and if you're not sure, just let me know. [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]**

[RANDOMIZE]	Never	Once	2-3 times	4-5 times	6 or more times	Not sure	REF [VOL]
[A] Volunteered with or donated money to an organization working to reduce global warming	69%	9%	13%	2%	5%	3%	--%
[B] Written letters, emailed, or phoned government officials about global warming	88	4	4	2	2	1	--

[ASK RESPONDENTS WHO HAVE CONTACTED A GOVERNMENT OFFICIAL AT LEAST ONCE (Q35B=2,3,4 OR 5); n=114]

36. When you contacted a government official did you... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Urge them to take action to reduce global warming, or	75%
Urge them <u>NOT</u> to take action to reduce global warming, or	7
Something else? (Please specify)	14
Not sure [VOL]	1
Refused [VOL]	3

[ASK ALL; n=800]

37. Over the next 12 months, would you like to do each of the following less often, more often, or about as often as you do now? [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	Less often	About the same	More often	DK [VOL]	REF [VOL]
[A] Volunteer with or donate money to an organization working to reduce global warming	13%	46%	36%	4%	1%
[B] Write letters, email, or phone government officials about global warming	17	50	29	3	1

[ASK RESPONDENTS WHO WOULD LIKE TO CONTACT GOVERNMENT OFFICIALS OVER THE NEXT YEAR WITH AT LEAST THE SAME FREQUENCY AS IN THE PAST (Q37B=2 OR 3); n=662]

38. If you were to contact government officials about global warming, would you... [READ EACH ITEM – DO NOT ACCEPT RESPONSE UNTIL ALL ITEMS HAVE BEEN READ.]

Urge them to take action to reduce global warming, or	76%
Urge them <u>NOT</u> to take action to reduce global warming, or	6
Something else? (Please specify)	12
Not sure [VOL]	5
Refused [VOL]	1

[ASK ALL; n=800]

39. Please tell me whether you strongly oppose, somewhat oppose, somewhat support, or strongly support each of the following. First... [READ EACH ITEM. REPEAT SCALE AS NECESSARY.]

[RANDOMIZE]	Strongly oppose	Some-what oppose	Some-what support	Strongly support	DK [VOL]	REF [VOL]
Provide tax rebates for people who purchase energy-efficient vehicles or solar panels	9%	8%	23%	58%	1%	--%
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	17	10	28	40	4	1

[ASK ALL; n=800]

40. "Fracking" is a way to extract natural gas from shale rock deep underground. Based on anything you may have heard or read about fracking, do you... [READ EACH ITEM]

Strongly oppose fracking	20%
Somewhat oppose it	9
I'm undecided	41
Somewhat support it	9
Strongly support it	9
[DO NOT READ] Not sure	12
[DO NOT READ] Prefer not to answer	--

[ASK ALL; n=800]

- 41. If California were to switch from fossil fuels like coal and oil to clean energy sources like solar and wind, do you think it would... [READ EACH ITEM. DO NOT ACCEPT AN ANSWER UNTIL BOTH ITEMS ARE READ.]**

Increase economic growth and the number of jobs in California	51%
Have no effect on the economic growth and number of jobs in California	17
Decrease economic growth and the number of jobs in California	19
[DO NOT READ] Not sure	13
[DO NOT READ] Prefer not to answer	--

[IF 41=1,2, OR 3, ASK; n=697]

- 42. How strongly do you agree with the statement that switching from fossil fuels to clean energy sources would ...[INSERT STATEMENT FROM Q41]? Do you strongly agree, moderately agree, slightly agree, or do you not agree with the statement at all?**

Strongly agree	42%
Moderately agree	31
Slightly agree	19
Agree not at all	7
Not sure [VOL]	2
Prefer not to answer [VOL]	--

[ASK ALL; n=800]

43. As you know, sometimes different people speak out on public policy issues. Please tell me how believable you would find each of the following people regarding the energy and climate related issues we have been discussing - Very believable, somewhat believable, not very believable, or not at all believable. If you are not familiar with one of these individuals please just say so and we will move on. [READ EACH ITEM.]

[RANDOMIZE]	Very believable	Some-believable	Not very believable	Not at all believable	DK [VOL]	REF [VOL]
President Obama	28%	39%	14%	14%	5%	--%
Governor Jerry Brown	16	41	12	16	14	--
U.S. Senator Barbara Boxer	15	36	13	18	17	1
U.S. Senator Dianne Feinstein	16	38	12	17	17	1

[ASK ALL; n=800]

44. How often do you watch or listen to the following shows or visit their websites – Often, sometimes, hardly ever, or never. [READ EACH ITEM]

[RANDOMIZE]	Often	Sometimes	Hardly ever	Never	DK [VOL]	REF [VOL]
The Daily Show with Jon Stewart	15%	23%	11%	49%	1%	--%
The Colbert Report with Stephen Colbert	11	26	11	51	1	--
National Public Radio, or NPR	21	20	9	49	1	--
Public Broadcasting Service, or PBS	27	36	11	25	1	--
The Fox News Cable Channel	23	26	10	41	--	--
The New York Times	13	16	11	60	--	--
Rush Limbaugh	5	9	9	76	1	--
CNN	25	37	12	26	--	--
The national nightly network news on CBS, ABC, or NBC	26	32	11	31	--	--
MSNBC	20	31	15	34	--	--

Appendix III: Survey Method

The data in this report are based on a statewide representative survey of 800 California adults, aged 18 and older, conducted from June 26 to July 3, 2013.

All interviews were administered by telephone. To help ensure representativeness of the final sample, the survey was administered to respondents reached on traditional landline telephones (60%; n=480) as well as to those reached on cellphones (40%; n=320). Respondents within each household were selected using the next/last birthday selection method. If the selected person was not at home during the initial contact, he or she was called back and interviewed at a convenient time.

The average margin of error for the total sample +/- 3 percentage points at the 95% confidence level.

The survey was conducted for YPCCC by Abt SRBI using a random digit dial sample supplied by Survey Sampling International.

Rounding error

For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given chart may total slightly higher or lower than 100%.

Appendix III: Sample Demographics

	N (unweighted)	% (weighted)
Total	800	100%
Sex		
Men	389	49
Women	411	51
Age		
18-24	79	14
25-34	102	19
35-44	89	18
45-54	126	18
55-64	187	15
65 or older	200	15
Refused	17	2
Education		
Less than high school	36	8
High school graduate	158	30
Technical/Trade school	9	2
Some college	195	30
College graduate	204	15
Some graduate school	25	2
Graduate degree	158	11
Not sure	4	1
Refused	11	2
Household Income		
Under \$10,000	49	9
\$10,000 to under \$20,000	79	10
\$20,000 to under \$30,000	71	11
\$30,000 to under \$40,000	68	10
\$40,000 to under \$50,000	49	7
\$50,000 to under \$75,000	105	13
\$75,000 to under \$100,000	82	10
\$100,000 to under \$150,000	97	10
\$150,000 or more	87	8
(VOL) Not sure	33	5
(VOL) Refused	80	8
Hispanic		
Yes	157	33
Race/Ethnicity		
White, Caucasian (non-Hispanic)	459	43
Black, African-American (non-Hispanic)	59	6
Asian, Asian-American (non-Hispanic)	49	8
Other/Not sure/Refused	76	10

