

# GLOBAL WARMING POLL

## STANFORD UNIVERSITY

Conducted by GfK Roper Public Affairs & Corporate Communications

*Interview dates: June 1 – June 7, 2010*

*Interviews: 1,000 adults*

*Margin of error: +/- 4.4 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

*Please refer to the exact sample number at the bottom of each table.*

*All results shown are percentages unless otherwise labeled.*

## SELECTED RESULTS

RELEASED JUNE 9, 2010

(Results are shown in the order matching their mention in the essay “The Climate Majority”, published in the New York Times on June 8, 2010)

## DISTRIBUTION OF OPINIONS IN THE FULL SAMPLE

- Q12. You may have heard about the idea that the world's temperature may have been going up slowly over the past 100 years. What is your personal opinion on this - do you think this has probably been happening, or do you think it probably has not been happening?

	6/1/10- 6/7/10
Probably has been happening	74
Probably has not been happening	24
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	-

*Based on:*

*N=1,000*

- Q14. (Assuming it's happening) Do you think a rise in the world's temperature is being (would be) caused mostly by things people do, mostly by natural causes, or about equally by things people do and by natural causes?<sup>1</sup>

	6/1/10- 6/7/10
Things People Do	30
Natural Causes	25
Both Equally	45
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*Based on:*

*N=1,000*

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<sup>1</sup> Respondents who said that they thought the earth's temperature probably had not been increasing heard this question beginning with the phrase "Assuming it's happening", and heard "would be" in stead of "is being".

[ASK RANDOM HALF SAMPLE A:]

Q33a. Some people believe that the United States government should limit the amount of air pollution that U.S. businesses can produce. Other people believe that the government should not limit air pollution from U.S. businesses. What about you? Do you think the government should or should not limit air pollution from U.S. businesses?

	6/1/10-6/7/10
Government should limit air pollution from U.S. businesses	86
Government should not limit air pollution from U.S. businesses	12
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

*Based on:*

*N=496*

[ASK RANDOM HALF SAMPLE B:]

Q33b. Some people believe that the United States government should limit the amount of greenhouse gasses thought to cause global warming that U.S. businesses can produce. Other people believe that the government should not limit the amount of greenhouse gasses that U.S. businesses put out. What about you? Do you think the government should or should not limit the amount of greenhouse gasses that U.S. businesses put out?

	6/1/10-6/7/10
Government should limit greenhouse gasses from U.S. businesses	76
Government should not limit greenhouse gasses from U.S. businesses	20
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	1

*Based on:*

*N=504*

[ASK RANDOM HALF SAMPLE A:]<sup>2</sup>

Q35a. For each of the following, please tell me whether you favor or oppose it as a way for the federal government to try to reduce future global warming:

[ASK RANDOM HALF SAMPLE B:]

Q35b. For each of the following, please tell me whether you favor or oppose the federal government doing it:

<b>Increase taxes on electricity so people use less of it</b>	6/1/10-6/7/10
Favor	22
Oppose	78 <sup>3</sup>
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*Based on:*

*N=1000*

<b>Increase taxes on gasoline so people either drive less, or buy cars that use less gas</b>	6/1/10-6/7/10
Favor	28
Oppose	71 <sup>4</sup>
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-

*Based on:*

*N=1000*

<b>Give companies tax breaks to produce more electricity from water, wind, and solar power</b>	6/1/10-6/7/10
Favor	84
Oppose	15
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-

*Based on:*

*N=1000*

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<sup>2</sup> The distribution of answers to Q35a was not significantly different from the distribution of answers to Q35b, so these answers were combined.

<sup>3</sup> With three decimal places, this percentage is 77.494%. In order for the set of percentages for this question to add up to 100%, this was rounded to 78%.

<sup>4</sup> A typographical error led this number to be printed as 72% in the New York Times essay.

Q36. For the next items, please tell me for each one whether it's something the government should require by law, encourage with tax breaks but not require, or stay out of entirely...

<b>Building cars that use less gasoline</b>	6/1/10-6/7/10
Government should require by law	31 <sup>5</sup>
Government should encourage with tax breaks	50 <sup>6</sup>
Government should stay out of entirely	19
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

*Based on:*

*N=1,000*

<b>Building air conditioners, refrigerators, and other appliances that use less electricity</b>	6/1/10-6/7/10
Government should require by law	29
Government should encourage with tax breaks	51
Government should stay out of entirely	20
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

*Based on:*

*N=1,000*

<b>Building new homes and offices that use less energy for heating and cooling</b>	6/1/10-6/7/10
Government should require by law	24
Government should encourage with tax breaks	56
Government should stay out of entirely	20
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

*Based on:*

*N=1,000*

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<sup>5</sup> With three decimal places, this percentage is 31.102%.

<sup>6</sup> With three decimal places, this percentage is 49.458%. When 49.458% is added to 31.102%, the sum is 80.560%.

Q36b. Do you think that the United States doing things to reduce global warming in the future would cause there to be more jobs for people around the country, would cause there to be fewer jobs, or wouldn't affect the number of jobs for people around the country?

	6/1/10-6/7/10
More jobs	50
Fewer jobs	18
Would not affect	31
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

*Based on:*

*N=1,000*

Q36c. Do you think that the United States doing things to reduce global warming in the future would hurt the U.S. economy, would help the economy, or would have no effect on the U.S. economy?

	6/1/10-6/7/10
Hurt U.S. economy	20
Help U.S. economy	56
Would not affect	23
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

*Based on:*

*N=1,000*

Q51. Do you think the United States should take action on global warming only if other major industrial countries such as China and India agree to do equally effective things, that the United States should take action even if these other countries do less, or that the United States should not take action on this at all?

	6/1/10-6/7/10
Only if other countries do	14
Take action even if other countries do less	68
Not take action at all	18
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

*Based on:*

*N=1,000*

Q1. How much do you trust the things that scientists say about the environment - completely, a lot, a moderate amount, a little, or not at all?

	6/1/10-6/7/10
Completely	5
A lot	26
A moderate amount	40
A little	22
Not at all	7
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Based on:

N=1,000

Q53. During the last 6 months, do you remember hearing or reading anything in the news about emails that were sent by scientists who study the world's climate, or do you not remember hearing or reading anything in the news about that?

	6/1/10-6/7/10
Do remember	32
Do not remember	68
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

Based on:

N=1,000

[IF "DO REMEMBER HEARING/READING SOMETHING" IN Q53, ASK:]

Q53b. Do these emails indicate to you that scientists who study the world's climate should be trusted, indicate to you that these scientists should not be trusted, or do they not indicate anything about whether these scientists should be trusted?

	6/1/10-6/7/10
Should be trusted	9
Should not be trusted	9
Do not indicate anything	12
Do not remember hearing or reading anything	68
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	-

Based on:

N=1000

Q54. During the last 6 months, do you remember hearing or reading anything in the news about mistakes in scientific reports that were written by the Inter-government-al Panel on Climate Change, or do you not remember hearing or reading anything in the news about that?

	6/1/10-6/7/10
Do remember	24
Do not remember	76
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

*Based on:*

*N=1,000*

[IF "DO REMEMBER HEARING SOMETHING" IN Q54, ASK:]

Q54b. Does what you heard or read about mistakes in these reports indicate to you that reports written by the Inter-government-al Panel on Climate Change should be trusted, indicate to you that these reports should not be trusted, or do not indicate anything to you about whether these reports should be trusted?

	6/1/10-6/7/10
Should be trusted	4
Should not be trusted	13
Do not indicate anything	6
Do not remember hearing or reading anything	76
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-

*Based on:*

*N=1000*

Q19a. How important is the issue of global warming to you personally – extremely important, very important, somewhat important, not too important, or not at all important?

	6/1/10-6/7/10
Extremely important	14
Very important	32
Somewhat important	30
Not too important	12
Not at all important	12
Don't know	-
Refused	-

*Based on:*

*N=1,000*

**DISTRIBUTION OF OPINIONS IN THE CLIMATE CHANGE ISSUE PUBLIC**

Q12. **DISTRIBUTION OF OPINIONS IN THE CLIMATE CHANGE ISSUE PUBLIC:** You may have heard about the idea that the world's temperature may have been going up slowly over the past 100 years. What is your personal opinion on this - do you think this has probably been happening, or do you think it probably has not been happening?

	6/1/10-6/7/10
Probably has been happening	88
Probably has not been happening	12
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*Based on:* *N=130*

Q14. **DISTRIBUTION OF OPINIONS IN THE CLIMATE CHANGE ISSUE PUBLIC:** (Assuming it's happening) Do you think a rise in the world's temperature is being (would be) caused mostly by things people do, mostly by natural causes, or about equally by things people do and by natural causes?

	6/1/10-6/7/10
Things People Do	58
Natural Causes	12
Both Equally	30
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*Based on:* *N=130*

[ASK RANDOM HALF SAMPLE B:]

Q33b. **DISTRIBUTION OF OPINIONS IN THE CLIMATE CHANGE ISSUE PUBLIC:** Some people believe that the United States government should limit the amount of greenhouse gasses thought to cause global warming that U.S. businesses can produce. Other people believe that the government should not limit the amount of greenhouse gasses that U.S. businesses put out. What about you? Do you think the government should or should not limit the amount of greenhouse gasses that U.S. businesses put out?

	6/1/10-6/7/10
Government should limit greenhouse gasses from U.S. businesses	92
Government should not limit greenhouse gasses from U.S. businesses	7
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

*Based on:* *N=130*

**DISTRIBUTION OF OPINIONS IN THE FULL SAMPLE**

Q52. Do you think most American business leaders want the federal government to do things to stop global warming, or do you think most American business leaders do not want the federal government to do things to stop global warming?

	6/1/10-6/7/10
Do want	25
Do not want	72
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	*

*Based on:*

*N=1,000*

## DEMOGRAPHICS

PID1/PID2. Do you consider yourself a Democrat, a Republican, an Independent, or none of these?

	6/1/10- 6/7/10
<b>Total Democrat</b>	<b>40</b>
Democrat – strong	12
Democrat – moderate	19
Independent – lean Democratic	9
None – lean Democratic	*
<b>Total Republican</b>	<b>29</b>
Republican – strong	9
Republican – moderate	10
Independent – lean Republican	10
None – lean Republican	*
[VOL] Independent – don't lean	3
[VOL] None – don't lean	-
[VOL] Other	4
Don't know	24

*Based on:*

N=1,000

ID1. Generally speaking, do you consider yourself liberal, moderate or conservative?

	6/1/10- 6/7/10
<b>Total Liberal</b>	<b>21</b>
Extremely liberal	3
Very liberal	8 <sup>7</sup>
Somewhat liberal	10
<b>Moderate</b>	<b>36</b>
<b>Total Conservative</b>	<b>41</b>
Somewhat conservative	25
Very conservative	11
Extremely conservative	5
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	1

*Based on:*

N=1,000

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<sup>7</sup> With three decimal places, this percentage is 7.472%. In order for the set of percentages of liberals to add up to 21%, 7.472% was rounded to 8%.

DM1. What is your marital status? Are you...

Married/Living as Married/Co-Habiting	53
Separated	3
Divorced	12
Widowed	6
Never Married	26
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1

*Based on:*

*N=1,000*

DM2. What is the last grade of school you completed?

Less than high school graduate	9
High school graduate	35
Technical/trade school	7
Some college	21
College graduate	14
Some graduate school	2
Graduate degree	11
Don't know	*
Refused	*

*Based on:*

*N=1,000*

DM4. In what year were you born? [AGE GROUP:]

18-29	22
30-49	37
50-64	23
65+	17
Refused	1

*Based on:*

*N=1,000*

DM7. Are you the parent or guardian of one or more children under the age of 18, or not?

Yes	35
No	64
Don't know	*
Refused	1

*Based on:*

*N=1,000*

DM7a. Are you the parent or guardian of one or more children who are age 18 or older, or not?

Yes	39
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No	60
Don't know	*
Refused	1

*Based on:*

*N=1,000*

DM8. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

No lines	24
One Line	70
Two lines	4
Three or more lines	2
Don't know	*
Refused	1

*Based on:*

*N=1,000*

DM9. And on how many different cell-phone numbers, if any, could I have reached you for this call?

None	9
One	72
Two	11
Three or more	6
Don't know	1
Refused	1

*Based on:*

*N=1,000*

[IF BOTH LAND AND CELLPHONE, ASK:]

DM10. Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?

Landline	28
Cell phone	37
Both equally	35
Don't know	*
Refused	-

*Based on:*

*N=611*

[ASK CELL-PHONE SAMPLE ONLY:]

DM10a. How many adults, in addition to you, carry and use this cell phone at least once a week or more?

None	53
One	39
Two	5
Three or more	4
Don't know	-
Refused	*

*Based on:*

*N=301*

DM16. Are you Spanish, Hispanic, or Latino?

Yes	14
No	85
Don't know	*
Refused	1

*Based on:*

*N=1,000*

[IF SPANISH/HISPANIC/LATINO [D16=1], ASK:]

DM17. In addition to being Spanish, Hispanic, or Latino, what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

[IF NOT SPANISH/HISPANIC/LATINO (D16=2), ASK:]

DM18. What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

White	69
Black, African-American, or Negro	11
American Indian or Alaska Native	1
Asian Indian	1
Native Hawaiian	*
Chinese	*
Guamanian or Chamorro	-
Filipino	*
Samoan	*
Japanese	-
Korean	-
Vietnamese	1
Other Asian	1
Other Pacific Islander	1
Some other race [SPECIFY]	5
Multiple races [DO NOT READ]	3
Don't know	1
Refused	2

*Based on:*

*N=1,000*

DM19. Does your total household [IF SINGLE: "PERSONAL"] income fall below \$50,000 dollars, or is it \$50,000 or higher? [READ LIST]

Below \$50,000	47
\$50,000+	46
Don't know	2
Refused	5

*Based on:* N=1,000

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	11
\$10,000 to under \$20,000	11
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	6
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	10
\$100,000 to under \$150,000	9
\$150,000 or more	6
Don't know	3
Refused	8

*Based on:* N=1,000

DM25. [INTERVIEWER RECORD:] Respondent sex:

Male	49
Female	51

*Based on:* N=1,000

REGION:

Northeast	19
Midwest	22
South	37
West	23

*Based on:* N=1,000

## **Stanford Global Warming Poll Method**

The Stanford Global Warming Poll was conducted by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America – for Stanford University. This telephone poll is based on a nationally-representative probability sample of 1,000 adults age 18 or older. The interviews were conducted June 1st – June 7th, 2010, with 699 respondents on landlines and 301 on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The survey sample included the contiguous 48 states, Alaska and Hawaii. Interviews were conducted in both English and Spanish.

The combined landline and cell phone data were weighted to account for probabilities of selection, as well as age, sex, education and race, using targets from the March 2009 supplement of the Current Population Survey. In addition to these factors, the weighting takes into account the patterns of land and cell phone usage by region from the 2009 Fall estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 4.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may 1,000 slightly higher or lower than 100%. In questions that permit multiple responses, columns may 1,000 significantly more than 100%, depending on the number of different responses offered by each respondent.

This survey was designed by Professor Jon Krosnick and Ana Villar and was sponsored by the Woods Institute for the Environment at Stanford University and by a grant from the National Science Foundation.