

PUBLIC OPINION AND THE ENVIRONMENT: THE NINE TYPES OF AMERICANS

Contrary to common rhetoric, the American public is not simply polarized into pro- and anti-environment groups, according to a new study by The Associated Press-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies. Instead, the study identifies nine distinct types of Americans, each with a unique understanding of the environment, perspectives on key environmental issues, and different environmental behaviors.

It finds that Americans' environmental attitudes are partly motivated by political ideology and religion, but are also rooted in how individuals perceive, interact with, and experience nature.

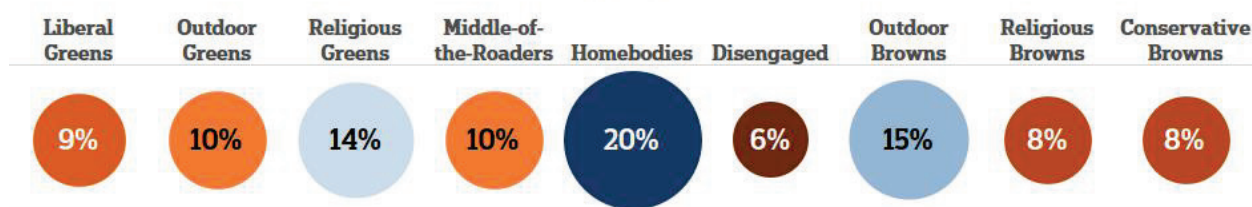
Using a nationally representative online survey of 1,576 American adults, nine segments of the American public were identified based on a diverse set of attitudinal measures, such as the importance individuals place on environmental protection, what the government's role should be in regulating it, whether an environmental crisis exists, how individuals see themselves in relation to nature, and how individuals respond when scientific and religious explanations conflict.

The segments range from the "Liberal Greens" on the environmentally friendly side to the "Conservative Browns" on the more anti-environmentalism side.



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The Nine Types of Americans



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

- Nine percent of the American public are **Liberal Greens**. Sixty-six percent call themselves environmentalists, the most of any segment, and they are both very worried about, and highly interested in, environmental issues. They generally do not consider themselves to be outdoors people.
- **Outdoor Greens** comprise 10 percent of the population. They consider themselves to be environmentalists and are also worried about environmental issues. Most feel strongly interconnected with nature and they tend to spend a lot of time outdoors.
- **Religious Browns** represent 8 percent of the American public, are highly religious, and feel the most separated from nature of any group. They do not like to spend time outdoors, and they express strongly anti-environmental views.
- **Conservative Browns** make up 8 percent of the population and, like Religious Browns, are staunchly anti-environmentalist in attitude. Although many enjoy outdoor activities, few express interest in environmental issues, and most do not believe there is an environmental crisis.

But the data show that the majority of Americans, 65 percent, fall somewhere in the middle, holding complex and nuanced perspectives on the environment.

- Fourteen percent of Americans are **Religious Greens**. Religious Greens don't spend much time doing outdoor activities, yet they place a high importance on protecting the environment, many for religious reasons, and most think the environmental crisis is serious.
- **Middle-of-the-Roaders** make up 10 percent of the population. They hold middling environmental opinions as they lean brown on some issues and green on others. While they are concerned about the environment, they like things the way they are and believe technology can solve our environmental problems.
- One in 5 Americans are **Homebodies**, the largest segment. Homebodies do not feel connected to nature and do not consider themselves to be environmentalists, and more often than not are apathetic when it comes to environmental issues.
- **Outdoor Browns** are the second largest segment, representing 15 percent of the population. They like to engage in outdoor activities but believe nature and the environment serve a human purpose. They lean against environmentalism and are not interested in environmental issues.
- Six percent of the population are in the smallest segment, the **Disengaged**. Offering few opinions, environmental issues just do not resonate with them.

Taken together, this analysis provides a framework for understanding the public's multiple and nuanced perspectives on the environment as well as the specific environmental issues that resonate with these different publics.

This report is divided into three sections. The first section describes the nine groups and their demographic and sociopolitical characteristics. The second section examines the environmental behaviors of each segment, focusing on energy-saving habits, lifestyle, and routines; environmental news-seeking; and activism. The third section compares the segments across a variety of environmental policies. The complete question wordings and distribution of responses across segments is available at www.apnorc.org.

SECTION 1: SEGMENT DESCRIPTIONS

This section provides a summary of each of the segments' environmental attitudes, their expressed worry about the current state of the natural environment, and their attitudes toward government efforts to protect the natural environment. Each segment also has distinct demographic and sociopolitical characteristics. Some of the factors that most clearly delineate the segments include religiosity and the tendency to trust religious explanations over scientific ones, political affiliation and ideology, and income.

Liberal Greens (9 percent of Americans)

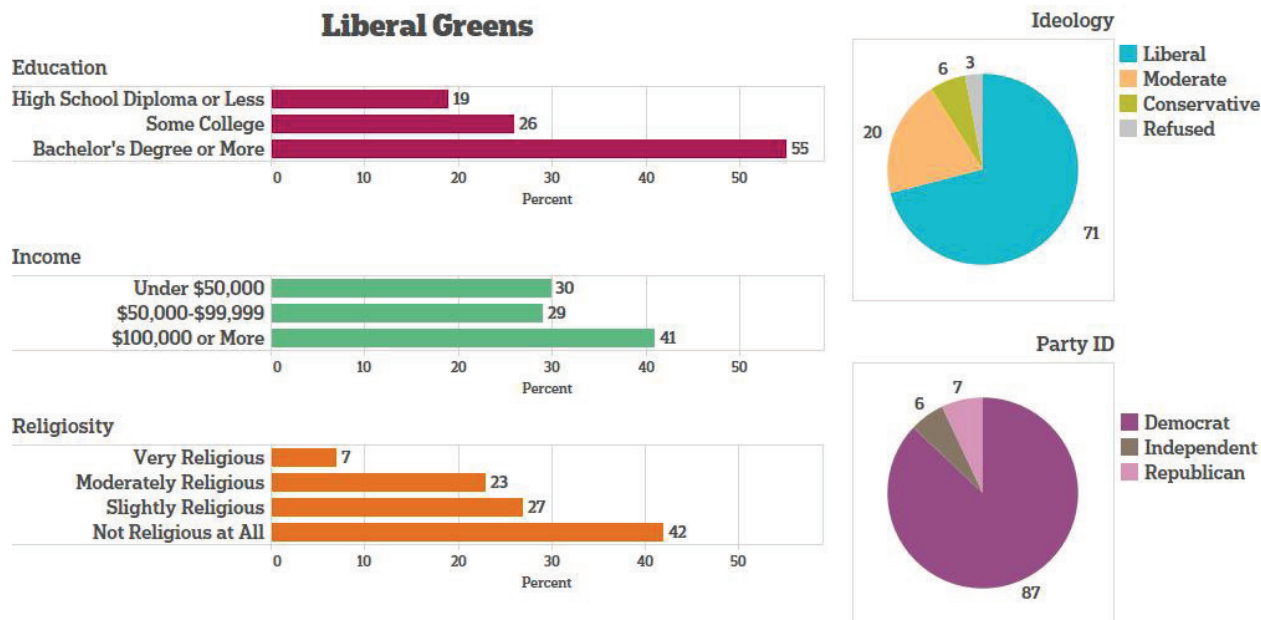
Eighty-seven percent of Liberal Greens are Democrats, and 71 percent identify as political liberals, the most of any segment. Many Liberal Greens report being extremely or very worried about the current condition of the natural environment of the Earth as a whole (91 percent), in the United States (78 percent), and in their own local area (42 percent). The vast majority of Liberal Greens say that "the environmental crisis is more serious than most people think" (95 percent) and that "human activities are currently the primary cause of changes in the natural environment" (94 percent).

Ninety-six percent of Liberal Greens say that "it is humankind's responsibility to protect and care for the Earth and its natural resources," and 89 percent say that "in the long-run, environmental protection is always more important than economic growth." A large majority also say that "government should do what it can to protect the natural environment, even if it means property owners lose some control" (92 percent). Eighty-eight percent of Liberal Greens report that "we should decrease production of fossil fuels in the U.S. in order to protect the environment," the most of any segment.

A majority of Liberal Greens self-identify as environmentalists (66 percent) and report being extremely or very interested in environmental issues (78 percent). Forty-one percent of Liberal Greens say "when scientific explanations conflict with my religious or spiritual beliefs, I always accept the scientific explanations," the most of any segment. In contrast, only 10 percent say they would instead accept what their religious or spiritual beliefs tell them.

Liberal Greens are no different than the average American when it comes to their belief that "new technologies can solve environmental problems without individuals having to make big changes in their lives" (24 percent) or whether they consider themselves an indoors (44 percent) or outdoors (41 percent) person.

They are the least religious of any segment, with just 17 percent attending religious services at least once a week. Fifty-five percent of Liberal Greens have a bachelor's degree or higher, the most of any segment. Forty-one percent have a household income of \$100,000 or more, 29 percent have incomes of \$50,000 to less than \$100,000, and 30 percent have incomes of less than \$50,000. Thirty-four percent of Liberal Greens live in a city, the most of any segment.



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Outdoor Greens (10 percent of Americans)

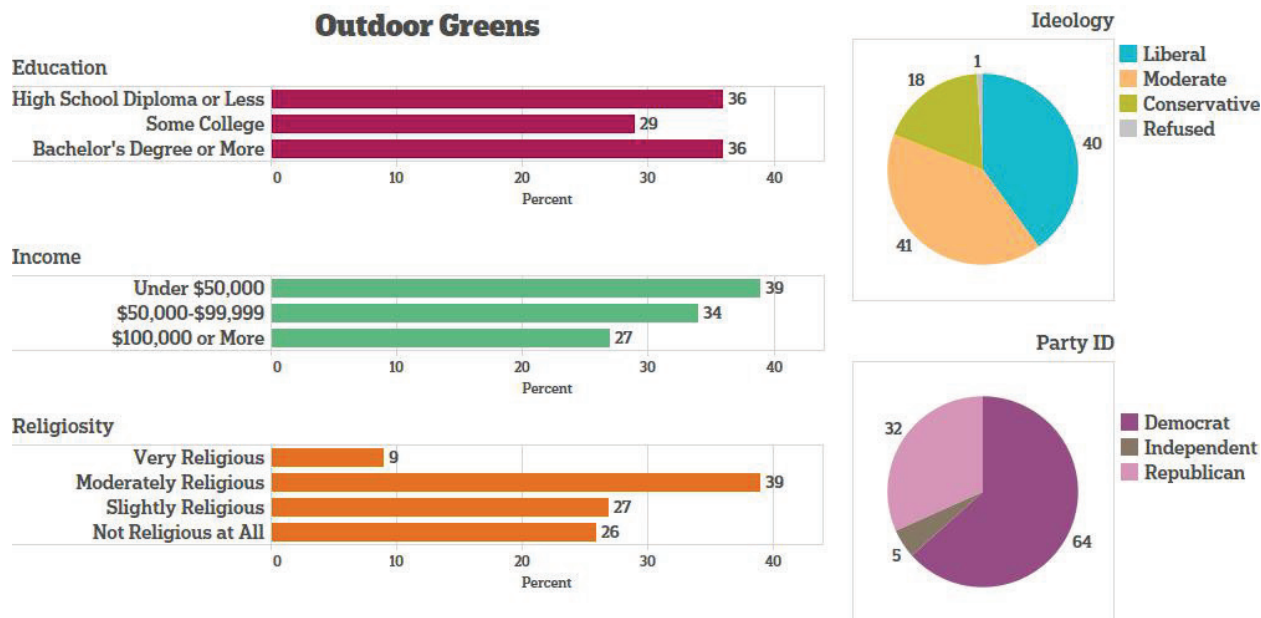
Seven in 10 Outdoor Greens consider themselves to be outdoors people, and they frequently participate in a number of outdoor activities, including 4 in 10 who hunt or fish at least occasionally and 7 in 10 who garden. Of all the segments, Outdoor Greens feel among the most interconnected with nature. Six in 10 consider themselves environmentalists, and just as many are interested in environmental issues.

Similar to Liberal Greens, most Outdoor Greens are extremely or very worried about the current condition of the natural environment of the Earth as a whole (84 percent), in the United States (72 percent), and in their own local area (43 percent). They also are very likely to say that “the environmental crisis is more serious than most people think” (91 percent) and that “human activities are currently the primary cause of changes in the natural environment” (80 percent).

Also similar to Liberal Greens, most Outdoor Greens are very likely to say that “it is humankind’s responsibility to protect and care for the Earth and its natural resources” (91 percent) and that “in the long-run, environmental protection is always more important than economic growth” (77 percent).

Fewer Liberal Greens, however, say “government should do what it can to protect the natural environment, even if it means property owners lose some control” (54 percent) and that “we should decrease production of fossil fuels in the U.S. in order to protect the environment” (48 percent).

Sixty-four percent of Outdoor Greens are Democrats, while 41 percent say they are political moderates and 40 percent identify as liberals. About 1 in 3 are Republicans, and 18 percent are political conservatives. Just 9 percent of Outdoor Greens are very religious, and 1 in 5 say they trust religious explanations over scientific ones. A majority of Outdoor Greens (55 percent) are women, and 73 percent have household incomes of less than \$100,000.



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Religious Greens (14 percent of Americans)

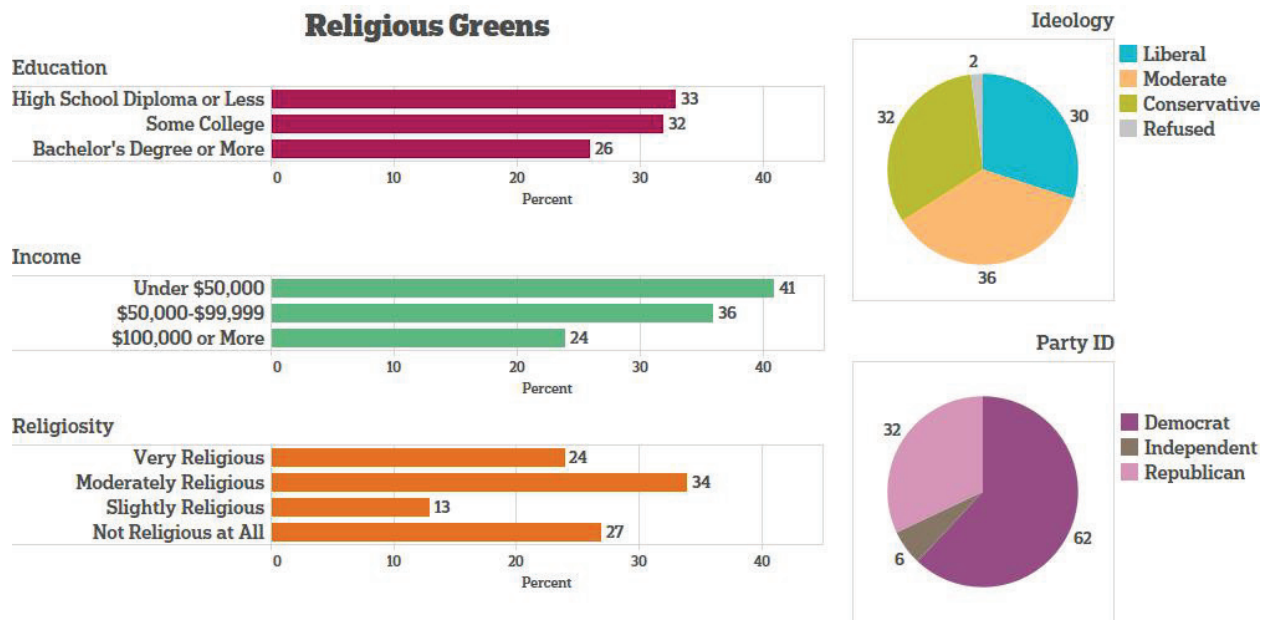
A majority of Religious Greens trust religious beliefs (58 percent) over scientific explanations (2 percent), and 36 percent say they attend religious services at least once a week, the third most of any segment. Seventy-one percent think that “the environmental crisis is more serious than most people think” (71 percent), but fewer are extremely or very worried about the current condition of the natural environment of the Earth as a whole (64 percent), in the United States (41 percent), or in their own local area (17 percent). However, most Religious Greens are convinced that “human activities are currently the primary cause of changes in the natural environment” (88 percent).

Like Liberal Greens and Outdoor Greens, Religious Greens are very likely to say that “it is humankind’s responsibility to protect and care for the Earth and its natural resources” (95 percent); however, fewer say that “in the long-run, environmental protection is always more important than economic growth” (59 percent).

Fewer than half of Religious Greens say “government should do what it can to protect the natural environment, even if it means property owners lose some control” (45 percent) and that “we should decrease production of fossil fuels in the U.S. in order to protect the environment” (31 percent).

Just 21 percent of Religious Greens consider themselves to be environmentalists, and just 22 percent are extremely or very interested in environmental issues, which ranks lower than both Liberal Greens and Outdoor Greens. Religious Greens are not likely to feel interconnected with nature, and 2 in 3 call themselves indoors people with little interest in sports, gardening, or hunting.

Nearly twice as many Religious Greens identify as Democrats (62 percent) than as Republicans (32 percent) or independents (6 percent). Ideologically, however, slightly more identify as politically moderate (36 percent) than liberal (30 percent) or conservative (32 percent). Religious Greens are relatively young, with 54 percent falling between age 18 and 44. Six in 10 are women, the most of any segment. They are the second most diverse segment, as 17 percent are black and 22 percent are Hispanic. Religious Greens have average educational attainment and incomes.



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Middle-of-the-Roaders (10 percent of Americans)

Middle-of-the-Roaders hold moderate attitudes across many measures. Forty-one percent of Middle-of-the-Roaders think that “the environmental crisis is more serious than most people think,” which is about the national average. They also have average levels of worry about the current condition of the natural environment of the Earth as a whole (38 percent extremely or very worried), in the United States (20 percent), and have below average levels of worry about their own local area (8 percent). However, a majority is convinced that “human activities are currently the primary cause of changes in the natural environment” (65 percent).

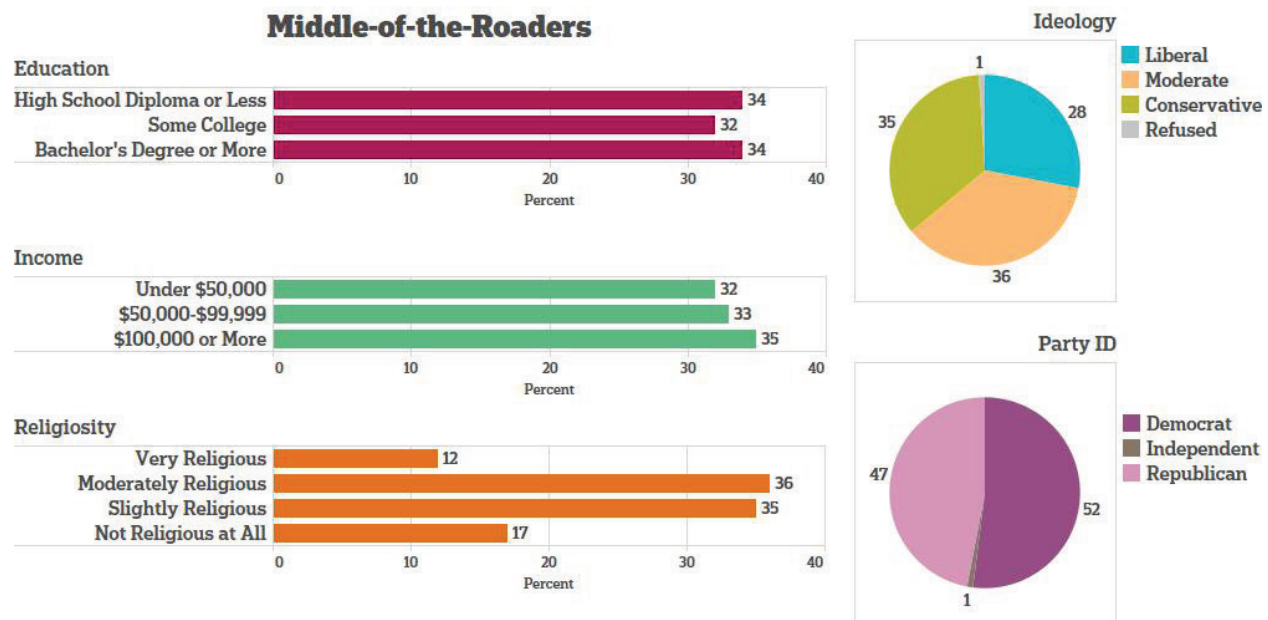
Most Middle-of-the-Roaders say that “it is humankind’s responsibility to protect and care for the Earth and its natural resources” (83 percent); however, fewer say that “in the long-run, environmental protection is always more important than economic growth” (55 percent).

Half say “government should do what it can to protect the natural environment, even if it means property owners lose some control,” but far fewer say that “we should decrease production of fossil fuels in the U.S. in order to protect the environment” (11 percent). In fact, 61 percent say “we should increase the production of fossil fuels in the U.S. to reduce our dependence on foreign sources of energy.”

More Middle-of-the-Roaders say they are not environmentalists (38 percent) than say they are (30 percent), and just 1 in 4 are extremely or very interested in environmental issues. With an average level of interconnectedness with nature, Middle-of-the-Roaders are about equally likely to say they are outdoors people (43 percent) as they are to say they are indoors people (37 percent).

Middle-of-the-Roaders are nearly evenly split between Democrats (52 percent) and Republicans (47 percent). Twenty-eight percent are politically liberal, while the rest are split between moderates (36 percent) and conservatives (35 percent). More trust scientific beliefs (34 percent) over religious explanations (18 percent), and only 1 in 4 go to religious services at least once a week. Fifty-two percent are men. They have an average age of 51, and a majority (56 percent) live in a suburban community. Middle-of-the-Roaders are evenly divided

between income groups, with 32 percent having an income of less than \$50,000, 33 percent having an income of \$50,000 to under \$100,000, and 35 percent having an income of over \$100,000.



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Homebodies (20 percent of Americans)

Homebodies consider themselves to be more indoors (65 percent) than outdoors (13 percent) people and have fairly moderate environmental attitudes. Roughly one-third engage in outdoor sports or garden, and only about 15 percent hunt, fish, or engage in boating or water sports. They are among the least likely segments to consider themselves to be an environmentalist (17 percent).

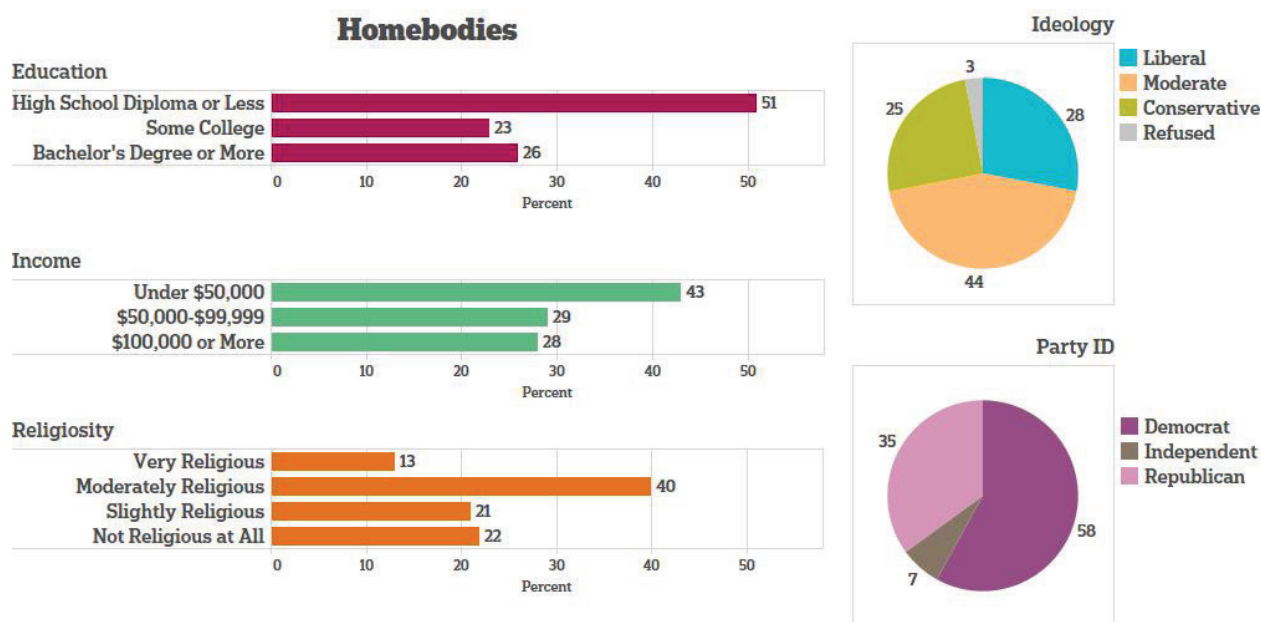
Few Homebodies are extremely or very worried about the current condition of the natural environment of the Earth as a whole (19 percent extremely or very worried), in the United States (12 percent), or their own local area (7 percent). Only 37 percent think that “the environmental crisis is more serious than most people think,” which is about the national average. And 46 percent are convinced that “human activities are currently the primary cause of changes in the natural environment,” also about the national average.

A majority of Homebodies say that “it is humankind’s responsibility to protect and care for the Earth and its natural resources” (61 percent); however, fewer say that “in the long-run, environmental protection is always more important than economic growth” (36 percent). At the same time, only 14 percent say that economic growth is always more important than environmental protection, while 48 percent say they are not sure.

Just over a third of Homebodies (37 percent) say “government should do what it can to protect the natural environment, even if it means property owners lose some control,” and only 24 percent say that “we should decrease production of fossil fuels in the U.S. in order to protect the environment.”

Fifty-eight percent of Homebodies are Democrats, 35 percent are Republicans, and 7 percent are independents, but a plurality identify as political moderates (44 percent), while 28 percent are liberals and 25 percent are conservatives. Just over half of Homebodies (53 percent) consider themselves to be very or moderately religious, 25 percent of Homebodies trust religious beliefs over scientific beliefs, and 1 in 4 attend religious services at least once a week. Fifty-five percent of Homebodies live in the suburbs, which ranks the second

most of any segment. Homebodies are younger than average, with a mean age of 45, and nearly 6 in 10 are women. Fifty-one percent have a high school education or less, while 26 percent have a bachelor's degree or higher. Forty-three percent of Homebodies have a household income of less than \$50,000, 29 percent have an income of \$50,000 to under \$100,000, and 28 percent have an income of over \$100,000.



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Outdoor Browns (15 percent of Americans)

The Outdoor Browns describe themselves as outdoors people (74 percent) rather than indoors people (12 percent) and rank second behind Outdoor Greens in saying they feel interconnected with nature. They also rank highly among the groups in participating in outdoor sports (61 percent), gardening (62 percent), hunting or fishing (41 percent), and engaging in boating or water sports (33 percent). They are, however, unlikely to consider themselves to be environmentalists, with just 21 percent self-identifying this way and 45 percent rejecting the label. Relatively few say they are extremely or very interested in environmental issues (17 percent).

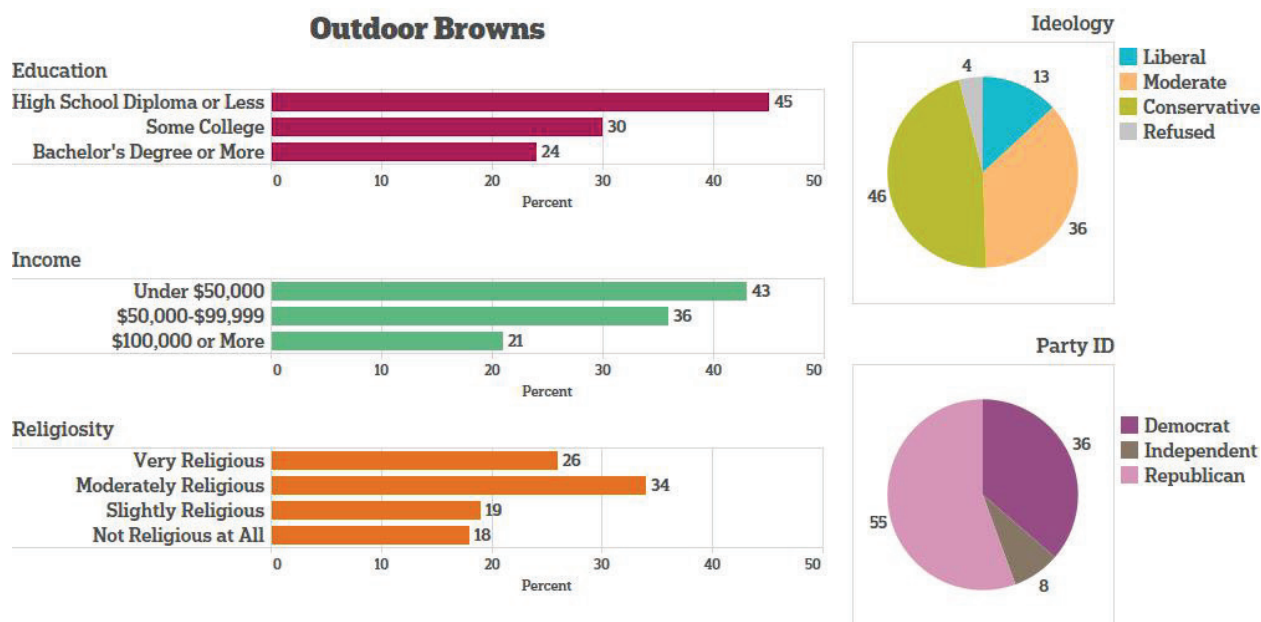
Among the segments, Outdoor Browns rank higher than Homebodies in worry about the current condition of the natural environment of the Earth as a whole (30 percent extremely or very worried) or in the United States (22 percent extremely or very worried), but still less than the average American. Only 10 percent are extremely or very worried about environmental conditions in their own local area. Outdoor Browns are evenly split between those who say “the environmental crisis is more serious than most people think” (30 percent) and those who say it has been exaggerated (29 percent). And 40 percent are convinced that “human activities are currently the primary cause of changes in the natural environment,” which is below the national average.

A large majority of Outdoor Browns say that “it is humankind’s responsibility to protect and care for the Earth and its natural resources” (72 percent); however, fewer say that “in the long-run, environmental protection is always more important than economic growth” (36 percent). Sixteen percent say that economic growth is always more important than environmental protection, while 43 percent say they are “not sure.”

Only a quarter of Outdoor Browns (27 percent) say “government should do what it can to protect the natural environment, even if it means property owners lose some control,” while more say “property owners, and not

the government, should control what happens on their own land, even if it harms the natural environment” (38 percent). Only 21 percent say that “we should decrease production of fossil fuels in the U.S. in order to protect the environment,” while 40 percent instead say “we should increase production of fossil fuels in the U.S. to reduce our dependence on foreign sources of energy.”

Politically, a majority of Outdoor Browns (55 percent) are Republicans, just over one-third (36 percent) are Democrats, and only 8 percent are independents. They tend to be politically conservative (46 percent) or moderate (36 percent), with few identifying as liberal (13 percent). Six in 10 Outdoor Browns consider themselves to be very or moderately religious, with about half saying their religious beliefs trump scientific explanations. Over half are men (54 percent), and 73 percent are white. Forty-three percent of Outdoor Browns have household incomes of less than \$50,000 per year, the second most of any segment, and a plurality (45 percent) have an educational attainment of a high school diploma or less. Thirty-six percent live in rural areas, the second most of any segment.



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Religious Browns (8 percent of Americans)

A majority of Religious Browns are very or moderately religious (63 percent) and trust religious beliefs (57 percent) over scientific explanations (4 percent). Nearly half (47 percent) identify as born-again Christians, and just over half (52 percent) say they attend religious services at least once a week, the most of any segment.

A large majority of Religious Browns think “the so-called ‘environmental crisis’ has been exaggerated” (70 percent) and express little worry about the current condition of the natural environment of the Earth as a whole (5 percent extremely or very worried), in the United States (0 percent extremely or very worried), or in their own local area (1 percent extremely or very worried). Half believe that “natural processes and cycles, not human activities, are currently the primary cause of changes in the natural environment,” while only 24 percent blame human activities.

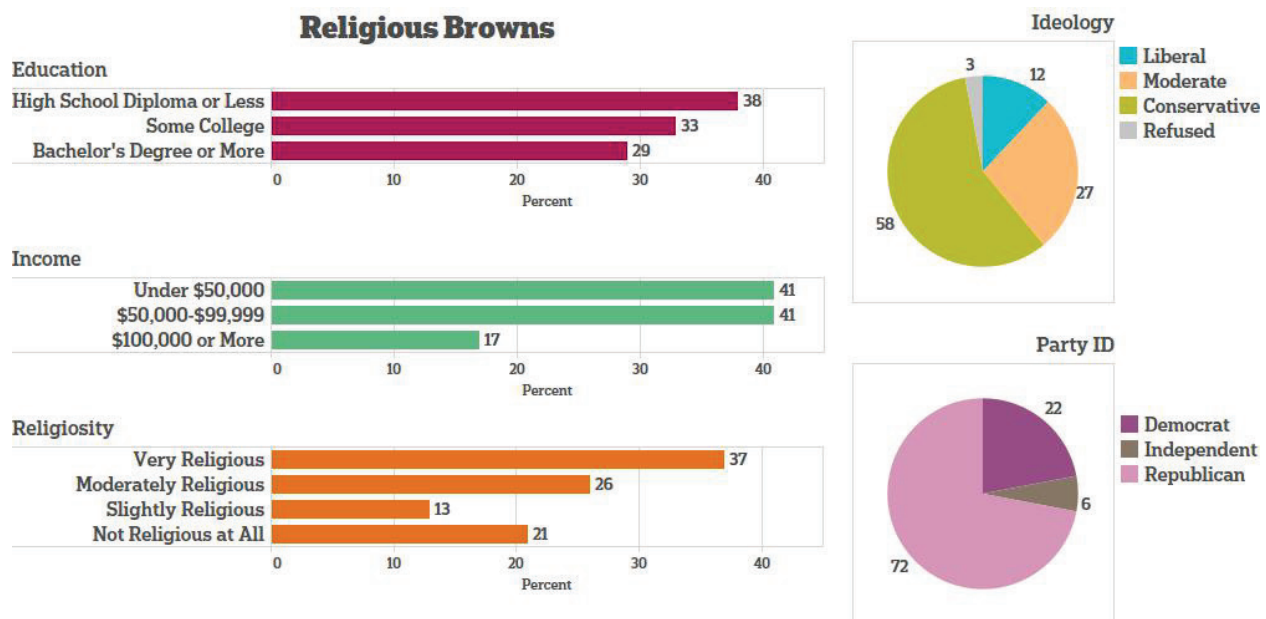
However, more Religious Browns say “it is humankind’s responsibility to protect and care for the Earth and its natural resources” (56 percent), than say “it is humankind’s right to use the Earth and its resources for our benefit” (14 percent). Yet, more Religious Browns say that “in the long-run, economic growth is always more

important than environmental protection” (34 percent) than say environmental protection is more important than economic growth (21 percent).

A majority of Religious Browns (56 percent) say “property owners, and not the government, should control what happens on their own land, even if it harms the natural environment,” while only 13 percent say “government should do what it can to protect the natural environment, even if it means property owners lose some control.” And a large majority (70 percent) say “we should increase production of fossil fuels in the U.S. to reduce our dependence on foreign sources of energy.”

Eighty-eight percent of Religious Browns say they are not environmentalists, the most of any segment, and fewer than 1 percent say they are extremely or very interested in environmental issues. Seventeen percent of Religious Browns say they feel completely separate from nature, the most of any segment, and 71 percent call themselves indoors people, also the most of any segment. Religious Browns express little interest in outdoor sports, gardening, hunting, fishing, or boating or water activities.

A large majority of Religious Browns are Republicans (72 percent), while 22 percent are Democrats and just 6 percent are independents. Fifty-eight percent are ideologically conservative, while 27 percent are moderates and 12 percent are liberals. Seventy-eight percent are white, the most of any segment, and just over half are women (53 percent). Religious Browns are the segment with the highest percentage making a household income of \$50,000 to \$100,000 (41 percent). The same percentage (41 percent) have a household income of less than \$50,000. Fifty-six percent live in suburban areas, the most of any segment.



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Conservative Browns (8 percent of Americans)

Politically, 87 percent of Conservative Browns are Republicans, the most of any segment, while just 10 percent are Democrats and 3 percent are independents. Nearly 8 in 10 (78 percent) are politically conservative, the most of any segment, while just 12 percent are moderates and 6 percent are liberals.

Nearly all Conservative Browns think “the so-called ‘environmental crisis’ has been exaggerated” (90 percent), and they express little worry about the current condition of the natural environment of the Earth as a whole (4

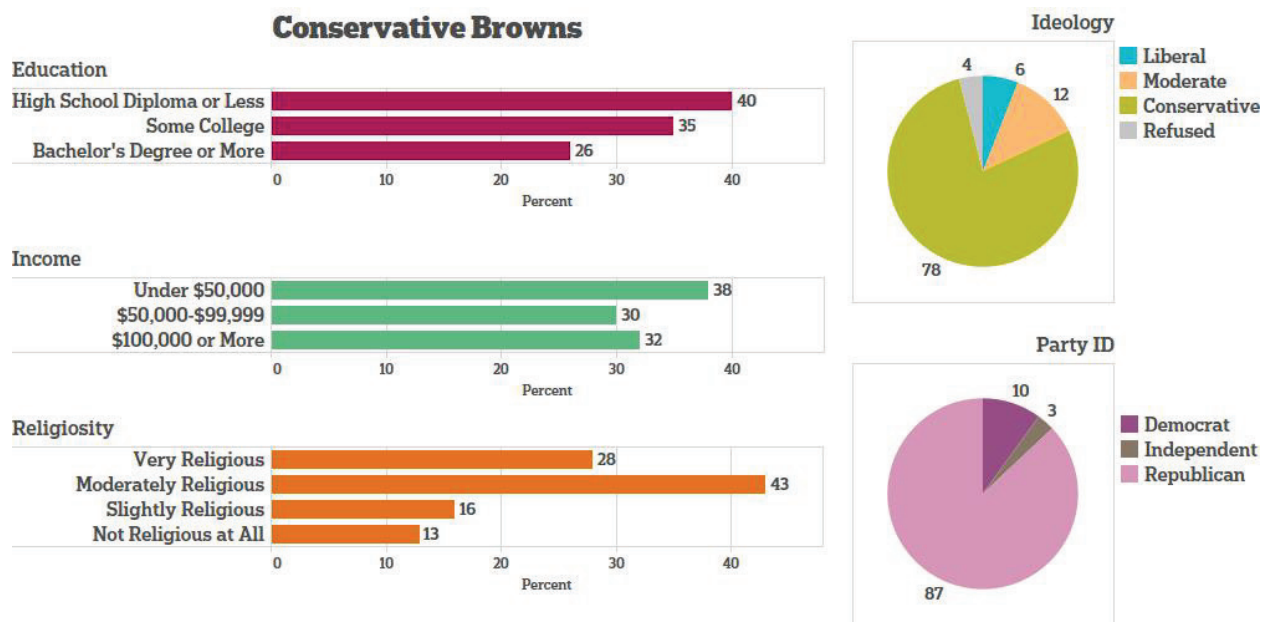
percent extremely or very worried), in the United States (3 percent extremely or very worried), or in their own local area (3 percent extremely or very worried). Ninety-four percent are convinced that “natural processes and cycles, not human activities, are currently the primary cause of changes in the natural environment,” while only 3 percent blame human activities.

Conservative Browns are the only segment with a majority that says “it is humankind’s right to use the Earth and its resources for our benefit” (54 percent), compared to 30 percent who say that “it is humankind’s responsibility to protect and care for the Earth and its natural resources.” Likewise, far more Conservative Browns say that “in the long-run, economic growth is always more important than environmental protection” (78 percent) than say environmental protection outweighs economic growth (5 percent).

A large majority of Conservative Browns (85 percent) say “property owners, and not the government, should control what happens on their own land, even if it harms the natural environment,” while only 3 percent say “government should do what it can to protect the natural environment, even if it means property owners lose some control.” And a large majority (88 percent) say “we should increase production of fossil fuels in the U.S. to reduce our dependence on foreign sources of energy.”

Sixty-nine percent of Conservative Browns say they are not environmentalists, the second most of any segment, and only 15 percent are extremely or very interested in environmental issues. However, 58 percent of Conservative Browns consider themselves to be outdoors people, the third most of any segment, and a majority feel at least moderately connected to nature. They are also one of the more active groups, with 56 percent saying they often or occasionally participate in outdoor sports (56 percent), gardening (59 percent), hunting or fishing (33 percent), or boating or water activities (28 percent).

Conservative Browns express high levels of religiosity, with 71 percent identifying as very or moderately religious and 60 percent trusting religious beliefs over scientific explanations. Six in 10 are men, the most of any segment, and 77 percent are white. Conservative Browns are the oldest (with an average age of 55) and the most rural (with 37 percent living in a rural area) of all the segments. A plurality have annual household incomes of less than \$50,000 (38 percent), while 30 percent have incomes of \$50,000 to under \$100,000 and 32 percent have incomes of \$100,000 or more.

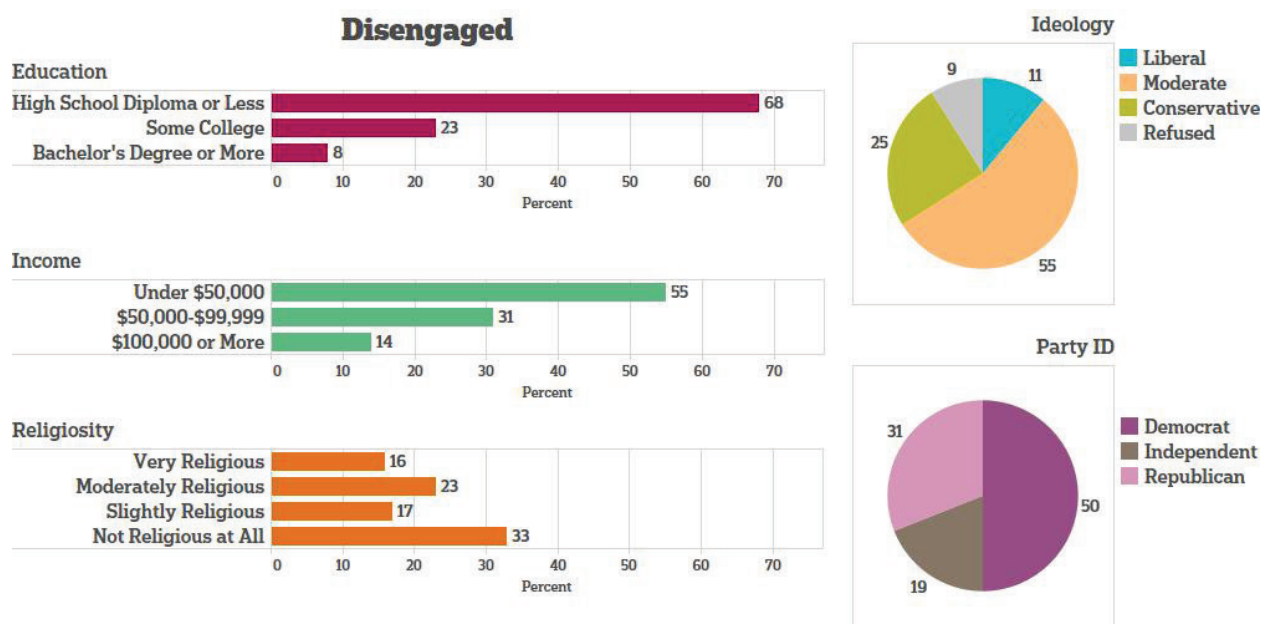


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Disengaged (6 percent of Americans)

The smallest segment, the Disengaged, offer few opinions and are largely apathetic towards environmental issues.

Half of the Disengaged say they are Democrats, 31 percent are Republicans, and 19 percent are independents, the most of any segment. Fifty-five percent identify as political moderates, the most of any segment, while 25 percent are conservatives and 11 percent are liberals. The Disengaged are relatively non-religious. Just 9 percent of the Disengaged trust religious beliefs over scientific explanations, and 41 percent say they never attend religious services, the most of any segment. The Disengaged are the only segment to not be majority white, as 43 percent are white, 27 percent are black, and 23 percent are Hispanic. Fifty-eight percent are male, the second most of all segments. They are also the youngest segment, with an average age of 41. Sixty-eight percent of the Disengaged have a high school education or less, the most of any segment, and just 8 percent have a bachelor's degree, the least of any segment. The Disengaged are also the lowest-income segment, with 55 percent having total incomes of less than \$50,000 per year.



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A majority of Americans believe global warming is happening, while minorities remain unsure or say it is not happening. The more environmentally friendly segments overwhelmingly think global warming is happening.

Overall, 56 percent of Americans say that global warming is happening, 20 percent say it is not happening, and 23 percent remain unsure. The more pro-environmental segments express higher levels of certainty that global warming is happening, while the more environmentally unfriendly segments express the most doubt.

Nearly all Liberal Greens (96 percent) say global warming is happening, the most of any segment. They are followed by Outdoor Greens and Religious Greens, with 88 percent in each segment saying that global warming is happening. Nearly twice as many Outdoor Browns say global warming is happening as say it is not (44 percent vs. 24 percent). Just 1 in 10 Conservative Browns say global warming is happening, and, of all the segments, they are the most convinced that global warming is not happening (83 percent). The Religious Browns are the only other segment with a majority (54 percent) who say global warming is not happening.

Seventy-one percent of the Disengaged say they are unsure whether global warming is happening, the most of any segment.

Among those Americans who say climate change is occurring, most believe it is a result of human activities.

Among those Americans who say global warming is happening, 57 percent say it is caused mostly or entirely by human activities, 7 percent say it is caused mostly or entirely by natural changes in the environment, and 31 percent say it is caused about equally by human activities and natural changes in the environment.

The segments that hold more pro-environmental attitudes are more likely than others to say climate change is a result of human activities. Nearly 9 in 10 Liberal Greens say global warming is caused mostly or entirely by human activities, as do 7 in 10 Outdoor Greens and 6 in 10 Religious Greens. Roughly half of Middle-of-the-Roaders (51 percent) and Homebodies (49 percent) say humans are responsible for global warming.

Among all Americans who say global warming is happening or who are unsure, 34 percent say they are extremely or very worried about it, 38 percent are moderately worried, and 20 percent are not too worried or not worried at all. Liberal Greens express the most worry, with 84 percent saying they are extremely or very worried about global warming. Fewer Outdoor Greens, but still a majority (56 percent) say the same. Few Conservative Browns or Religious Browns believe that global warming is happening, and, even among those who do, most say they are not too worried or not worried at all (71 percent and 65 percent, respectively).

Few among the Conservative Browns and Religious Browns say they could be convinced that it is occurring (just 2 percent and 6 percent, respectively). Among those who say that it is not happening, 49 percent of Conservative Browns and 44 percent of Religious Browns say the scientific evidence supporting global warming is not convincing and that the risks of global warming are exaggerated by the media (55 percent and 57 percent, respectively). Fifty-nine percent of Conservative Browns and 43 percent of Religious Browns say global warming is a hoax, and another 46 percent of Conservative Browns and 25 percent of Religious Browns say it is not caused by human activity.

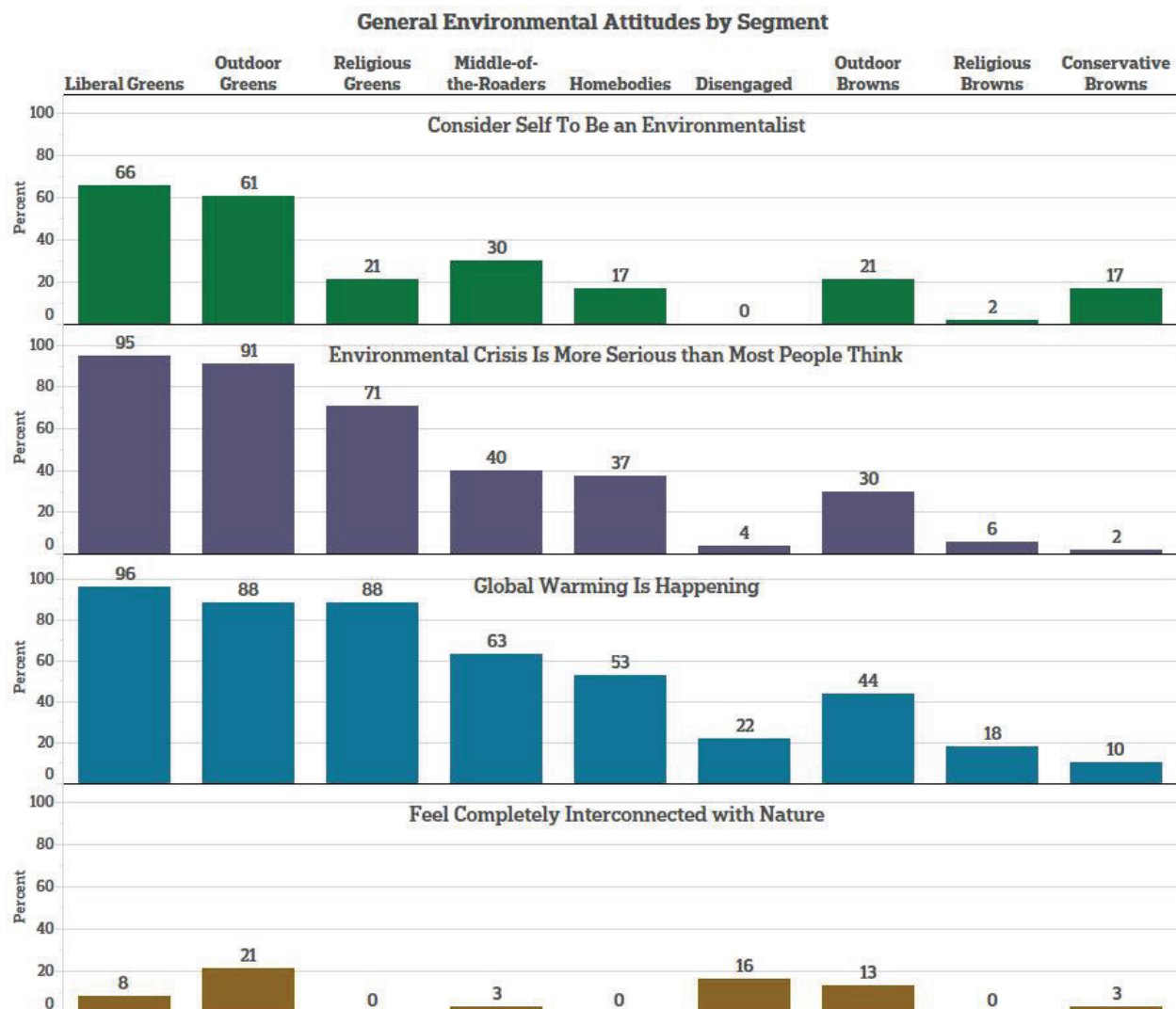
Liberal Greens and Outdoor Greens express the most amount of worry about the current condition of the natural environment on a local, national, and global level. Conservative and Religious Browns express the least.

Overall, Americans are not too worried about the current condition of the natural environment in their local area, the United States, or the Earth as a whole. Fifteen percent say they are extremely or very worried about the current condition of the natural environment in their local area, 42 percent are moderately worried, and 42 percent are not very or not at all worried. Americans express slightly more worry about the environment in the country, as 28 percent say they are extremely or very worried, 44 percent are moderately worried, and 25 percent are not very or not at all worried. The current condition of the natural environment on the Earth as a whole causes Americans the highest levels of worry. Still, just 2 in 5 (39 percent) say they are extremely or very worried about the Earth's environment, another 2 in 5 (39 percent) say they are moderately worried, and 1 in 5 (21 percent) say they are not very or not at all worried.

The more environmentally friendly segments express higher levels of concern for the natural environment in each: their local area, the United States, and the Earth as a whole. At least 4 in 10 Outdoor Greens (43 percent) and Liberal Greens (42 percent) say they are extremely or very worried about the environment in their local area. Religious Greens (17 percent) are the only other segment with more than 10 percent who say they are extremely or very worried. Eighty-seven percent of Religious Browns and 78 percent of Conservative Browns say they are not too or not at all worried about their local environment.

For all segments except for Conservative Browns and Religious Browns, worry increases when it comes to the condition of the environment in the United States. Outdoor Greens (72 percent) and Liberal Greens (78 percent) again express the highest levels of concern for the U.S. environment. Forty-one percent of Religious Greens, 22 percent of Outdoor Browns, and 20 percent of Middle-of-the-Roaders say they are extremely or very worried. Again, Religious Browns and Conservative Browns express the lowest amounts of concern. Seventy-nine percent of Religious Browns and 75 percent of Conservative Browns say they are not too or not at all worried.

When it comes to the current condition of the natural environment on the planet, Liberal Greens are near unanimous in their worry, with 91 percent saying they are extremely or very worried about the Earth's natural environment. They are followed by 84 percent of Outdoor Greens and 65 percent of Religious Greens who say they are extremely or very worried about the current condition of the natural environment of the Earth as a whole. Among Religious Browns and Conservative Browns, 67 percent say they are not too or not at all worried.



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Few Americans would like to see open spaces in their community turned into housing or commercial developments. Majorities of Outdoor Greens and Liberal Greens would like to see open spaces preserved, while other segments are more divided between preservation and creating park facilities.

When it comes to open spaces in their local communities, Americans are split on how the land should be developed, if at all. Thirty-seven percent of Americans would like to see open spaces in their community preserved in their current state, and 28 percent would like to see them turned into parks and recreational facilities. Just 6 percent would like new housing or commercial properties built on the open land. Twenty-seven percent do not have a preference.

Fifty-eight percent of Liberal Greens and 56 percent of Outdoor Greens would like open spaces to be preserved as they are, the most of any of the segments. A plurality of Religious Greens (44 percent) and Outdoor Browns (35 percent) favor preservation. Middle-of-the-Roaders, Conservative Browns, and Homebodies are closely split between preserving the open spaces as they are and turning open spaces into parks. Across all segments, 10 percent or fewer say they would favor open spaces in their local community being turned into new housing or commercial properties.

SECTION 2: ENVIRONMENTAL BEHAVIORS

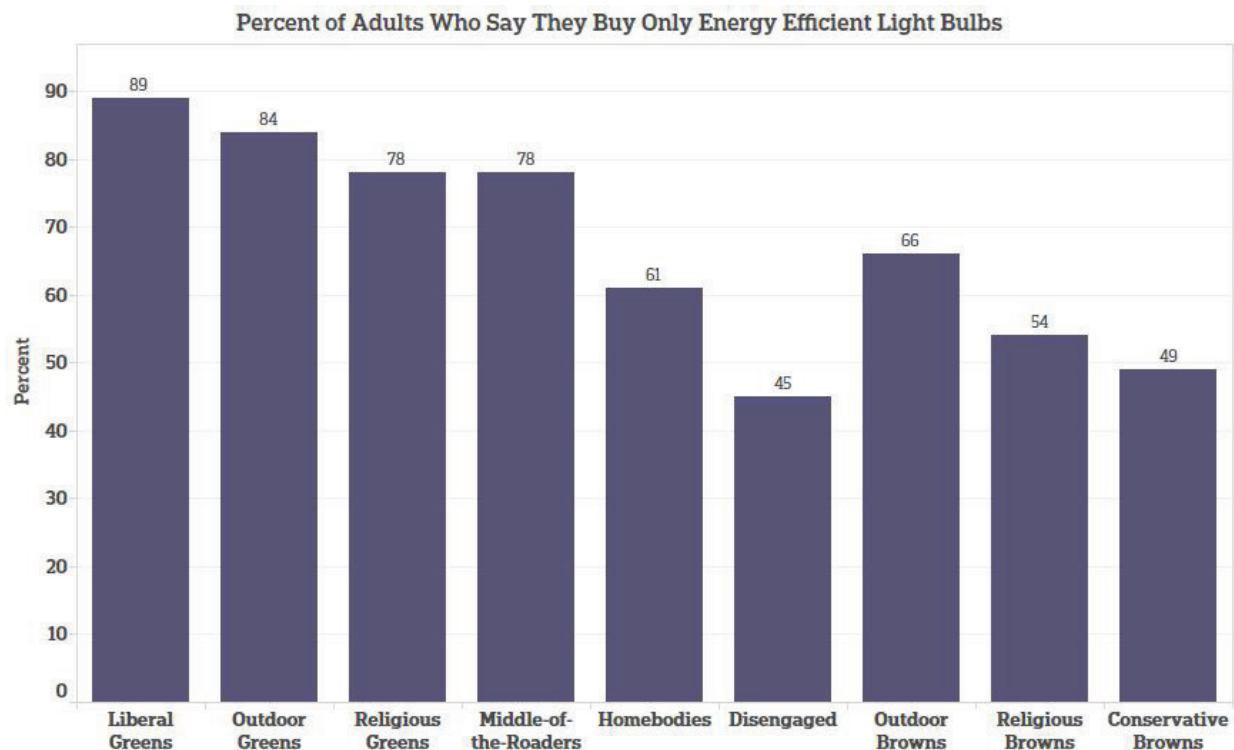
In addition to their attitudes about the environment, respondents were also asked whether they have participated in a variety of environmentally friendly behaviors. These behaviors fall into three general categories: energy-saving habits, lifestyle and routines, and news and activism.

The results reveal that the segments have varied reasons for implementing or not implementing certain environmental behaviors, with some of the less environmentally friendly segments adopting “green” behaviors at relatively high rates, largely for cost savings.

Energy-Saving Habits

The most common way Americans across all segments engage in environmentally friendly behaviors is through energy-saving habits and energy efficient products in the home. Fully 93 percent of adults incorporate at least one environmentally friendly product or behavior in their household, including turning lights off when not needed, setting the thermostat lower, or having energy efficient appliances, water heaters, or windows. While many Americans adopt these innovations to save money, cost is a barrier for some in implementing energy-saving products in the home.

Nearly 7 in 10 Americans say they buy only energy efficient light bulbs. Conservative Browns and the Disengaged are the only two segments where less than a majority say they exclusively purchase energy efficient light bulbs, with use as high as 89 percent for Liberal Greens.



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Do you generally do the following things, or not? Buy only energy efficient light bulbs

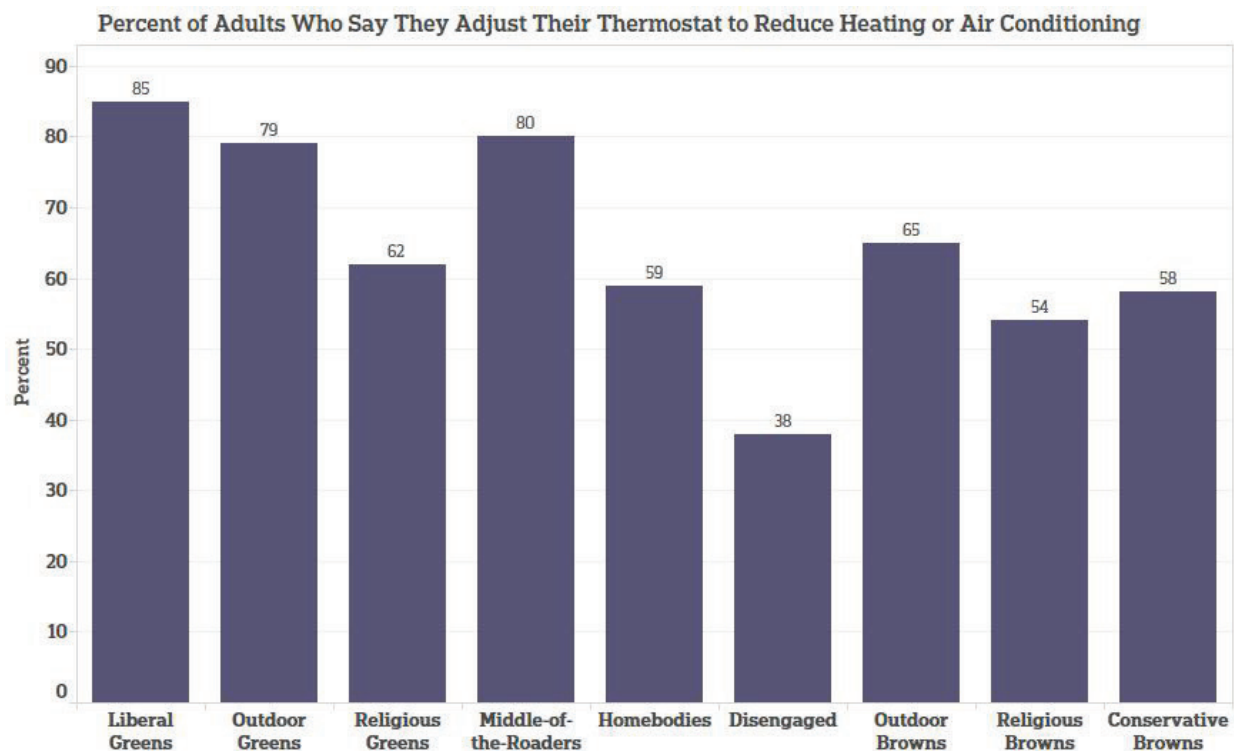
Among those who do buy energy efficient light bulbs, saving money is the most frequently cited reason (60 percent), though conversely, 31 percent of those who do not buy energy-saving light bulbs say that it is because they cannot afford it. Monetary reasons for buying energy-saving light bulbs are most commonly mentioned by Conservative Browns (89 percent) and Religious Browns (85 percent). Nearly half (46 percent) say they purchase only energy efficient light bulbs to help the environment or reduce global warming. Eighty-four percent of Liberal Greens and 70 percent of Outdoor Greens cite this reason, the most of any segment, compared with just 2 percent of Conservative Browns.

Most Americans turn off the lights when not needed regardless of the type of light bulbs in their homes. Overall, 89 percent of adults shut off unnecessary lights, including 79 percent of those who do not only buy energy efficient light bulbs. This habit is nearly universal among the “greener” segments—Liberal Greens, Outdoor Greens, and Religious Greens—as well as Middle-of-the-Roaders and Conservative Browns, all at 92 percent or higher. Just 61 percent of the Disengaged turn off the lights when not needed.

Financial savings are by far the most commonly cited reason (76 percent), followed by helping the environment or reducing global warming at 1 in 3. Majorities of all segments say they turn off lights to save money, but Conservative Browns and Religious Browns are the most likely to cite monetary reasons (94 percent each). Seventy percent of Liberal Greens and 56 percent of Outdoor Greens who shut off unnecessary lights do so for environmental reasons.

As another energy-saving habit, 65 percent of Americans set their thermostat at 68 degrees or lower in the winter to reduce heating or set it at 76 degrees or higher in the summer to reduce air conditioning. Liberal Greens are the most likely to adjust their thermostats (85 percent), followed by Middle-of-the-Roaders (80

percent). Just 38 percent of the Disengaged set their thermostats higher or lower, the only segment with less than a majority.



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Do you generally do the following things, or not? Set thermostat at 68 degrees or lower in the winter to reduce heating and/or set it at 76 degrees or higher in the summer to reduce air conditioning

Over three-quarters (76 percent) of those who adjust their thermostats to reduce heating or air conditioning do so to save money. Religious Browns and Conservative Browns are the most likely to cite this at 97 percent and 88 percent, respectively. One in 3 Americans set their thermostat lower or higher to help the environment or reduce global warming, most frequently cited by Liberal Greens (66 percent) and Religious Greens (50 percent). Of those who do not adjust their thermostats, 41 percent say it is because it is too inconvenient or uncomfortable. Outdoor Greens are the most likely to cite this reason, at 61 percent.

A majority of Americans (62 percent) also save energy by living in a home with energy efficient appliances, furnaces, air conditioners, or water heaters. Middle-of-the-Roaders (73 percent) and Liberal Greens (72 percent) are the most likely to have energy efficient appliances, and the Disengaged are the least likely, at just 35 percent.

The most frequently cited reason for having energy efficient appliances is saving money (74 percent), and is most common among Conservative Browns (91 percent) and Religious Browns (90 percent). About a third (35 percent) have energy efficient appliances, furnaces, and air conditioners or water heaters to help the environment or reduce global warming. This reason is most frequently mentioned by Liberal Greens (71 percent) and least often cited by Conservative Browns (1 percent) and the Disengaged (2 percent).

Another 52 percent of adults live in a home with energy efficient or weather-stripped windows. Seventy percent of Liberal Greens and 67 percent of Outdoor Greens and Middle-of-the-Roaders have energy efficient or weather-stripped windows, compared with just 25 percent of the Disengaged.

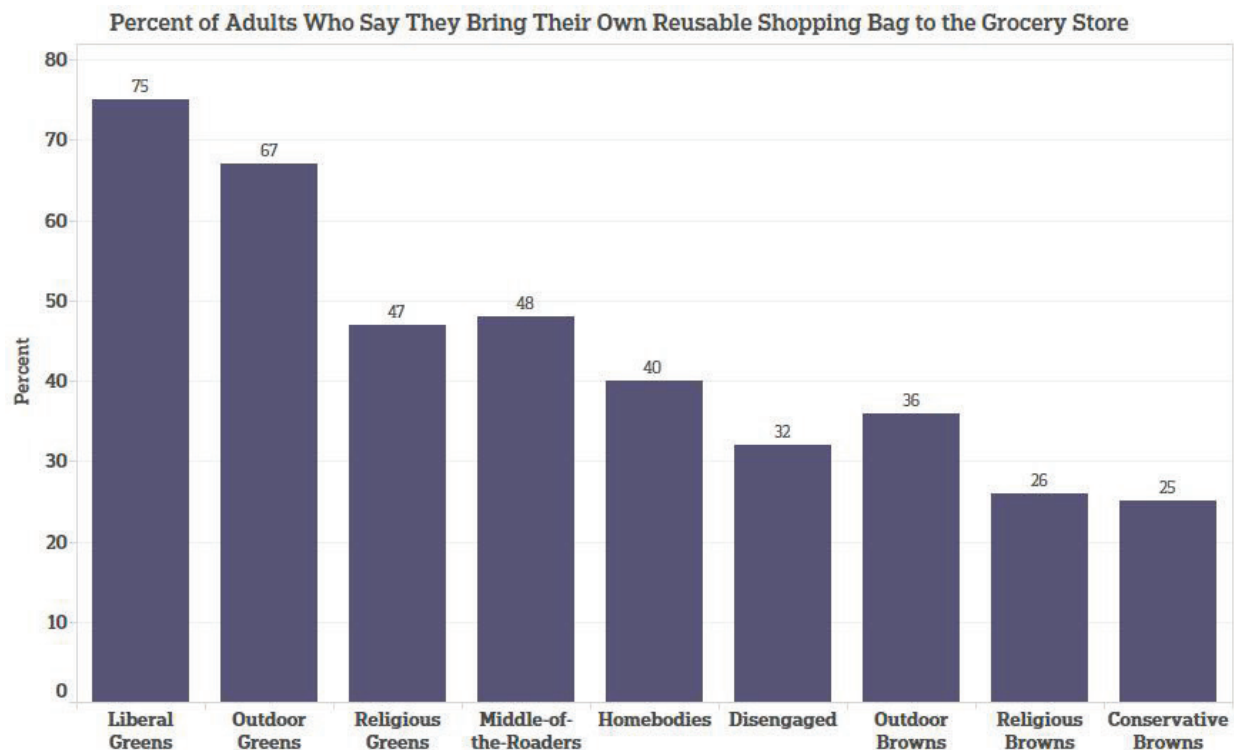
Monetary savings are the most frequently cited reason for having energy efficient windows, with majorities of all groups but Religious Browns mentioning this reason. However, 46 percent of those who do not have energy efficient or weather-stripped windows in their homes say it is because they cannot afford it. Twenty-eight percent say they have energy efficient windows to help the environment or reduce global warming, most commonly cited by Liberal Greens (60 percent).

While majorities of Americans have energy efficient light bulbs, appliances, and windows, just 6 percent live in a home with solar panels. Many of those without solar panels find them to be prohibitively expensive, with a majority (58 percent) saying they cannot afford it. Another 16 percent say they prefer not to live in a home with solar panels, and 9 percent say it is too inconvenient or uncomfortable.

Lifestyle and Routines

Many Americans incorporate pro-environmental behaviors into their everyday routines, with 82 percent having at least one environmentally friendly shopping, eating, or transportation habit as part of their lifestyle. Americans adopt these behaviors for a variety of reasons, most often to help the environment or for the sake of their own or someone else's health, but sometimes to save money. Many who do not incorporate environmentally friendly habits into their lifestyles say it is because it is inconvenient or uncomfortable, or because they simply prefer not to.

Fewer than half of Americans (44 percent) bring a reusable shopping bag to the grocery store. Liberal Greens (75 percent) and Outdoor Greens (67 percent) are the most likely to use reusable shopping bags. Just 25 percent of Conservative Browns and 26 percent of Religious Browns do the same.



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Do you generally do the following things, or not? Bring your own reusable shopping bag to the grocery store

Environmental reasons are the most common reason cited for the behavior, with 61 percent bringing reusable shopping bags to reduce global warming or help the environment, followed by 29 percent who do so to save money. Of all segments, Outdoor Greens (86 percent) and Liberal Greens (80 percent) are the most likely to cite environmental reasons. Inconvenience is the most frequently cited reason for not using reusable shopping bags, at 35 percent. Being inconvenient or uncomfortable is most commonly cited by “greener” groups, including Liberal Greens (63 percent) and Religious Greens (46 percent).

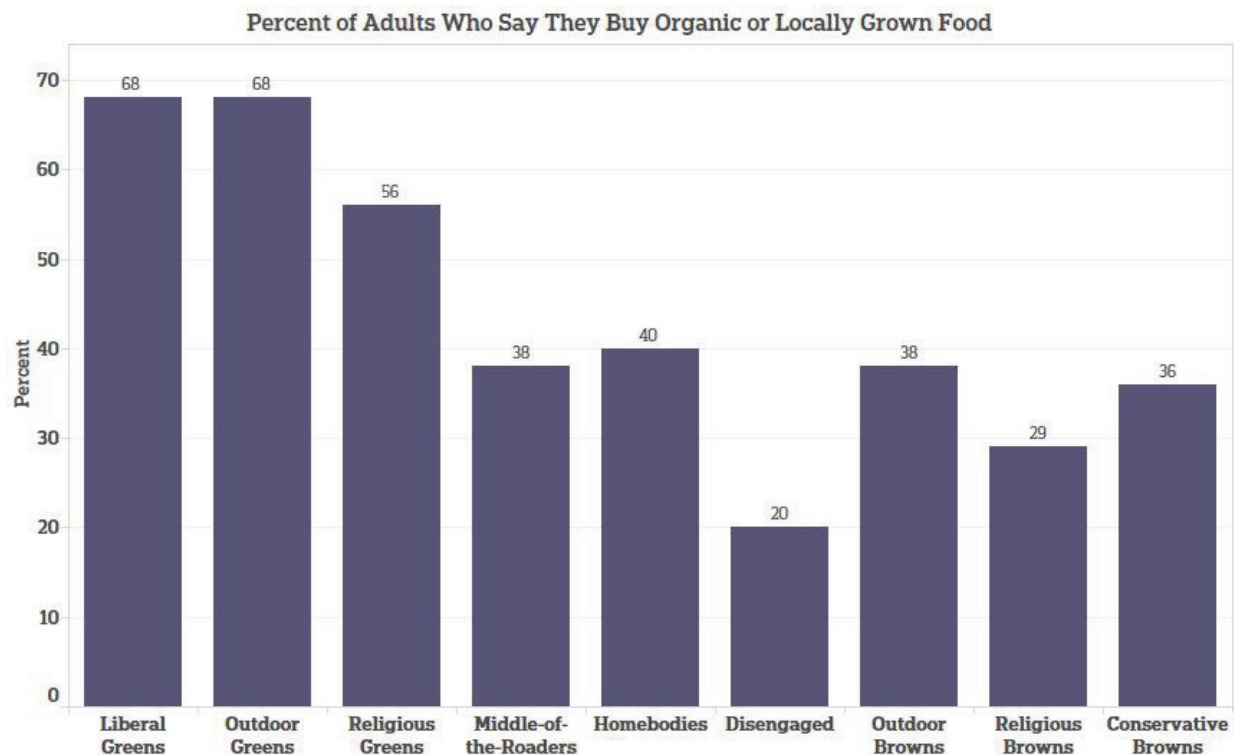
While shopping, nearly half (49 percent) buy environmentally friendly cleaning products, home toiletries, or grooming products. Liberal Greens (69 percent) and Outdoor Greens (66 percent) are the most likely to purchase environmentally friendly products. Just 32 percent of the Disengaged and 29 percent of Religious Browns do the same.

The most frequently cited reason for buying environmentally friendly products is helping the environment (54 percent), and is most common among Outdoor Greens (71 percent) and Religious Greens (68 percent). Another 31 percent buy environmentally friendly cleaning products, home toiletries, or grooming products for the sake of their own or someone else’s health. Less “green” groups, including Conservative Browns (54 percent) and Religious Browns (48 percent), are more likely to cite health reasons.

Similarly, 45 percent of Americans buy organic or locally grown food. Sixty-eight percent of Outdoor Greens and Liberal Greens are the most likely to buy local or organic food, the most of all segments, compared with just 29 percent of Religious Browns and 20 percent of the Disengaged.

Fifty-nine percent of Americans who buy organic or locally grown food do so for the sake of their own or someone else’s health. Majorities of all segments except for Middle-of-the-Roaders (47 percent) and the

Disengaged (42 percent) cite health reasons. About a third (32 percent) say they buy local or organic food to help the environment, most common among Liberal Greens (52 percent) and Outdoor Greens (46 percent). Nearly 4 in 10 of those who do not purchase organic food say it is because they cannot afford it.



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error ± 2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Do you generally do the following things, or not? Buy organic or locally grown food

While a sizeable number of Americans buy organic or locally grown food, just 27 percent eat a more vegetarian diet, including 43 percent of those who buy local food. Nearly half of Liberal Greens (46 percent) and Outdoor Greens (45 percent) eat less meat in their diet, while just 11 percent of Religious Browns do the same.

Two in 3 of those who eat a more vegetarian diet do so to improve their own health or the health of someone else, and 22 percent say it is to help the environment or reduce global warming. A majority (54 percent) of those who do not eat more vegetarian diets say they simply prefer not to, rather than due to inconvenience (13 percent) or being unable to afford it (9 percent).

Just over a quarter (26 percent) of Americans use public transportation, carpool, bike, or walk instead of driving. As with most other environmentally friendly lifestyle behaviors, Liberal Greens and Outdoor Greens are the most likely to use public transportation or other environmentally friendly modes of transportation, at 40 and 38 percent, respectively.

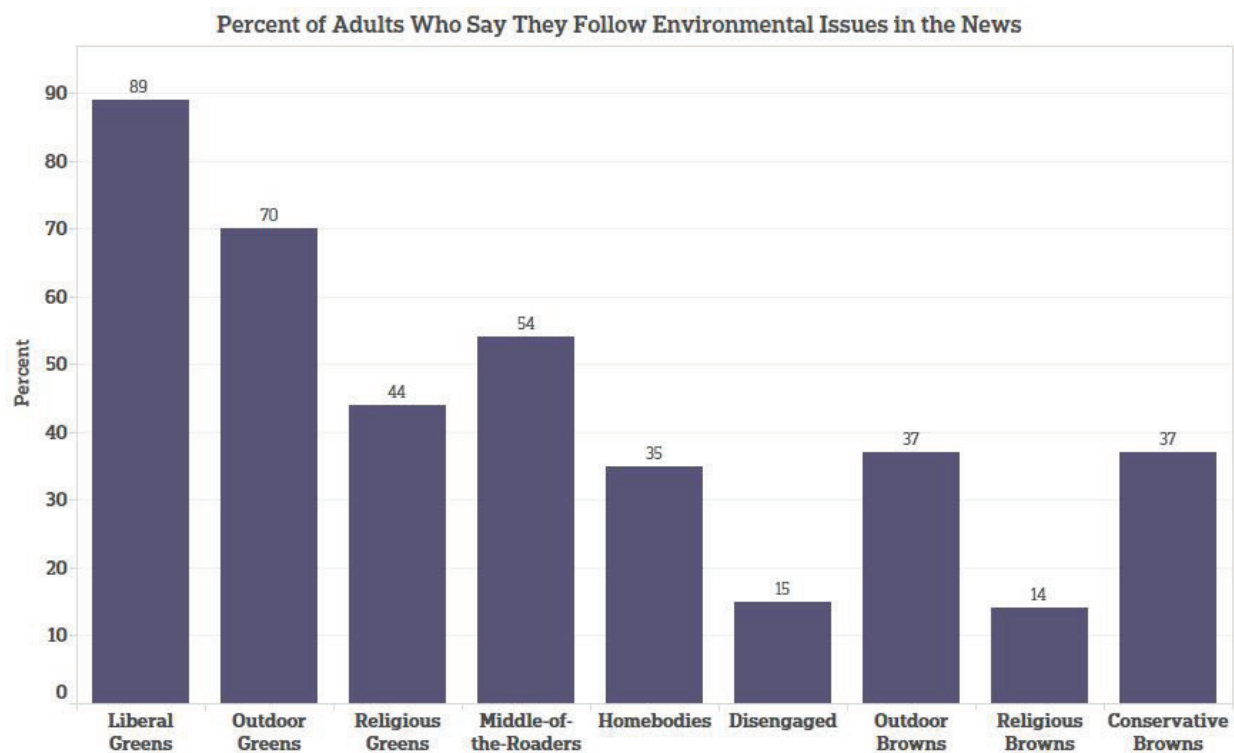
The most commonly cited reason for using public transportation, carpooling, biking, or walking is saving money (48 percent), followed by helping the environment (38 percent). Over half (52 percent) of those who do not use public transportation or other environmentally friendly forms of transportation say it is because it is too inconvenient or uncomfortable, and another 30 percent say they prefer not to.

Though more than 1 in 4 Americans regularly use environmentally friendly public transportation, carpool, bike, or walk, just 6 percent drive a hybrid or electric car. While using other forms of transportation tends to save money for many adults, driving an electric or hybrid car proves prohibitively expensive. Fifty-four percent of those who do not drive an environmentally friendly car say it is because they cannot afford it, and another 1 in 4 prefer not to.

News and Activism

While just 24 percent of Americans are extremely or very interested in environmental issues, 55 percent participate in at least one pro-environment activity involving environmental news or activism. Most Americans who participate in these activities are motivated by helping the environment and reducing global warming, and many who refrain from them prefer not to.

Forty-four percent of Americans follow environmental issues in the news through print or online media or on the radio. At 89 percent, Liberal Greens are the most likely to keep up with news on environmental issues, followed by 70 percent of Outdoor Greens. Religious Browns (16 percent) and the Disengaged (15 percent) are the least likely to follow environmental news, with other segments falling near the average.

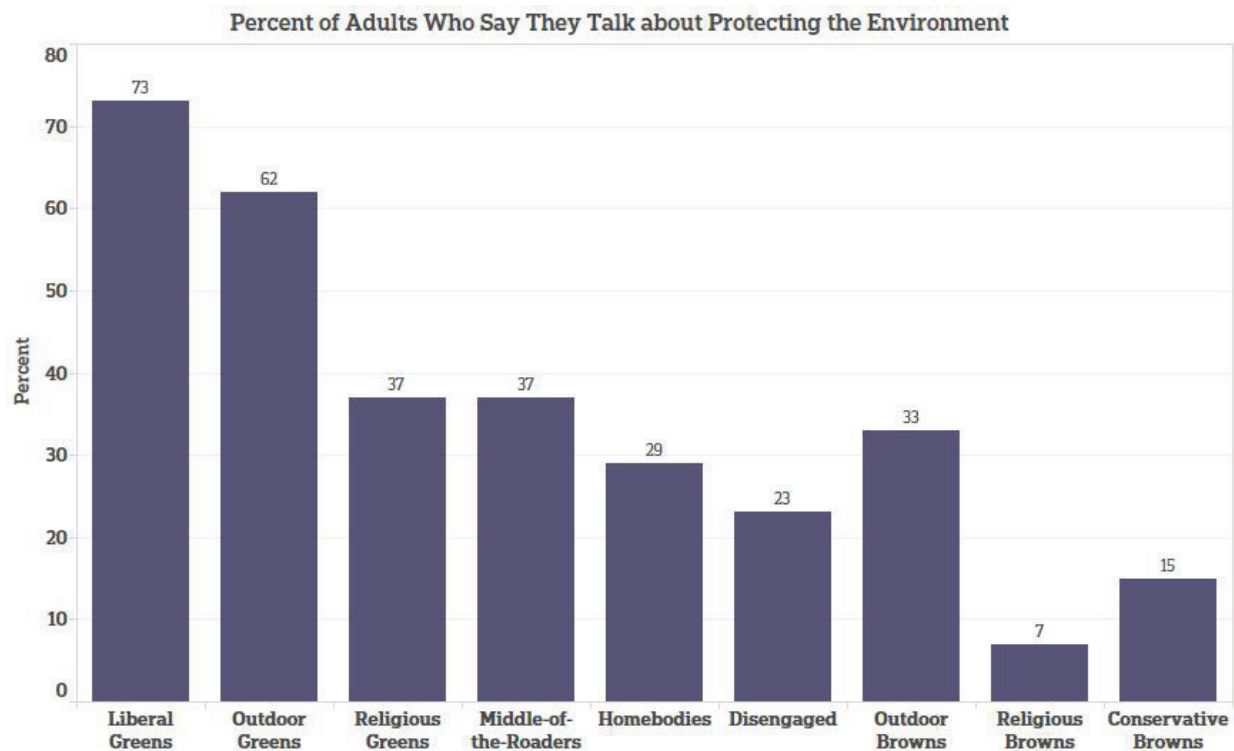


Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Do you generally do the following things, or not? Follow environmental issues in the news (print, radio, online)

Many of those who follow environmental issues in the news do so to help the environment or reduce global warming (42 percent). Environmental reasons are most frequently cited by Liberal Greens (54 percent) and Outdoor Greens (53 percent), and least commonly cited among Conservative Browns, at just 8 percent. Forty-eight percent of those who do not follow environmental news say they prefer not to, most often cited by Religious Browns and Conservative Browns (68 and 61 percent, respectively).

Another 35 percent of Americans, including 60 percent of those who follow environmental issues in the news, talk or communicate with friends or family about protecting the environment. Liberal Greens (73 percent) and Outdoor Greens (62 percent) are the most likely to talk about environmental protection with friends and family, compared with just 7 percent of Religious Browns.



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Do you generally do the following things, or not? Talk or communicate with friends and/or family about protecting the environment

Forty-five percent say they talk with friends and family about protecting the environment to help the environment or reduce global warming, most often cited by Outdoor Greens (59 percent) and Liberal Greens (57 percent). While another 32 percent say they do so because it is the moral thing to do, Liberal Greens are the only segment with a majority citing moral reasons. Of those who do not discuss protecting the environment, 46 percent say it is because they prefer not to. Religious Browns (62 percent) are the most likely not to talk about the environment because they prefer not to, while 58 percent of both Conservative Browns and Liberal Greens who don't talk about the environment cite this reason.

While sizable minorities of Americans follow news about environmental issues or discuss it with their family and friends, far fewer participate in environmental activism. Only 11 percent of Americans regularly volunteer with, or donate money to, an environmental organization, including 29 percent of Liberal Greens and 26 percent of Outdoor Greens. Fewer than 10 percent in each of the other segments say they volunteer with, or donate to, environmental causes. Of those who do not volunteer or donate money, 39 percent say they prefer not to and another 27 percent say they cannot afford it. Just 10 percent contact policymakers about protecting the environment by phone, letter, email, or online, including 24 percent of Liberal Greens and 20 percent of Outdoor Greens. Ten percent or fewer in each of the other segments say they have contacted policymakers

about environmental causes. Those who do not contact policymakers about protecting the environment say it is because they prefer not to (46 percent) or it has never occurred to them (22 percent).

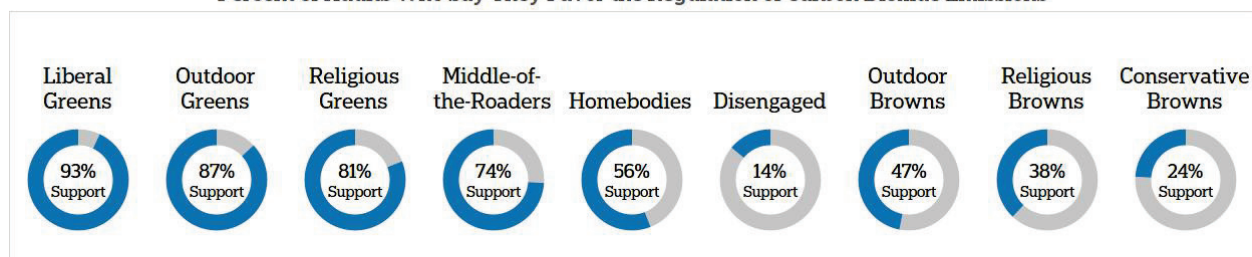
SECTION 3: ENVIRONMENTAL POLICY PREFERENCES

The predominant narrative of a highly polarized public is reflected in policy attitudes. On a list of six government policies dealing with environmental issues, Liberal Greens and Conservative Browns are in staunch opposition on most issues. Respondents were asked about their attitudes toward six government policies designed to deal with a range of environmental issues. The results reveal large gaps in opinion between Liberal Greens, who tend to support more environmentally friendly policies, and Conservative Browns, who tend to support fewer regulations and increased energy production, no matter what the source of that energy.

Regulation of Carbon Dioxide Emissions

The regulation of carbon dioxide emissions has been proposed to reduce global warming, and 6 in 10 Americans say they strongly or moderately favor this type of regulation. The segments most likely to say they believe global warming is happening are also the segments that express the most amount of support for this policy. Over 7 in 10 Liberal Greens (93 percent), Outdoor Greens (87 percent), Religious Greens (81 percent), and Middle-of-the-Roaders (74 percent) say they strongly or moderately favor government regulation of carbon dioxide emissions. Conservative Browns are the only segment with a majority who say they moderately or strongly oppose carbon regulation (62 percent). Seventy-six percent of the Disengaged neither favor nor oppose this type of policy. Fewer, but still pluralities, of Outdoor Browns (39 percent) and Religious Browns (39 percent) neither favor nor oppose carbon regulation.

Percent of Adults Who Say They Favor the Regulation of Carbon Dioxide Emissions



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

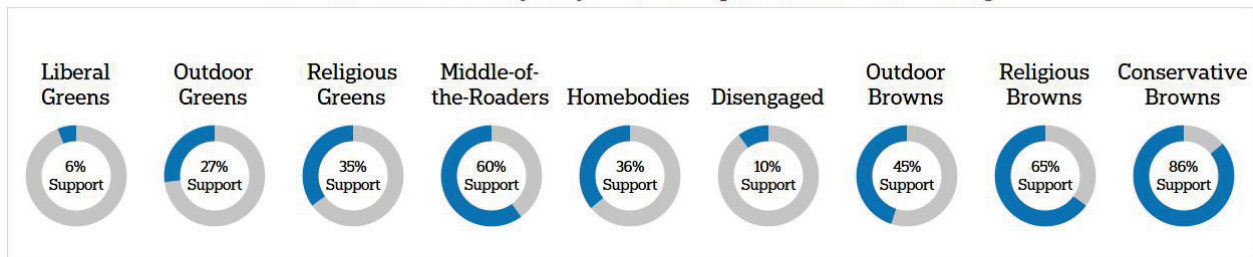
Question: Generally speaking, do you favor, oppose, or neither favor nor oppose each of the following government policies? Regulate carbon dioxide emissions

Expansion of Offshore Drilling for Oil and Natural Gas

Fewer than half of all Americans (42 percent) say they strongly or moderately favor the expansion of offshore drilling for oil and natural gas, which has been proposed to reduce American dependence on foreign oil. Twenty-two percent moderately or strongly oppose it, and 33 percent say they neither favor nor oppose this policy. Conservative Browns express the most support for offshore drilling, with 86 percent saying they strongly or moderately favor this policy. The other segments with a majority in favor are Religious Browns (65 percent) and Middle-of-the-Roaders (60 percent), and fewer than 10 percent of each oppose this policy. Liberal Greens are the most firmly against expansion of offshore drilling for oil and natural gas, with 76 percent saying they moderately or strongly oppose it. And Religious Greens are the most evenly divided: 35 percent express moderate or strong support, 31 percent express moderate or strong opposition, and 32 percent neither support

nor oppose the expansion of offshore drilling. Eighty-one percent of the Disengaged neither support nor oppose this policy.

Percent of Adults Who Say They Favor the Expansion of Offshore Drilling



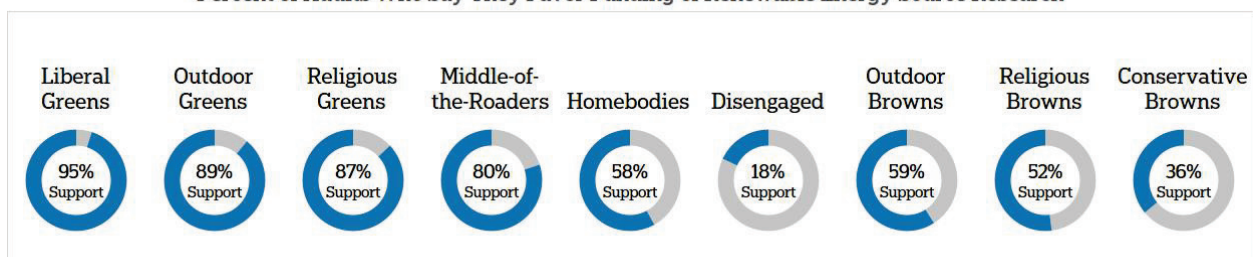
Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Generally speaking, do you favor, oppose, or neither favor nor oppose each of the following government policies? Expand offshore drilling for oil and natural gas off the U.S. coast

Funding of Research into Renewable Energy Sources

The funding of research into renewable energy sources, such as solar and wind power, has been proposed as an alternative to conventional energy sources that contribute to environmental pollution, and two-thirds of Americans moderately or strongly favor this type of funding. Liberal Greens are near unanimous in their support, with 95 percent saying they strongly or moderately favor the funding of renewable energy research. Religious Greens and Middle-of-the-Roaders also express high levels of support for funding this type of research (87 and 80 percent, respectively). Conservative Browns are more divided on this policy than are other segments, with 36 percent saying they moderately or strongly favor, 45 percent saying they moderately or strongly oppose, and 18 percent saying they neither favor nor oppose. Following Conservative Browns, the segment with the most in moderate or strong opposition to funding research in renewable energy sources are Religious Browns, with 14 percent saying they moderately or strongly oppose it. All other segments have fewer than 1 in 10 who say they oppose this type of funding. Seventy-two percent of the Disengaged say they neither favor nor oppose funding for renewable energy research.

Percent of Adults Who Say They Favor Funding of Renewable Energy Source Research



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

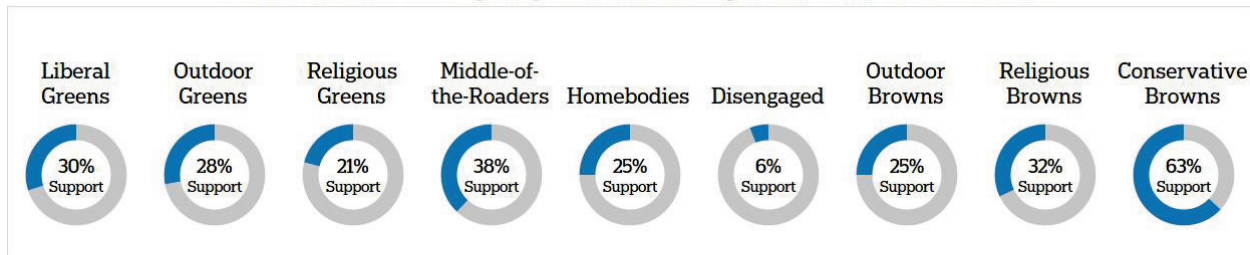
Question: Generally speaking, do you favor, oppose, or neither favor nor oppose each of the following government policies? Fund research into renewable energy sources, such as solar and wind power

Encourage Building of More Nuclear Power Plants

Another policy that provides an alternative to the burning of fossil fuels—building more nuclear power plants—is met with tepid support by Americans, as just 3 in 10 Americans favor this policy, 28 percent oppose it, and

40 percent neither favor nor oppose this policy. Conservative Browns are the only segment with a majority (63 percent) who say they strongly or moderately favor policies that encourage the building of more nuclear power plants, and the Disengaged are the only segment with a majority (72 percent) who say they neither favor nor oppose this type of policy. The other segments are more divided. For example, a plurality (47 percent) of Homebodies neither favor nor oppose the building of more nuclear power plants, but roughly the same number favor the policy as oppose it (25 percent). Pluralities of Liberal Greens (39 percent) and Outdoor Greens (41 percent) say they moderately or strongly oppose this type of policy.

Percent of Adults Who Say They Favor the Building of More Nuclear Power Plants



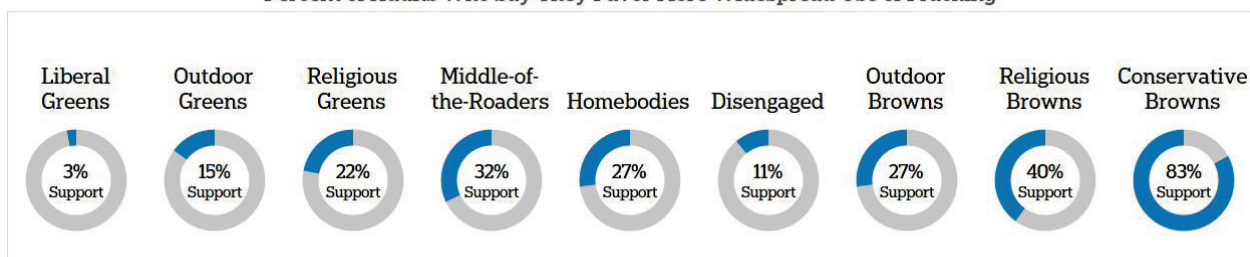
Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Generally speaking, do you favor, oppose, or neither favor nor oppose each of the following government policies? Encourage the building of more nuclear power plants

Allow Widespread Use of Hydraulic Fracturing

Hydraulic fracturing, or fracking, is a technique that injects water, sand, and chemicals into the Earth to extract natural gas or oil. Americans are divided on this issue, with 29 percent saying they strongly or moderately favor more widespread use of fracking and 31 percent saying they strongly or moderately oppose it. Thirty-eight percent say they neither favor nor oppose more widespread fracking. More than 8 in 10 Conservative Browns strongly or moderately favor more widespread use of fracking, the only segment with more than half who say they strongly or moderately favor this policy. Eighty-four percent of Liberal Greens moderately or strongly oppose the use of fracking, the most of any segment. They are followed by Outdoor Greens (52 percent) and Religious Greens (42 percent). Other segments are more ambivalent; 49 percent of Homebodies and 39 percent of Middle-of-the-Roaders neither favor nor oppose allowing more widespread use of fracking. The rest of each segment is similarly split between favoring and opposing.

Percent of Adults Who Say They Favor More Widespread Use of Fracking



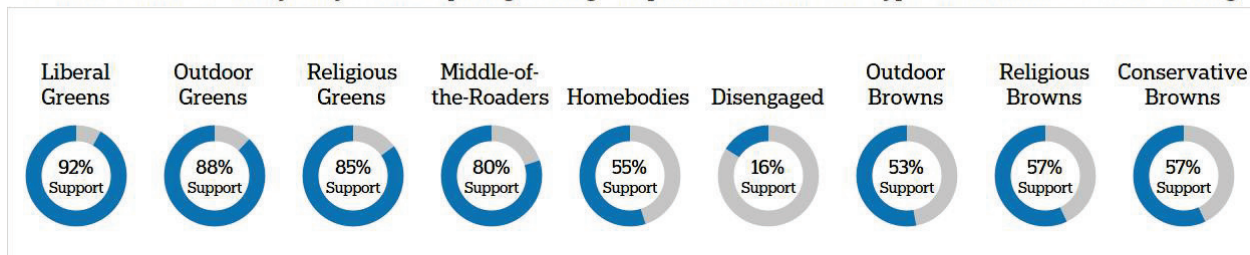
Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Generally speaking, do you favor, oppose, or neither favor nor oppose each of the following government policies? Allow more widespread use of hydraulic fracturing ("fracking") to extract oil and natural gas

Require Drilling Companies to Disclose Chemicals Used in Hydraulic Fracturing

Overall, 66 percent of Americans say they strongly or moderately favor requiring drilling companies that use hydraulic fracturing to disclose the types of chemicals they use in the process to reduce the potential harmful effects of fracking, 7 percent say they moderately or strongly oppose it, and 24 percent say they neither favor nor oppose this policy. All segments except for the Disengaged have a majority who favor disclosure. Just 16 percent of the Disengaged say they would favor this type of policy, while a large majority (70 percent) say they neither favor nor oppose it. At least 8 in 10 Liberal Greens (92 percent), Outdoor Greens (88 percent), Religious Greens (85 percent), and Middle-of-the-Roaders (80 percent) strongly or moderately favor this requirement. Conservative Browns have the largest proportion of any of the segments who say they moderately or strongly oppose this policy (18 percent), but the number who strongly or moderately favor it is roughly three times higher (57 percent).

Percent of Adults Who Say They Favor Requiring Drilling Companies to Disclose the Types of Chemicals Used in Fracking



Source: National poll conducted by The AP-NORC Center for Public Affairs Research and The Yale School of Forestry & Environmental Studies between November 20-December 1, 2014. N=1,576. Margin of sampling error +/-2.9 percentage points. The margin of sampling error may be higher for subgroups.

Question: Generally speaking, do you favor, oppose, or neither favor nor oppose each of the following government policies? Require drilling companies to publicly disclose all the chemicals they use when extracting natural gas or oil using hydraulic fracturing ("fracking")

Federal Subsidies for Energy Companies

In addition to being asked about their attitudes toward specific government policies, respondents were also asked about their attitudes toward federal government subsidies for companies that produce coal, oil, and natural gas, as well as the subsidies that are given to companies that produce solar, wind, and geothermal energy. Forty-four percent of Americans say they would like the subsidies for companies that produce coal, oil, and natural gas kept at the current level, 11 percent would like these subsidies to be increased, 28 percent would like these subsidies to be decreased, and 15 percent would like these subsidies to be completely eliminated.

When it comes to federal subsidies for companies that produce solar, wind, and geothermal energy, 49 percent say they would like these subsidies to be increased, 30 percent would like these subsidies to be kept at the same level, 9 percent would like these subsidies to be decreased, and 8 percent would like these subsidies to be completely eliminated.

Of all the segments, Conservative Browns express the most support for increasing subsidies for companies that produce fossil fuels (19 percent) and completely eliminating subsidies for companies that produce renewable energy (43 percent). Conversely, Liberal Greens express the most support for increasing subsidies for companies that produce renewable energy (86 percent) and completely eliminating subsidies for companies that produce fossil fuels (40 percent).

The Disengaged (58 percent), Middle-of-the-Roaders (54 percent), and Homebodies (52 percent) are the most content with keeping the subsidies for companies that produce fossil fuels at their current levels. The

Disengaged (55 percent) and Religious Browns (42 percent) are the most content with keeping the subsidies for companies that produce renewable energy at their current levels.

ABOUT THE STUDY

Methodology

This survey was funded by The Yale School of Forestry & Environmental Studies and conducted by GfK using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate but do not already have internet access, GfK provides, at no cost, a laptop and ISP connection. People who already have computers and internet service are permitted to participate using their own equipment. Panelists then receive unique login information for accessing surveys online, and they are sent emails throughout each month inviting them to participate in the research.

Interviews were conducted between November 20 and December 1, 2014, with 1,576 adults age 18 and over from the 50 states and the District of Columbia. A total of 3,285 panel members were randomly drawn from GfK's KnowledgePanel®, and 1,576 (excluding breakoffs) responded to the invitation, yielding a final stage completion rate of 48 percent. The recruitment rate for this study, reported by GfK, was 14 percent, and the profile rate was 63.6 percent, for a cumulative response rate of 4.3 percent. The overall margin of error is +/- 2.9 percentage points at the 95 percent confidence level.

Once the sample has been selected and fielded, and all the study data has been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, sex, education, race, region, and metropolitan status using the latest March supplement of the Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

Segments were created using k-means clustering. K-means clustering is a commonly used clustering technique that partitions observations into clusters based on proximity to a cluster center, or mean. Cluster solutions between 6 and 10 segments were estimated and evaluated by looking at computational metrics (including the Cubic Clustering Criterion and changes in the Pseudo-F squared statistic) and face validity (segment descriptions). Based on these criterion, a nine segment (cluster) solution was selected and used in the analysis.

All analyses were conducted using STATA (version 14), which allows for adjustment of standard errors for complex sample designs. All differences reported between subgroups of the U.S. population are at the 95 percent level of statistical significance, meaning that there is only a 5 percent (or lower) probability that the observed differences could be attributed to chance variation in sampling.

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