

# Is the Public Willing to Pay to Help Fix Climate Change?

Conducted by The Associated Press-NORC Center for Public Affairs Research  
With funding from The Energy Policy Institute at the University of Chicago (EPIC)

*Interviews: 11/14-19/2018*

*1,202 adults*

*Margin of error: +/- 3.9 percentage points at the 95% confidence level among all adults*

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

IS THE PUBLIC WILLING TO PAY TO HELP FIX CLIMATE CHANGE?

**Q17. How important are the following issues to you personally?**

[ITEMS RANDOMIZED]

AP-NORC 11/14-19/2018	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/ extremely important NET	Very important	Extremely important	DK	SKP/ REF
The economy	5	2	3	19	76	38	38	-	1
Health care	5	2	3	14	81	34	47	*	1
Terrorism	11	3	7	21	67	32	34	*	1
Immigration	18	6	12	26	55	27	28	*	1
Energy policy	13	4	9	33	53	22	31	*	1
Climate change	24	12	12	26	49	20	29	*	1

N=1,202

AP-NORC/EPIC 8/17-21/2017	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/ extremely important NET	Very important	Extremely important	DK	SKP/ REF
The economy (n=992)	5	1	4	18	77	45	32	-	*
Immigration (n=1,038)	17	5	12	32	50	29	21	*	1
Health care (n=992)	5	1	4	11	84	40	44	-	*
Climate change (n=1,038)	25	10	15	26	48	26	22	-	1
Terrorism (n=992)	10	4	7	22	68	34	34	-	*
Energy policy (n=1,038)	16	3	13	29	54	35	18	*	1

AP-NORC 3/23-27/2017	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/ extremely important NET	Very important	Extremely important	DK	SKP/ REF
The economy	2	*	2	10	87	44	43	*	*
Immigration	15	6	9	25	60	32	28	-	*
Health care	3	1	2	10	86	36	50	*	*

N=1,110

IS THE PUBLIC WILLING TO PAY TO HELP FIX CLIMATE CHANGE?

**Q18. Do you think climate change is happening, do you think climate change is not happening, or aren't you sure?**

	AP-NORC/EPIC 11/14-19/2018	AP-NORC/EPIC 8/17-21/2017	AP-NORC 6/8-11/2017	AP-NORC/EPIC 8/11-14/2016
Climate change is happening	71	72	65	77
Climate change is not happening	9	9	12	10
Not sure if climate change is happening	19	19	23	13
SKIPPED ON WEB/REFUSED	1	1	1	-
N=	1,202	1,038	1,068	1,096

*If climate change is happening in Q18*

**Q19. Do you think climate change is caused entirely by human activities, caused mostly by human activities, caused about equally by human activities and natural changes in the environment, caused mostly by natural changes in the environment, or caused entirely by natural changes in the environment?**

	AP-NORC/EPIC 11/14-19/2018	AP-NORC/EPIC 8/17-21/2017	AP-NORC 6/8-11/2017
<b>Caused entirely/mostly by human activities NET</b>	<b>60</b>	<b>55</b>	<b>57</b>
Caused entirely by human activities	15	15	13
Caused mostly by human activities	45	40	44
<b>Caused equally by human activities and natural changes in the environment</b>	<b>28</b>	<b>32</b>	<b>32</b>
<b>Caused mostly/entirely by natural changes in the environment NET</b>	<b>12</b>	<b>12</b>	<b>10</b>
Caused mostly by natural changes in the environment	10	11	9
Caused entirely by natural changes in the environment	2	2	1
DON'T KNOW	*	*	*
SKIPPED ON WEB/REFUSED	-	*	*
N=	854	774	751

*If climate change is happening or don't know in Q18*

**Q20. Should each of the following levels of government take steps to address climate change, or don't you think it should be involved?**

AP-NORC/EPIC 11/14-19/2018	Should take steps	Should not be involved	DK	SKP/REF
The federal	83	16	*	1
Your state	80	18	1	1
Your local government or community	76	23	*	1

N= 1,084

IS THE PUBLIC WILLING TO PAY TO HELP FIX CLIMATE CHANGE?

**Q21. Do you find the science on climate change more convincing than five years ago, just about the same, or less convincing?**

	AP-NORC 11/14-19/2018
<b>More convincing NET</b>	<b>48</b>
A lot more convincing	27
Somewhat more convincing	21
<b>About the same</b>	<b>36</b>
<b>Less convincing NET</b>	<b>14</b>
Somewhat less convincing	7
A lot less convincing	6
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

*N= 1,202*

**Q22. In the past five years, how much influence, if any, have the following had on your views about the science on climate change?**

AP-NORC 11/14-19/2018	<b>A great deal/a lot NET</b>	A great deal of influence	A lot of influence	<b>A moderate amount of influence</b>	<b>Not much/No NET</b>	Not much influence	No influence at all	DK	SKP/ REF
Recent extreme weather events, like hurricanes, droughts, floods, unusual heat	<b>50</b>	27	22	<b>24</b>	<b>25</b>	13	12	*	1
News stories	<b>29</b>	11	18	<b>31</b>	<b>38</b>	19	19	*	2
Arguments that question the existence of climate change	<b>21</b>	8	12	<b>27</b>	<b>51</b>	27	24	*	2
Arguments that support the existence of climate change	<b>38</b>	17	22	<b>29</b>	<b>32</b>	18	14	*	1
Personal observations of weather in your area	<b>42</b>	20	22	<b>29</b>	<b>28</b>	13	15	*	1
The views of political leaders	<b>13</b>	5	8	<b>23</b>	<b>63</b>	25	38	*	1
The view of religious leaders	<b>10</b>	4	6	<b>17</b>	<b>71</b>	22	49	*	1

*N= 1,202*

IS THE PUBLIC WILLING TO PAY TO HELP FIX CLIMATE CHANGE?

**Q22\_A. Suppose a proposal was on the ballot next year to add a monthly fee to consumers' monthly electricity bill to combat climate change. If this proposal passes, it would cost your household \$[COST INCREASE] every month. Would you vote in favor of this monthly fee to combat change, or would you vote against this monthly fee?**

**[SAMPLE RANDOMLY ASSIGNED TO \$1, \$10, \$20, \$30, \$40, OR \$50 COST INCREASE IN 2016; SAMPLE RANDOMLY ASSIGNED TO \$1, \$10, \$20, \$40, \$75, OR \$100 IN 2017 AND 2018]**

**\$1 Cost Increase**

	AP-NORC/EPIC 11/14-19/2018	AP-NORC/EPIC 8/17-21/2017	AP-NORC/EPIC 8/11-14/2016
Vote in favor of this monthly fee	57	51	57
Vote against this monthly fee	43	48	42
DON'T KNOW	*	-	1
SKIPPED ON WEB/REFUSED	*	1	1
N=	247	153	178

**\$10 Cost Increase**

	AP-NORC/EPIC 11/14-19/2018	AP-NORC/EPIC 8/17-21/2017	AP-NORC/EPIC 8/11-14/2016
Vote in favor of this monthly fee	28	39	39
Vote against this monthly fee	68	60	61
DON'T KNOW	-	*	*
SKIPPED ON WEB/REFUSED	4	*	-
N=	149	174	201

**\$20 Cost Increase**

	AP-NORC/EPIC 11/14-19/2018	AP-NORC/EPIC 8/17-21/2017	AP-NORC/EPIC 8/11-14/2016
Vote in favor of this monthly fee	30	27	29
Vote against this monthly fee	69	71	68
DON'T KNOW	*	1	*
SKIPPED ON WEB/REFUSED	2	1	2
N=	183	203	193

**\$40 Cost Increase**

	AP-NORC/EPIC 11/14-19/2018	AP-NORC/EPIC 8/17-21/2017	AP-NORC/EPIC 8/11-14/2016
Vote in favor of this monthly fee	23	31	17
Vote against this monthly fee	76	67	81
DON'T KNOW	-	*	1
SKIPPED ON WEB/REFUSED	1	1	*
N=	217	174	181

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**\$75 Cost Increase**

	AP-NORC/EPIC 11/14-19/2018	AP-NORC/EPIC 8/17-21/2017
Vote in favor of this monthly fee	15	12
Vote against this monthly fee	83	88
DON'T KNOW	-	-
SKIPPED ON WEB/REFUSED	1	1
<i>N=</i>	199	168

**\$100 Cost Increase**

	AP-NORC/EPIC 11/14-19/2018	AP-NORC/EPIC 8/17-21/2017
Vote in favor of this monthly fee	16	18
Vote against this monthly fee	82	82
DON'T KNOW	1	*
SKIPPED ON WEB/REFUSED	1	1
<i>N=</i>	207	166

**Q23. Would you support, oppose or neither support nor oppose a policy to reduce greenhouse gas emissions by taxing the use of carbon based fuels such as coal, oil, and natural gas based on how much they contribute to climate change?**

	AP-NORC 11/14-19/2018
<b>Support NET</b>	<b>44</b>
Strongly support	22
Moderately support	22
<b>Neither support nor oppose</b>	<b>25</b>
<b>Oppose NET</b>	<b>29</b>
Moderately Oppose	12
Strongly oppose	18
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

*N= 1,202*

IS THE PUBLIC WILLING TO PAY TO HELP FIX CLIMATE CHANGE?

**Q24. Would you support, oppose or neither support nor oppose taxing the emissions of carbon based fuels such as coal, oil, and natural gas if the tax revenue was used to:**

AP-NORC 11/14-19/2018	<b>Support NET</b>	Strongly support	Moderately support	<b>Neither support nor oppose</b>	<b>Oppose NET</b>	Moderately oppose	Strongly oppose	DK	SKP/ REF
Fund research and development for renewable energy programs	<b>59</b>	32	27	<b>22</b>	<b>18</b>	7	11	*	1
Reduce the federal deficit	<b>45</b>	21	24	<b>27</b>	<b>26</b>	10	16	*	1
Provide a tax rebate to all Americans	<b>49</b>	23	25	<b>25</b>	<b>25</b>	10	15	1	1
Ease climate related regulations like fuel efficiency standards or power plant emission rules	<b>34</b>	12	22	<b>27</b>	<b>37</b>	13	24	1	1
Restore forests, wetlands and other natural features that help reduce the effect of carbon in the atmosphere	<b>67</b>	41	26	<b>18</b>	<b>13</b>	5	8	1	1
Develop or expand public transportation	<b>54</b>	26	28	<b>25</b>	<b>19</b>	8	11	*	1

N= 1,202

IS THE PUBLIC WILLING TO PAY TO HELP FIX CLIMATE CHANGE?

[HALF RANDOMLY ASSIGNED Q25, HALF RANDOMLY ASSIGNED Q26]

**Q25. Currently the mile-per-gallon fuel standards for cars and light trucks are set to increase through the year 2025. The federal government is proposing to freeze these standards at 2020 levels. This could keep vehicle prices lower for consumers. Do you support, neither support nor oppose, or oppose this proposal?**

	AP-NORC 11/14-19/2018
<b>Support NET</b>	<b>49</b>
Strongly support	22
Moderately support	26
<b>Neither support nor oppose</b>	<b>33</b>
<b>Oppose NET</b>	<b>17</b>
Moderately Oppose	9
Strongly oppose	8
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

*N= 596*

**Q26. Currently the mile-per-gallon fuel standards for cars and light trucks are set to increase through the year 2025. The federal government is proposing to freeze these standards at 2020 levels. This could mean that greenhouse gas emissions are not reduced. Do you support, neither support nor oppose, or oppose this proposal?**

	AP-NORC 11/14-19/2018
<b>Support NET</b>	<b>21</b>
Strongly support	6
Moderately support	15
<b>Neither support nor oppose</b>	<b>32</b>
<b>Oppose NET</b>	<b>45</b>
Moderately Oppose	21
Strongly oppose	24
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2

*N= 606*



IS THE PUBLIC WILLING TO PAY TO HELP FIX CLIMATE CHANGE?

**Q2A. In politics, as of today, do you consider yourself a Republican, a Democrat, or an Independent?**

*If Q2A=Independent, None of these, or DON'T KNOW, Ask Q2B*

**Q2B. As of today, do you lean more to the Democratic Party or the Republican Party?**

	AP-NORC 11/14-19/2018
Democrat	37
Lean Democrat	13
Don't Lean/Independent/None	14
Lean Republican	8
Republican	28
SKIPPED ON WEB/REFUSED	-

*N= 1,202*

**AGE**

	AP-NORC/EPIC 11/14-19/2018
18-24	12
25-34	18
35-44	16
45-54	16
55-64	18
65-74	14
75+	7

*N=1,202*

**GENDER**

	AP-NORC/EPIC 11/14-19/2018
Male	48
Female	52

*N=1,202*

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**RACE/ETHNICITY**

	AP-NORC/EPIC 11/14-19/2018
White	63
Black or African American	12
Hispanic	16
Other	8

*N=1,202*

**MARITAL STATUS**

	AP-NORC/EPIC 11/14-19/2018
Married	50
Widowed	6
Divorced	10
Separated	2
Never married	23
Living with partner	9

*N=1,202*

**EDUCATION**

	AP-NORC/EPIC 11/14-19/2018
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	28
College graduate or above	32

*N=1,202*

**INCOME**

	AP-NORC/EPIC 11/14-19/2018
Under \$10,000	5
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	15
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	13
\$150,000 or more	9

*N=1,202*

## IS THE PUBLIC WILLING TO PAY TO HELP FIX CLIMATE CHANGE?

### **Study Methodology**

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Energy Policy Institute at the University of Chicago (EPIC). Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between November 14 and 19, 2018, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,202 completed the survey—1,015 via the web and 187 via telephone. All interviews were conducted in English by professional interviewers who were carefully trained on the specific survey for this study. The final stage completion rate is 34.2 percent, the weighted household panel response rate is 27.6 percent, and the weighted household panel retention rate is 85.1 percent, for a cumulative response rate of 8.0 percent. The overall margin of sampling error is +/- 3.9 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have 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, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2018 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over.

For more information, email [info@apnorc.org](mailto:info@apnorc.org).

### **About the Energy Policy Institute at the University of Chicago (EPIC)**

The Energy Policy Institute at the University of Chicago (EPIC) is confronting the global energy challenge by working to ensure that energy markets provide access to reliable, affordable energy, while limiting environmental and social damages. We do this using a unique interdisciplinary approach that translates robust, data-driven research into real-world impacts through strategic outreach and training for the next generation of global energy leaders. [epic.uchicago.edu](http://epic.uchicago.edu) @UChiEnergy

### **About the Associated Press-NORC Center for Public Affairs Research**

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

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- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.