



The Associated Press-NORC
Center for Public Affairs Research

Yale SCHOOL OF FORESTRY &
ENVIRONMENTAL STUDIES

PUBLIC OPINION AND THE ENVIRONMENT: THE NINE TYPES OF AMERICANS

**Conducted by The Associated Press-NORC Center for Public Affairs Research
in collaboration with the Yale School of Forestry and Environmental Studies**

Interview dates: November 20, 2014 – December 1, 2014

Interviews: 1,576 American adults (age 18 and over)

Margin of error: +/- 2.9 percentage points at the 95% confidence level

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



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Q1A. Please indicate whether the first statement or the second statement comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q1A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	4	4	2	4	-	6	3	3	4
I am an "indoors person"	44	14	66	37	65	21	12	71	29	42
I am an "outdoors person"	41	71	18	43	13	6	74	12	58	38
Not sure	12	11	13	18	17	73	8	14	10	16
N =	173	169	197	167	281	55	235	144	155	1576

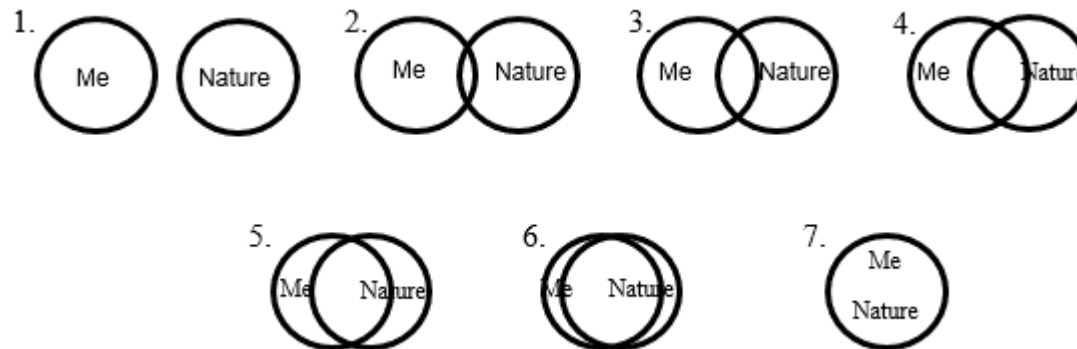
Q1B. [HALF SAMPLE] On the scale below, please indicate how well the statement you chose above describes you, where “1” means you are an indoors person, “7” means you are an outdoors person, and “4” means you are right in between.

[HALF SAMPLE] On the scale below, please indicate how well the statement you chose above describes you, where “1” means you are an outdoors person], “7” means you are an indoors person, and “4” means you are right in between.

Please use any number on the scale to show your opinion on the issue.

Q1B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Indoors Person 1	7	1	15	3	14	10	-	30	4	9
2	9	-	17	8	16	6	-	23	3	10
3	15	2	20	18	18	2	1	15	9	12
In between 4	35	27	39	43	46	73	25	27	30	37
5	19	20	6	14	5	3	28	5	21	14
6	12	28	2	13	*	2	31	1	22	12
Outdoors Person 7	4	21	-	2	*	3	15	-	11	6
N =	173	169	197	167	281	55	235	144	155	1576

Q2. Next, we would like to know more about your relationship with nature. Below are seven pictures that represent how interconnected you may feel with nature. Number 1, for example, means that you feel separate from nature, while Number 7 means you feel completely interconnected with nature, and Numbers 2-6 represent a range of relationships that are in between. Which one of the pictures below best describes your relationship with nature?



Q2	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	1	2	5	-	1	1	1
1	-	-	4	3	8	6	*	17	5	5
2	4	-	12	5	20	20	*	23	7	10
3	13	3	27	15	38	22	10	32	24	22
4	42	20	38	48	27	22	31	26	33	32
5	18	30	15	16	4	1	26	2	17	15
6	15	26	4	8	1	7	20	-	9	10
7	8	21	*	3	-	16	13	-	3	6
N =	173	169	197	167	281	55	235	144	155	1576

Q3. Generally speaking, how interested are you in environmental issues?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q3	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	3	*	-	-	1
1 Extremely interested	24	14	2	2	3	-	1	-	6	5
2 Very interested	54	47	20	23	7	-	16	*	9	19
3 Moderately interested	20	39	70	67	63	52	63	32	47	54
4 Not very interested	1	-	7	5	21	21	17	47	29	16
5 Not at all interested	-	-	*	3	5	23	2	21	9	5
N =	173	169	197	167	281	55	235	144	155	1576

Q5A. How worried, if at all, are you about the current condition of the natural environment in your local area?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER; ORDER OF Q5A-Q5C RANDOMIZED]

Q5A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	*	1	2	2	1	-	1	1
1 Extremely worried	19	15	3	1	3	2	3	-	1	5
2 Very worried	23	28	14	7	4	4	7	1	2	10
3 Moderately worried	41	44	49	48	52	46	45	12	18	42
4 Not very worried	13	12	31	34	34	20	39	52	42	32
5 Not at all worried	3	*	3	9	5	26	5	35	35	11
N =	173	169	197	167	281	55	235	144	155	1576

Q5B. How worried, if at all, are you about the current condition of the natural environment in the United States?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER; ORDER OF Q5A-Q5C RANDOMIZED]

Q5B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	1	*	3	3	2	2	2	2
1 Extremely worried	28	19	6	3	4	1	2	-	-	7
2 Very worried	50	53	35	17	8	11	20	-	3	22
3 Moderately worried	18	27	53	62	61	52	55	19	21	44
4 Not very worried	3	1	5	14	20	11	21	54	43	18
5 Not at all worried	-	-	-	4	4	21	1	25	31	7
N =	173	169	197	167	281	55	235	144	155	1576

Q5C. How worried, if at all, are you about the current condition of the natural environment in the Earth as a whole?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER; ORDER OF Q5A-Q5C RANDOMIZED]

Q5C	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	1	1	3	3	1	2	1	1
1 Extremely worried	53	42	22	10	5	5	9	-	-	16
2 Very worried	38	42	42	28	14	6	21	5	4	23
3 Moderately worried	8	16	30	50	59	54	53	26	28	39
4 Not very worried	1	-	4	8	15	11	15	40	37	14
5 Not at all worried	-	-	-	2	5	21	1	27	30	7
N =	173	169	197	167	281	55	235	144	155	1576

Q6A. Please indicate whether the first statement or the second statement comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q6A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	5	4	3	8	8	2	8	2	2	5
The so-called "environmental crisis" has been exaggerated	1	-	4	21	16	-	29	70	90	24
The environmental crisis is more serious than most people think	95	91	71	41	37	4	30	6	2	44
Not sure	*	5	22	30	38	94	33	22	6	27
N =	173	169	197	167	281	55	235	144	155	1576

Q6B. [HALF SAMPLE] Using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think the "environmental crisis" has been exaggerated, “7” means you think the environmental crisis is more serious than most people think, and “4” is in between.

[HALF SAMPLE] Using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think the environmental crisis is more serious than most people think, “7” means you think the "environmental crisis" has been exaggerated, and “4” is in between.

Please use any number on the scale to show your opinion on the issue.

Q6B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	-	-	-	-	*
The so-called "environmental crisis" has been exaggerated 1	-	-	-	3	*	3	3	25	51	7
2	-	1	2	5	2	1	4	25	32	7
3	1	1	1	13	9	4	15	26	9	9
In between 4	-	8	26	44	61	89	47	19	7	35
5	8	24	20	27	17	3	21	3	1	15
6	34	33	28	8	5	1	8	3	-	14
The environmental crisis is more serious than most people think 7	57	33	23	*	5	-	1	-	-	13
N =	173	169	197	167	281	55	235	144	155	1576

Q7A. Please indicate whether the first statement or the second statement comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q7A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	3	3	6	5	-	4	*	2	3
I think of myself as an "environmentalist"	66	61	21	30	17	-	21	2	17	26
I think of myself as not an "environmentalist"	18	19	47	38	44	9	45	88	69	43
Not sure	13	17	29	26	35	91	29	9	13	28
N =	173	169	197	167	281	55	235	144	155	1576

Q7B. [HALF SAMPLE] Using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think of yourself as an “environmentalist”, “7” means you think of yourself as not an “environmentalist”, and “4” is in between.

[HALF SAMPLE] Using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think of yourself as not an “environmentalist”, “7” means you think of yourself as an “environmentalist”, and “4” is in between.

Please use any number on the scale to show your opinion on the issue.

Q7B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	-	1	-	-	*
I think of myself as an "environmentalist" 1	15	8	1	3	2	3	1	1	7	4
2	21	14	7	7	3	-	2	-	4	6
3	25	23	14	21	7	1	9	*	4	12
In between 4	19	31	37	46	56	90	43	14	20	40
5	9	12	22	17	18	5	21	12	15	16
6	8	7	10	5	10	-	17	25	20	12
I think of myself as not an "environmentalist" 7	3	5	8	1	3	2	7	48	30	10
N =	173	169	197	167	281	55	235	144	155	1576



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Q8A. Please indicate whether the first statement or the second statement comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q8A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	1	2	4	4	-	6	1	1	3
New technologies can solve environmental problems without individuals having to make big changes in their lives	24	14	12	43	23	-	20	29	46	23
We cannot rely on new technologies to solve environmental problems	58	63	70	30	31	-	44	25	29	42
Not sure	14	22	16	24	41	100	31	44	24	32
N =	173	169	197	167	281	55	235	144	155	1576

Q8B. [HALF SAMPLE] Using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think that new technologies can solve environmental problems without individuals having to make big changes in their lives, “7” means you think that we cannot rely on new technologies to solve environmental problems, and “4” is in between.

[HALF SAMPLE] Using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think that we cannot rely on new technologies to solve environmental problems, “7” means you think that new technologies can solve environmental problems without individuals having to make big changes in their lives, and “4” is in between.

Please use any number on the scale to show your opinion on the issue.

Q8B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	-	-	3	-	*
New technologies can solve environmental problems without individuals having to make big changes in their lives 1	3	2	1	6	*	3	1	5	18	3
2	5	2	2	20	3	-	1	8	8	5
3	14	8	4	21	10	6	9	11	11	10
In between 4	27	35	24	36	62	87	46	50	34	44
5	21	17	22	15	14	4	26	5	9	16
6	13	24	34	1	5	-	10	6	8	12
We cannot rely on new technologies to solve environmental problems 7	16	12	13	1	3	-	7	12	11	8
N =	173	169	197	167	281	55	235	144	155	1576

Q9A. Please indicate whether the first statement or the second statement comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q9A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	2	1	4	5	-	5	1	1	3
Human activities are currently the primary cause of changes in the natural environment	94	80	88	65	46	-	40	24	3	52
Natural processes and cycles, not human activities, are currently the primary cause of changes in the natural environment	*	8	2	15	18	-	28	50	94	22
Not sure	2	10	9	16	31	100	28	26	2	22
N =	173	169	197	167	281	55	235	144	155	1576

Q9B. [HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think human activities are currently the primary cause of changes in the natural environment, “7” means you think natural processes and cycles are the primary cause of changes in the natural environment, and “4” is both equally.

[HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think natural processes and cycles are the primary cause of changes in the natural environment, “7” means you think human activities are currently the primary cause of changes in the natural environment, and “4” is both equally.

Please use any number on the scale to show your opinion on the issue.

Q9B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	-	1	1	-	*
Human activities are currently the primary cause of changes in the natural environment 1	47	26	34	6	1	-	3	2	-	13
2	37	30	35	32	5	3	3	8	1	17
3	9	25	18	30	19	1	14	16	*	16
In between 4	2	12	12	23	56	90	40	27	4	30
5	1	1	1	4	11	6	26	18	13	10
6	2	3	1	4	5	-	11	15	22	7
Natural processes and cycles, not human activities, are currently the primary cause of changes in the natural environment 7	2	4	*	*	2	-	2	14	59	8
N =	173	169	197	167	281	55	235	144	155	1576

Q11A. Sometimes, people can't find a way to protect the environment and grow the economy at the same time, so they have to make a choice between protecting the environment or growing the economy. When there is a conflict between environmental protection and economic growth, which comes closer to your view – even if neither is exactly right?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q11A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	1	2	3	3	-	4	2	2	2
In the long-run, environmental protection is always more important than economic growth	89	77	59	55	36	1	36	21	5	44
In the long-run, economic growth is always more important than environmental protection	2	4	10	13	14	1	16	34	78	18
Not sure	6	18	29	29	48	98	43	43	15	36
N =	173	169	197	167	281	55	235	144	155	1576

Q11B. [HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think in the long-run environmental protection is more important than economic growth, “7” means you think in the long-run economic growth is more important than environmental protection, and “4” is in between.

[HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think in the long-run economic growth is more important than environmental protection, “7” means you think in the long-run environmental protection is more important than economic growth, and “4” is in between.

Please use any number on the scale to show your opinion on the issue.

Q11B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	-	1	1	-	*
In the long-run, environmental protection is always more important than economic growth 1	45	22	18	5	1	3	1	2	1	10
2	27	26	20	19	2	-	4	6	3	11
3	19	17	17	28	12	3	14	9	1	14
In between 4	8	30	38	38	68	88	52	47	23	45
5	*	4	2	5	11	6	14	14	21	9
6	-	1	3	3	4	1	9	13	20	6
In the long-run, economic growth is always more important than environmental protection 7	-	-	2	1	2	-	5	7	30	5
N =	173	169	197	167	281	55	235	144	155	1576

Q12A. Please indicate whether the first statement or the second statement comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q12A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	1	4	6	3	-	3	2	3	3
It is humankind's responsibility to protect and care for the Earth and its natural resources	96	91	95	83	61	11	72	56	30	70
It is humankind's right to use the Earth and its resources for our benefit	-	3	1	5	11	-	10	14	54	10
Not sure	1	5	1	5	24	89	14	28	13	17
N =	173	169	197	167	281	55	235	144	155	1576

Q12B. [HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think it is humankind’s responsibility to protect and care for the Earth and its natural resources, “7” means you think it is humankind’s right to use the Earth and its resources for our benefit, and “4” is in between.

[HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think it is humankind’s right to use the Earth and its resources for our benefit, “7” means you think it is humankind’s responsibility to protect and care for the Earth and its natural resources, and “4” is in between.

Please use any number on the scale to show your opinion on the issue.

Q12B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	-	1	1	-	*
It is humankind's responsibility to protect and care for the Earth and its natural resources 1	75	61	57	27	3	-	9	15	2	27
2	21	25	26	41	9	6	14	11	2	17
3	1	5	9	21	18	3	20	20	7	13
In between 4	1	8	7	11	51	84	35	40	32	29
5	-	1	-	-	10	7	9	5	17	6
6	*	*	*	-	5	-	10	5	12	4
It is humankind's responsibility to protect and care for the Earth and its natural resources 7	-	-	*	-	3	-	3	4	28	4
N =	173	169	197	167	281	55	235	144	155	1576

Q13A. Please indicate the statement that comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q13A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	-	1	1	-	1	1	1	1
When scientific explanations conflict with my religious or spiritual beliefs, I always accept the scientific explanation	41	23	2	34	18	-	8	4	10	16
When scientific explanations conflict with my religious or spiritual beliefs, I always accept what my religious or spiritual beliefs tell me	10	21	58	18	25	9	48	57	60	35
I am not a religious or spiritual person	36	25	31	20	18	25	22	28	15	24
Not sure	11	30	10	27	37	66	21	10	14	24
N =	173	169	197	167	281	55	235	144	155	1576

Asked of those who did not say, "I am not a religious or spiritual person" in Q13A.

Q13B. [HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where "1" means that when scientific explanations of the natural environment conflict with your religious or spiritual beliefs, you always accept the scientific explanations, "7" means that when scientific explanations of the natural world conflict with your religious or spiritual beliefs, you always accept what your religious or spiritual beliefs tell you, and "4" is in between.

[HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where "1" means that when scientific explanations of the natural world conflict with your religious or spiritual beliefs, you always accept what your religious or spiritual beliefs tell you, "7" means that when scientific explanations of the natural environment conflict with your religious or spiritual beliefs, you always accept the scientific explanations, and "4" is in between.

Please use any number on the scale to show your opinion on the issue.

Q13B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	-	1	1	-	*
When scientific explanations conflict with my religious or spiritual beliefs, I always accept the scientific explanation 1	28	4	-	13	4	2	-	-	3	5
2	41	10	-	25	10	-	*	-	6	9
3	10	16	2	25	7	6	1	2	4	8
In between 4	16	57	14	31	70	90	28	8	23	39
5	-	4	5	5	4	-	18	6	11	7
6	2	4	28	1	3	1	18	28	20	12
When scientific explanations conflict with my religious or spiritual beliefs, I always accept what my religious or spiritual beliefs tell me 7	2	5	51	-	2	1	34	55	33	20
N =	110	122	136	134	234	41	186	105	130	1198

Q14A. Please indicate whether the first statement or the second statement comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q14A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	1	2	5	3	-	5	1	2	3
Government should do what it can to protect the natural environment, even if it means property owners lose some control	92	54	45	50	37	-	27	13	3	38
Property owners, and not the government, should control what happens on their own land, even if it harms the natural environment	*	16	16	24	21	-	38	56	85	28
Not sure	5	29	36	21	39	100	29	31	10	31
N =	173	169	197	167	281	55	235	144	155	1576

Q14B. [HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think the government should do what it can to protect the natural environment, even if it means property owners lose some control over how they use their own land, “7” means you think property owners, and not the government, should control what happens on their own land, even if it harms the natural environment, and “4” is right in between.

[HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think property owners, and not the government, should control what happens on their own land, even if it harms the natural environment, “7” means you think the government should do what it can to protect the natural environment, even if it means property owners lose some control over how they use their own land, and “4” is right in between.

Please use any number on the scale to show your opinion on the issue.

Q14B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	-	-	1	1	-	*
Government should do what it can to protect the natural environment, even if it means property owners lose some control 1	46	6	14	9	1	3	1	4	-	9
2	26	13	16	16	6	1	2	2	-	9
3	19	28	18	35	14	1	10	8	1	16
In between 4	9	36	36	26	63	90	43	30	9	39
5	-	8	7	8	9	5	21	19	13	10
6	-	5	5	4	4	0	13	10	21	7
Property owners, and not the government, should control what happens on their own land, even if it harms the natural environment 7	0	5	6	2	2	-	9	26	56	10
N =	173	169	197	167	281	55	235	144	155	1576



Q15A. Please indicate whether the first statement or the second statement comes closer to your own views – even if neither is exactly right.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q15A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	1	2	4	3	-	3	1	2	2
We should increase production of fossil fuels in the U.S. to reduce our dependence on foreign sources of energy	*	21	23	61	32	2	40	70	88	37
We should decrease production of fossil fuels in the U.S. in order to protect the environment	88	48	31	11	24	-	21	1	6	27
Not sure	8	30	44	24	41	98	37	27	4	34
N =	173	169	197	167	281	55	235	144	155	1576

Q15B. [HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think we should increase production of fossil fuels in the U.S. to reduce our dependence on foreign sources of energy, “7” means you think we should decrease production of fossil fuels in the U.S. in order to protect the environment, and “4” is right in between.

[HALF SAMPLE] Now using the scale below, please indicate how well the statement you chose above describes your view, where “1” means you think we should decrease production of fossil fuels in the U.S. in order to protect the environment, “7” means you think we should increase production of fossil fuels in the U.S. to reduce our dependence on foreign sources of energy, and “4” is right in between.

Please use any number on the scale to show your opinion on the issue.

Q15B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	*	-	-	*	-	1	1	-	*
We should increase production of fossil fuels in the U.S. to reduce our dependence on foreign sources of energy 1	*	6	7	24	1	3	9	32	61	13
2	*	12	7	21	7	-	7	26	19	10
3	1	7	8	21	14	6	12	13	9	11
In between 4	11	40	51	30	59	86	45	26	3	41
5	13	16	9	2	10	4	14	-	3	9
6	24	9	8	1	4	1	6	1	1	6
We should decrease production of fossil fuels in the U.S. in order to protect the environment 7	50	10	11	-	4	-	6	2	4	9
N =	173	169	197	167	281	55	235	144	155	1576

Q17. Now, thinking about how you spend your time, how often, if ever, do you do the following outdoor activities, weather permitting?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER; ORDER OF Q17A-Q17D RANDOMIZED]

Q17A. Outdoor sports, such as golfing, skiing, hiking, or biking

Q17A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	*	1	3	*	1	1	4	1
Often	26	35	10	14	6	7	24	6	27	17
Occasionally	32	37	30	39	28	31	37	17	29	31
Only rarely	21	21	26	27	27	24	21	26	20	24
Never	21	7	34	19	37	38	17	49	20	27
N =	173	169	197	167	281	55	235	144	155	1576

Q17B. Gardening

Q17B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	*	1	2	2	*	1	2	2	2
Often	33	45	12	23	11	5	29	13	35	22
Occasionally	28	27	38	32	27	37	33	20	24	30
Only rarely	19	18	21	23	26	9	18	22	21	21
Never	19	9	28	21	33	49	19	42	17	26
N =	173	169	197	167	281	55	235	144	155	1576

Q17C. Boating or water sports

Q17C	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	1	2	2	*	3	1	3	2
Often	5	12	1	9	1	3	11	5	7	6
Occasionally	15	31	13	21	15	11	22	9	21	18
Only rarely	40	31	29	31	28	26	32	25	33	31
Never	39	23	56	36	53	60	33	60	36	44
N =	173	169	197	167	281	55	235	144	155	1576

Q17D. Hunting or fishing

Q17D	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	1	2	3	-	3	1	2	2
Often	2	14	4	5	*	2	15	2	14	6
Occasionally	11	27	13	17	14	21	26	10	19	18
Only rarely	21	22	18	27	18	17	23	15	24	20
Never	65	36	64	49	64	60	34	72	40	54
N =	173	169	197	167	281	55	235	144	155	1576

Q19. People disagree about how the balance of nature works, and the statements below represent four different views on this balance.

Which one of the following statements best represents your understanding of the balance of nature?

Q19	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	5	-	1	-	1
Nature has a delicate balance. Small changes can cause environmental disasters.	48	42	32	21	20	9	16	5	4	23
Nature has a very stable balance. Large changes will not have a lasting impact.	1	1	2	4	5	2	11	8	23	6
Nature has a somewhat stable balance. Small changes will not have a lasting impact, but big changes can cause environmental disasters.	41	41	37	50	45	25	42	45	29	41
Nature has a random and unpredictable balance. We do not know what will happen.	10	16	30	26	29	58	30	41	45	30
N =	173	169	197	167	281	55	235	144	155	1576

Q20. For each of the following, please rate how serious a problem you think it is for the earth as a whole.

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER; ORDER OF Q20A-Q20Q RANDOMIZED]

Q20A. Water pollution

Q20A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	*	2	2	*	1	1	-	1
Extremely serious	63	65	46	27	21	13	25	11	8	31
Very serious	31	28	39	41	31	13	30	33	18	31
Moderately serious	4	5	14	23	32	42	34	36	40	25
Not too serious	-	1	-	4	6	2	6	13	24	6
Not at all serious	-	-	-	*	2	6	*	1	9	2
Not sure	2	1	*	3	7	23	4	6	1	4
N =	173	169	197	167	281	55	235	144	155	1576

Q20B. Unsafe disposal of toxic waste

Q20B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	*	1	3	*	1	1	-	1
Extremely serious	69	66	55	41	26	10	31	23	19	38
Very serious	18	29	32	35	33	17	34	31	24	30
Moderately serious	9	4	11	17	24	41	22	25	41	20
Not too serious	1	-	*	3	4	2	8	8	10	4
Not at all serious	0	-	-	1	2	6	*	3	5	1
Not sure	3	1	1	3	8	24	4	8	1	5
N =	173	169	197	167	281	55	235	144	155	1576

Q20C. Air pollution

Q20C	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	*	1	2	*	1	2	-	1
Extremely serious	53	52	46	30	18	9	18	10	4	27
Very serious	34	35	41	40	30	21	39	23	13	32
Moderately serious	7	12	12	23	38	37	34	42	39	27
Not too serious	1	-	*	3	4	3	7	16	33	6
Not at all serious	0	-	-	*	2	6	-	2	11	2
Not sure	2	1	-	3	6	24	1	6	1	4
N =	173	169	197	167	281	55	235	144	155	1576

Q20D. Damage to the Earth's ozone layer

Q20D	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	*	-	2	*	1	1	-	1
Extremely serious	61	56	41	23	20	6	16	10	4	27
Very serious	25	34	39	39	26	17	27	14	5	26
Moderately serious	9	9	14	26	32	38	38	31	19	25
Not too serious	2	-	2	5	11	5	11	27	44	11
Not at all serious	-	-	-	2	2	3	2	8	28	4
Not sure	3	1	3	5	8	32	4	10	1	6
N =	173	169	197	167	281	55	235	144	155	1576

Q20E. Loss of tropical rain forests

Q20E	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	*	-	2	*	1	1	1	1
Extremely serious	75	69	47	25	20	7	22	8	8	32
Very serious	19	22	28	40	30	14	30	19	19	26
Moderately serious	3	9	22	27	33	44	34	44	32	27
Not too serious	1	-	2	4	6	2	7	15	26	7
Not at all serious	-	-	-	-	1	6	*	4	12	2
Not sure	2	1	*	4	8	26	5	9	2	5
N =	173	169	197	167	281	55	235	144	155	1576

Q20F. Extinction of plant and animal species

Q20F	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	*	*	1	2	*	1	1	-	1
Extremely serious	59	55	43	22	20	7	16	8	3	26
Very serious	28	29	36	36	20	17	31	24	9	26
Moderately serious	8	14	14	28	37	38	30	30	26	26
Not too serious	2	1	4	9	8	8	16	24	36	11
Not at all serious	-	-	-	1	5	3	3	7	25	4
Not sure	2	1	2	3	8	28	3	7	1	5
N =	173	169	197	167	281	55	235	144	155	1576

Q20G. Loss of open spaces and undeveloped land

Q20G	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	*	2	2	*	1	1	1	1
Extremely serious	38	41	24	13	8	4	16	4	7	17
Very serious	38	29	39	31	26	18	24	14	7	26
Moderately serious	13	23	25	36	38	36	36	35	34	31
Not too serious	3	3	8	12	14	8	18	31	31	14
Not at all serious	1	1	*	3	3	3	2	8	19	4
Not sure	2	2	2	3	9	31	3	7	1	6
N =	173	169	197	167	281	55	235	144	155	1576

Q20H. Global warming

Q20H	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	*	-	3	*	1	1	-	1
Extremely serious	70	48	38	16	15	5	13	8	-	24
Very serious	22	30	36	29	23	18	20	6	3	22
Moderately serious	4	17	17	36	32	35	30	17	6	22
Not too serious	1	3	4	10	15	12	22	28	20	13
Not at all serious	-	-	2	3	5	4	9	33	71	12
Not sure	2	1	3	6	7	26	6	7	1	6
N =	173	169	197	167	281	55	235	144	155	1576

Q20I. Clean energy is not widely available

Q20I	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	*	*	2	2	1	2	1	*	1
Extremely serious	53	28	30	15	13	5	11	8	2	19
Very serious	37	46	41	36	28	16	27	15	7	30
Moderately serious	4	21	23	34	35	41	40	35	20	29
Not too serious	-	1	2	8	10	3	12	26	39	11
Not at all serious	-	1	1	1	2	6	2	6	28	4
Not sure	3	3	3	4	9	27	6	10	3	7
N =	173	169	197	167	281	55	235	144	155	1576

Q20J. Population growth

Q20J	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	1	*	1	2	*	2	1	-	1
Extremely serious	45	47	29	20	15	4	17	9	8	22
Very serious	31	35	27	32	29	14	25	15	11	26
Moderately serious	17	12	27	35	33	40	38	37	27	30
Not too serious	1	4	7	7	9	11	14	24	28	11
Not at all serious	-	2	3	2	4	6	2	8	24	5
Not sure	2	1	5	3	7	24	2	7	1	5
N =	173	169	197	167	281	55	235	144	155	1576

Q20K. The condition of the world's oceans

Q20K	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	2	2	*	1	1	-	1
Extremely serious	63	50	35	18	14	5	14	7	2	23
Very serious	26	34	36	34	25	11	24	10	10	25
Moderately serious	8	14	24	36	37	41	39	42	26	30
Not too serious	-	1	3	6	11	11	13	28	40	12
Not at all serious	-	-	-	1	2	6	2	3	20	3
Not sure	2	1	1	3	8	26	6	10	2	6
N =	173	169	197	167	281	55	235	144	155	1576

Q20L. Overuse of natural resources

Q20L	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	*	2	3	*	1	1	-	1
Extremely serious	69	48	37	18	16	6	16	7	3	25
Very serious	25	43	46	42	26	14	25	19	10	29
Moderately serious	3	8	13	30	36	42	40	33	30	27
Not too serious	-	*	2	2	9	5	12	25	37	10
Not at all serious	-	-	1	1	3	6	2	6	18	3
Not sure	3	1	1	5	8	27	4	10	2	6
N =	173	169	197	167	281	55	235	144	155	1576

Q20M. Too much garbage, waste, and landfills

Q20M	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	*	1	2	*	1	1	*	1
Extremely serious	54	47	38	24	17	9	22	11	4	26
Very serious	29	42	40	40	29	13	34	15	14	30
Moderately serious	9	10	19	28	35	43	31	48	45	29
Not too serious	3	-	1	3	8	9	8	15	26	7
Not at all serious	-	-	-	1	2	3	2	1	9	2
Not sure	2	1	1	3	6	24	2	9	-	4
N =	173	169	197	167	281	55	235	144	155	1576

Q20N. Inefficient or wasteful use of energy

Q20N	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	1	2	1	2	*	1	1	-	1
Extremely serious	52	39	34	18	17	12	13	12	4	22
Very serious	34	45	41	40	25	11	33	19	14	31
Moderately serious	9	14	20	30	36	44	39	40	38	30
Not too serious	*	1	1	7	9	3	9	17	24	8
Not at all serious	-	-	1	*	2	6	2	4	19	3
Not sure	2	1	3	3	7	24	3	9	1	5
N =	173	169	197	167	281	55	235	144	155	1576

Q20Q. Use of genetically modified organisms in foods (GMOs)

Q20Q	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	*	-	2	*	1	1	-	1
Extremely serious	33	37	34	18	16	1	18	16	15	22
Very serious	20	30	28	18	20	11	25	17	19	22
Moderately serious	17	18	15	33	33	49	30	23	17	26
Not too serious	17	11	9	13	12	6	16	21	20	14
Not at all serious	5	2	3	10	7	6	3	6	24	7
Not sure	5	3	11	9	10	26	7	15	6	9
N =	173	169	197	167	281	55	235	144	155	1576

Q22. Please indicate which one of these statements comes closest to your own views – even if it is not exactly right.

In the long-run, protecting the environment will...

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q22	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	2	2	1	5	12	2	4	-	3
Reduce economic growth and cost jobs	3	2	7	12	16	13	13	27	56	16
Have no impact on economic growth or jobs	11	15	18	18	22	30	24	39	21	22
Improve economic growth and provide new jobs	85	81	73	69	57	44	61	31	22	60
N =	173	169	197	167	281	55	235	144	155	1576

Q24. Do you think that global warming is happening, or do you think global warming is not happening?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q24	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	-	-	1	5	1	1	-	1
Yes, global warming is happening	96	88	88	63	53	22	44	18	10	56
No, global warming is not happening	1	5	3	13	12	2	24	54	83	20
Not sure	3	7	9	24	34	71	31	27	7	23
N =	173	169	197	167	281	55	235	144	155	1576

Asked of those who say global warming is happening or say they are not sure in Q24.

Q25. How worried, if at all, are you about global warming?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q25	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	1	*	-	2	-	*	-	-	1
Extremely worried	43	21	9	8	7	13	3	-	-	12
Very worried	41	35	34	18	11	11	12	3	7	22
Moderately worried	15	39	42	48	50	15	44	20	22	38
Not too worried	*	3	11	17	18	10	31	44	37	16
Not worried at all	1	2	1	3	3	10	4	21	34	4
Not sure	-	-	2	6	8	42	6	12	-	7
N =	170	163	190	140	249	50	168	60	23	1213

Asked of those who say global warming is happening in Q24.

Q26. Do you think global warming is...

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q26	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	*	-	-	2	-	2	-	-	1
Caused entirely by human activities	22	16	7	8	8	-	4	-	-	10
Caused mostly by human activities	68	55	53	43	41	15	25	27	21	47
Caused about equally by human activities and natural changes in the environment	8	25	31	40	39	29	46	37	29	31
Caused mostly by natural changes in the environment	-	1	2	7	3	-	12	17	44	4
Caused entirely by natural changes in the environment	3	2	4	-	-	4	6	7	5	3
Not sure	-	1	3	2	6	51	6	12	-	4
N =	165	150	169	101	161	12	96	22	13	889

Asked of those who say global warming is not happening in Q24.

Q27. Please indicate which statements describe your opinion(s) about global warming – even if it is not exactly right. You may choose more than one.

Q27	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	-	-	-	2	1	-	1
I don't think global warming is happening because I don't find the scientific evidence convincing	-	54	68	36	36	100	26	44	49	42
I could be convinced global warming is happening	32	11	-	24	15	-	7	6	2	7
Some people and the press are exaggerating the risks of global warming	-	71	17	76	56	32	67	58	55	55
Global warming is a hoax	-	-	23	23	10	-	23	43	59	38
Global warming is not caused by human activity	68	23	15	14	12	-	17	25	46	29
N =	2	6	7	27	30	3	65	83	132	355

Q29. [HALF SAMPLE] Should each of the following be doing much more, somewhat more, somewhat less, much less, or the same amount as they are doing now to reduce the effects of global warming?

[HALF SAMPLE] Should each of the following be doing much less, somewhat less, somewhat more, much more, or the same amount as they are doing now to reduce the effects of global warming?

Q29A. Your local government officials

Q29A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	1	*	3	5	2	3	2	2
Much more	40	34	20	12	10	4	9	3	3	15
Somewhat more	45	44	47	38	29	11	26	8	3	30
Same amount	8	19	27	37	48	70	48	54	24	37
Somewhat less	1	1	2	10	4	10	8	15	21	7
Much less	3	2	3	2	7	-	7	18	49	9
N =	173	169	197	167	281	55	235	144	155	1576

Q29B. Your state government officials

Q29B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	1	*	4	5	2	3	2	2
Much more	55	40	28	15	10	1	8	5	3	18
Somewhat more	36	42	50	42	35	11	29	7	1	31
Same amount	3	14	16	29	42	71	45	51	22	32
Somewhat less	1	2	5	11	4	11	9	15	23	8
Much less	2	2	1	2	5	-	6	19	49	8
N =	173	169	197	167	281	55	235	144	155	1576

Q29C. The U.S. federal government

Q29C	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	2	*	3	5	3	3	2	2
Much more	75	56	42	23	13	1	12	7	2	26
Somewhat more	17	30	36	36	35	9	29	9	5	26
Same amount	4	10	14	23	37	70	35	39	9	26
Somewhat less	1	1	5	12	7	15	9	18	15	8
Much less	-	2	1	6	5	-	11	24	67	11
N =	173	169	197	167	281	55	235	144	155	1576

Q29E. Corporations and industry

Q29E	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	*	2	*	3	5	2	3	2	2
Much more	84	75	57	40	21	2	19	10	6	35
Somewhat more	8	15	27	33	33	13	36	28	15	26
Same amount	1	5	10	20	32	64	31	36	31	24
Somewhat less	1	2	2	4	4	13	7	12	17	6
Much less	3	1	1	2	6	4	5	11	29	6
N =	173	169	197	167	281	55	235	144	155	1576

Q29F. Developed or industrialized countries outside the U.S.

Q29F	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	2	*	3	5	2	3	2	2
Much more	71	65	46	36	19	1	21	10	13	32
Somewhat more	22	23	36	37	35	14	31	31	24	30
Same amount	1	9	13	21	31	68	32	34	19	24
Somewhat less	1	2	2	3	6	11	6	9	16	6
Much less	3	2	1	3	5	-	8	14	26	6
N =	173	169	197	167	281	55	235	144	155	1576

Q29G. Developing countries

	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Q29G										
Refused	3	-	2	*	3	5	2	3	2	2
Much more	51	52	39	28	16	1	17	9	12	25
Somewhat more	37	32	39	37	32	9	29	29	28	32
Same amount	5	11	17	28	36	63	35	35	16	27
Somewhat less	1	3	3	4	5	18	8	10	13	6
Much less	3	2	1	3	7	4	9	14	29	8
N =	173	169	197	167	281	55	235	144	155	1576

Q29H. Citizens themselves

	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Q29H										
Refused	3	-	1	*	3	5	2	3	2	2
Much more	65	59	43	27	13	3	14	10	6	27
Somewhat more	29	30	42	39	33	6	33	25	11	30
Same amount	1	7	9	29	40	70	38	46	40	30
Somewhat less	1	2	2	4	4	12	6	8	15	5
Much less	1	1	1	1	6	5	6	8	26	6
N =	173	169	197	167	281	55	235	144	155	1576

Q32. Generally speaking, do you favor, oppose or neither favor nor oppose each of the following government policies?

Q32A. Regulate carbon dioxide emissions

Q32A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	2	1	2	5	4	4	-	2
Strongly favor	70	46	39	28	19	5	12	9	9	26
Moderately favor	24	41	42	46	37	8	35	30	14	33
Neither favor nor oppose	4	10	14	18	35	76	39	39	14	26
Moderately oppose	-	2	1	5	7	2	7	9	18	6
Strongly oppose	-	1	1	2	*	3	4	9	44	6
N =	173	169	197	167	281	55	235	144	155	1576

Q32B. Expand offshore drilling for oil and natural gas off the U.S. coast

Q32B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	2	2	*	3	5	4	4	*	2
Strongly favor	2	6	9	14	10	-	12	25	60	15
Moderately favor	5	20	26	46	26	10	33	40	26	27
Neither favor nor oppose	14	32	32	30	46	81	40	27	8	34
Moderately oppose	38	27	23	8	14	1	9	3	1	15
Strongly oppose	39	13	8	2	2	3	3	1	5	8
N =	173	169	197	167	281	55	235	144	155	1576

Q32C. Fund research into renewable energy sources, such as solar and wind power

Q32C	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	1	*	3	5	3	5	1	2
Strongly favor	84	66	57	41	26	6	20	17	16	37
Moderately favor	11	23	31	40	33	11	39	34	20	29
Neither favor nor oppose	2	9	10	12	31	72	30	29	18	22
Moderately oppose	-	1	1	6	8	4	7	8	21	6
Strongly oppose	-	2	-	2	-	2	2	7	24	3
N =	173	169	197	167	281	55	235	144	155	1576

Q32D. Allow more widespread use of hydraulic fracturing (“fracking”) to extract oil and natural gas

Q32D	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	1	1	*	2	5	3	4	-	2
Strongly favor	1	2	6	7	8	-	7	13	55	10
Moderately favor	2	13	15	25	19	11	20	28	28	18
Neither favor nor oppose	10	32	35	39	49	73	51	42	14	39
Moderately oppose	23	27	16	23	13	9	13	9	1	15
Strongly oppose	61	25	26	5	9	3	6	5	2	16
N =	173	169	197	167	281	55	235	144	155	1576

Q32E. Require drilling companies to publicly disclose all the chemicals they use when extracting natural gas or oil using hydraulic fracturing (“fracking”)

Q32E	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	1	*	3	5	3	4	-	2
Strongly favor	82	62	61	42	28	2	23	26	24	39
Moderately favor	10	27	24	39	28	14	31	31	33	27
Neither favor nor oppose	3	7	9	16	35	70	36	32	25	25
Moderately oppose	1	2	*	2	6	7	5	4	10	4
Strongly oppose	2	3	4	1	1	2	2	3	7	3
N =	173	169	197	167	281	55	235	144	155	1576

Q32F. Encourage the building of more nuclear power plants

Q32F	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	2	1	3	5	3	4	-	2
Strongly favor	11	7	5	11	5	-	9	11	32	10
Moderately favor	19	21	16	27	21	6	16	21	31	20
Neither favor nor oppose	29	30	37	34	47	72	50	46	20	40
Moderately oppose	13	17	21	18	17	8	14	11	11	15
Strongly oppose	26	24	19	8	8	9	8	7	7	13
N =	173	169	197	167	281	55	235	144	155	1576

Q33. Currently, the federal government subsidizes companies that produce coal, oil, and natural gas. It also subsidizes, to a lesser extent, companies that produce solar, wind, and geothermal energy. In your view, should the federal government increase, keep at the same level, decrease, or completely eliminate subsidies for...

Q33A. Companies that produce coal, oil, and natural gas

Q33A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	2	*	4	10	4	3	-	3
Increase subsidies	5	10	11	9	9	10	11	17	19	11
Keep subsidies at the same level	12	33	43	54	52	58	49	54	37	44
Decrease subsidies	43	43	32	27	27	21	25	17	15	28
Completely eliminate subsidies	39	13	12	9	8	2	10	10	30	14
N =	173	169	197	167	281	55	235	144	155	1576

Q33B. Companies that produce solar, wind, and geothermal energy

Q33B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	3	*	5	10	7	3	-	4
Increase subsidies	86	74	64	58	40	14	39	31	14	48
Keep subsidies at the same level	11	18	26	28	38	55	35	42	26	31
Decrease subsidies	1	4	5	10	11	21	11	12	18	10
Completely eliminate subsidies	*	3	2	4	5	-	8	13	43	8
N =	173	169	197	167	281	55	235	144	155	1576

Q34. How concerned are you about the risks posed to the environment by each of the following energy sources?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER; ORDER OF Q34A-Q34H RANDOMIZED]

Q34A. Nuclear

Q34A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	2	-	7	6	3	2	1	3
Extremely concerned	27	27	26	13	11	4	13	10	7	16
Very concerned	21	27	32	29	19	13	19	7	5	20
Moderately concerned	32	37	30	37	41	50	38	32	27	36
Not too concerned	13	9	9	16	19	17	22	33	39	19
Not at all concerned	3	2	1	6	3	10	5	15	21	6
N =	173	169	197	167	281	55	235	144	155	1576

Q34B. Coal

Q34B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	1	2	-	3	6	3	1	-	2
Extremely concerned	53	21	18	9	6	11	1	3	*	13
Very concerned	28	33	24	29	17	7	16	3	3	19
Moderately concerned	13	40	34	41	49	48	45	31	21	37
Not too concerned	2	2	16	16	19	12	27	41	37	19
Not at all concerned	-	3	6	5	5	15	7	21	38	9
N =	173	169	197	167	281	55	235	144	155	1576

Q34C. Oil

Q34C	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	2	1	5	6	2	1	-	2
Extremely concerned	47	18	18	6	6	10	4	2	-	12
Very concerned	35	26	28	26	17	8	16	2	5	19
Moderately concerned	13	47	41	45	49	54	47	35	10	40
Not too concerned	2	6	11	17	18	12	23	39	39	18
Not at all concerned	-	3	1	6	5	10	7	20	45	9
N =	173	169	197	167	281	55	235	144	155	1576

Q34D. Natural gas

Q34D	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	2	2	-	6	6	3	1	-	3
Extremely concerned	19	9	5	4	4	4	3	2	-	6
Very concerned	22	18	17	12	8	8	12	-	3	11
Moderately concerned	41	43	46	42	42	52	37	20	6	37
Not too concerned	15	21	26	30	32	16	29	48	43	29
Not at all concerned	*	6	5	12	8	14	15	29	49	14
N =	173	169	197	167	281	55	235	144	155	1576

Q34E. Solar

Q34E	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	-	3	1	5	6	4	1	*	3
Extremely concerned	2	5	5	4	3	4	1	2	3	3
Very concerned	4	7	3	8	7	10	6	-	6	6
Moderately concerned	5	15	12	18	31	50	25	9	8	20
Not too concerned	23	24	33	31	30	16	33	39	33	30
Not at all concerned	63	49	44	38	24	14	30	48	50	39
N =	173	169	197	167	281	55	235	144	155	1576

Q34F. Wind

Q34F	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	*	2	-	5	6	3	2	*	3
Extremely concerned	1	5	3	3	4	4	*	3	2	3
Very concerned	4	6	4	8	7	10	8	1	6	6
Moderately concerned	6	17	16	21	32	50	28	12	12	22
Not too concerned	25	28	36	28	32	17	32	36	29	30
Not at all concerned	60	43	39	39	21	12	29	47	50	36
N =	173	169	197	167	281	55	235	144	155	1576

Q34G. Water (dams, tidal power)

Q34G	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	2	-	4	7	2	1	1	2
Extremely concerned	5	9	6	4	5	8	5	3	2	5
Very concerned	12	17	10	8	10	3	9	2	3	9
Moderately concerned	28	27	27	26	34	58	29	14	8	28
Not too concerned	29	28	35	39	37	14	36	43	32	34
Not at all concerned	24	19	20	22	11	10	19	36	53	22
N =	173	169	197	167	281	55	235	144	155	1576

Q34H. Geothermal

Q34H	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	*	3	-	5	6	3	2	*	3
Extremely concerned	2	4	3	3	4	4	1	3	-	3
Very concerned	6	9	10	11	10	6	10	*	2	8
Moderately concerned	16	26	21	28	32	56	30	13	10	26
Not too concerned	28	29	39	32	33	15	32	42	37	33
Not at all concerned	45	32	25	26	16	13	24	40	51	29
N =	173	169	197	167	281	55	235	144	155	1576

Q39. And when it comes to safety around energy sources, which comes closer to your opinion - even if neither is exactly right:

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q39	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	-	1	-	2	21	3	2	1	3
It is the responsibility of government to make sure that energy companies keep consumers and workers safe while conducting their business	56	34	31	38	48	36	32	21	10	35
It is the responsibility of energy companies to make sure that consumers and workers are safe, regardless of what government regulations exist	41	66	68	62	50	43	65	77	89	62
N =	173	169	197	167	281	55	235	144	155	1576

Q45. Which one of the following uses for open spaces in your local community do you favor most?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

Q45	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	1	-	2	2	3	2	2	1
Building new housing or commercial properties on open spaces	-	4	5	7	10	5	8	7	7	6
Creating parks and recreational facilities on open spaces	31	31	33	36	30	4	24	20	30	28
Preserving open spaces as they are	58	56	44	35	25	6	35	36	33	37
I do not have a preference	10	9	17	22	34	82	30	35	28	27
N =	173	169	197	167	281	55	235	144	155	1576

Q47. Do you generally do the following things, or not?

[ORDER OF Q47A-Q47K RANDOMIZED]

Q47A. Buy only energy efficient light bulbs

Q47A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	2	-	4	7	3	3	-	2
Yes	89	84	78	78	61	45	66	54	49	68
No	10	15	21	22	34	48	31	43	51	29
N =	173	169	197	167	281	55	235	144	155	1576

Q47B. Bring your own reusable shopping bag to the grocery store

Q47B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	-	4	7	4	2	-	2
Yes	75	67	47	48	40	32	36	26	25	44
No	25	33	51	52	56	61	60	71	75	54
N =	173	169	197	167	281	55	235	144	155	1576

Q47D. Turn off lights when they are not needed

Q47D	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	-	4	7	3	2	-	2
Yes	99	99	97	93	83	61	86	88	92	89
No	1	1	1	7	13	32	11	10	8	8
N =	173	169	197	167	281	55	235	144	155	1576

Q47E. 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

Q47E	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	*	4	7	3	2	-	2
Yes	85	79	62	80	59	38	65	54	58	65
No	14	21	36	20	36	54	32	43	42	33
N =	173	169	197	167	281	55	235	144	155	1576

Q47F. Use public transportation, car pool, bike, or walk instead of driving

Q47F	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	3	-	4	7	3	2	*	2
Yes	40	38	25	29	25	22	28	12	18	27
No	59	62	72	71	71	70	69	86	82	71
N =	173	169	197	167	281	55	235	144	155	1576

Q47G. Buy environmentally-friendly cleaning products, home toiletries, or grooming products

Q47G	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	2	-	4	7	4	2	-	2
Yes	69	66	59	50	46	32	48	29	28	49
No	30	33	39	50	51	61	49	69	72	49
N =	173	169	197	167	281	55	235	144	155	1576

Q47H. Buy organic or locally grown food

Q47H	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	2	*	5	7	3	2	-	3
Yes	68	68	56	38	40	20	38	29	36	45
No	31	31	43	61	54	73	59	69	64	53
N =	173	169	197	167	281	55	235	144	155	1576

Q47I. Eat a more vegetarian diet

Q47I	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	3	1	4	7	3	2	-	2
Yes	46	45	28	25	26	19	26	11	17	27
No	53	54	70	74	70	74	71	87	83	70
N =	173	169	197	167	281	55	235	144	155	1576

Q47J. Talk or communicate with friends and/or family about protecting the environment

Q47J	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	-	5	7	3	2	-	2
Yes	73	62	37	37	29	23	33	7	15	35
No	26	38	61	63	67	70	64	91	85	62
N =	173	169	197	167	281	55	235	144	155	1576

Q47K. Follow environmental issues in the news (print, radio, online)

Q47K	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	*	2	-	4	7	3	3	-	2
Yes	89	70	44	54	35	15	37	14	37	44
No	10	30	54	46	60	77	60	83	63	53
N =	173	169	197	167	281	55	235	144	155	1576

Q48. For each of the following please indicate if you do or do not...

[ORDER OF Q48A-Q48G RANDOMIZED]

Q48A. Live in a home with energy-efficient or weather-stripped windows

Q48A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	-	5	7	3	3	-	2
Yes	70	68	45	64	45	24	50	45	60	52
No	29	32	53	36	50	68	47	52	40	45
N =	173	169	197	167	281	55	235	144	155	1576

Q48B. Live in a home with energy-efficient appliances, furnace, air conditioner, or water heater

Q48B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	3	-	4	7	3	3	*	2
Yes	72	70	64	73	59	35	60	57	62	62
No	27	30	32	27	37	57	37	40	37	35
N =	173	169	197	167	281	55	235	144	155	1576

Q48C. Live in a home with solar panels

	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Q48C										
Refused	1	-	2	-	5	7	3	2	-	2
Yes	5	9	2	7	9	8	7	2	4	6
No	95	91	96	93	86	85	90	95	96	92
N =	173	169	197	167	281	55	235	144	155	1576

Q48E. Drive a hybrid or electric car

	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Q48E										
Refused	1	-	2	-	5	7	3	2	-	2
Yes	16	6	4	9	7	4	6	3	2	6
No	83	94	94	91	88	89	91	94	98	91
N =	173	169	197	167	281	55	235	144	155	1576

Q48F. Regularly volunteer with or donate money to an environmental organization

Q48F	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	-	6	7	3	2	-	2
Yes	29	26	8	9	8	8	8	-	-	11
No	70	74	90	91	86	84	89	98	100	87
N =	173	169	197	167	281	55	235	144	155	1576

Q48G. Contact policymakers about protecting the environment, by phone, letter, email, or online

Q48G	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	-	5	7	3	3	-	2
Yes	24	20	5	8	10	8	10	-	-	10
No	75	80	93	92	86	84	88	96	100	88
N =	173	169	197	167	281	55	235	144	155	1576

Q49. Please indicate the main reasons why you do these things. [SELECT ALL THAT APPLY]

[ITEMS RANDOMIZED]

Asked of those who said "Yes" in Q47A.

Q49A. Buy only energy efficient light bulbs

Q49A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	1	-	*	10	1	-	-	1
To save money	43	47	69	62	51	60	60	85	89	60
To help the environment or reduce global warming	84	70	53	47	38	12	35	16	2	46
For the sake of my own or someone else's health	7	5	12	9	21	9	9	3	7	10
It is the moral thing to do	32	23	22	19	13	16	19	6	5	19
Other people in my home want me to	5	1	3	4	3	-	3	5	1	3
N =	151	140	154	131	183	26	157	80	74	1096

Asked of those who said "Yes" in Q47B.

Q49B. Bring your own reusable shopping bag to the grocery store

Q49B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	1	1	-	*	7	-	1	-	1
To save money	24	20	33	26	20	27	39	47	64	29
To help the environment or reduce global warming	80	86	75	66	42	48	50	26	14	61
For the sake of my own or someone else's health	6	4	12	6	23	11	12	14	8	11
It is the moral thing to do	37	28	32	26	23	11	22	11	25	26
Other people in my home want me to	4	2	2	7	7	6	2	3	7	4
N =	133	113	96	85	123	17	93	44	47	751

Asked of those who said "Yes" in Q47D.

Q49D. Turn off lights when they are not needed

Q49D	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	2	-	1	-	1	10	1	-	*	1
To save money	61	65	84	81	70	61	78	94	94	77
To help the environment or reduce global warming	70	56	42	33	27	14	24	7	4	33
For the sake of my own or someone else's health	6	5	7	6	12	13	5	1	5	7
It is the moral thing to do	30	20	22	18	18	9	15	4	6	17
Other people in my home want me to	6	4	4	2	4	-	5	8	-	4
N =	170	166	192	159	252	38	212	131	148	1468

Asked of those who said "Yes" in Q47E.

Q49E. 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

Q49E	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	*	-	-	-	1	-	-	1
To save money	62	75	78	82	73	54	74	97	88	76
To help the environment or reduce global warming	66	46	50	35	24	22	21	6	6	33
For the sake of my own or someone else's health	10	6	7	7	12	23	7	1	8	8
It is the moral thing to do	21	15	15	15	14	8	14	2	8	14
Other people in my home want me to	10	5	6	4	4	-	3	8	-	5
N =	143	135	119	137	182	24	157	79	93	1069

Asked of those who said "Yes" in Q47F.

Q49F. Use public transportation, car pool, bike, or walk instead of driving

Q49F	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	2	4	-	1	*	-	1	-	2	1
To save money	61	49	49	44	34	60	41	86	44	48
To help the environment or reduce global warming	58	65	54	29	29	12	29	4	0	38
For the sake of my own or someone else's health	21	23	21	33	36	18	25	26	57	28
It is the moral thing to do	21	11	11	10	10	10	13	3	12	12
Other people in my home want me to	12	3	-	2	6	-	8	-	-	5
N =	62	56	40	42	62	12	57	13	26	370

Asked of those who said "Yes" in Q47G.

Q49G. Buy environmentally-friendly cleaning products, home toiletries, or grooming products

Q49G	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	2	2	1	1	-	20	2	5	-	2
To save money	19	16	27	24	27	12	26	24	39	24
To help the environment or reduce global warming	64	71	68	54	47	37	52	21	6	54
For the sake of my own or someone else's health	35	26	27	30	33	27	25	48	54	31
It is the moral thing to do	27	15	19	22	21	8	15	5	13	18
Other people in my home want me to	3	2	3	3	3	-	3	3	-	3
N =	117	116	114	88	138	16	111	43	46	789

Asked of those who said "Yes" in Q47H.

Q49H. Buy organic or locally grown food

Q49H	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	1	-	3	*	32	2	1	6	2
To save money	13	13	14	16	17	16	20	19	15	16
To help the environment or reduce global warming	52	46	40	33	24	-	24	8	8	32
For the sake of my own or someone else's health	62	54	68	47	58	42	56	67	62	59
It is the moral thing to do	25	19	20	22	14	10	16	11	15	18
Other people in my home want me to	9	5	4	6	5	-	5	7	-	5
N =	119	110	104	67	115	12	94	43	62	726

Asked of those who said "Yes" in Q47I.

Q49I. Eat a more vegetarian diet

Q49I	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	7	1	11	-	-	4	1
To save money	22	13	21	9	19	24	33	13	18	20
To help the environment or reduce global warming	40	45	16	22	15	-	14	-	-	22
For the sake of my own or someone else's health	71	67	73	52	65	51	62	83	66	66
It is the moral thing to do	24	24	18	18	12	13	5	13	6	16
Other people in my home want me to	3	4	-	6	3	-	6	-	6	3
N =	82	79	58	41	72	11	60	17	28	448

Asked of those who said "Yes" in Q47J.

Q49J. Talk or communicate with friends and/or family about protecting the environment

Q49J	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	1	6	5	1	-	8	5	7	4
To save money	6	7	16	16	19	23	11	7	28	13
To help the environment or reduce global warming	57	59	47	40	35	30	40	28	12	45
For the sake of my own or someone else's health	22	20	27	24	42	36	21	31	18	26
It is the moral thing to do	50	38	36	30	22	11	19	26	22	32
Other people in my home want me to	4	1	2	5	5	-	8	13	21	5
N =	125	108	71	63	74	12	72	9	26	560

Asked of those who said "Yes" in Q47K.

Q49K. Follow environmental issues in the news (print, radio, online)

Q49K	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	7	5	9	8	1	16	7	5	12	7
To save money	3	5	7	8	13	16	14	11	16	9
To help the environment or reduce global warming	54	53	46	46	37	17	33	19	8	42
For the sake of my own or someone else's health	25	25	32	19	43	33	31	28	36	30
It is the moral thing to do	28	26	26	31	17	6	21	30	31	25
Other people in my home want me to	5	1	2	2	2	12	2	8	4	3
N =	156	126	97	93	111	9	98	25	59	774

Asked of those who said "Yes" in Q48A.

Q49L. Live in a home with energy-efficient or weather-stripped windows

Q49L	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	3	*	18	1	-	1	2
To save money	60	65	79	72	66	42	72	93	94	72
To help the environment or reduce global warming	60	43	33	33	27	11	18	2	2	28
For the sake of my own or someone else's health	14	12	7	13	18	22	16	5	6	13
It is the moral thing to do	17	10	12	14	10	6	16	2	5	11
Other people in my home want me to	3	5	3	6	5	-	2	2	1	4
N =	132	119	99	112	150	17	129	71	99	928

Asked of those who said "Yes" in Q48B.

Q49M. Use energy-efficient appliances, furnace, air conditioner or water heater

Q49M	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	2	-	1	2	-	6	1	-	1	1
To save money	61	62	83	77	64	57	76	90	91	74
To help the environment or reduce global warming	71	61	41	35	35	2	25	5	1	35
For the sake of my own or someone else's health	9	10	7	14	17	33	12	8	2	12
It is the moral thing to do	26	13	18	16	11	6	14	6	8	14
Other people in my home want me to	4	3	5	4	3	-	3	1	1	3
N =	132	128	134	126	183	24	157	92	105	1081

Asked of those who said "Yes" in Q48C.

Q49N. Live in a home with solar panels

Q49N	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	28	3	-	-	-	-	4
To save money	12	38	87	14	57	45	53	82	30	45
To help the environment or reduce global warming	88	67	28	27	19	37	18	-	49	34
For the sake of my own or someone else's health	-	-	-	11	33	18	13	18	21	16
It is the moral thing to do	9	-	-	34	-	-	6	-	-	6
Other people in my home want me to	-	-	16	-	-	-	15	-	-	4
N =	8	11	5	9	24	4	17	4	6	88

Asked of those who said "Yes" in Q48E.

Q49P. Drive a hybrid or electric car

Q49P	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	-	-	4	-	-	-	-	-	2
To save money	54	28	78	36	23	64	25	62	24	40
To help the environment or reduce global warming	80	72	64	39	31	-	44	38	76	52
For the sake of my own or someone else's health	9	-	-	12	59	36	28	-	-	21
It is the moral thing to do	26	-	34	32	14	-	12	-	-	18
Other people in my home want me to	3	-	-	-	-	-	4	-	-	1
N =	29	9	10	14	14	2	12	5	2	97

Asked of those who said "Yes" in Q48F.

Q49Q. Regularly volunteer with or donate money to an environmental organization

Q49Q	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	9	-	-	23	-	-	3	-	-	5
To save money	2	12	12	7	-	29	22	-	-	9
To help the environment or reduce global warming	61	57	43	52	17	-	24	-	-	44
For the sake of my own or someone else's health	21	15	9	4	48	37	29	-	-	23
It is the moral thing to do	38	47	48	33	37	34	21	-	-	38
Other people in my home want me to	2	3	15	9	6	-	-	-	-	4
N =	58	48	16	14	20	4	16	0	0	176

Asked of those who said "Yes" in Q48G.

Q49R. Contact policymakers about protecting the environment, by phone, letter, email, or online

Q49R	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	9	-	18	-	-	2	-	-	4
To save money	4	3	32	7	13	29	21	-	-	12
To help the environment or reduce global warming	68	58	60	31	31	-	37	-	-	46
For the sake of my own or someone else's health	21	20	12	18	40	50	14	-	100	24
It is the moral thing to do	49	43	30	27	12	21	45	100	-	35
Other people in my home want me to	-	2	-	-	5	-	-	-	-	1
N =	50	36	11	9	22	4	18	1	1	152

Q50. Please indicate the main reasons why you do not do these things. [SELECT ALL THAT APPLY]

[ITEMS RANDOMIZED]

Asked of those who said "No" in Q47A.

Q50A. Buy only energy efficient light bulbs

Q50A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	2	2	3	*	10	8	5	2	4
I can't afford it	25	57	32	34	28	19	42	27	24	31
It will not help the environment	4	6	8	5	3	-	2	12	33	9
It is too inconvenient or uncomfortable	28	17	13	33	19	9	12	10	8	15
Other people in my home don't want to	4	7	14	5	8	10	5	-	1	6
It has never occurred to me	6	8	15	17	26	16	11	15	5	15
I prefer not to	32	13	28	11	18	35	21	39	36	26
N =	21	28	40	36	91	25	72	60	81	454

Asked of those who said "No" in Q47B.

Q50B. Bring your own reusable shopping bag to the grocery store

Q50B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	7	6	3	2	2	6	7	4	-	3
I can't afford it	-	5	10	7	8	17	4	3	6	7
It will not help the environment	3	3	5	3	7	-	5	4	21	6
It is too inconvenient or uncomfortable	63	40	46	36	37	9	28	30	31	35
Other people in my home don't want to	-	10	4	4	4	8	3	2	-	4
It has never occurred to me	13	12	28	24	18	20	28	23	14	21
I prefer not to	14	26	14	26	25	44	27	38	34	27
N =	39	56	97	82	152	34	134	97	108	799

Asked of those who said "No" in Q47D.

Q50D. Turn off lights when they are not needed

Q50D	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	-	6	-	16	8	-	6
I can't afford it	-	36	-	-	14	14	9	-	-	10
It will not help the environment	-	36	-	20	16	9	7	26	62	17
It is too inconvenient or uncomfortable	-	-	-	27	22	10	21	18	6	17
Other people in my home don't want to	-	-	-	17	27	15	9	11	-	15
It has never occurred to me	-	28	100	10	-	10	25	32	22	15
I prefer not to	100	-	-	26	16	42	21	5	10	22
N =	2	3	2	8	23	13	17	10	7	85

Asked of those who said "No" in Q47E.

Q50E. 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

Q50E	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	5	6	1	-	-	16	7	2	2	4
I can't afford it	-	2	2	-	10	13	5	4	-	5
It will not help the environment	-	14	9	2	14	3	5	7	18	9
It is too inconvenient or uncomfortable	53	61	50	42	34	13	38	53	40	41
Other people in my home don't want to	23	13	16	10	18	11	17	12	11	15
It has never occurred to me	0	2	13	12	9	17	6	12	9	9
I prefer not to	26	2	17	40	22	26	28	22	30	23
N =	28	34	74	29	92	27	71	62	62	479

Asked of those who said "No" in Q47F.

Q50F. Use public transportation, car pool, bike, or walk instead of driving

Q50F	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	5	1	3	3	*	9	4	3	3	3
I can't afford it	6	9	4	4	6	17	7	2	4	6
It will not help the environment	3	2	3	1	7	3	5	2	11	4
It is too inconvenient or uncomfortable	66	68	62	53	49	15	49	51	43	52
Other people in my home don't want to	3	1	2	1	8	7	4	1	1	4
It has never occurred to me	-	2	6	4	3	11	5	4	1	4
I prefer not to	19	19	26	36	29	38	27	41	42	30
N =	110	113	151	125	212	39	172	128	128	1178

Asked of those who said "No" in Q47G.

Q50G. Buy environmentally-friendly cleaning products, home toiletries, or grooming products

Q50G	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	1	3	1	4	7	4	1	3
I can't afford it	28	32	38	33	20	16	26	25	16	25
It will not help the environment	5	7	0	5	9	6	8	10	22	9
It is too inconvenient or uncomfortable	30	21	8	11	22	7	12	5	13	14
Other people in my home don't want to	12	3	4	12	3	11	4	1	1	5
It has never occurred to me	16	19	33	20	22	16	22	22	9	21
I prefer not to	14	25	17	23	24	40	24	38	42	28
N =	55	52	78	79	137	35	116	98	109	759

Asked of those who said "No" in Q47H.

Q50H. Buy organic or locally grown food

Q50H	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	2	2	1	1	4	7	1	3	3
I can't afford it	52	58	48	50	35	28	35	39	19	39
It will not help the environment	6	6	1	3	7	-	4	4	21	6
It is too inconvenient or uncomfortable	28	19	11	18	16	11	20	15	14	17
Other people in my home don't want to	2	5	4	7	8	8	2	1	3	5
It has never occurred to me	3	5	10	5	13	18	12	9	-	9
I prefer not to	11	15	24	21	21	34	24	38	44	26
N =	53	58	89	99	157	39	135	98	93	821

Asked of those who said "No" in Q47I.

Q50I. Eat a more vegetarian diet

Q50I	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	3	2	2	1	2	6	2	2	3
I can't afford it	8	10	13	8	10	15	8	8	5	9
It will not help the environment	4	9	10	6	10	1	10	8	15	9
It is too inconvenient or uncomfortable	7	8	16	10	15	11	16	7	14	13
Other people in my home don't want to	13	9	13	8	11	7	12	3	4	9
It has never occurred to me	2	8	7	5	9	10	6	9	2	7
I prefer not to	68	52	48	61	46	54	48	63	63	54
N =	90	89	133	125	203	40	169	124	127	1100

Asked of those who said "No" in Q47J.

Q50J. Talk or communicate with friends and/or family about protecting the environment

Q50J	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	5	4	2	2	8	7	1	1	3
I can't afford it	1	1	-	4	3	14	3	2	1	3
It will not help the environment	3	16	7	9	11	-	7	9	22	10
It is too inconvenient or uncomfortable	10	11	18	14	13	4	10	1	6	10
Other people in my home don't want to	9	12	7	4	6	7	9	1	1	6
It has never occurred to me	18	26	33	20	21	18	27	24	12	23
I prefer not to	58	31	34	51	44	49	39	62	58	46
N =	47	61	121	104	199	39	157	132	129	989

Asked of those who said "No" in Q47K.

Q50K. Follow environmental issues in the news (print, radio, online)

Q50K	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	7	2	1	3	7	7	5	-	4
I can't afford it	-	8	5	6	6	12	4	3	1	5
It will not help the environment	5	9	8	6	11	-	7	8	18	9
It is too inconvenient or uncomfortable	33	12	16	18	15	11	16	3	10	13
Other people in my home don't want to	-	1	7	-	8	6	4	1	*	4
It has never occurred to me	21	21	20	16	22	19	15	13	9	17
I prefer not to	37	42	46	53	36	45	47	68	61	48
N =	16	42	95	74	163	42	131	115	96	774

Asked of those who said "No" in Q48A.

Q50L. Live in a home with energy-efficient or weather-stripped windows

Q50L	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	8	6	3	-	1	4	8	5	2	4
I can't afford it	65	70	62	65	33	21	36	44	43	46
It will not help the environment	6	0	1	4	11	4	7	1	14	6
It is too inconvenient or uncomfortable	10	8	13	14	21	5	18	5	12	14
Other people in my home don't want to	4	4	3	4	6	10	7	8	0	5
It has never occurred to me	17	12	14	6	17	21	17	17	13	16
I prefer not to	10	2	4	10	15	36	11	24	21	14
N =	39	50	94	55	123	34	101	69	56	621

Asked of those who said "No" in Q48B.

Q50M. Use energy-efficient appliances, furnace, air conditioner or water heater

Q50M	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	8	6	2	5	10	9	5	4	6
I can't afford it	75	66	71	56	43	25	42	48	45	51
It will not help the environment	-	7	-	-	4	-	12	3	15	5
It is too inconvenient or uncomfortable	14	7	9	13	20	5	8	3	8	11
Other people in my home don't want to	4	-	1	8	7	8	11	5	-	5
It has never occurred to me	6	13	10	11	8	15	7	15	3	10
I prefer not to	-	2	5	14	13	36	10	21	25	14
N =	40	41	56	41	91	27	73	48	49	466

Asked of those who said "No" in Q48C.

Q50N. Live in a home with solar panels

Q50N	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	7	2	1	2	6	4	3	3	3
I can't afford it	74	76	70	59	46	33	57	56	49	58
It will not help the environment	2	2	1	2	6	3	3	3	12	4
It is too inconvenient or uncomfortable	8	8	8	10	13	4	10	6	11	9
Other people in my home don't want to	2	3	2	6	5	8	4	3	1	4
It has never occurred to me	5	5	9	9	9	15	13	9	5	9
I prefer not to	8	3	10	15	23	32	15	24	23	16
N =	164	158	189	158	249	47	212	137	149	1463

Asked of those who said "No" in Q48E.

Q50P. Drive a hybrid or electric car

Q50P	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	4	6	1	1	3	6	5	1	2	3
I can't afford it	74	69	68	58	43	26	55	48	39	54
It will not help the environment	1	4	2	2	3	6	1	5	14	4
It is too inconvenient or uncomfortable	7	7	8	5	11	3	10	10	10	9
Other people in my home don't want to	3	1	1	5	6	5	2	-	2	3
It has never occurred to me	2	4	4	2	6	14	7	5	1	5
I prefer not to	12	11	19	27	30	39	20	36	40	25
N =	142	160	183	153	259	49	218	136	153	1453

Asked of those who said "No" in Q48F.

Q50Q. Regularly volunteer with or donate money to an environmental organization

Q50Q	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	2	4	4	2	2	7	6	2	3	3
I can't afford it	37	40	40	27	23	21	25	20	14	27
It will not help the environment	3	6	3	2	9	4	3	4	16	6
It is too inconvenient or uncomfortable	12	14	10	16	14	4	13	5	6	11
Other people in my home don't want to	-	1	1	4	2	6	3	-	1	2
It has never occurred to me	24	16	21	12	11	16	14	11	3	14
I prefer not to	24	19	27	37	42	43	36	59	61	39
N =	114	121	177	153	251	47	214	141	155	1373

Asked of those who said "No" in Q48G.

Q50R. Contact policymakers about protecting the environment, by phone, letter, email, or online

Q50R	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	6	4	3	3	4	7	6	3	2	4
I can't afford it	4	4	5	7	6	14	2	2	3	5
It will not help the environment	8	12	5	8	10	4	8	10	18	9
It is too inconvenient or uncomfortable	13	21	16	17	18	4	12	6	7	14
Other people in my home don't want to	-	1	-	1	4	6	7	1	2	2
It has never occurred to me	31	27	36	23	19	18	20	12	3	22
I prefer not to	41	31	37	45	41	47	45	66	65	46
N =	122	133	182	158	251	47	212	139	154	1398

Asked of those who said "Yes" in Q47A.

Q51A. Think about when you first started buying energy efficient light bulbs. In comparison to most people you know, did you do this...

Q51A	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	*	1	-	-	3	-	*	3	-	1
Before anyone else	17	10	6	4	4	-	7	-	5	7
Before most people	47	42	20	31	18	7	17	20	24	26
At the same time as most people	24	31	47	43	50	25	46	47	42	41
After most people	2	4	12	6	7	11	12	15	13	9
Not sure	8	12	14	16	19	57	17	16	15	16
N =	151	140	154	131	183	26	157	80	74	1096

Asked of those who said "Yes" in Q47B.

Q51B. Think about when you first started to bring your own reusable shopping bag to the grocery store. In comparison to most people you know, did you do this...

Q51B	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	1	-	1	1	7	-	-	-	1
Before anyone else	11	9	5	6	1	3	7	2	2	6
Before most people	47	39	22	26	18	5	29	19	26	28
At the same time as most people	34	37	53	45	52	30	52	44	36	44
After most people	3	5	12	11	9	19	4	23	20	9
Not sure	5	9	9	11	20	37	7	12	15	12
N =	133	113	96	85	123	17	93	44	47	751

Q51C. Think about when you first installed energy-efficient windows or started weather-stripping your windows.

In comparison to most people you know, did you do this...

Q51C	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	4	-	3	9	1	-	1	1
Before anyone else	10	3	4	3	3	-	2	-	7	4
Before most people	25	38	18	20	17	4	23	16	21	22
At the same time as most people	41	36	39	49	44	29	42	41	40	41
After most people	3	3	7	4	8	6	11	12	9	7
Not sure	20	20	28	23	25	53	20	32	22	24
N =	132	119	99	112	150	17	129	71	99	928

Asked of those who said "Yes" in Q48B.

Q51D. Think about when you first started using energy-efficient appliances, furnace, air conditioner, or water heater.

In comparison to most people you know, did you do this...

Q51D	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	1	*	6	*	1	1	1
Before anyone else	4	3	4	4	3	-	*	-	8	3
Before most people	27	25	10	19	9	3	18	7	12	15
At the same time as most people	53	48	49	53	52	29	53	55	52	51
After most people	4	7	15	5	11	4	7	18	10	9
Not sure	12	16	23	18	24	58	22	18	17	21
N =	132	128	134	126	183	24	157	92	105	1081

Asked of those who said "Yes" in Q48C.

Q51E. Think about when you first installed solar panels. In comparison to most people you know, did you do this...

Q51E	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	-	-	37	15	-	-	5
Before anyone else	31	15	31	-	2	-	5	-	14	8
Before most people	30	5	27	5	19	13	17	40	26	17
At the same time as most people	39	30	13	36	19	-	18	22	10	22
After most people	-	-	-	15	10	-	13	38	-	8
Not sure	-	50	29	45	49	50	31	-	49	40
N =	8	11	5	9	24	4	17	4	6	88

Asked of those who said "Yes" in Q48E.

Q51G. Think about when you first purchased a hybrid or electric car. In comparison to most people you know, did you do this...

Q51G	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	-	-	-	8	-	-	1
Before anyone else	10	12	27	4	-	-	-	-	-	6
Before most people	52	41	49	28	40	-	17	43	24	37
At the same time as most people	17	17	18	27	54	-	8	19	-	24
After most people	16	-	6	-	-	-	50	38	-	13
Not sure	5	29	-	41	6	100	17	-	76	19
N =	29	9	10	14	14	2	12	5	2	97

Asked of those who said "Yes" in Q47G.

Q51H. Think about when you first started to purposely buy environmentally-friendly cleaning products, home toiletries, or grooming products.

In comparison to most people you know, did you do this...

Q51H	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	1	2	6	-	-	-	1
Before anyone else	10	7	2	4	*	-	1	-	11	4
Before most people	35	33	22	15	10	-	18	8	7	20
At the same time as most people	36	39	40	53	57	28	42	45	52	44
After most people	11	9	14	11	11	-	16	11	15	12
Not sure	8	13	22	16	19	65	23	36	16	20
N =	117	116	114	88	138	16	111	43	46	789

Asked of those who said "Yes" in Q47H.

Q51I. Think about when you first started to buy organic or locally grown food. In comparison to most people you know, did you do this...

Q51I	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	-	1	10	-	-	-	*
Before anyone else	10	15	5	2	1	-	6	-	17	7
Before most people	26	32	17	28	15	5	23	6	29	22
At the same time as most people	43	34	45	40	46	35	38	47	29	41
After most people	13	8	18	12	14	-	18	23	8	14
Not sure	9	10	15	19	23	50	16	23	17	16
N =	119	110	104	67	115	12	94	43	62	726

Q51L. Think about when you first adopted a more vegetarian diet. In comparison to most people you know, did you do this...

Q51L	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	-	-	-	-	2	11	2	-	-	1
Before anyone else	7	12	5	17	6	-	-	4	20	8
Before most people	38	35	30	20	10	17	25	9	35	26
At the same time as most people	23	25	20	39	52	52	22	25	17	31
After most people	17	17	20	5	11	3	15	35	19	15
Not sure	15	11	25	20	19	17	36	27	9	20
N =	82	79	58	41	72	11	60	17	28	448

REL1. What is your religion?

REL1	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Baptist, any denomination	3	12	16	16	13	24	21	28	20	16
Protestant (e.g., Methodist, Lutheran, Presbyterian, Episcopal)	16	25	14	26	17	6	19	22	29	19
Catholic	22	27	23	32	29	17	24	11	22	24
Mormon	2	1	*	-	1	2	2	3	2	1
Jewish	4	1	2	2	4	-	*	2	2	2
Muslim	-	2	-	-	1	2	1	*	-	1
Hindu	-	1	-	1	2	-	*	-	-	1
Buddhist	2	2	-	1	1	2	-	-	-	1
Pentecostal	-	1	8	4	3	3	5	4	3	4
Eastern Orthodox	*	1	-	-	1	-	-	1	*	*
Other Christian	5	9	16	6	9	9	14	11	9	10
Other non-Christian	11	3	1	1	2	2	-	3	2	2
None	33	17	19	11	17	31	13	15	10	18
Missing	1	-	*	-	-	2	-	1	1	*
N =	173	169	197	167	281	55	235	144	155	1576

PPP20071. Would you describe yourself as a born-again or evangelical Christian?

	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Yes	2	17	35	23	21	15	34	47	38	26
No	46	57	39	58	51	38	49	31	46	47
Not asked	47	25	23	16	27	41	15	22	15	25
Refused	5	2	3	2	1	6	1	*	1	2
N =	173	169	197	167	281	55	235	144	155	1576

REL2. How often do you attend religious services?

	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
More than once a week	3	4	14	7	4	11	14	21	15	10
Once a week	15	17	22	18	21	16	17	31	27	20
Once or twice a month	8	10	6	5	11	10	10	6	8	9
A few times a year	21	19	12	26	19	7	20	9	14	17
Once a year or less	20	28	21	22	21	7	17	10	17	19
Never	32	22	24	23	23	41	20	22	18	24
Refused	1	-	1	-	1	9	1	1	1	1
N =	173	169	197	167	281	55	235	144	155	1576

D4. To what extent do you consider yourself a religious person? Are you...?

D4	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	-	5	11	4	3	-	3
Very religious	7	9	24	12	13	16	26	37	28	19
Moderately religious	23	39	34	36	40	23	34	26	43	34
Slightly religious	27	27	13	35	21	17	19	13	16	21
Not religious at all	42	26	27	17	22	33	18	21	13	23
N =	173	169	197	167	281	55	235	144	155	1576

D5. To what extent do you consider yourself a spiritual person? Are you...?

D5	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	1	2	-	2	14	3	3	*	2
Very spiritual	19	23	29	17	14	13	33	36	40	25
Moderately spiritual	35	41	34	32	38	22	27	28	32	33
Slightly spiritual	24	23	15	36	25	22	18	17	14	22
Not spiritual at all	22	12	20	15	20	29	18	17	14	18
N =	173	169	197	167	281	55	235	144	155	1576

D6. Which of the following best describes where you live?

D6	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	1	-	3	13	2	3	1	2
Urban area	34	31	25	18	23	20	21	17	13	23
Suburban area	48	49	45	56	55	33	41	56	50	49
Rural area	17	20	29	27	18	35	36	23	37	26
N =	173	169	197	167	281	55	235	144	155	1576

PARTY1. Generally speaking, do you think of yourself as a...

PARTY1	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	1	-	2	1	3	9	2	1	1	2
Republican	4	16	18	24	19	18	41	59	57	28
Democrat	61	39	42	34	38	23	24	17	4	33
Independent	23	24	20	24	19	4	12	10	24	18
Another party, please specify	1	1	1	-	-	-	1	1	7	1
No preference	10	19	17	17	22	45	20	13	7	18
N =	173	169	197	167	281	55	235	144	155	1576

PARTY2. If “Republican,” ASK: Would you call yourself a strong or not very strong Republican?

PARTY3. If “Democrat,” ASK: Would you call yourself a strong or not very strong Democrat?

PARTY4. If “Independent”, “Another party”, “No preference”, or “Refused,” ASK: Do you think of yourself as closer to the Republican party or the Democratic party?

PARTY2	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Strong Republican	*	5	5	14	7	4	20	38	37	13
Not strong Republican	4	11	13	11	12	15	21	21	21	14
Leans Republican	2	15	15	23	17	13	14	14	29	16
Independent	6	5	6	1	7	19	8	6	3	6
Leans Democrat	26	24	19	18	20	27	13	5	6	17
Not strong Democrat	16	15	19	19	21	17	13	9	2	15
Strong Democrat	45	24	24	15	17	7	11	7	2	17
Refused	-	-	-	-	-	-	-	-	-	-
N =	173	169	197	167	281	55	235	144	155	1576

IDEO. In general, do you think of yourself as...

IDEO	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Refused	3	1	2	1	3	9	4	3	4	3
Extremely liberal	16	7	4	2	3	3	2	*	2	4
Liberal	39	17	19	18	14	2	5	5	3	14
Slightly liberal	17	16	7	8	11	5	6	7	1	9
Moderate, middle of the road	20	41	36	36	44	55	36	27	12	35
Slightly conservative	4	7	11	17	9	4	15	11	9	10
Conservative	2	10	19	18	13	14	27	35	45	20
Extremely conservative	-	1	3	-	3	8	4	12	24	5
N =	173	169	197	167	281	55	235	144	155	1576

AGE

AGE	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
18-24	7	9	13	10	16	11	14	13	8	12
25-34	22	13	19	10	19	24	23	18	4	17
35-44	10	18	22	16	20	35	12	12	13	17
45-54	17	17	15	18	14	13	13	17	22	16
55-64	23	25	12	23	12	10	22	22	23	19
65-74	14	13	12	17	12	4	9	13	18	13
75+	6	4	7	6	6	3	7	4	11	6
N =	173	169	197	167	281	55	235	144	155	1576

EDUCATION

EDUCATION	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Less than high school	7	14	15	5	15	19	15	12	6	12
High school	12	22	27	29	36	50	30	27	34	29
Some college	26	29	31	32	23	23	30	33	35	29
Bachelor's degree or higher	55	36	26	34	26	8	24	28	26	29
N =	173	169	197	167	281	55	235	144	155	1576

RACE/ETHNICITY

RACE/ETHNICITY	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
White, Non-Hispanic	69	67	56	74	57	43	73	78	77	66
Black, Non-Hispanic	4	8	17	9	15	27	10	11	5	12
Other, Non-Hispanic	7	7	6	9	6	6	5	3	9	6
Hispanic	19	17	21	8	20	23	11	6	8	15
2+ Races, Non-Hispanic	1	1	*	1	2	1	1	2	1	1
N =	173	169	197	167	281	55	235	144	155	1576

GENDER

GENDER	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Male	50	45	39	52	42	58	54	47	60	48
Female	50	55	61	48	58	42	46	53	40	52
N =	173	169	197	167	281	55	235	144	155	1576

MARITAL STATUS

MARITAL	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of-the-Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Married	51	54	51	60	41	43	56	55	59	52
Widowed	3	6	5	4	6	3	3	6	10	5
Divorced	7	10	11	10	10	6	6	12	7	9
Separated	-	1	3	2	4	-	3	-	2	2
Never married	28	17	22	17	32	45	24	25	18	25
Living with partner	11	12	8	7	6	3	7	2	4	7
N =	173	169	197	167	281	55	235	144	155	1576

INCOME

HHINCOME	Liberal Greens	Outdoor Greens	Religious Greens	Middle-of- the- Roaders	Homebodies	Disengaged	Outdoor Browns	Religious Browns	Conservative Browns	AP-NORC 11/19-12/1
Under \$10,000	4	3	5	3	8	-	3	5	1	4
\$10,000 to under \$20,000	4	8	14	5	11	15	8	6	9	9
\$20,000 to under \$30,000	7	9	10	10	8	8	10	11	14	10
\$30,000 to under \$40,000	7	12	6	10	10	20	12	9	9	10
\$40,000 to under \$50,000	8	7	6	4	6	12	10	9	5	7
\$50,000 to under \$75,000	14	19	21	19	20	13	18	20	17	19
\$75,000 to under \$100,000	15	15	14	13	10	19	17	21	13	15
\$100,000 to under \$150,000	25	20	16	22	18	13	15	13	20	18
\$150,000 or more	16	6	8	13	10	1	7	4	11	9
N =	173	169	197	167	281	55	235	144	155	1576



The Associated Press-NORC
Center for Public Affairs Research

Yale SCHOOL OF FORESTRY &
ENVIRONMENTAL STUDIES

About the Study

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 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®, 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 noncoverage 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 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 six and ten 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.

A study report is available on the AP-NORC Center website: www.apnorc.org.

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 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.

About the Yale School of Forestry & Environmental Studies

Founded in 1900, F&ES is the oldest institution of higher learning devoted to conservation and natural resource management in the United States. Now in its second century, the school prepares new leadership and creates new knowledge to sustain and restore the long-term health of the biosphere and the well-being of its people. We educate women and men to guide human activity at the local, national, and global levels with a comprehensive understanding of the environmental, economic, and social effects of their choices. We create new knowledge in the science of sustainability and new methods of applying that knowledge to the challenge of environmental management, the restoration of degraded environments, and the pursuit of sustainable development. Learn more at:

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