

**GLOBAL WARMING NATIONAL POLL**

**RESOURCES FOR THE FUTURE**

**NEW YORK TIMES**

**STANFORD UNIVERSITY**

**Conducted by SSRS**

Interview dates: January 7-22, 2015

Interviews: 1006 adults nationwide  
1,006 adults nationwide

Margin of error: +/- 3.7 percentage points at the 95% confidence level for full sample results

Including  
738 non-Hispanic white adults nationwide  
Margin of error: +/- 4.3 percentage points at the 95% confidence level for non-Hispanic white sample results

103 Hispanic adults nationwide  
Margin of error: +/- 11.5 percentage points at the 95% confidence level for Hispanic sample results

Notes:

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

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

All results shown are percentages unless otherwise labeled.

\* indicates less than .5 percent and more than zero.

The sum might not add to exact 100% due to rounding.

Refusals are treated as valid data and are combined with don't knows.

Q17B. [Assuming it's happening<sup>1</sup>] If nothing is done to reduce global warming in the future, how much do you think it will hurt you personally—a great deal, a lot, a moderate amount, a little or not at all?

Q17B	Among Non-Hispanic Whites	Among Hispanics
A great deal	17%	19%
A lot	12	21
A moderate amount	21	27
A little	17	17
Not at all	32	17
Don't know/Refused	1	*
Total	100%	100%
N	738	103

*Note:* The distribution of responses differed significantly between non-Hispanic Whites and Hispanics, design-based  $F(4.75, 3991.44) = 2.55, p = 0.028$ .

Q19A. How important is the issue of global warming to you personally – extremely important, very important, somewhat important, not too important, or not at all important?

Q19A	Among Non-Hispanic Whites	Among Hispanics
Extremely important	11%	10%
Very important	26	44
Somewhat important	26	25
Not too important	17	12
Not at all important	19	8
Don't know/Refused	*	*
Total	100%	100%
N	738	103

*Note:* The distribution of responses differed significantly between non-Hispanic Whites and Hispanics, design-based  $F(4.19, 3516.25) = 3.14, p = 0.012$ .

<sup>1</sup> This phrase was read to respondents who previously said they thought that the earth probably has not been warming during the last 100 years.

Q25<sup>2</sup>. How much do you think the U.S. government should do about global warming - a great deal, a lot, a moderate amount, a little, or nothing?

Q25A. How much do you think the U.S. government should do about global warming - a great deal, quite a bit, some, a little, or nothing?

Q25/Q25A	Among Non-Hispanic Whites	Among Hispanics
A great deal	30%	37%
A lot/Quite a bit	19	26
A moderate amount/Some	21	15
A little	12	17
Nothing	17	5
Don't know/Refused	1	
Total	100%	100%
N	738	103

*Note:* The distribution of responses differed significantly between non-Hispanic Whites and Hispanics, design-based  $F(4.22, 3541.86) = 2.78, p = 0.023$ .

Q81. Do you think the United States government should or should not give money to poor countries to help them reduce the damage that global warming might cause?

Q81	Among Non-Hispanic Whites	Among Hispanics
Should give money	32%	65%
Should not give money	66	31
Don't know/Refused	1	4
Total	100%	100%
N	738	103

*Note:* The distribution of responses differed significantly between non-Hispanic Whites and Hispanics, design-based  $F(2.00, 1679.28) = 18.43, p < 0.001$ .

<sup>2</sup> A randomly selected half of the sample was asked Q25 and the other half asked Q25A.

Q92A<sup>3</sup>. Do you think the federal government should or should not require companies to pay a tax to the government for every ton of greenhouse gases that will be put out by coal, natural gas, and oil the companies bring into the U.S. from other countries?

Q92XA. Do you think the federal government should or should not require companies to pay a tax to the government for every ton of greenhouse gases that will be put out by coal, natural gas, and oil the companies bring into the U.S. from other countries? All this tax money would be given to all Americans equally by reducing the amount of income taxes they pay.

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Q92A/Q92XA	Among Non-Hispanic Whites	Among Hispanics
Should require	63%	80%
Should not require	34	20
Don't know/Refused	2	
Total	100%	100%
N	738	103

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*Note:* The distribution of responses differed significantly between non-Hispanic Whites and Hispanics, design-based  $F(1.37, 1147.84) = 6.49, p = 0.005$ .

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<sup>3</sup> A randomly selected half of the sample was asked Q92A and the other half asked Q92XA.

## **Global Warming Poll Method**

The 2015 National Global Warming Study, fielded by SSRS for Stanford University, Resources for the Future and New York Times involved telephone interviews with a representative sample of 1006 adults living in the United States. 483 respondents were interviewed on a landline telephone, and 523 were interviewed on a cell phone. Interviewing was conducted from January 7 to January 22, 2015, in English and Spanish. AAPOR's Response Rate 3 was 11% for the landline frame, 13% for the cell phone frame, and 12% for the whole study sample.

The target population for the study is non-institutionalized persons age 18 and over, living in the US. Samples were drawn from both the landline and cellular random digit dial (RDD) frames to represent people with access to either a landline or cell phone. Samples were drawn from both the landline and cell phone RDD frames. The landline and cell phone samples were provided by Marketing Systems Group's (MSG) GENESYS sampling system. The RDD landline sample was generated through Marketing Systems Group's (MSG) GENESYS sampling system. The GENESYS RDD procedure produces an Equal Probability Selection Method (epsem) sample of telephone numbers from all working. The sample was generated shortly before the beginning of data collection to provide the most up-to-date sample possible, maximizing the number of valid telephone extensions. The sample went through MSG's IDplus screening process, which purges out all listed business telephone numbers contained in a sample file, and then dials the remaining unlisted portion to screen out non-working and additional business numbers. Cell phone numbers were generated using the Telecordia database, which identifies 1000-series telephone blocks (e.g. 215-653-7xxx) dedicated to cellular devices. From the identified 1,000 series telephone blocks dedicated to cellular devices, MSG generates a random sample of possible telephone numbers.

All interviews are completed using the computer assisted telephone interviewing (CATI) system. The CATI system ensures that questions followed logical skip patterns and that complete dispositions of all call attempts were recorded.

For the landline sample, a respondent was randomly selected from all of adults in their household. For the cell sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey.

In order to maximize survey response, SSRS enacted the following procedures during the field period:

- Up to 14 follow-up attempts were made to contact non-responsive numbers (e.g. no answer, busy, answering machine).
- Non-responsive numbers were contacted multiple times, varying the times of day, and the days of the week that call-backs were placed using a programmed differential call rule.
- Interviewers stressed that the study was done for research purposes and that responses were strictly confidential and, when asked, they stated as accurately as possible the expected length of the interview (~30 minutes). In addition, interviewers were provided with possible responses to possible respondent concerns raised during interviews, in order to minimize breakoffs.
- Respondents were offered the option of scheduling a call-back at their convenience.
- Specially trained interviewers contacted households where the initial call resulted in respondents hanging up the phone or breaking off in the course of the interview
- Respondents reached by cell phone, were offered \$10 if they requested compensation for their time. Of 523 respondents, 54 requested the incentive.

The survey data are weighted to adjust for the fact that not all survey respondents were selected with the same probabilities and to account for systematic nonresponse along known population parameters. The combined sample is weighted to match demographic parameters from the 2014 March Supplement of the Current Population Survey and telephone status parameters from the National Health Interview Survey for the time period between January and June 2014. The weighting procedure accounts for the overlapping dual frame design, multiple chances of selection in each frame, within-household selection in

the landline sample, and differential nonresponse across demographic groups. The weight was computed in two stages. The first stage weight adjusts for the factors influencing the probability that a given adult was selected for the survey. Specifically, it accounts for the telephone status of the individual (landline only, cell phone only, or both), the number of eligible landlines, the number of eligible cell phones, the number of eligible adults in the household for the landline sample, and the relative sizes of the samples drawn from the two frames. The second stage of weighting calibrated sample demographics to estimated population parameters. The sample was calibrated to match national population parameters for age-by-gender (4 age categories: 18 to 29; 30 to 44; 45 to 64; 65+); education (5 categories: less than high school; high school; some college [including associate's degree]; 4-year college degree; more than 4-year degree); race (African American – single-race, and all others), ethnicity (Hispanic [U.S. born, and foreign-born separately], all others); marital status (marries, not-married); phone status (cell phone, landline only, dual user); Census region; and A variable dividing U.S. counties into three based on the 2012 presidential election outcomes: Democratic-leaning counties; Republican-leaning counties; all other counties. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The design effect associated with the final (post-stratification) weights was 1.46.