

## Survey Instrument

The following 20 questions are designed to measure public opinion about the topic of climate change. The questions should take approximately 10 minutes to complete. Your participation in this anonymous survey, while strictly voluntary, would be greatly appreciated and would help researchers gather important data. Survey results may be published. You may answer as many or as few of the questions as you would like.

If you agree to participate, please select the response that comes closest to your views for each question. There are no right or wrong answers to the questions, so please answer them as honestly as possible. If you have questions about this research or would like to be notified of the outcomes, please contact KnowledgePanel Management at 800-782-6899. If your question pertains to the research itself, KnowledgePanel will put you in touch with the researchers.

1. Is the earth's climate changing?

- a. Yes, I'm convinced.
- b. Probably Yes, but I'd like more evidence.
- c. Probably No, but more evidence could convince me.
- d. No, there isn't any solid evidence.

2. [If 'a' or 'b' to #1,]

Is climate change primarily because of human activity or natural causes?

- a. Human activity
- b. Natural causes

[If 'c' or 'd' to #1]

If climate change were real, would it more likely be primarily because of human activity or natural activity?

- a. Human activity
- b. Natural causes

3. [If 'a' or 'b' to #1]

How serious a threat is climate change? Which comes closer to your view?

- a. Climate change is a very serious threat.
- b. Climate change is a somewhat serious threat.
- c. Climate change is not that much of a threat.

d. Climate change is not a threat at all.

[if 'c' or 'd' to #1, skip to question 4]

4. How much have you heard about “cap and trade” as a policy to address climate change?
  - a. A great deal
  - b. Some
  - c. Very little
  - d. Nothing
  
5. How much have you heard about a “carbon tax” as a policy to address climate change?
  - a. A great deal
  - b. Some
  - c. Very little
  - d. Nothing
  
6. How much have you heard about a “clean energy standard” as a policy to address climate change?
  - a. A great deal
  - b. Some
  - c. Very little
  - d. Nothing
  
7. How much do you trust scientists to provide impartial and accurate findings on climate change?
  - a. A great deal
  - b. A fair amount
  - c. Just some
  - d. Very little
  
8. Which of the following statements comes closer to your point of view? (*Random order*)
  - a. Government regulation usually does more harm than good.
  - b. Government regulation is needed to protect consumers, workers or the environment.
  
9. Would you describe your political affiliation as
  - a. Democrat
  - b. Republican
  - c. Independent

10. [Randomize 3 variations, 10.1-3]

10.1 No message, skip to 11..

10.2 Message A.

Hurricane Sandy recently devastated homes on the New Jersey shore and flooded much of lower Manhattan. For Bill Smith, a NY fireman who lost his home to the storm, “This is a real wake-up call. For too long we’ve been burning fossil fuels without regard for the environment. Now climate change is here and it’s real. And Sandy is just a taste of what’s to come if we don’t change our ways. Lawmakers in Washington need to finally get serious about climate policy.”

To what extent do you agree with Mr. Smith that, “Sandy is just a taste of what’s to come if we don’t change our ways. Lawmakers in Washington need to finally get serious about climate policy.”

- a. Somewhat Agree
- b. Strongly Agree
- c. Neither agree nor disagree
- d. Somewhat Disagree
- e. Strongly Disagree

10.3 Message B.

Hurricane Sandy recently devastated homes on the New Jersey shore and flooded much of lower Manhattan. For Rob Jones, a NY policeman who lost his home to the storm, “This just shows what Mother Nature can do, but it’s one of the risks you accept if you live here. It’s part of the natural cycle of things. The worst thing we could do now is listen to the climate change alarmists who want to use every storm as an excuse for more regulation and more big government.”

To what extent to do you agree with Mr. Jones that, “The worst thing we could do now is listen to the climate change alarmists who want to use every storm as an excuse for more regulation and more big government.”

- a. Somewhat Agree
- b. Strongly Agree
- c. Neither agree nor disagree
- d. Somewhat Disagree
- e. Strongly Disagree

*Random order for #11 - #16; also for #11-16 randomize the order in which the responses appear (e.g. beginning with strongly support or beginning with strongly oppose).*

This intro paragraph remains on screen for #11-16:

Some people have discussed a number of climate policies as possible responses to climate change. Many of these policies aim to reduce emissions of greenhouse gases said to cause climate change. Carbon dioxide is the primary greenhouse gas and is emitted from power plants, factories, cars, trucks, and other sources that burn fossil fuels (e.g. coal, oil, and natural gas). Please indicate whether you would support or oppose each of the following, even if the cost of the policy will increase the price of energy for consumers.

11. Setting a limit on the total amount of greenhouse gases that American businesses can emit, but allowing businesses that can cut more to sell a credit to businesses that prefer to pay for the credit instead of cutting their own emissions.

Please indicate what comes closer to your point of view:

- a. Strongly support
- b. Somewhat support
- c. Neither support nor oppose
- d. Somewhat oppose
- e. Strongly oppose

12. Increasing taxes on all fossil fuels (gasoline, coal, and natural gas) to encourage conservation and use of alternative energy sources.

- a. Strongly support
- b. Somewhat support
- c. Neither support nor oppose
- d. Somewhat oppose
- e. Strongly oppose

13. Increasing taxes on all fossil fuels (gasoline, coal, and natural gas) to encourage conservation and use of alternative energy sources, but providing each person with a \$500 energy rebate on their tax return.

- a. Strongly support
- b. Somewhat support
- c. Neither support nor oppose
- d. Somewhat oppose
- e. Strongly oppose

14. Regulating greenhouse gas emissions from power plants and factories and requiring automakers to build more fuel-efficient cars, trucks, and other vehicles.

- a. Strongly support
- b. Somewhat support
- c. Neither support nor oppose
- d. Somewhat oppose
- e. Strongly oppose

15. Requiring electric utilities to produce a large amount of energy from low carbon sources such as wind, solar, natural gas and nuclear power.

- a. Strongly support
- b. Somewhat support
- c. Neither support nor oppose
- d. Somewhat oppose
- e. Strongly oppose

16. Which of the following comes closest to your view?

a. Because greenhouse gases are emitted by millions of small sources throughout the economy—such as cars, homes and small businesses—government policy should seek emissions reductions from all sources.

b. Because a small number of large sources—such as power plants and factories—emit the majority of U.S. greenhouse gas emissions, government policy should seek emissions reductions from those major sources.

17. Based on what you already know about climate change, are you or your family personally vulnerable to the potential effects, such as extreme weather (e.g. drought, floods, severe storms)?

- a. Very vulnerable
- b. Somewhat vulnerable
- c. Not very vulnerable
- d. Not at all vulnerable

18. Based on what you already know about climate-change policy, how vulnerable do you think you are personally to the potential costs, such as higher energy prices?

- a. Very vulnerable
- b. Somewhat vulnerable
- c. Not very vulnerable
- d. Not at all vulnerable

19. What is your primary source of news? (randomize, except 'other')

- a. Radio
- b. Newspaper
- c. Blogs
- d. Television
- e. Social media (Facebook, Twitter, Google+, etc)
- f. Other

20. When you watch television news, which outlet do you choose most often? (randomize except I do not watch tv news)

- a. ABC
- b. NBC
- c. CBS
- d. MSNBC
- f. Fox News
- g. Local TV news
- h. I do not watch television news