

Heatmap	February 15-20, 2023						
#5008 Launch Research							

1,000 Americans 18+

SCREENERS

QS3.	Are you: (n=1000)	
QOJ.	Are you. (11-1000)	
	A man	49
	A woman	50
	Neither / Non-binary	1
AS4.	What is your current age? (ages coded into breaks) (n=1000)	
	NET 18-34	30
	NET 35-49	24
	NET 50-64	25
	NET 65+	21
QS6.	Do you work in the media or politics? (n=1000)	
	Work in the media	0
	Work in politics	0
	No, do not work in media or politics	100
QS7B.	Are you registered to vote? (n=1000)	
	Yes	87
	No	13
QS9A.	Regardless of how you are registered to vote, do you consider yourself a: (n=1000)	
	Strong Democrat	13
	Democrat	23
	Strong Republican	12
	Republican	17
	Independent	26
	Other	2
	Don't know	6
QD28.	When it comes to political issues, do you generally consider yourself to be:	
	(n=1000)	
	Conservative	29
	Moderate	45
	Liberal	26

QS21.	For statistical purposes only, which of the following ethnic or racial groups best
	describes you? (n=1000)

White	62
Black or African American	16
Latino/a or Hispanic	16
Asian or Pacific Islander	7
Middle Eastern	0
Native American	3
Other	1
Prefer not to answer	0

QS25. Do you currently subscribe to any of the following online news platforms? (n=1000)

National or Local Newspapers (ex. New York Times, Wall Street Journal, Washington Post, Chicago Tribune, Dallas Morning News)	25
International Publications (ex. The Economist, The Financial Times, The Guardian)	11
Magazines (ex. Time, The Atlantic, The New Republic, The New Yorker)	14
Web-only Publications (ex. Politico, Slate, Salon, The Huffington Post, The Daily Beast)	14
Other	1
None of the above	65

QS26. Which of the following topics, if any, interests you? (*n*=1000)

Climate change and the environment	45
Finance	40
Politics	48
Science and technology	53
Sports	48
Other	5
None of the above	13

Asked among those who subscribe to online news platforms and are interested in climate change:

QS27. Would you consider paying to subscribe to a news platform that focuses on climate related news and analysis? (*n*=223)

Yes	76
No	24

ATMOSPHERICS

Below, you will see a list of environmental issues. For each one, please indicate how serious a problem you think it is to on a scale of 1 to 7, where 1 means it's not at all a problem and 7 means it's an extremely serious problem.

	1-Not at all a problem	2	3	4	5	6	7-An extremely serious problem	Don't know
Q1r1. Air pollution (n=1000)	1	1	6	9	17	22	40	2
Q1r2. Water pollution (n=1000)	1	1	5	9	18	22	41	2
Q1r3. Plastic pollution (n=1000)	2	3	4	9	16	23	41	3
Q1r4. Toxic waste (<i>n</i> =1000)	1	2	5	13	17	20	39	3
Q1r5. Climate change (n=1000)	7	5	5	10	12	15	44	2

Now, you will see a list of some potential barriers to finding renewable and sustainable solutions to address climate change in America. For each one, please tell me how serious a problem you think it is on a scale of 1 to 7, where 1 means it's not at all a problem and 7 means it's an extremely serious problem.

	1-Not at all a problem	2 3	4	5	6	7-An extremely serious problem	Don't know
Q2r1. Lobbyists and special interests have too much power in Washington (<i>n</i> =1000)	3	22	10	15	20	41	8
Q2r2. Big corporations have too much power in Washington (<i>n</i> =1000)	2	24	9	17	21	40	6
fQ2r3. Big corporations are standing in the way of government taking the action we need on climate change (<i>n</i> =1000)	6	56	11	17	17	30	8
Q2r4. Oil and gas corporations are standing in the way of government taking the action we need on climate change (<i>n</i> =1000)	6	66	13	14	17	30	7
Q2r5. The cost of living for American families keeps going up year after year, making it hard to prioritize converting to renewable energy alternatives (<i>n</i> =1000)	3	23	9	15	20	43	4
Q2r6. Extreme and unpredictable weather events like hurricanes and wildfires are getting worse and worse every year (<i>n</i> =1000)	3	46	13	17	19	33	4
Q2r7. Corporations are polluting our air and our water with no consequences (<i>n</i> =1000)	2	36	10	16	20	38	5

Q3. What are your attitudes towards climate change? (*n*=1000)

I am increasingly optimistic about climate change	28
I am increasingly pessimistic about climate change	47
I am not affected by climate change	24

How important do you think it is for each of the following entities to mitigate the effects of climate change?

	1-Not important at all	2	3	4	5-Very important	NET IMPORTANT	NET NOT IMPORTANT
Q4r1. United Nations (n=1000)	9	8	19	19	46	65	16
Q4r2. China (<i>n</i> =1000)	11	5	18	19	48	67	15
Q4r3. Russia (n=1000)	11	8	22	20	39	58	19
Q4r4. European Union (n=1000)	9	8	24	21	38	59	17
Q4r5. United States (<i>n</i> =1000)	6	5	16	18	56	74	10
Q4r6. The Biden administration (n=1000)	11	8	17	18	45	64	19
Q4r7. Large corporations (n=1000)	7	5	20	19	48	67	13
Q4r8. Non-profit organizations (<i>n</i> =1000)	10	8	27	23	33	56	18
Q4r9. Individual people (n=1000)	7	7	23	20	43	63	14

Q5. Which of the following entities is most likely to have a positive impact on the climate in the next 5 years? (n=1000)

The federal government	24
Big businesses and large corporations	32
Small businesses	8
Individuals	36

Q6. Many big businesses are making new commitments to fight climate change. When you see these promises, which of the following statements most accurately reflects what you think? (*n*=1000)

I believe these businesses are genuinely committed to combatting climate change
I believe these businesses are just keeping up appearances and won't stick to their promises

64

Q7. Do you think it is more important for big business and large corporations or small businesses to address climate change? (n=1000)

Big businesses and large corporations	35
Small businesses	7
It is equally important for both	58

PERSONAL BEHAVIORS

Which of the following things, if any, are you currently doing? Which, if any, would you want to do more of in the future?

		ln	
		the future,	
	Currently,		
	l	to	Neither
AQ8r1. Drive an electric vehicle (n=1000)	8	39	52
AQ8r2. Drive a hybrid vehicle (n=1000)	10	40	50
AQ8r3. Compost (n=1000)	25	31	44
AQ8r4. Power my home with solar panels (n=1000)	13	46	41
AQ8r5. Carry reusable water bottles (n=1000)	61	19	21
AQ8r6. Use reusable bags at the grocery store (<i>n</i> =1000)	63	20	17
AQ8r7. Recycle (n=1000)	71	16	13
AQ8r8. Follow climate-related news (n=1000)	48	20	32
AQ8r9. Use an electric stove instead of a gas stove (<i>n</i> =1000)	43	20	37
AQ8r10. Limit the amount of beef I eat (n=1000)	32	21	47
AQ8r11. Limit my consumption of all animal products (n=1000)	21	22	56
AQ8r12. Eat no meat (n=1000)	10	17	73
AQ8r13. Take public transport instead of driving (<i>n</i> =1000)	17	21	61
AQ8r14. Bike instead of driving (n=1000)	14	26	60
AQ8r15. Walk instead of driving (n=1000)	34	22	45
AQ8r16. Ride an e-bike instead of driving (n=1000)	13	24	63
AQ8r17. Use a heat pump in my home (n=1000)	19	23	58
AQ8r18. Limit my use of electronic devices (n=1000)	26	25	49
AQ8r19. Downsize my home (n=1000)	21	22	58
AQ8r20. Have fewer children than I might have otherwise (n=1000)	21	9	70
AQ8r21. Decide to have no children (n=1000)	20	10	69

Asked of those who currently drive an electric vehicle:

How long have you had an EV? (n=82) Q9.

Less than one year	36
1-3 years	32
4-5 years	18
More than 5 years	13

Asked among those who either currently drive an electric vehicle or want to do so in the future:

How likely are you to consider one of the following EV vehicles the next time you buy or lease a car?

	Very likely	Somewhat likely	Not very likely	Not likely at all	LIKELY	NOT LIKELY
Q11r1. EV sedan (n=477)	35	41	11	13	75	25
Q11r2. EV truck (<i>n</i> =477)	19	28	22	32	46	54
Q11r3. EV SUV (n=477)	37	42	11	10	79	21

Q14. Consider for a moment that you are deciding between two vehicles for purchase. One is a name-brand American-made electric vehicle. The other is a Chinese-made electric vehicle with very similar features and reviews, except it is \$5,000 cheaper. Hypothetically, which of the two would you choose? (n=1000)

The American-made vehicle	78
The Chinese-made vehicle	22

Q15. Has Elon Musk made you more or less likely to buy or lease a Tesla? (n=1000)

Much more likely	14
Somewhat more likely	12
No impact	45
Somewhat less likely	8
Much less likely	21

MORE LIKELY	26
LESS LIKELY	29

POLICY ATTITUDES

Q16. On the following list, please select the three things that you think are most important for the federal government to do to address climate change. (n=1000)

Implementing carbon taxes on businesses: decreasing the financial viability of high-emission practices by introducing a tax for every ton of greenhouse gas emitted.	49
Implementing caps to greenhouse gas emissions for businesses: introducing absolute limits on the amount of greenhouse gas a business can legally emit.	54
Implementing clean energy standards for businesses: a certain percentage of a company's energy must come from renewable sources.	68
Reaching international agreements to reduce greenhouse gas emissions nationally: pledges taken by nations in the form of an international treaty to reduce their greenhouse gas emissions at the national level, e.g. The Paris Agreement.	60
Investing in technologies that greatly reduce greenhouse gas emissions: this can be renewable energy like solar or wind power, or technologies like carbon capture which reduce the amount of carbon dioxide already in the atmosphere	69

Q17. How much, if anything, do you know about what is contained in the Inflation Reduction Act? (*n*=1000)

A great deal	10
Some things	27
Not much	34
Nothing at all	29
GREAT DEAL/SOME	37
NOT MUCH/NOTHING	63

To what extent were you aware of each of the following components of the IRA prior to taking this survey?

	I was fully aware	some	no
Q18r1. Clean Vehicle Credit: Maintains the existing \$7,500 consumer credit for the purchase of a qualified new clean vehicle, including electric vehicles, plug-in hybrids, and hydrogen fuel cell vehicles. (<i>n</i> =1000)	18	37	45
Q18r2. Credit for Residential Clean Energy: Extends 30% credit through 2032 for residential solar, wind, geothermal, and biomass fuel, and expands eligibility to battery storage technology. (<i>n</i> =1000)	16	34	50
Q18r3. Credit for Energy Efficiency Home Improvements: Extends 30% credit for energy efficiency home improvements through 2032. (<i>n</i> =1000)	16	40	44

Q19. Here are some items that will carry tax credits from the IRA if you purchase them this year. Which, if any, are you more likely to buy? (n=1000)

Heat pump (electric heat transfer system)	21
Solar panels	35
Electric vehicle	33
Weather proofing for your home	37
None of the above	32

Q21. Switching topics briefly- some people say the sanctions imposed on Russia cause higher energy costs for American families and should be lifted. Other people say sanctions are an effective way of punishing Russia and reducing its ability to wage war in Ukraine and should remain in place, even if it means American families are paying more for energy. Which do you agree with more, even if you don't agree with either one exactly? (n=1000)

Sanctions should remain in place, even if it means higher energy costs for families.	52
Sanctions should be lifted to reduce energy costs for families.	48

Asked of half:

To what extent do you agree with the following statements?

	Strongly S	Somewhat	Somewhat	Strongly		
	agree	agree	disagree	disagree	AGREE I	DISAGREE
Q22r1. Making sustainable consumer choices means some personal sacrifice (<i>n</i> =500)	27	53	12	8	80	20
Q22r2. I worry about what climate change means for my own home (<i>n</i> =500)	27	40	20	13	67	33
Q22r3. I worry about what climate change means for my kids (<i>n</i> =500)	40	29	17	14	69	31
Q22r4. I worry about what climate change means for me personally (<i>n</i> =500)	26	39	20	15	65	35

Asked of half:

Q23. Which of the following statements do you agree with most? (n=500)

We should roll out renewable energy slowly to ensure natural land or wild animals aren't harmed, even if it means taking longer to reduce greenhouse-gas-producing emissions	79
We should roll out renewable energy quickly to lower emissions as fast as possible, even if it means harming natural land or wild animals	21

Asked of other half:

Q24. Which, if any, of the following do you already have in your community? (n=500)

Wind turbines	18
Large scale solar panel farms	18
Rooftop solar panels	43
Nuclear power plant	11
Geo-thermal station	8
None	39

Asked of those who already have alternative power sources in their community:

Have the following been beneficial or harmful to your community?

	Beneficial	Harmful
Q25r1. Wind turbines (<i>n</i> =92)	81	19
Q25r2. Large scale solar panel farms (n=88)	88	12
Q25r3. Rooftop solar panels (n=214)	94	6
Q25r4. Nuclear power plant (n=55)	60	40
Q25r5. Geo-thermal station (n=42)	61	39

Asked of those who already have alternative power sources in their community:

To what extent do you agree with the following statements?

					DISAGREE
30	42	12	16	72	28
31	45	11	13	76	24
45	41	4	10	86	14
14	18	23	46	32	68
21	41	20	18	62	38
	30 31 45 14	agree agree 30 42 31 45 45 41 14 18	agree agree disagree 30 42 12 31 45 11 45 41 4 14 18 23	agree agree disagree disagree 30 42 12 16 31 45 11 13 45 41 4 10 14 18 23 46	30 42 12 16 72 31 45 11 13 76 45 41 4 10 86 14 18 23 46 32

Q27. Some scientists argue that it is possible to spray chemicals into our atmosphere that reflect small amounts of sunlight away from the planet, counteracting the negative effects of global warming. Others say this is a risky experiment and will not totally address the consequences of climate change. Do you think the government should conduct a major research program into the feasibility of this technique? (*n*=1000)

Yes	51
No	49

Q28. If the government knew that this technique was inexpensive, effective and lowrisk, would you support its widescale implementation? (*n*=1000)

Yes	67
No	33

Q30. Which of the following most reflects what you think will happen to energy prices as a result of switching to renewable energy? (*n*=1000)

LOWER

Raise significantly	22
Raise somewhat	26
Have no effect	18
Lower somewhat	24
Lower significantly	10
RAISE	48

33

PERSONAL IMPACT

Q31. To what extent have you been personally affected by climate change? (n=1000)

Very affected	14
Somewhat affected	37
Not very affected	28
Not affected at all	22
AFFECTED	50
NOT AFFECTED	50

Asked among those who said they have been very or somewhat affected by climate change:

Q32. How specifically were you affected by climate change? (n=501)

Mental health problems	30
Physical health problems	26
Reduced quality of life due to weather extremes	54
Property damage due to weather extremes	44
Other	3

Asked among those who said they have been very or somewhat affected by climate change in the form of physical health problems:

Q33. How specifically is climate change impacting your physical health? (n=131)

Health problems due to extreme temperatures	65
Health problems due to extreme weather	50
Health problems due to water quality	43
Health problems due to air quality	63
Other	1

Asked among those who said they have been very or somewhat affected by climate change in the form of mental health problems:

Q34. How specifically is climate change impacting your mental health? (n=153)

Anxiety and stress over future effects of climate change	63
Anxiety and stress over current effects of climate change	67
Depression	49
Loneliness and isolation	40
Coping behaviors such as alcohol use or substance abuse	18
PTSD	22
Other	0

Q35. How important a consideration is climate change in your decision about where to live? (n=1000)

Very important	27
Somewhat important	35
Not very important	20
Not important at all	18
IMPORTANT	62
NOT IMPORTANT	38

How at risk do you think the following areas are from climate change?

	High risk	Medium risk	Low risk	No risk
Q36r1. The Pacific Northwest (n=1000)	34	38	18	10
Q36r2. The Northeast (n=1000)	30	36	23	12
Q36r3. The Southwest (<i>n</i> =1000)	32	38	19	11
Q36r4. The West Coast (<i>n</i> =1000)	47	29	15	9
Q36r5. The East Coast (n=1000)	38	34	17	10
Q36r6. The South (<i>n</i> =1000)	38	34	18	10
Q36r7. The Midwest (n=1000)	27	37	24	12

Q37. Have you or someone in your immediate family been impacted by a serious climate related event like a hurricane, tornado, blizzard, or flash flood that resulted in either personal harm or property damage? (n=1000)

Yes	35
No	57
Don't know/refused	8

Asked of those who have personally experienced or have an immediate family member who has experienced a serious climate-related event resulting in personal harm or property damage:

Q38. Was the harm or damage covered by insurance? (n=352)

Yes	58
No	26
Don't know	16

DEMOGRAPHICS

QD1.	What is the last grade or level of school you have completed? (n=1000)	
	Less than high school diploma	2
	High school graduate	37
	Some college, but less than two years of college	13
	Some college, two years or more/A.A. degree	11
	Technical or trade school	3
	College graduate/bachelor's degree/B.A./B.S.	22
	Master's or professional degree (MBA, law, Ph.D, etc.)	12
QD2.	What is your current marital status? Are you: (n=1000)	
	Married	49
	Separated/divorced	11
	Widowed	4
	Not married, living with partner	10
	Never married/single	26
QD3a.	Do you have children age 18 or under living with you at home? Please include children living with you part time. $(n=1000)$	
	Yes	35
	No	65
QD6.	Are you currently: (n=1000)	
	Employed full time	42
	Employed part time	11
	Not employed but looking for work	9
	Not employed and not looking for work	6
	Full-time parent or caregiver	5
	A student	3
	Retired and not working at all	22
	Retired and working at least part time	2
QD9b.	What best describes your personal housing situation? (n=1000)	
	You rent	28
	You or your spouse own your home	55
	Someone else in your family other than a spouse owns the home you live in	14
	Other	2
QD11a.	What is your religious preference? (n=1000)	
	Catholic	24
	Protestant	18
	Mormon	1
	Other form of Christianity not mentioned above	17
	Jewish	2
	Muslim	2
	Another religion	5
	None/not religious	24
	Prefer not to answer	6

QD11b. What is your religion? (*n*=1000)

Mormon/LDS/Latter Day Saints	1
Catholic	23
A.M.E African Methodist Episcopal	0
Episcopalian	1
Lutheran	3
Methodist	3
Presbyterian	4
Unitarian	0
United Church of Christ	3
Disciple of Christ	0
Baptist	11
Pentecostal	4
Evangelical	3
Christian Scientist	1
Other Christian	6
Muslim/Islam	2
Jewish	2
Other non-Christian	2
None	24
Prefer not to answer	6

Asked of Christians:

QD12. Do you consider yourself an evangelical or born-again Christian? (*n*=740)

Yes - evangelical	16
Yes - born again	31
No	51
Prefer not to answer	6

QD13. How often do you attend religious services? (n=1000)

Twice a week or more	5
Every week	22
Once or twice a month	8
Several times a year	13
Rarely or never	47
Prefer not to answer	5

QD14. For statistical purposes only, we need to know your total family income 2022. Will you please indicate which of the following categories best represents your total family income? (*n*=1000)

Less than \$15,000	10
\$15,000 to less than \$30,000	12
\$30,000 to less than \$40,000	8
\$40,000 to less than \$50,000	6
\$50,000 to less than \$60,000	9
\$60,000 to less than \$75,000	9
\$75,000 to less than \$100,000	11
\$100,000 to less than \$150,000	21
\$150,000 to less than \$250,000	8
\$250,000 or more	3
Unsure / Prefer not to answer	4

QS10. Did you happen to vote in the November 2020 election for President between Republican Donald Trump and Democrat Joe Biden? (n=1000)

Yes, voted in 2020	74
No, did not vote in 2020	20
Too young to vote in 2020	2
Don't remember	4

Asked of those who voted in the 2020 General Election for President:

QD29. In the November 2020 General Election for President, did you vote for... (*n*=742)

Democrat Joe Biden	52
Republican Donald Trump	44
Someone else	4