

# THE NEW YORK CITY GLOBAL WARMING SURVEY

This study was designed and funded by the Center for Research on Environmental Decisions (CRED) at Columbia University, the Yale Project on Climate Change at Yale University, and the Center for Energy, Marine Transportation, and Public Policy at Columbia University.

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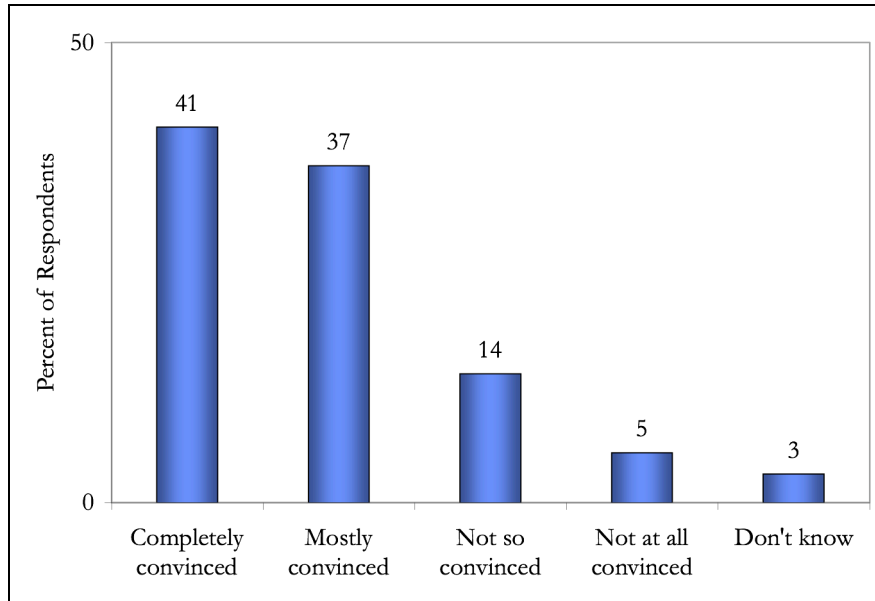
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## SURVEY RESULTS

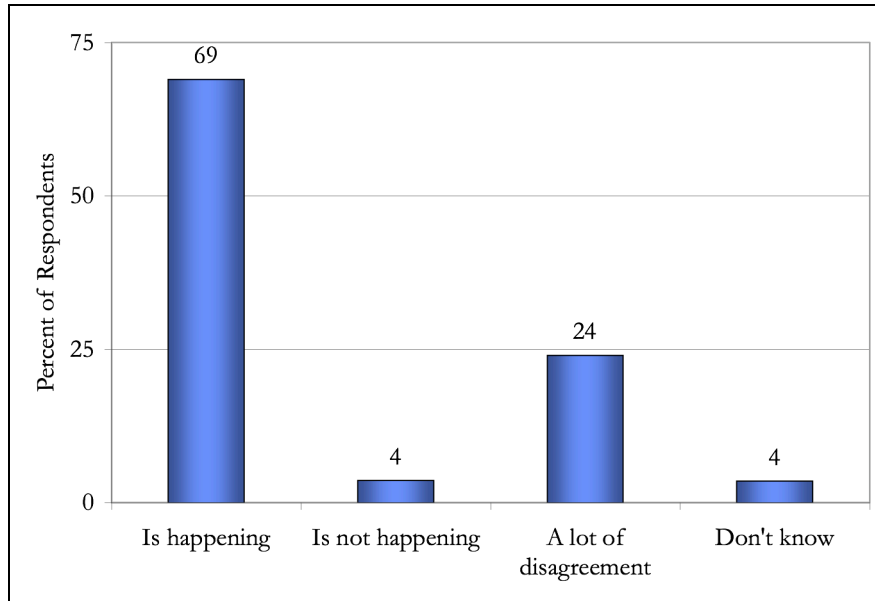
**Figure 1: Personally Convinced**

“How convinced are you that global warming is happening -- would you say you are completely convinced, mostly convinced, not so convinced, or not at all convinced?”



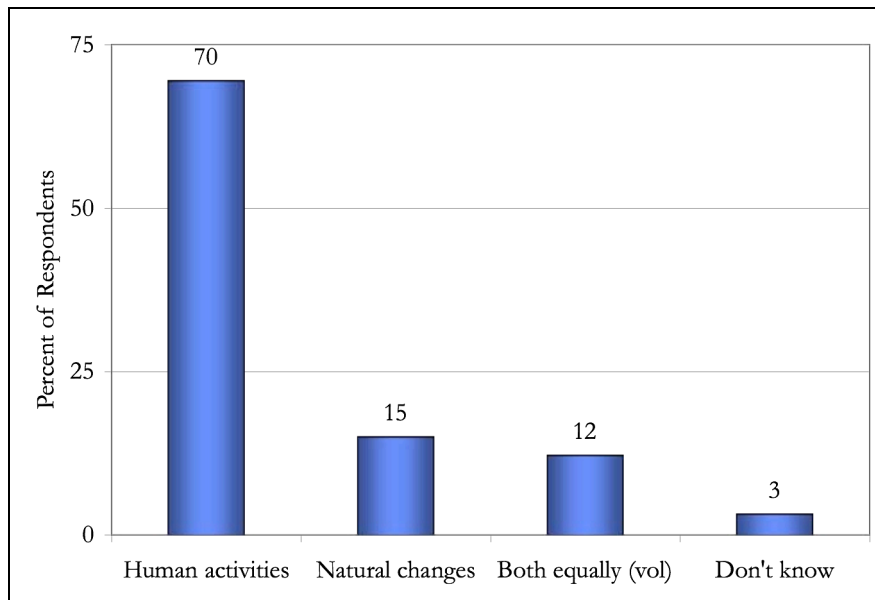
**Figure 2: Scientific Consensus**

“Which comes closer to your own view -- most scientists think global warming is happening, (or) most scientists think global warming is not happening, or there is a lot of disagreement among scientists about whether or not global warming is happening?”  
*(asked of those respondents who were mostly or completely convinced global warming is happening)*



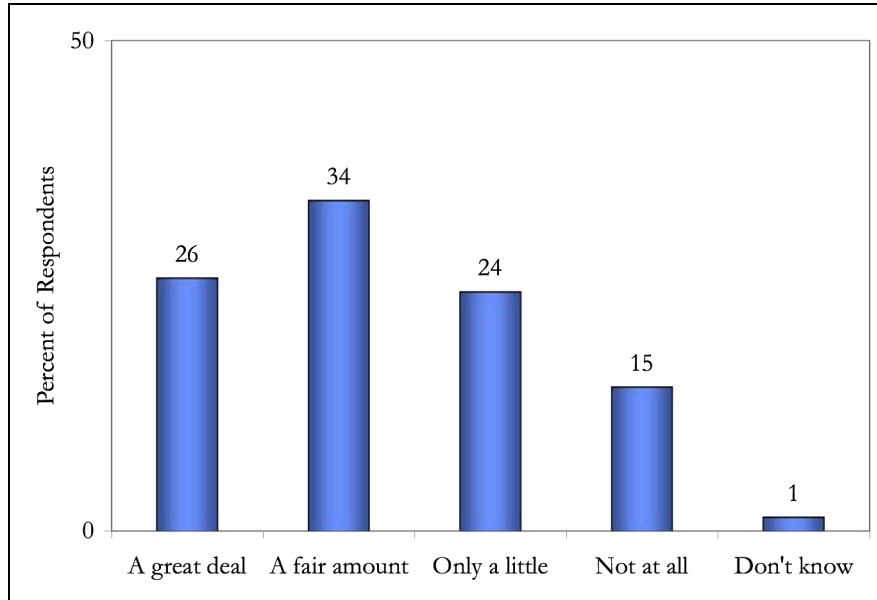
**Figure 3: Cause of Global Warming**

“If global warming is happening, do you think it is -- caused mostly by human activities (or) caused mostly by natural changes in the environment?”  
*(asked of those respondents who were mostly or completely convinced global warming is happening)*



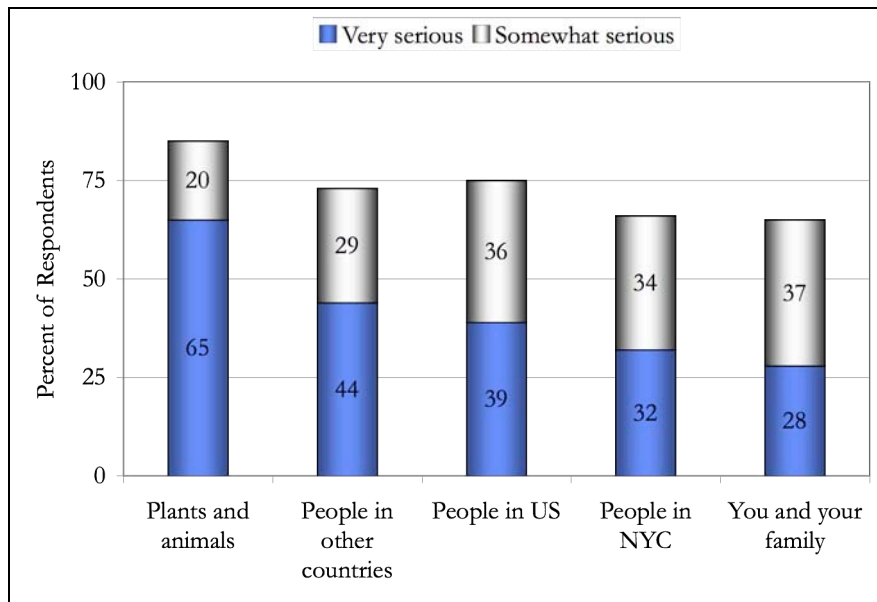
**Figure 4: Worry**

“How much do you personally worry about global warming – a great deal, a fair amount, only a little, or not at all?”



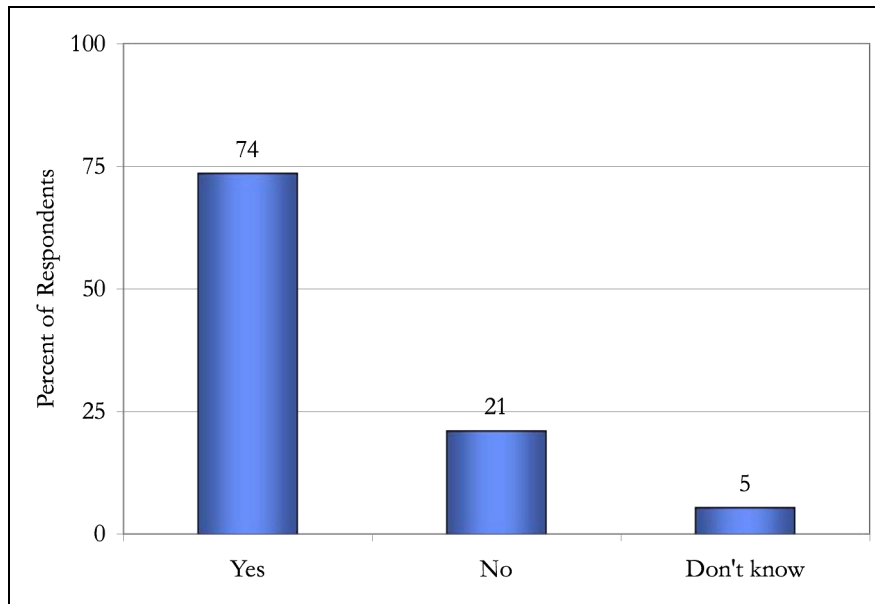
**Figure 5: Seriousness and Geography of Impacts**

“How serious of a threat is global warming to -- [ITEMS READ IN ORDER] -- very serious, somewhat serious, not very serious, or not at all serious?”



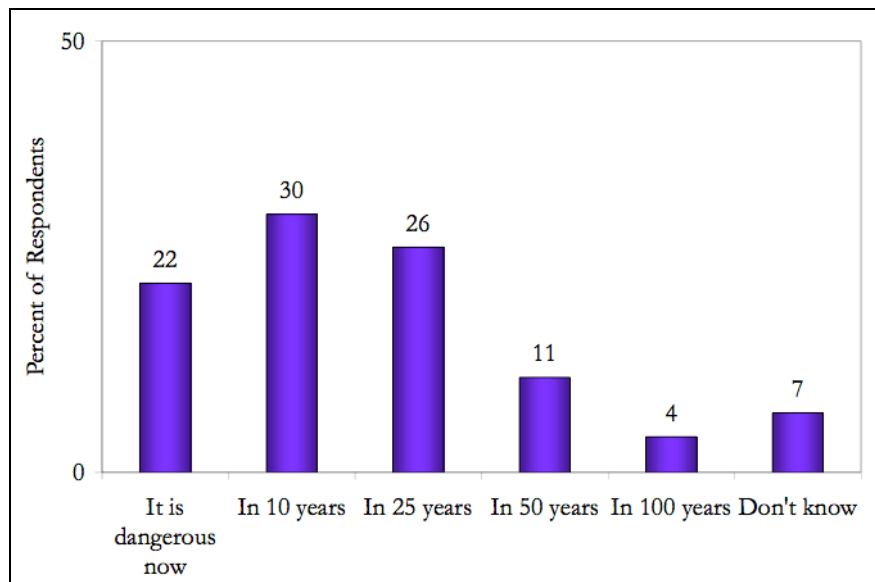
**Figure 6: Dangerous Impacts on New York City**

“Do you think global warming will have dangerous impacts on people in New York City or not?”



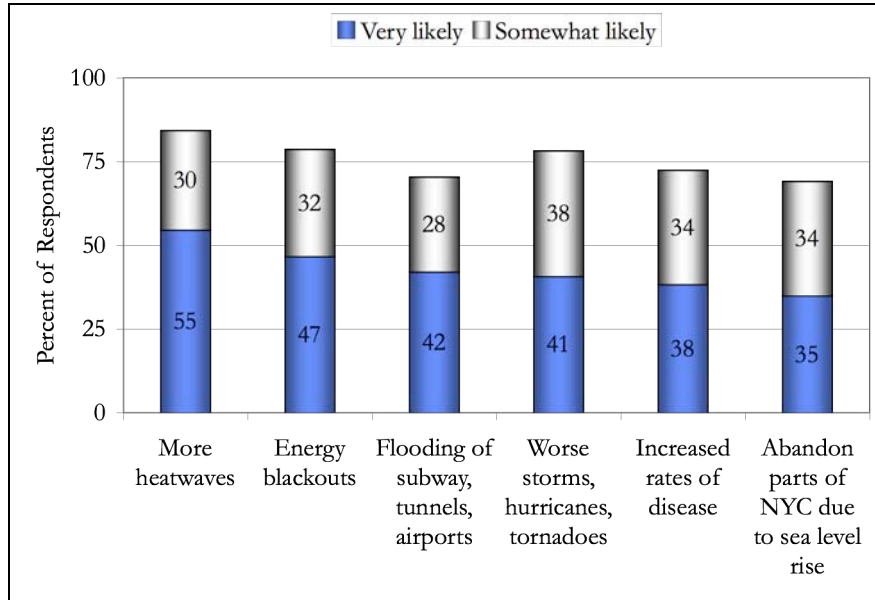
**Figure 7: Timing of Impacts**

“When do you think these dangerous impacts will start to occur in New York City?”



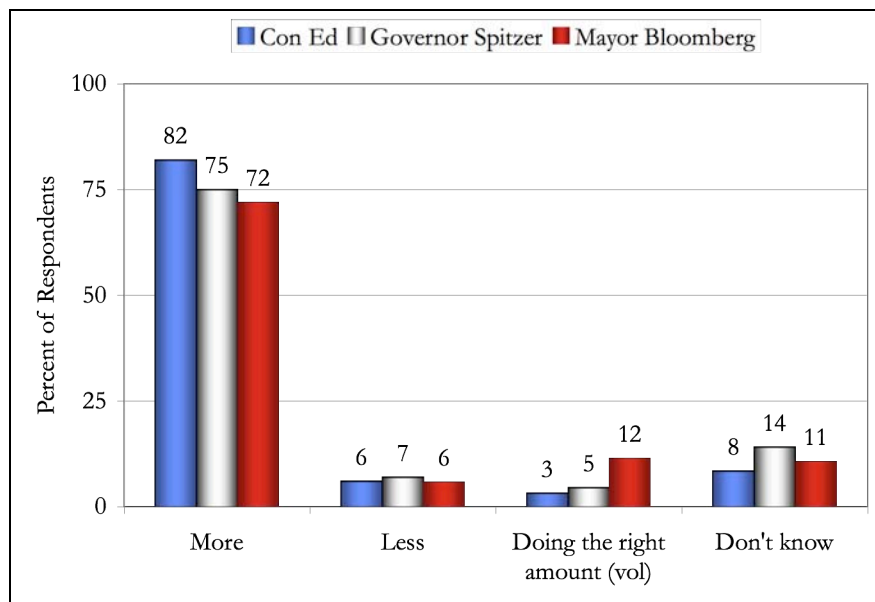
**Figure 8: Likelihood of Impacts on New York City**

“In New York City, how likely do you think it is that each of the following will occur during the next 50 years due to global warming?”



**Figure 9: Addressing Global Warming**

“For each of the following, please tell me what you think about how this person or company is addressing global warming. Do you think [RANDOM ORDER] should be doing more or less to address global warming? How about...?”



## Policy Preferences

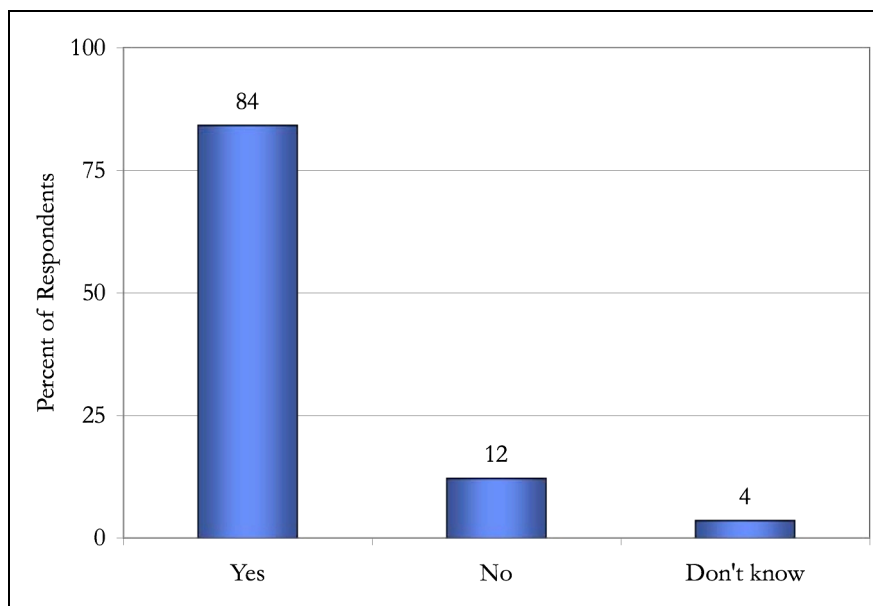
“Some people say that New York City should act to reduce global warming, while others say the city should have different priorities. Please tell me what you think about each of the following policies.

Would you strongly support, moderately support, moderately oppose, or strongly oppose this?

First/Next...”[RANDOMIZED LIST]

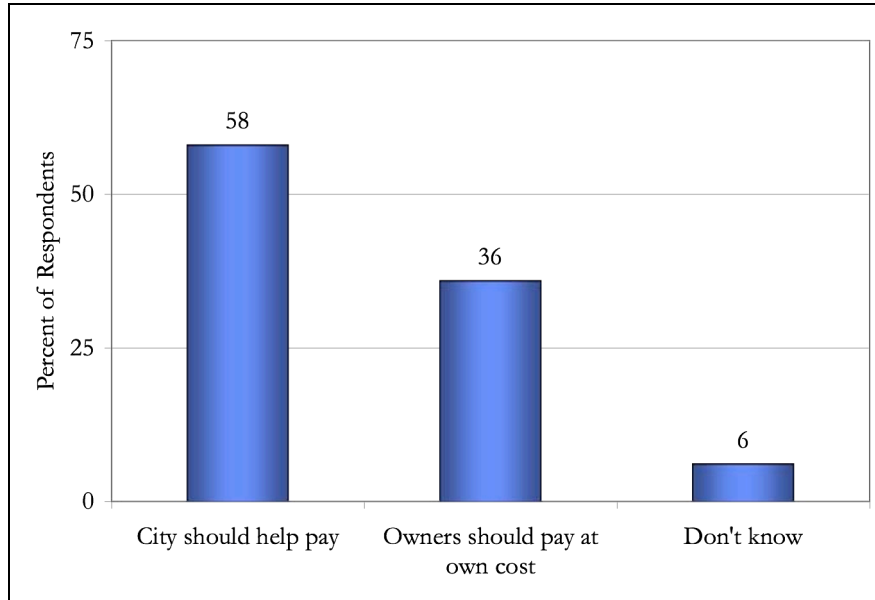
**Figure 10: Require Existing Buildings to be More Energy Efficiency**

“Most of New York City’s greenhouse gas emissions come from the energy used to heat, cool, and provide electricity for buildings. Do you think the City of New York should REQUIRE owners of existing buildings to make their buildings more energy efficient or not?”



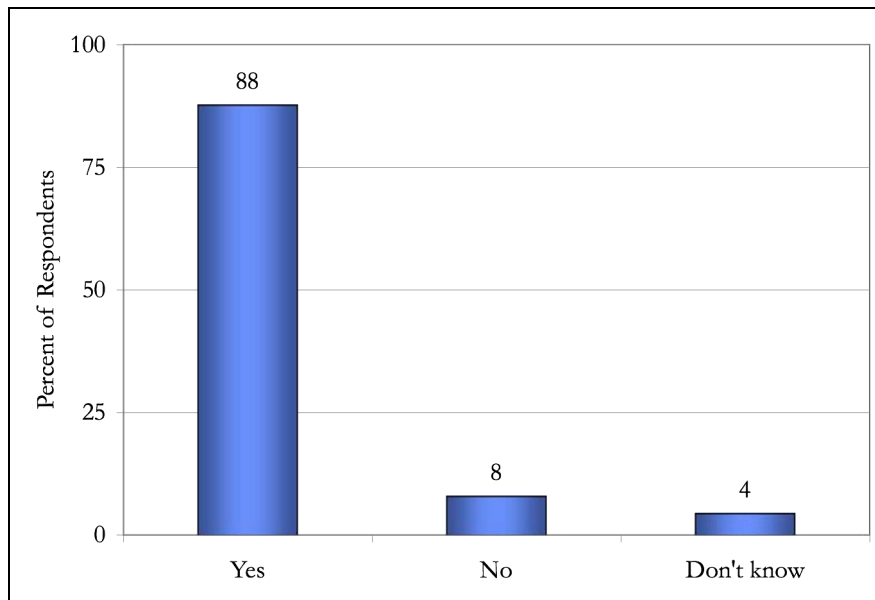
**Figure 11: City Help for Owners of Existing Buildings**

“Should the city of New York help pay to make existing buildings more energy efficient or require owners to do it at their own expense?”



**Figure 12: Require New Buildings to be More Energy Efficiency**

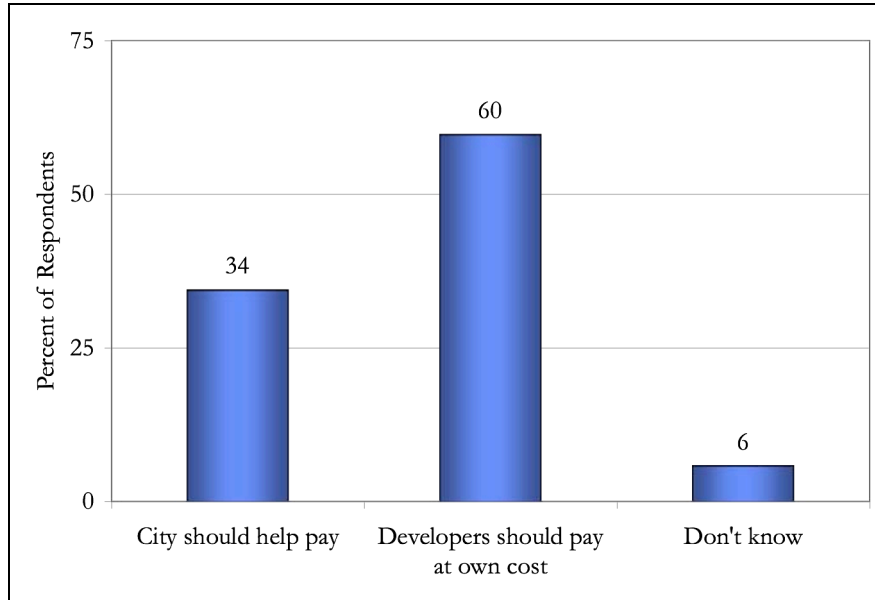
What about for new buildings? Do you think the City of New York should REQUIRE developers of new buildings to make their buildings more energy efficient than is required under the existing building code or not?





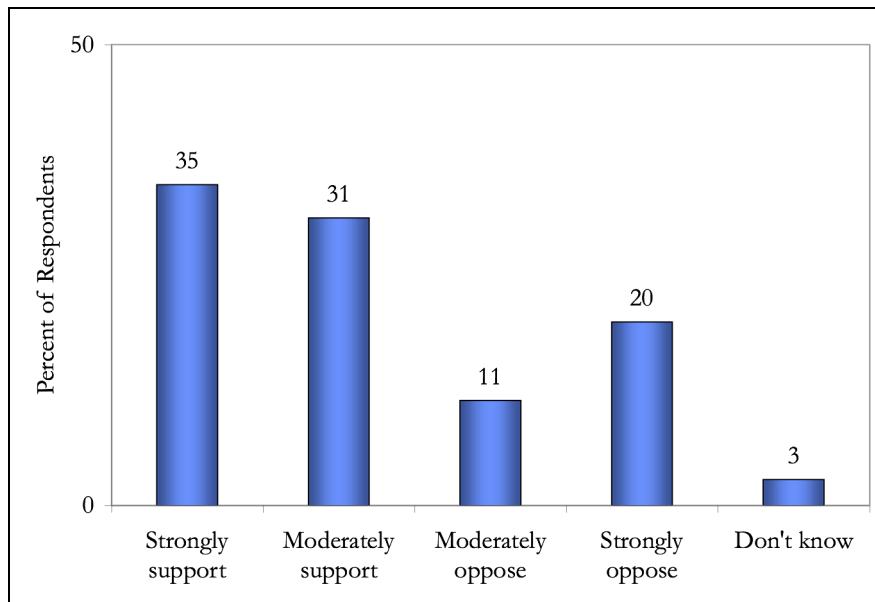
**Figure 13: City Help for Developers of New Buildings**

“Should the city of New York help pay to make new buildings more energy efficient or require developers to do it at their own expense?”



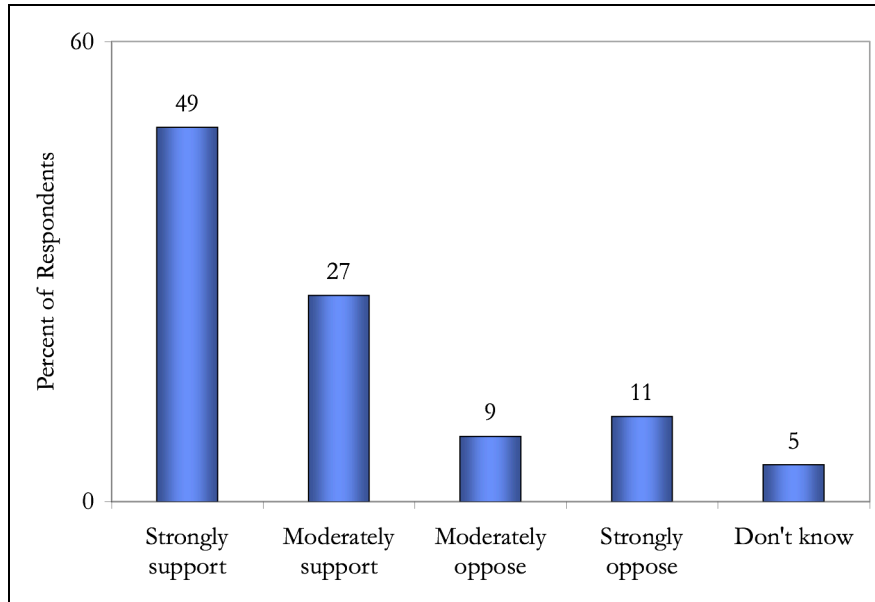
**Figure 14: Special Fund for Energy Efficiency in Buildings**

“A \$2.50 surcharge on the average household’s monthly electric bill for a special fund to help make buildings more energy efficient and teach New Yorkers how to reduce their energy use.”



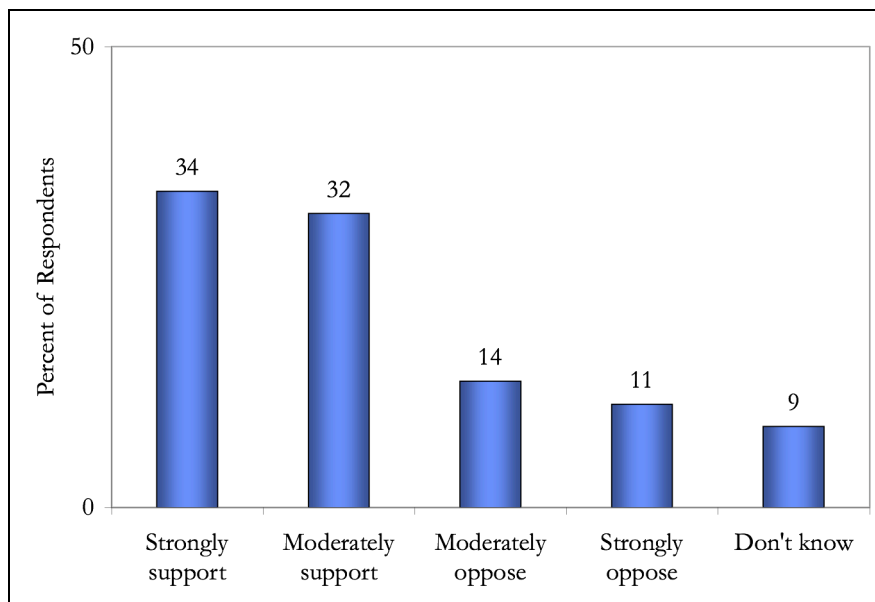
**Figure 15: Energy Efficiency Subsidy for Building Owners**

“A subsidy to encourage building owners to replace old furnaces, water heaters, air conditioners, light bulbs, and insulation. This subsidy would cost the average household \$5 a month in higher taxes. Those buildings that took advantage of the program would save money on their utility bills.”



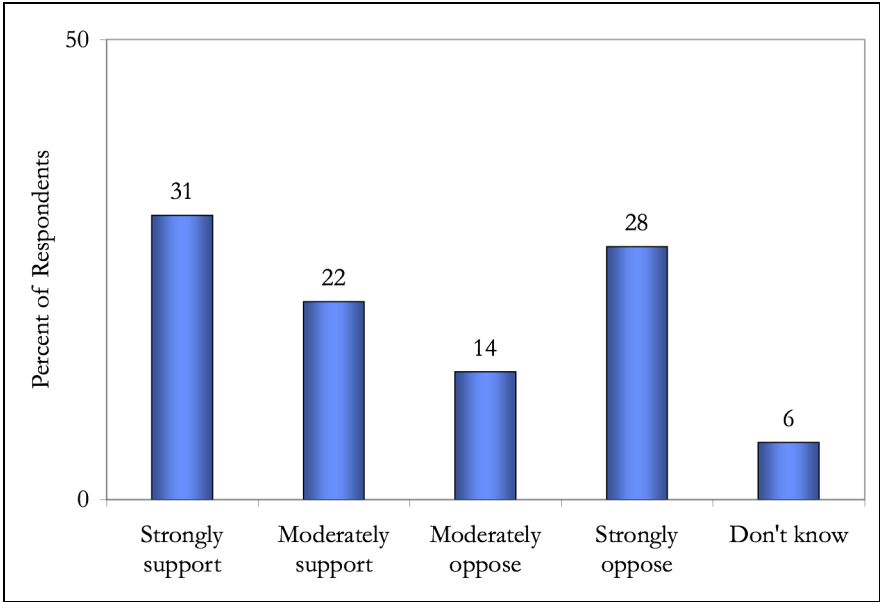
**Figure 16: Solar Panels on City-Owned Buildings**

“Installation of solar panels on city-owned buildings, even if the electricity generated is significantly more expensive than what city government normally pays for its electricity.”



**Figure 17: Congestion Pricing**

“An \$8 fee on all motorists entering Manhattan below 86<sup>th</sup> street between 6 am and 6 pm to reduce traffic in lower Manhattan. The city will use the revenue to improve the subway, train, and bus systems.”

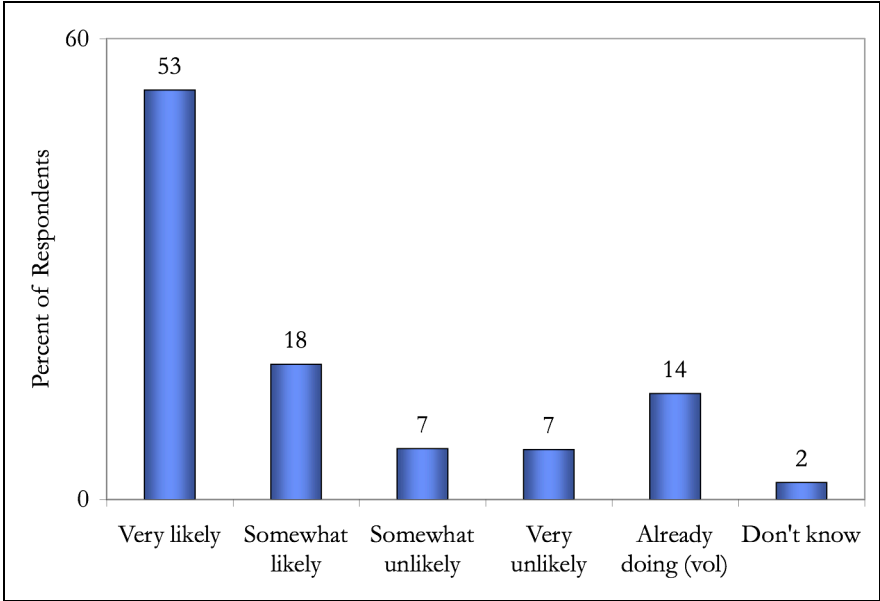


# Individual Behaviors

“Please tell me how likely you are to take each of the following actions to reduce your own greenhouse gas emissions. Do you think you are very likely, somewhat likely, somewhat unlikely or very unlikely to...? [RANDOMIZE]

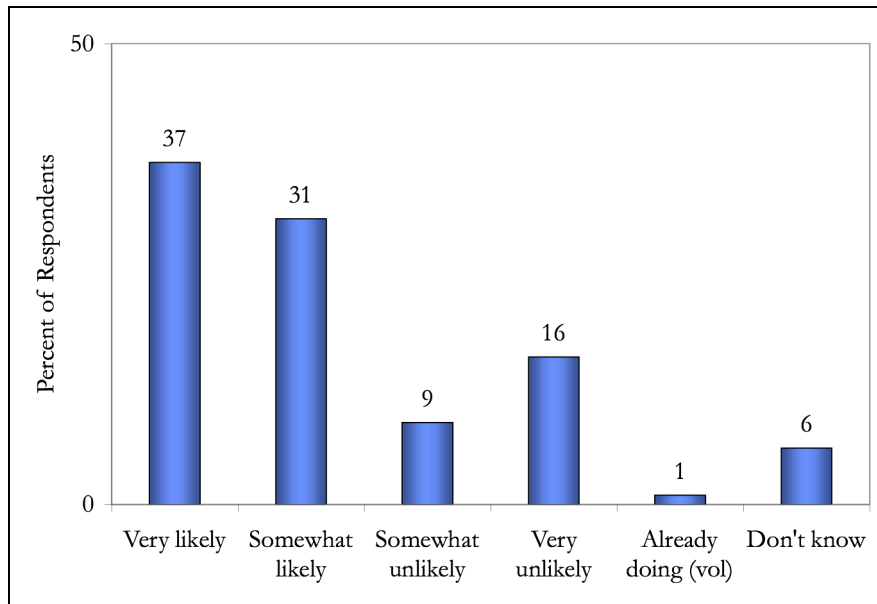
**Figure 18: Buy Compact Fluorescent Light Bulbs**

“Buy compact fluorescent light bulbs.”



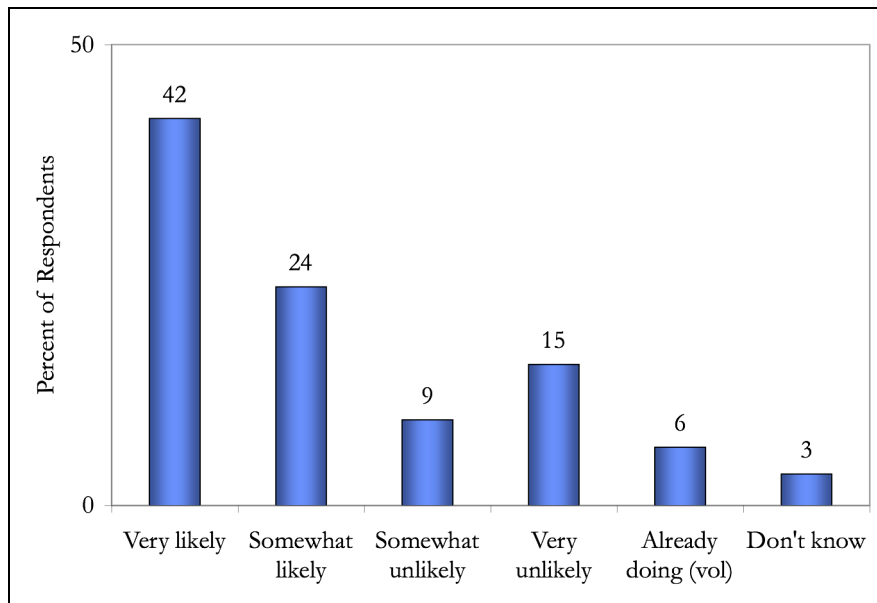
**Figure 19: Pay More for Green Energy**

Spend \$5 more a month for electricity produced from renewable energy sources, like wind or solar.



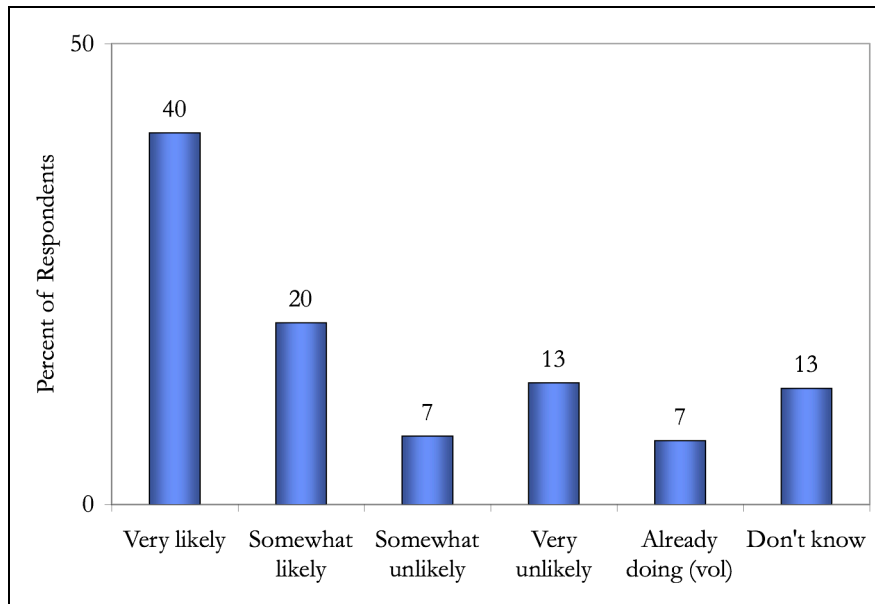
**Figure 20: Use Less Air Conditioning in the Summer**

“Use less air conditioning in the summer.”



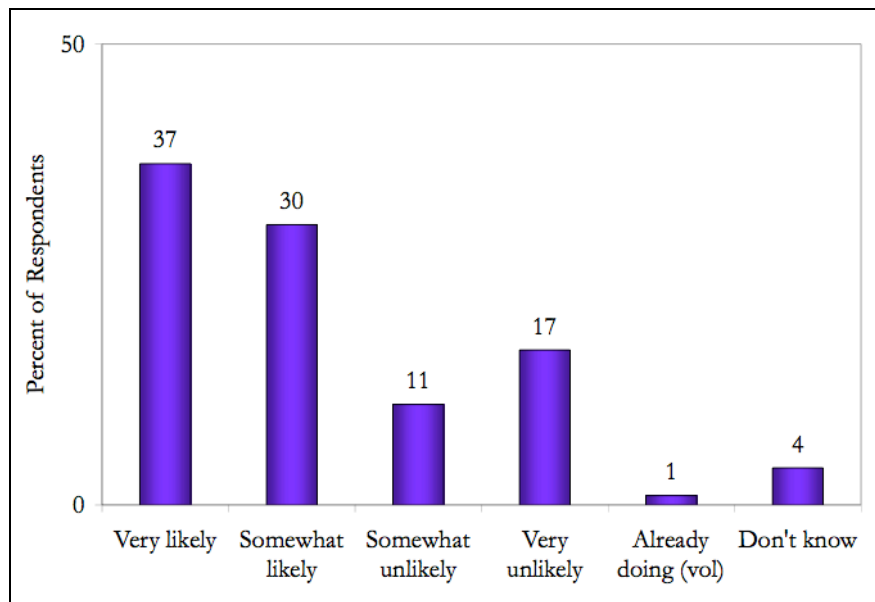
**Figure 21: Turn Down Your Thermostat in the Winter**

“Turn down your thermostat in the winter.”



**Figure 22: Contact Politicians**

“Make your views on global warming clear to politicians. [For example by writing letters, telephoning, sending e-mails, or signing petitions]”



## Methodology

The New York City Global Warming Survey was designed and funded by the Center for Research on Environmental Decisions (CRED) at Columbia University, the Yale Project on Climate Change at Yale University, and the Center for Energy, Marine Transportation, and Public Policy at Columbia University.<sup>1</sup> The survey was conducted by Princeton Survey Research International. Telephone interviews were conducted in English and Spanish by Princeton Data Source, LLC from November 28 to December 16, 2007 with a representative sample of 1,000 adults living in New York City households. The AAPOR response rate was 23%. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 3.7\%$ .

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