

PolicyInteractive

Environmental Life Choices Survey Results (November 2015)

NOTE: Survey questions sometimes vary between the pro-environmental sample and general public sample. Variations in question wording is noted by “[PE]” for pro-environmental and “[GP]” for general public at the end of question. If there is no notation, both sample received the same question wording.

Q2. In what year were you born? [Age calculated from year, then binned]

		sample	
		Pro-environmental	General Public
18-24	Count	59	20
	% within sample	22.4%	8.3%
25-34	Count	118	89
	% within sample	44.9%	37.1%
35-44	Count	45	60
	% within sample	17.1%	25.0%
45-54	Count	23	33
	% within sample	8.7%	13.8%
55-64	Count	10	27
	% within sample	3.8%	11.3%
65-74	Count	4	10
	% within sample	1.5%	4.2%
75+	Count	4	1
	% within sample	1.5%	0.4%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q3. Which gender/sex do you most identify with? [PE]

Q3. What is your gender? [GP]

		sample	
		Pro-environmental	General Public
Female	Count	133	110
	% within sample	50.6%	45.8%
Male	Count	122	130
	% within sample	46.4%	54.2%
Other	Count	3	0

	% within sample	1.1%	0.0%
Prefer not to answer	Count	5	0
	% within sample	1.9%	0.0%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q4. In general, have you enjoyed and/or excelled at any of the skills, hobbies, or classes listed below? [Stem for following five questions]

Q4.1 Have you enjoyed and/or excelled at mathematics?

		sample	
		Pro-environmental	General Public
Definitely No	Count	43	55
	% within sample	16.3%	22.9%
Lean Toward No	Count	41	36
	% within sample	15.6%	15.0%
Neutral	Count	32	37
	% within sample	12.2%	15.4%
Lean Toward Yes	Count	82	58
	% within sample	31.2%	24.2%
Definitely Yes	Count	65	54
	% within sample	24.7%	22.5%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q4.2 Have you enjoyed and/or excelled at natural sciences (e.g., biology)?

		sample	
		Pro-environmental	General Public
Definitely No	Count	9	27
	% within sample	3.4%	11.3%
Lean Toward No	Count	22	42
	% within sample	8.4%	17.5%
Neutral	Count	33	42
	% within sample	12.5%	17.5%
Lean Toward Yes	Count	91	80
	% within sample	34.6%	33.3%
Definitely Yes	Count	108	49
	% within sample	41.1%	20.4%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q4.3 Have you enjoyed and/or excelled at auto mechanics?

		sample	
		Pro-environmental	General Public
Definitely No	Count	105	107
	% within sample	40.7%	45.3%
Lean Toward No	Count	58	55
	% within sample	22.5%	23.3%
Neutral	Count	51	29
	% within sample	19.8%	12.3%
Lean Toward Yes	Count	25	21
	% within sample	9.7%	8.9%
Definitely Yes	Count	19	24
	% within sample	7.4%	10.2%
Total	Count	258	236
	% within sample	100.0%	100.0%

Q4.4 Have you enjoyed and/or excelled at electronics?

		sample	
		Pro-environmental	General Public
Definitely No	Count	56	49
	% within sample	21.4%	20.7%
Lean Toward No	Count	61	46
	% within sample	23.3%	19.4%
Neutral	Count	41	37
	% within sample	15.6%	15.6%
Lean Toward Yes	Count	71	56
	% within sample	27.1%	23.6%
Definitely Yes	Count	33	49
	% within sample	12.6%	20.7%
Total	Count	262	237
	% within sample	100.0%	100.0%

Q4.5 Have you enjoyed and/or excelled at computer science?

		sample	
		Pro-environmental	General Public
Definitely No	Count	52	29
	% within sample	19.8%	12.1%
Lean Toward No	Count	34	41

	% within sample	13.0%	17.2%
Neutral	Count	66	48
	% within sample	25.2%	20.1%
Lean Toward Yes	Count	74	62
	% within sample	28.2%	25.9%
Definitely Yes	Count	36	59
	% within sample	13.7%	24.7%
Total	Count	262	239
	% within sample	100.0%	100.0%

Q5. When you think of everyday tools and devices, what do you prefer?

		sample	
		Pro-environmental	General Public
1- I prefer products that have been around a while (tried-and-true, mechanically simple).	Count	35	17
	% within sample	13.3%	7.1%
2	Count	68	52
	% within sample	25.9%	21.7%
3	Count	100	76
	% within sample	38.0%	31.7%
4	Count	47	75
	% within sample	17.9%	31.3%
5- I prefer products that are the newest technology (computerized, cutting edge).	Count	13	20
	% within sample	4.9%	8.3%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q6. In thinking about how you most often make decisions in your life, where would you place yourself on this scale?

		sample	
		Pro-environmental	General Public
1- I almost always follow my heart or my gut instinct (INSTINCTUAL).	Count	5	12
	% within sample	1.9%	5.0%
2	Count	41	29
	% within sample	15.6%	12.1%
3	Count	72	61
	% within sample	27.4%	25.4%
4	Count	89	82
	% within sample	33.8%	34.2%

5- I almost always weigh all options logically and carefully (LOGICAL).	Count	56	56
	% within sample	21.3%	23.3%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q7. Where would you place yourself on this scale? (If you are not American, then how patriotic are you for your own country?)

		sample	
		Pro-environmental	General Public
1- Very patriotic; most strongly identify with being a U.S. citizen	Count	16	82
	% within sample	6.1%	34.2%
2	Count	40	57
	% within sample	15.2%	23.8%
3	Count	57	49
	% within sample	21.7%	20.4%
4	Count	78	36
	% within sample	29.7%	15.0%
5- Not patriotic at all; most strongly identify with being a global citizen	Count	72	16
	% within sample	27.4%	6.7%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q8. Here we briefly describe three people. Please read each description and think about how much each person is or is not like you. [Stem used for next three statements]

Q8.1. Sue thinks it is important that every person in the world be treated equally. She believes everyone should have equal opportunities in life.

		sample	
		Pro-environmental	General Public
1- Very much like me	Count	129	78
	% within sample	49.0%	32.5%
2- Like me	Count	98	57
	% within sample	37.3%	23.8%
3- Somewhat like me	Count	25	40
	% within sample	9.5%	16.7%
4- A little like me	Count	7	36
	% within sample	2.7%	15.0%
5- Not like me	Count	2	19
	% within sample	0.8%	7.9%
6- Not at all like me	Count	2	10
	% within sample	0.8%	4.2%

Total	Count	263	240
	% within sample	100.0%	100.0%

Q8.2. It is important to Philippe to listen to people who are different from him. Even when he disagrees with them, he still wants to understand them.

		sample	
		Pro-environmental	General Public
1- Very much like me	Count	85	51
	% within sample	32.3%	21.3%
2- Like me	Count	106	68
	% within sample	40.3%	28.3%
3- Somewhat like me	Count	50	45
	% within sample	19.0%	18.8%
4- A little like me	Count	18	44
	% within sample	6.8%	18.3%
5- Not like me	Count	4	22
	% within sample	1.5%	9.2%
6- Not at all like me	Count	0	10
	% within sample	0.0%	4.2%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q8.3. Tyra strongly believes that people should care for nature. Looking after the environment is important to her.

		sample	
		Pro-environmental	General Public
1- Very much like me	Count	159	68
	% within sample	60.5%	28.3%
2- Like me	Count	82	48
	% within sample	31.2%	20.0%
3- Somewhat like me	Count	22	47
	% within sample	8.4%	19.6%
4- A little like me	Count	0	44
	% within sample	0.0%	18.3%
5- Not like me	Count	0	22
	% within sample	0.0%	9.2%
6- Not at all like me	Count	0	11
	% within sample	0.0%	4.6%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q9.1 Would you say you are considered eccentric and/or unconventional by co-workers?

		sample	
		Pro-environmental	General Public
1- No, I don't think so	Count	35	68
	% within sample	13.6%	29.4%
2- Maybe a little bit	Count	73	57
	% within sample	28.4%	24.7%
3- Probably by some	Count	94	68
	% within sample	36.6%	29.4%
4- Yes, most likely by most or all	Count	55	38
	% within sample	21.4%	16.5%
Total	Count	257	231
	% within sample	100.0%	100.0%

Q9.2 Would you say you are considered eccentric and/or unconventional by acquaintances?

		sample	
		Pro-environmental	General Public
1- No, I don't think so	Count	34	65
	% within sample	13.0%	27.2%
2- Maybe a little bit	Count	64	59
	% within sample	24.5%	24.7%
3- Probably by some	Count	115	71
	% within sample	44.1%	29.7%
4- Yes, most likely by most or all	Count	48	44
	% within sample	18.4%	18.4%
Total	Count	261	239
	% within sample	100.0%	100.0%

Q9.3 Would you say you are considered eccentric and/or unconventional by your close relatives (like parents and siblings)?

		sample	
		Pro-environmental	General Public
1- No, I don't think so	Count	30	59
	% within sample	11.5%	24.9%
2- Maybe a little bit	Count	67	54
	% within sample	25.8%	22.8%
3- Probably by some	Count	74	58
	% within sample	28.5%	24.5%

4- Yes, most likely by most or all	Count	89	66
	% within sample	34.2%	27.8%
Total	Count	260	237
	% within sample	100.0%	100.0%

Q10. How much do you disagree or agree with the following statements? [Stem used for the next five statements]

Q10.1 I avoid recreational shopping.

		sample	
		Pro-environmental	General Public
Strongly Disagree	Count	12	30
	% within sample	4.6%	12.5%
Lean Toward Disagree	Count	46	66
	% within sample	17.5%	27.5%
Neither Agree nor Disagree	Count	30	34
	% within sample	11.4%	14.2%
Lean Toward Agree	Count	69	66
	% within sample	26.2%	27.5%
Strongly Agree	Count	106	44
	% within sample	40.3%	18.3%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q10.2 I am somewhat envious of people who make more money than I do.

		sample	
		Pro-environmental	General Public
Strongly Disagree	Count	29	51
	% within sample	11.0%	21.3%
Lean Toward Disagree	Count	55	33
	% within sample	20.9%	13.8%
Neither Agree nor Disagree	Count	47	36
	% within sample	17.9%	15.0%
Lean Toward Agree	Count	112	95
	% within sample	42.6%	39.6%
Strongly Agree	Count	20	25
	% within sample	7.6%	10.4%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q10.3 I admire people when they fly overseas for vacation.

		sample	
		Pro-environmental	General Public
Strongly Disagree	Count	35	56
	% within sample	13.4%	23.3%
Lean Toward Disagree	Count	33	40
	% within sample	12.6%	16.7%
Neither Agree nor Disagree	Count	97	55
	% within sample	37.0%	22.9%
Lean Toward Agree	Count	66	62
	% within sample	25.2%	25.8%
Strongly Agree	Count	31	27
	% within sample	11.8%	11.3%
Total	Count	262	240
	% within sample	100.0%	100.0%

Q10.4 I would feel a bit embarrassed to own a brand new car, even if it were electric.

		sample	
		Pro-environmental	General Public
Strongly Disagree	Count	55	107
	% within sample	21.4%	44.6%
Lean Toward Disagree	Count	52	55
	% within sample	20.2%	22.9%
Neither Agree nor Disagree	Count	44	32
	% within sample	17.1%	13.3%
Lean Toward Agree	Count	63	38
	% within sample	24.5%	15.8%
Strongly Agree	Count	43	8
	% within sample	16.7%	3.3%
Total	Count	257	240
	% within sample	100.0%	100.0%

Q11. On average, during a TYPICAL WEEK, how many times do you buy a beverage at a café, restaurant, or bar?

		sample	
		Pro-environmental	General Public
None or less than weekly	Count	99	99
	% within sample	37.6%	41.3%

1-2	Count	104	83
	% within sample	39.5%	34.6%
3-5	Count	50	45
	% within sample	19.0%	18.8%
6-7	Count	7	12
	% within sample	2.7%	5.0%
8 or more	Count	3	1
	% within sample	1.1%	0.4%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q12. On average, during a TYPICAL WEEK, how many times do you eat out (any meal of the day, includes take-out and delivered food)?

		sample	
		Pro-environmental	General Public
None or less than weekly	Count	62	61
	% within sample	23.6%	25.4%
1-2	Count	128	107
	% within sample	48.7%	44.6%
3-5	Count	61	61
	% within sample	23.2%	25.4%
6-7	Count	10	8
	% within sample	3.8%	3.3%
8 or more	Count	2	3
	% within sample	0.8%	1.3%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q13. Thinking about how you generally feel when you spend your money, which one of these statements most closely describes you?

		sample	
		Pro-environmental	General Public
1- I really ENJOY spending money	Count	6	19
	% within sample	2.3%	7.9%
2- I somewhat enjoy spending money	Count	42	53
	% within sample	16.0%	22.1%
3- I am somewhere in the middle	Count	80	89
	% within sample	30.4%	37.1%
4- I somewhat dislike spending money	Count	101	55

	% within sample	38.4%	22.9%
5- I really DISLIKE spending money	Count	34	24
	% within sample	12.9%	10.0%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q14. Thinking about how you spend money (housing, transportation, vacations, entertainment, food, goods, and services), generally speaking, about how similar do you estimate your carbon footprint to be compared to the SIBLING(S) you grew up with? My carbon... [PE]

Q14. Thinking about how you spend money (housing, transportation, vacations, entertainment, food, goods, and services), generally speaking, about how similar do you estimate your buying habits to be compared to the SIBLING(S) you grew up with? My carbon... [GP]

		sample	
		Pro-environmental	General Public
1- Much smaller	Count	68	43
	% within sample	28.3%	19.9%
2- A bit smaller	Count	91	59
	% within sample	37.9%	27.3%
3- About the same	Count	64	60
	% within sample	26.7%	27.8%
4- A bit larger	Count	15	41
	% within sample	6.3%	19.0%
5- Much larger	Count	2	13
	% within sample	0.8%	6.0%
Total	Count	240	216
	% within sample	100.0%	100.0%

Q15. Over the past two weeks, how many times have you had these feelings concerning the topic of climate change and/or global warming? [Stem used for next three questions]

Q15.1 Feeling nervous, anxious or on-edge

		sample	
		Pro-environmental	General Public
1- I never felt this way about the topic of global warming	Count	50	115
	% within sample	19.0%	47.9%
2	Count	71	49
	% within sample	27.0%	20.4%
3	Count	69	44
	% within sample	26.2%	18.3%

4	Count	44	23
	% within sample	16.7%	9.6%
5- At least once a day I felt this way about the topic of global warming	Count	29	9
	% within sample	11.0%	3.8%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q15.2 Not being able to stop or control worrying

		sample	
		Pro-environmental	General Public
1- I never felt this way about the topic of global warming	Count	100	146
	% within sample	38.0%	60.8%
2	Count	87	47
	% within sample	33.1%	19.6%
3	Count	45	33
	% within sample	17.1%	13.8%
4	Count	21	11
	% within sample	8.0%	4.6%
5- At least once a day I felt this way about the topic of global warming	Count	10	3
	% within sample	3.8%	1.3%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q15.3 Feeling down, depressed or hopeless

		sample	
		Pro-environmental	General Public
1- I never felt this way about the topic of global warming	Count	66	141
	% within sample	25.1%	58.8%
2	Count	69	41
	% within sample	26.2%	17.1%
3	Count	69	40
	% within sample	26.2%	16.7%
4	Count	40	14
	% within sample	15.2%	5.8%
5- At least once a day I felt this way about the topic of global warming	Count	19	4
	% within sample	7.2%	1.7%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q16. During the past two weeks, how often did you think about how your carbon-emitting behaviors affect people in less affluent countries, non-human animals, and/or plant life?

		sample	
		Pro-environmental	General Public
1- I never thought about this	Count	23	99
	% within sample	8.7%	41.3%
2	Count	57	52
	% within sample	21.7%	21.7%
3	Count	74	50
	% within sample	28.1%	20.8%
4	Count	58	30
	% within sample	22.1%	12.5%
5- At least once a day	Count	51	9
	% within sample	19.4%	3.8%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q17. Here are some views we hear about climate change and the environment. For each statement please report if you strongly disagree, lean toward disagree, lean toward agree, or strongly agree. [Stem used for next three questions]

Q17.1 Climate change is occurring from human causes like burning fossil fuels.

		sample	
		Pro-environmental	General Public
Strongly disagree	Count	4	24
	% within sample	1.5%	10.5%
Lean toward disagree	Count	7	28
	% within sample	2.7%	12.3%
Lean toward agree	Count	41	69
	% within sample	15.8%	30.3%
Strongly agree	Count	207	107
	% within sample	79.9%	46.9%
Total	Count	259	228
	% within sample	100.0%	100.0%

Q17.2 Climate change may be happening, but it's more from natural causes than human causes.

sample

		Pro-environmental	General Public
Strongly disagree	Count	157	64
	% within sample	60.4%	28.1%
Lean toward disagree	Count	73	72
	% within sample	28.1%	31.6%
Lean toward agree	Count	21	60
	% within sample	8.1%	26.3%
Strongly agree	Count	9	32
	% within sample	3.5%	14.0%
Total	Count	260	228
	% within sample	100.0%	100.0%

Q17.3 Plants and animals have as much right as humans to exist.

		sample	
		Pro-environmental	General Public
Strongly disagree	Count	6	16
	% within sample	2.3%	6.8%
Lean toward disagree	Count	16	30
	% within sample	6.2%	12.8%
Lean toward agree	Count	48	58
	% within sample	18.5%	24.8%
Strongly agree	Count	190	130
	% within sample	73.1%	55.6%
Total	Count	260	234
	% within sample	100.0%	100.0%

Q18 Do you think you learned your pro-environmental values from your immediate family? [Only asked of PE sample]

		sample	
		Pro-environmental	
1- Definitely YES; I was immersed in environmentalism growing up	Count	21	
	% within sample	8.0%	
2- Lean Toward YES	Count	88	
	% within sample	33.5%	
3- Lean Toward NO	Count	64	
	% within sample	24.3%	
4- Definitely NO; I developed these beliefs on my own	Count	90	
	% within sample	34.2%	
Total	Count	263	
	% within sample	100.0%	

Q19 Thinking about your life thus far, how much do you feel you have made lifestyle choices to reduce your carbon footprint (such as driving much less, no flying, low consumption, etc.)?

		sample	
		Pro-environmental	General Public
I don't buy into the idea of a "carbon footprint"	Count	N/A	39
	% within sample	N/A	16.3%
I have NOT made choices in my life to reduce my carbon footprint	Count	4	31
	% within sample	1.5%	12.9%
I have BARELY made any choices in my life to reduce my carbon footprint	Count	27	61
	% within sample	10.3%	25.4%
I have made SOME choices in my life to reduce my carbon footprint	Count	154	80
	% within sample	58.6%	33.3%
I have made MANY choices in my life to reduce my carbon footprint	Count	78	29
	% within sample	29.7%	12.1%
Total	Count	263	240
	% within sample	100.0%	100.0%

[If respondents chose "I have made MANY choices in my life to reduce my carbon footprint," they answered questions 20.1 – 20.3]

Q20. Thinking about your lifestyle choice to decrease your carbon footprint, how much do you disagree or agree with the following statements, using your best guess? [Stem used for next three questions]

Q20.1 People see my choice to have a smaller carbon footprint, and they decide to do the same.

		sample	
		Pro-environmental	General Public
Strongly Disagree	Count	5	2
	% within sample	6.4%	6.9%
Lean Toward Disagree	Count	36	12
	% within sample	46.2%	41.4%
Lean Toward Agree	Count	37	13
	% within sample	47.4%	44.8%
Strongly Agree	Count	0	2
	% within sample	0.0%	6.9%
Total	Count	78	29
	% within sample	100.0%	100.0%

Q20.2 I avoid talking about my choices around my carbon footprint so I don't make people feel uncomfortable.

		sample	
		Pro-environmental	General Public
Strongly Disagree	Count	13	8
	% within sample	16.7%	27.6%
Lean Toward Disagree	Count	35	14
	% within sample	44.9%	48.3%
Lean Toward Agree	Count	27	6
	% within sample	34.6%	20.7%
Strongly Agree	Count	3	1
	% within sample	3.8%	3.4%
Total	Count	78	29
	% within sample	100.0%	100.0%

Q20.3 I think people see me as eccentric in my choices to have a smaller carbon footprint.

		sample	
		Pro-environmental	General Public
Strongly Disagree	Count	2	4
	% within sample	2.6%	13.8%
Lean Toward Disagree	Count	23	8
	% within sample	29.5%	27.6%
Lean Toward Agree	Count	41	10
	% within sample	52.6%	34.5%
Strongly Agree	Count	12	7
	% within sample	15.4%	24.1%
Total	Count	78	29
	% within sample	100.0%	100.0%

Q21. If there were no concerns about greenhouse gas emissions, how would the following lifestyle choices be different for you? Please just make your best guess. [Stem used for next three questions]

Q21.1 Using car travel

		sample	
		Pro-environmental	General Public
[I don't think this is a real problem]	Count	N/A	37
	% within sample	N/A	15.4%
1- Same amount of use	Count	146	130
	% within sample	55.5%	54.2%
2- A little bit more	Count	59	41
	% within sample	22.4%	17.1%

3- Somewhat more	Count	44	24
	% within sample	16.7%	10.0%
4- A lot more use (e.g., more travel, bigger home)	Count	14	8
	% within sample	5.3%	3.3%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q21.2 Using air travel

		sample	
		Pro-environmental	General Public
[I don't think this is a real problem]	Count	0	40
	% within sample	0.0%	16.7%
1- Same amount of use	Count	165	144
	% within sample	62.7%	60.0%
2- A little bit more	Count	44	28
	% within sample	16.7%	11.7%
3- Somewhat more	Count	34	21
	% within sample	12.9%	8.8%
4- A lot more use (e.g., more travel, bigger home)	Count	20	7
	% within sample	7.6%	2.9%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q21.3 Size of home

		sample	
		Pro-environmental	General Public
[I don't think this is a real problem]	Count	N/A	43
	% within sample	N/A	17.9%
1- Same amount of use	Count	181	130
	% within sample	68.8%	54.2%
2- A little bit more	Count	51	46
	% within sample	19.4%	19.2%
3- Somewhat more	Count	28	15
	% within sample	10.6%	6.3%
4- A lot more use (e.g., more travel, bigger home)	Count	3	6
	% within sample	1.1%	2.5%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q22. What is the approximate square footage of your residence?

		sample	
		Pro-environmental	General Public
< 500 sq ft	Count	34	16
	% within sample	13.7%	7.2%
Between 500 and 1000	Count	89	50
	% within sample	35.9%	22.5%
1000-1500	Count	58	49
	% within sample	23.4%	22.1%
1500-2000	Count	34	49
	% within sample	13.7%	22.1%
2000-2500	Count	21	34
	% within sample	8.5%	15.3%
2500-3000	Count	6	16
	% within sample	2.4%	7.2%
3000-4000	Count	5	7
	% within sample	2.0%	3.2%
> 4000	Count	1	1
	% within sample	0.4%	0.5%
Total	Count	248	222
	% within sample	100.0%	100.0%

Q23. Including yourself, how many people live at your residence?

		sample	
		Pro-environmental	General Public
1 (I live alone)	Count	48	62
	% within sample	18.3%	25.8%
2	Count	119	63
	% within sample	45.2%	26.3%
3	Count	51	54
	% within sample	19.4%	22.5%
4	Count	28	31
	% within sample	10.6%	12.9%
5	Count	11	25
	% within sample	4.2%	10.4%
6 +	Count	6	5
	% within sample	2.3%	2.1%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q24. Approximately how many miles do you drive or ride in a car or truck EACH WEEK (not including work-paid driving) within the categories provided below (this includes using car shares and borrowing a car)?

		sample	
		Pro-environmental	General Public
None	Count	35	24
	% within sample	13.3%	10.0%
None > 40	Count	98	57
	% within sample	37.3%	23.8%
40-75 miles/wk	Count	54	57
	% within sample	20.5%	23.8%
75-125/wk	Count	40	35
	% within sample	15.2%	14.6%
125-200/wk	Count	22	36
	% within sample	8.4%	15.0%
200-300/wk	Count	8	16
	% within sample	3.0%	6.7%
300-400/wk	Count	4	9
	% within sample	1.5%	3.8%
> 400/wk	Count	2	6
	% within sample	0.8%	2.5%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q25. Thinking about the car (or truck) you typically drive or ride in, about how many miles per gallon does it average?

		sample	
		Pro-environmental	General Public
The vehicles I use do not use petroleum fuels	Count	4	0
	% within sample	1.9%	0.0%
Less than 20 miles per gallon	Count	27	45
	% within sample	12.6%	21.6%
About 20 – 35 miles per gallon	Count	154	147
	% within sample	71.6%	70.7%
More than 35 miles per gallon	Count	30	16
	% within sample	14.0%	7.7%
Total	Count	215	208
	% within sample	100.0%	100.0%

Q26. How many hours do you estimate you spent flying LAST YEAR for PERSONAL REASONS (such as vacations, etc.; not work-related)?

		sample	
		Pro-environmental	General Public
None	Count	95	130
	% within sample	36.1%	54.2%
Less than 2 hours	Count	12	15
	% within sample	4.6%	6.3%
5 hours	Count	42	31
	% within sample	16.0%	12.9%
10 hours	Count	56	34
	% within sample	21.3%	14.2%
25 hours	Count	48	23
	% within sample	18.3%	9.6%
50 hours	Count	9	5
	% within sample	3.4%	2.1%
100 hours	Count	1	2
	% within sample	0.4%	0.8%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q27. What is the main reason you did not use air travel?

		sample	
		Pro-environmental	General Public
I am frugal.	Count	10	11
	% within sample	10.5%	8.5%
I try to keep my carbon footprint small.	Count	7	4
	% within sample	7.4%	3.1%
I had no opportunity or I did not have enough money.	Count	47	69
	% within sample	49.5%	53.1%
I had no desire to use air travel.	Count	31	46
	% within sample	32.6%	35.4%
Total	Count	95	130
	% within sample	100.0%	100.0%

Q28. Thinking of all sources, what is your best estimate of all household income in 2014 before taxes? (Please remember this survey is anonymous.)

		sample	
		Pro-environmental	General Public
< 20,000	Count	51	45

	% within sample	19.9%	19.1%
20-35,000	Count	43	51
	% within sample	16.8%	21.6%
35-60,000	Count	63	67
	% within sample	24.6%	28.4%
60-100,000	Count	52	52
	% within sample	20.3%	22.0%
100,000+	Count	47	21
	% within sample	18.4%	8.9%
Total	Count	256	236
	% within sample	100.0%	100.0%

Q29. How satisfied were you with your household's 2014 income?

		sample	
		Pro-environmental	General Public
1- I wish it had been higher.	Count	98	110
	% within sample	37.3%	45.8%
2	Count	74	65
	% within sample	28.1%	27.1%
3- It was just right.	Count	58	45
	% within sample	22.1%	18.8%
4	Count	23	18
	% within sample	8.7%	7.5%
5- It was more than I really needed.	Count	10	2
	% within sample	3.8%	0.8%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q30. Which political party do you identify with?

		sample	
		Pro-environmental	General Public
Republican	Count	12	92
	% within sample	4.9%	38.3%
Democrat	Count	123	100
	% within sample	50.6%	41.7%
Green Party	Count	5	11
	% within sample	2.1%	4.6%
Libertarian	Count	19	2
	% within sample	7.8%	0.8%
Independent Party	Count	21	30

Not affiliated	% within sample	8.6%	12.5%
	Count	63	5
Total	% within sample	25.9%	2.1%
	Count	243	240
	% within sample	100.0%	100.0%

Q31. Have you ever used an online carbon footprint calculator to estimate your household carbon emissions?

		sample	
		Pro-environmental	General Public
No	Count	135	227
	% within sample	51.3%	94.6%
Yes	Count	92	10
	% within sample	35.0%	4.2%
I don't remember	Count	36	3
	% within sample	13.7%	1.3%
Total	Count	263	240
	% within sample	100.0%	100.0%

Q32. Thinking of the past year, how often have you purchased carbon offsets to address your personal carbon emissions?

		sample	
		Pro-environmental	General Public
Never, because I don't buy into the carbon emission claims. [Only asked of general public]	Count	N/A	76
	% within sample	N/A	31.7%
Never, because I think carbon offsets are ineffective.	Count	94	36
	% within sample	35.7%	15.0%
Never, but I'm interested in doing so.	Count	105	99
	% within sample	39.9%	41.3%
Occasionally, for specific things like a trip or special circumstance.	Count	30	10
	% within sample	11.4%	4.2%
I purchased offsets for all of my annual carbon emissions.	Count	3	4
	% within sample	1.1%	1.7%

Other	Count	31	15
	% within sample	11.8%	6.3%
Total	Count	263	240
	% within sample	100.0%	100.0%