

**HELPING THE ENVIRONMENT**

September 15-19, 2006

Most Americans say they personally do things in their lives to help the environment -- at least a fair amount of the time. This includes things like using public transportation when they can, or simply trying to save energy. Many others, though, only do such things once in a while, or hardly ever.

**HOW OFTEN DO YOU DO THINGS IN YOUR LIFE  
TO HELP THE ENVIRONMENT?**

Great deal of the time	20%
Fair amount of time	38
Once in a while	29
Hardly ever	12

But many Americans are not willing to pay more for products that are environmentally-friendly. 46% said they'd chosen to buy a product in the last year because it helped the environment, even though it cost more. But 44% said they did not make any such purchases.

**HAVE YOU BOUGHT AN ENVIRONMENTALLY-FRIENDLY PRODUCT  
IN PAST YEAR, EVEN THOUGH IT COST MORE?**

Yes	46%
No	44

College graduates are more likely than those with high school degrees to have made such purchases. Income plays some role these decisions, too. People in households earning more than \$50,000 are more likely to have paid more for environmentally-friendly products: about half have, compared to about four in ten of those earning under \$50,000.

Purchases that Americans say they've made solely to help the environment are mainly smaller items, like choosing packages made of paper instead of plastic, or buying dye- and chemical-free household products. 9% say they bought a hybrid car or a more fuel-efficient vehicle, or switched to another mode of transport. 8% did something to make their home more energy-efficient such as installing new insulation or solar heating mainly to help the environment. 6% bought organic or free-range foods.

**WHAT DID YOU BUY TO HELP THE ENVIRONMENT?**

Household/less plastic/dye-free products	22%
Hybrid car/fuel-efficient vehicle/bike	9
Home improvement/energy-efficiency	8
Food items - organic/free-range foods	6
Something else/other	1
Didn't buy anything	44

In a separate CBS News/New York Times poll conducted in August, Americans expressed concern that one particular environmental problem - global warming - was having a serious impact right now. 67% of Americans believed it was, while fewer than half as many - 28% - didn't think it is having a serious impact.

**IS GLOBAL WARMING HAVING A SERIOUS IMPACT NOW?  
(August, 2006)**

Yes	67%
No	28

In that poll, three out of four Americans said it was necessary to take steps to counter the effects of global warming right away.

**NEED ACTION TO COUNTER GLOBAL WARMING..  
(August, 2006)**

Right away	76%
It can wait	19

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This poll was conducted among a nationwide random sample of 1131 adults, interviewed by telephone September 15-19, 2006. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. Error for subgroups may be higher.

**CBS NEWS/NEW YORK TIMES POLL**  
**Helping the Environment**  
**September 15-19, 2006**

q75 In the past year, have you chosen to buy any specific products because they were better for the environment, even though they cost more?  
 IF YES, ask: And what were they?

	<b>** TOTAL RESPONDENTS **</b>			
	<b>*** Party ID ***</b>			
	<b>Total</b>	<b>Rep</b>	<b>Dem</b>	<b>Ind</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Car/hybrid/ fuel efficient	8	6	8	11
Bike/scooter/alternative	1	1	1	0
Household products	22	17	22	25
Food items - organic foods	6	5	8	5
Home improvement /energy	8	8	9	7
Other	1	1	1	1
Everything	0	0	0	0
No/Nothing	44	49	39	43
DK/NA	10	13	12	8

q76 Sometimes people would like to do more to help the environment, but find they can't because of limited time or money. How often do you personally do things in your own life specifically to try to help the environment, such as using public transportation or a bike, or trying to save energy -- a great deal, a fair amount, only once in a while, or hardly ever?

Great deal	20	11	22	26
Fair amount	38	39	41	35
Once in a while	29	38	25	26
Hardly ever	12	10	11	13
DK/NA	1	2	1	0

	<b><u>UNWEIGHTED</u></b>	<b><u>WEIGHTED</u></b>
Total Respondents	1131	
Total Republicans	361	341
Total Democrats	375	367
Total Independents	395	423