

Sue Oil and Gas Companies Ballot Progression

Do you... suing oil and gas companies to hold them accountable for their pollution and require them to pay for damages related to climate change?			
	Initial Ballot (Q3)	Informed Ballot (Q6)	Post-Messaging Ballot (Q15)
Difference	+40	+45	+43
Total Support	66	69	68
Strongly support	39	39	40
Somewhat support	27	30	28
Total Oppose	26	24	25
Somewhat oppose	11	10	10
Strongly oppose	15	14	15
Don't know	9	7	6

Initial Ballot

Q3. Do you ... suing oil and gas companies to hold them accountable for their pollution and require them to pay for damages related to climate change?

Strongly support	39
Somewhat support	27
Somewhat oppose	11
Strongly oppose	15
Don't know	9
Total Support	66
Total Oppose	26

Companies Should Pay Progression

Do you think oil and gas companies should pay...?			
	Initial (Q4)	After Messages (Q16)	Δ
Ranked by Δ			
For all of the costs of protecting communities from the impacts of climate change in the United States.	18	24	+6
For some of the costs of protecting communities from the impacts of climate change in the United States.	59	60	+1
For none of the costs of protecting communities from the impacts of climate change in the United States.	18	11	-7
Don't know	5	4	-1

Q4. Do you think oil and gas companies should pay...?
Ranked by All.

For some of the costs of protecting communities from the impacts of climate change in the United States.	59
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For all of the costs of protecting communities from the impacts of climate change in the United States.	18
For none of the costs of protecting communities from the impacts of climate change in the United States.	18
Don't know	5

Pay Fair Share Progression

From what you know, do you think oil and gas companies are currently paying their fair share of the costs related to the impact of climate change in the United States?			
	Initial (Q5)	After Messages (Q17)	Δ
Difference	-34	-45	-11
Yes , they are currently paying their fair share of the costs.	20	16	-4
No , they are not currently paying their fair share of the costs.	54	61	+7
Don't know	26	23	-3

Q5. From what you know, do you think oil and gas companies are currently paying their fair share of the costs related to the impacts of climate change in the United States?

Yes, they are currently paying their fair share of the costs.	20
No, they are not currently paying their fair share of the costs.	54
Don't know	26

Informed Ballot

Q6. Oil and gas companies' executives met shortly after World War II and agreed that they should fund research into air pollution issues. By the 1960s, oil and gas companies knew that their products would be significant contributors to climate change and their own studies warned that their products would be quote potentially catastrophic for the earth's population unquote. Knowing this, do you ... suing oil and gas companies to hold them accountable for their pollution and require them to pay for damages related to climate change?

Strongly support	39
Somewhat support	30
Somewhat oppose	10
Strongly oppose	14
Don't know	7
Total Support	69
Total Oppose	24

Q7. Are you ... about the impacts of climate change right now?

Very concerned	45
Somewhat concerned	34
Not very concerned	9
Not at all concerned	11
Don't know	1
Total Concerned	79
Total Not Concerned	20

Q8. Are you ... about the impacts of climate change for the next generation?

Very concerned	55
Somewhat concerned	28
Not very concerned	7
Not at all concerned	9
Don't know	1
Total Concerned	83
Total Not Concerned	16

Q9. Which statement is closest to your view of climate change?

Ranked by All.

Human activities are affecting the climate and we should find solutions to slow climate change.	74
Human activities are affecting the climate, but it does not concern me.	10
Human activities are not affecting the climate.	11
Don't know/Refused	5

Q10. Which of the following concerns you the most about climate change?

Ranked by All.

The health of the people of New Jersey.	54
The number of extreme weather events in New Jersey.	21
Its impacts on the economy of New Jersey.	12
Its impacts on tourism in New Jersey.	2
Don't know/Refused	12

I will now read some statements that supporters of suing oil and gas companies to hold them accountable for their pollution and require them to pay for damages related to climate change might offer. After each, please tell if it makes you more or less likely to support suing oil and gas companies to hold them accountable.

Messages – Summary

Does this make you... to support suing oil and gas companies?		All	
		Much More Likely	More/Less Likely
Q11-Q14; Ranked by Much More Likely			
Q11	Hid Knowledge	39	69/23
Q14	Personal Costs	39	69/23
Q13	Tourism	33	68/26
Q12	Cost to Communities	28	60/30

Hid Knowledge

Q11. By the 1960s, oil and gas companies knew that their products would be significant contributors to climate change and their own studies warned that their products would cause quote serious worldwide environmental change unquote. Instead of informing the public, oil and gas companies launched a multi-billion dollar, decades-long disinformation campaign to lie to the public, lawmakers, and the media about the impacts their products had on the climate. To this day, they continue to pollute.

Much more likely	39
Somewhat more likely	30
Somewhat less likely	12
Much less likely	11
Don't know	8
Total More Likely	69
Total Less Likely	23

Costs

Q12. New Jersey is already facing billions of dollars' worth of costs to adapt to rising sea levels, climbing temperatures, and extreme storms. It will cost New Jersey an estimated tens of billions of dollars just to build levees to protect its coastal communities, and states in the North East spend approximately 5 billion dollars a year repairing hurricane damage.

Much more likely	28
Somewhat more likely	32
Somewhat less likely	18
Much less likely	13
Don't know	9
Total More Likely	60
Total Less Likely	30

Tourism

Q13. New Jersey's economy is heavily dependent on tourism – 30 billion dollars' worth of revenue each year is generated, and it helps pay for things like schools, roads, bridges, and first responders. Almost seventy percent of tourism dollars are spent in the state's coastal counties and the same area is home to nearly 60 percent of the state's population. All of that is at risk because climate change will require billions of dollars' worth of spending to protect these areas.

Much more likely	33
Somewhat more likely	35
Somewhat less likely	13
Much less likely	13
Don't know	6
Total More Likely	68
Total Less Likely	26

Personal Costs

Q14. Climate change is already increasing what you pay on your utility bills and insurance premiums, and soon tax increases will likely be required to help pay for protecting coastal communities and improvements in roads, bridges, sewer systems, and storm drainage due to the impacts of climate change. Oil and gas executives knew their products caused climate change and spent decades lying to the public. They should share in the costs of helping clean up their mess.

Much more likely	39
Somewhat more likely	31
Somewhat less likely	9
Much less likely	13
Don't know	8
Total More Likely	69
Total Less Likely	23

Post-Messaging Ballot

Q15. Given this, do you ... suing oil and gas companies to hold them accountable for their pollution and require them to pay for damages related to climate change?

Strongly support	40
Somewhat support	28
Somewhat oppose	10
Strongly oppose	15
Don't know	6
Total Support	68
Total Oppose	25