



Earth Day

Fieldwork Dates: 13th - 16th April 2018

**Conducted by YouGov
On behalf of YouGov NY**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and responses can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data. YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1122 adults. Fieldwork was undertaken between 13th - 16th April 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat Sample: 13th - 16th April 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

KEE_q1. How concerned, if at all, are you about how your typical daily activities (e.g., commuting to work, buying groceries, etc.) affect the environment?

Unweighted base	1122	505	617	270	361	491	182	251	429	260	831	126	86	79	413
Base: All US Adults	1122	545	577	318	328	476	177	218	460	267	755	148	127	92	443
Very concerned	10%	8%	12%	11%	12%	9%	10%	8%	9%	8%	13%	15%	18%	10%	10%
Somewhat concerned	26%	25%	27%	28%	26%	25%	26%	29%	26%	23%	27%	26%	23%	21%	23%
Not very concerned	29%	25%	33%	27%	27%	32%	33%	25%	31%	26%	30%	23%	32%	30%	32%
Not at all concerned	28%	37%	20%	21%	29%	32%	24%	31%	28%	30%	31%	24%	24%	24%	28%
Don't know	6%	5%	8%	13%	6%	2%	7%	8%	6%	6%	5%	14%	6%	7%	7%
Net: Concerned	36%	33%	39%	39%	38%	33%	36%	36%	35%	38%	35%	39%	38%	39%	33%
Net: Not concerned	57%	62%	53%	48%	56%	64%	57%	56%	59%	56%	60%	47%	56%	54%	58%

KEE_q5a_1. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Politicians

Unweighted base	1122	505	617	270	361	491	182	251	429	260	831	126	86	79	413
Base: All US Adults	1122	545	577	318	328	476	177	218	460	267	755	148	127	92	443
A mostly positive effect	4%	4%	3%	7%	3%	2%	3%	2%	4%	4%	3%	3%	6%	3%	4%
A somewhat positive effect	6%	8%	4%	6%	7%	5%	6%	5%	8%	4%	6%	6%	8%	5%	5%
No effect	23%	21%	25%	25%	19%	23%	24%	21%	21%	25%	22%	23%	33%	17%	26%
A somewhat negative effect	22%	21%	22%	23%	21%	21%	23%	20%	22%	22%	22%	19%	19%	30%	19%
A mostly negative effect	33%	38%	29%	20%	34%	41%	26%	41%	31%	34%	36%	33%	20%	30%	28%
Don't know/not sure	13%	9%	17%	20%	16%	7%	18%	11%	14%	10%	12%	16%	14%	14%	17%
Net: Positive effect	9%	12%	7%	13%	9%	7%	9%	7%	12%	8%	9%	9%	14%	8%	10%
Net: Negative effect	55%	59%	51%	43%	56%	62%	49%	61%	53%	57%	57%	52%	39%	60%	47%

KEE_q5a_2. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- The government

Unweighted base	1122	505	617	270	361	491	182	251	429	260	831	126	86	79	413
Base: All US Adults	1122	545	577	318	328	476	177	218	460	267	755	148	127	92	443
A mostly positive effect	4%	5%	4%	6%	5%	3%	4%	5%	4%	5%	4%	3%	8%	7%	5%
A somewhat positive effect	12%	14%	9%	14%	9%	12%	14%	9%	12%	11%	11%	9%	18%	9%	10%
No effect	18%	18%	19%	20%	17%	18%	15%	19%	19%	19%	18%	23%	16%	13%	21%
A somewhat negative effect	26%	27%	25%	25%	27%	26%	27%	23%	28%	24%	28%	15%	25%	32%	26%

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Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

KEE_q1. How concerned, if at all, are you about how your typical daily activities (e.g., commuting to work, buying groceries, etc.) affect the environment?

Unweighted base	1122	380	210	119	582	13	120	54	317	36	251	871	381	324	268
Base: All US Adults	1122	365	200	114	547	13	124	53	356	29	237	885	421	292	244
Very concerned	10%	11%	10%	12%	11%	6%	9%	5%	10%	9%	15%	9%	15%	7%	9%
Somewhat concerned	26%	24%	33%	31%	27%	17%	23%	16%	28%	19%	24%	27%	26%	27%	31%
Not very concerned	29%	29%	27%	22%	25%	39%	41%	54%	26%	29%	30%	29%	29%	30%	25%
Not at all concerned	28%	28%	28%	34%	32%	39%	23%	24%	23%	43%	24%	30%	22%	32%	31%
Don't know	6%	9%	3%	1%	4%	-	3%	2%	12%	-	8%	6%	9%	4%	3%
Net: Concerned	36%	34%	43%	43%	38%	22%	32%	20%	38%	28%	38%	36%	41%	34%	40%
Net: Not concerned	57%	57%	55%	56%	58%	78%	65%	78%	50%	72%	54%	58%	50%	62%	57%

KEE_q5a_1. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Politicians

Unweighted base	1122	380	210	119	582	13	120	54	317	36	251	871	381	324	268
Base: All US Adults	1122	365	200	114	547	13	124	53	356	29	237	885	421	292	244
A mostly positive effect	4%	4%	2%	2%	3%	8%	5%	-	4%	-	6%	3%	4%	3%	3%
A somewhat positive effect	6%	7%	6%	4%	7%	19%	5%	1%	5%	6%	6%	6%	5%	8%	8%
No effect	23%	20%	20%	25%	25%	11%	12%	29%	24%	11%	23%	23%	24%	23%	21%
A somewhat negative effect	22%	21%	30%	19%	22%	45%	18%	19%	21%	34%	22%	21%	19%	25%	23%
A mostly negative effect	33%	35%	34%	44%	35%	9%	43%	38%	27%	38%	28%	35%	30%	34%	37%
Don't know/not sure	13%	13%	8%	6%	8%	7%	16%	14%	19%	11%	15%	13%	18%	7%	8%
Net: Positive effect	9%	11%	8%	6%	10%	27%	10%	1%	9%	6%	12%	9%	10%	11%	10%
Net: Negative effect	55%	56%	64%	63%	57%	55%	61%	57%	48%	71%	50%	56%	49%	59%	60%

KEE_q5a_2. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- The government

Unweighted base	1122	380	210	119	582	13	120	54	317	36	251	871	381	324	268
Base: All US Adults	1122	365	200	114	547	13	124	53	356	29	237	885	421	292	244
A mostly positive effect	4%	4%	2%	4%	6%	3%	4%	-	3%	1%	6%	4%	6%	4%	5%
A somewhat positive effect	12%	11%	14%	16%	12%	10%	11%	9%	12%	9%	11%	12%	13%	10%	15%
No effect	18%	14%	16%	24%	20%	16%	11%	12%	19%	15%	19%	18%	18%	21%	17%
A somewhat negative effect	26%	24%	35%	19%	24%	40%	30%	24%	27%	27%	27%	26%	24%	29%	27%

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Total	
	Prefer not to say
	AC

KEE_q1. How concerned, if at all, are you about how your typical daily activities (e.g., commuting to work, buying groceries, etc.) affect the environment?

Unweighted base	1122	149
Base: All US Adults	1122	164
Very concerned	10%	7%
Somewhat concerned	26%	15%
Not very concerned	29%	33%
Not at all concerned	28%	35%
Don't know	6%	9%
Net: Concerned	36%	22%
Net: Not concerned	57%	68%
		Z AB

KEE_q5a_1. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Politicians

Unweighted base	1122	149
Base: All US Adults	1122	164
A mostly positive effect	4%	4%
A somewhat positive effect	6%	2%
No effect	23%	22%
A somewhat negative effect	22%	21%
A mostly negative effect	33%	33%
Don't know/not sure	13%	19%
Net: Positive effect	9%	6%
Net: Negative effect	55%	54%
		AA AB

KEE_q5a_2. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- The government

Unweighted base	1122	149
Base: All US Adults	1122	164
A mostly positive effect	4%	2%
A somewhat positive effect	12%	6%
No effect	18%	18%
A somewhat negative effect	26%	25%

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US_nat Sample: 13th - 16th April 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
A mostly negative effect	27%	28%	26%	17%	28%	33%	23%	32%	24%	31%	27%	33%	19%	29%	23%
Don't know/not sure	13%	8%	17%	18%	14%	8%	17%	12%	13%	9%	12%	18%	14%	15%	
Net: Positive effect	16%	19%	13%	19%	14%	15%	18%	14%	16%	16%	15%	12%	25%	15%	
Net: Negative effect	53%	55%	51%	42%	55%	59%	50%	55%	52%	55%	47%	45%	60%	49%	

KEE_q5a_3. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Companies/businesses

Unweighted base	1122	505	617	270	361	491	182	251	429	260	831	126	86	79	413
Base: All US Adults	1122	545	577	318	328	476	177	218	460	267	755	148	127	92	443
A mostly positive effect	4%	4%	4%	7%	3%	3%	4%	1%	5%	4%	4%	4%	4%	7%	4%
A somewhat positive effect	13%	13%	13%	9%	12%	16%	12%	12%	13%	14%	12%	11%	15%	16%	11%
No effect	17%	18%	16%	17%	16%	18%	15%	15%	17%	19%	16%	21%	20%	12%	20%
A somewhat negative effect	30%	34%	27%	25%	30%	34%	23%	35%	32%	29%	31%	26%	30%	28%	30%
A mostly negative effect	23%	24%	23%	23%	26%	22%	26%	27%	20%	23%	25%	19%	15%	27%	17%
Don't know/not sure	13%	8%	18%	18%	14%	9%	19%	10%	13%	10%	11%	18%	17%	10%	18%
Net: Positive effect	17%	17%	17%	16%	14%	18%	16%	13%	18%	18%	16%	15%	18%	23%	15%
Net: Negative effect	54%	58%	50%	48%	56%	55%	49%	62%	52%	52%	56%	46%	45%	55%	47%

KEE_q5a_4. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Environmental organizations (e.g., World Wildlife Fund (WWF), Greenpeace International, etc.)

Unweighted base	1122	505	617	270	361	491	182	251	429	260	831	126	86	79	413
Base: All US Adults	1122	545	577	318	328	476	177	218	460	267	755	148	127	92	443
A mostly positive effect	25%	24%	25%	20%	26%	26%	21%	26%	22%	30%	24%	25%	24%	26%	19%
A somewhat positive effect	34%	34%	34%	36%	32%	34%	41%	30%	35%	31%	34%	32%	34%	33%	35%
No effect	17%	20%	15%	18%	19%	16%	14%	16%	20%	17%	18%	17%	19%	14%	19%
A somewhat negative effect	6%	6%	5%	7%	4%	6%	3%	5%	6%	8%	6%	2%	5%	9%	6%
A mostly negative effect	8%	9%	6%	5%	6%	11%	6%	12%	7%	6%	9%	5%	4%	6%	7%
Don't know/not sure	11%	7%	15%	14%	14%	7%	15%	10%	12%	8%	9%	18%	13%	12%	15%
Net: Positive effect	58%	58%	58%	57%	57%	60%	62%	56%	56%	61%	58%	57%	58%	59%	53%
Net: Negative effect	13%	15%	11%	11%	9%	17%	10%	17%	12%	14%	15%	7%	9%	15%	13%

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US_nat Sample: 13th - 16th April 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
			O.Q	*	*	**	*	*	*	**					
A mostly negative effect	27%	32%	24%	33%	29%	23%	30%	40%	21%	32%	24%	28%	24%	28%	28%
Don't know/hot sure	13%	N	8%	6%	9%	7%	15%	15%	18%	16%	13%	12%	16%	8%	8%
Net: Positive effect	16%	Q	17%	19%	18%	13%	14%	9%	15%	10%	17%	16%	AA,AB	18%	20%
Net: Negative effect	53%	16%	59%	51%	53%	64%	60%	64%	48%	59%	50%	54%	AC	57%	55%
		N	N	* <td>* <td>**</td> <td>* <td>* <td>* <td>**</td> <td></td> <td></td> <td>48%</td> <td>57%</td> <td>Z</td> </td></td></td></td>	* <td>**</td> <td>* <td>* <td>* <td>**</td> <td></td> <td></td> <td>48%</td> <td>57%</td> <td>Z</td> </td></td></td>	**	* <td>* <td>* <td>**</td> <td></td> <td></td> <td>48%</td> <td>57%</td> <td>Z</td> </td></td>	* <td>* <td>**</td> <td></td> <td></td> <td>48%</td> <td>57%</td> <td>Z</td> </td>	* <td>**</td> <td></td> <td></td> <td>48%</td> <td>57%</td> <td>Z</td>	**			48%	57%	Z

KEE_q5a_3. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Companies/businesses

Unweighted base	1122	380	210	119	582	13	120	54	317	36	251	871	381	324	268
Base: All US Adults	1122	365	200	114	547	13	124	53	356	29	237	885	421	292	244
A mostly positive effect	4%	4%	5%	2%	5%	-	3%	2%	4%	-	6%	3%	5%	4%	4%
A somewhat positive effect	13%	15%	12%	12%	15%	28%	6%	18%	10%	10%	13%	13%	13%	13%	15%
No effect	17%	12%	18%	19%	18%	32%	10%	18%	18%	12%	16%	17%	18%	17%	14%
A somewhat negative effect	30%	30%	27%	36%	33%	6%	40%	16%	27%	21%	27%	31%	26%	35%	31%
A mostly negative effect	23%	26%	31%	29%	22%	21%	23%	25%	24%	38%	22%	24%	20%	25%	28%
Don't know/hot sure	13%	N	7%	2%	8%	13%	17%	21%	18%	18%	17%	12%	18%	6%	8%
Net: Positive effect	17%	P,Q	18%	14%	20%	28%	10%	20%	14%	10%	19%	16%	18%	17%	19%
Net: Negative effect	54%	17%	58%	65%	55%	27%	64%	41%	50%	59%	48%	55%	46%	60%	59%
		N	N	N*	**	**	U,V*	* <td>* <td>**</td> <td></td> <td></td> <td>AC</td> <td>60%</td> <td>Z</td> </td>	* <td>**</td> <td></td> <td></td> <td>AC</td> <td>60%</td> <td>Z</td>	**			AC	60%	Z

KEE_q5a_4. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Environmental organizations (e.g., World Wildlife Fund (WWF), Greenpeace International, etc.)

Unweighted base	1122	380	210	119	582	13	120	54	317	36	251	871	381	324	268
Base: All US Adults	1122	365	200	114	547	13	124	53	356	29	237	885	421	292	244
A mostly positive effect	25%	26%	29%	34%	25%	35%	30%	21%	22%	19%	22%	25%	24%	25%	27%
A somewhat positive effect	34%	34%	34%	31%	34%	28%	36%	36%	34%	20%	37%	33%	36%	34%	36%
No effect	17%	13%	19%	21%	20%	12%	9%	8%	17%	21%	17%	17%	16%	19%	19%
A somewhat negative effect	6%	6%	5%	5%	7%	17%	3%	4%	4%	9%	4%	6%	3%	8%	6%
A mostly negative effect	8%	9%	7%	5%	9%	-	7%	12%	5%	11%	6%	8%	6%	9%	6%
Don't know/hot sure	11%	12%	6%	3%	6%	7%	16%	20%	16%	20%	13%	11%	15%	5%	6%
Net: Positive effect	58%	60%	62%	65%	59%	63%	66%	57%	57%	39%	59%	58%	60%	59%	63%
Net: Negative effect	13%	15%	12%	11%	15%	17%	10%	15%	10%	20%	10%	14%	9%	18%	12%
		Q	* <td>* <td>* <td>**</td> <td>R*</td> <td>R*</td> <td>R</td> <td>**</td> <td></td> <td></td> <td>AA,AB</td> <td>AC</td> <td>AC</td> </td></td>	* <td>* <td>**</td> <td>R*</td> <td>R*</td> <td>R</td> <td>**</td> <td></td> <td></td> <td>AA,AB</td> <td>AC</td> <td>AC</td> </td>	* <td>**</td> <td>R*</td> <td>R*</td> <td>R</td> <td>**</td> <td></td> <td></td> <td>AA,AB</td> <td>AC</td> <td>AC</td>	**	R*	R*	R	**			AA,AB	AC	AC

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US_nat Sample: 13th - 16th April 2018



	Total	Prefer not to say
A mostly negative effect	27%	32%
Don't know/hot sure	13%	18%
Net: Positive effect	16%	AAAB
Net: Negative effect	53%	57%

KEE_q5a_3. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Companies/businesses

	Unweighted base	1122	149
		1122	164
Base: All US Adults			
A mostly positive effect	4%		2%
A somewhat positive effect	13%		8%
No effect	17%		18%
A somewhat negative effect	30%		31%
A mostly negative effect	23%		22%
Don't know/hot sure	13%		20%
Net: Positive effect	17%		9%
Net: Negative effect	54%		53%

KEE_q5a_4. What effect, if any, do you feel each of the following have on the environment? Please select one option in each row.

- Environmental organizations (e.g., World Wildlife Fund (WWF), Greenpeace International, etc.)

	Unweighted base	1122	149
		1122	164
Base: All US Adults			
A mostly positive effect	25%		21%
A somewhat positive effect	34%		25%
No effect	17%		16%
A somewhat negative effect	6%		7%
A mostly negative effect	8%		11%
Don't know/hot sure	11%		20%
Net: Positive effect	58%		46%
Net: Negative effect	13%		18%
			Z

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US_nat Sample: 13th - 16th April 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

KEE_q2. How easy or difficult do you find it to recycle items properly?

Unweighted base	1122	505	617	270	361	491	182	251	429	260	831	126	86	79	413
Base: All US Adults	1122	545	577	318	328	476	177	218	460	267	755	148	127	92	443
Very easy	34%	32%	35%	24%	24%	47%	33%	31%	33%	37%	37%	29%	28%	23%	29%
						C.D					M	*	*	*	
Somewhat easy	34%	36%	31%	31%	41%	31%	44%	36%	30%	31%	32%	37%	33%	41%	33%
						C.E	H.I				*	*	*	*	
Somewhat difficult	18%	18%	18%	26%	18%	12%	15%	16%	19%	19%	18%	18%	17%	19%	20%
						E	E				*	*	*	*	
Very difficult	6%	5%	6%	6%	7%	5%	2%	4%	7%	6%	5%	3%	10%	8%	7%
									F		*	*	*	P	
I do not recycle properly	9%	8%	10%	13%	10%	6%	6%	12%	11%	6%	8%	13%	12%	8%	11%
						E	I				*	*	*	P	
Net: Easy	67%	68%	66%	58%	65%	77%	77%	67%	62%	69%	69%	66%	61%	65%	62%
						C	C.D	H			*	*	*	*	
Net: Difficult	24%	24%	24%	32%	25%	17%	17%	21%	27%	25%	23%	21%	27%	27%	27%
						E	E		F		*	*	*	*	

KEE_q3. Thinking about grocery shopping... Which ONE of the following statements best describes your preference? Please select the option that best applies.

Unweighted base	1122	505	617	270	361	491	182	251	429	260	831	126	86	79	413
Base: All US Adults	1122	545	577	318	328	476	177	218	460	267	755	148	127	92	443
I prefer to have my groceries bagged in a plastic bag	41%	45%	37%	46%	45%	35%	42%	39%	47%	32%	40%	51%	41%	34%	48%
									I		J.M*	*	*	P.Q	
I prefer to have my groceries bagged in a brown paper bag	19%	21%	16%	18%	19%	19%	20%	19%	21%	13%	18%	19%	21%	18%	20%
									I		*	*	*	*	
I prefer to bring my own reusable bags	34%	27%	40%	23%	30%	43%	28%	35%	27%	47%	36%	22%	27%	43%	24%
									C.D		F.G.H	K	*	K*	
Not applicable - I do not go grocery shopping	7%	7%	7%	13%	6%	3%	9%	7%	5%	8%	6%	8%	10%	5%	8%
												*	*	*	P

KEE_q4. Sunday, April 22nd is Earth Day. Which, if any, of the following activities do you plan to do on Earth Day? Please select all that apply.

Unweighted base	1122	505	617	270	361	491	182	251	429	260	831	126	86	79	413
Base: All US Adults	1122	545	577	318	328	476	177	218	460	267	755	148	127	92	443
Go on a nature walk	12%	9%	15%	14%	10%	12%	13%	10%	12%	13%	12%	13%	9%	12%	8%
												*	*	*	
Volunteer for a community cleanup (e.g., collecting trash)	6%	5%	6%	6%	6%	5%	10%	3%	5%	6%	4%	9%	8%	5%	5%
							G					J*	*	*	
Plant a tree(s)	7%	8%	7%	10%	6%	7%	8%	4%	8%	9%	7%	11%	4%	9%	6%
												*	*	*	
Go to a park	10%	8%	11%	11%	9%	9%	11%	6%	10%	11%	10%	7%	9%	7%	8%
												*	*	*	
Join a march for Earth Day	3%	3%	4%	7%	4%	1%	5%	1%	4%	3%	2%	4%	9%	6%	2%
												*	J*	*	
Other	5%	5%	5%	1%	6%	6%	1%	4%	5%	7%	5%	6%	1%	10%	2%
									F	F		*	*	L*	
Don't know	15%	13%	17%	9%	19%	16%	12%	20%	14%	14%	16%	15%	12%	10%	14%
												*	*	*	
I do not plan to do anything on Earth Day	57%	61%	52%	60%	54%	57%	60%	58%	56%	54%	58%	49%	62%	52%	63%
												*	*	*	O.P.Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

YouGov NY
Earth Day

US_nat Sample: 13th - 16th April 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

KEE_q2. How easy or difficult do you find it to recycle items properly?

Unweighted base	1122	380	210	119	582	13	120	54	317	36	251	871	381	324	268
Base: All US Adults	1122	365	200	114	547	13	124	53	356	29	237	885	421	292	244
Very easy	34%	34%	40%	39%	37%	11%	37%	44%	25%	46%	25%	36%	29%	35%	38%
			N	*	V	**	V*	V*	*	**		X			
Somewhat easy	34%	32%	36%	37%	32%	49%	34%	29%	37%	19%	36%	33%	33%	31%	37%
			*	*	**	**	*	*	*	**					
Somewhat difficult	18%	17%	18%	15%	16%	26%	14%	16%	21%	20%	18%	18%	18%	20%	16%
			*	*	**	**	*	*	*	**					
Very difficult	6%	6%	2%	3%	6%	-	7%	2%	5%	9%	9%	5%	8%	6%	4%
		P	*	*	**	*	*	*	*	**	Y				
I do not recycle properly	9%	11%	4%	5%	8%	14%	8%	10%	12%	5%	12%	8%	11%	7%	5%
		P	*	*	**	**	*	*	*	**			AB		
Net: Easy	67%	66%	75%	76%	70%	60%	71%	73%	61%	66%	61%	69%	62%	67%	75%
			N.O	N*	V	**	*	*	*	**					Z
Net: Difficult	24%	23%	20%	18%	22%	26%	21%	17%	27%	30%	27%	23%	26%	26%	20%
			*	*	**	**	*	*	*	**					

KEE_q3. Thinking about grocery shopping... Which ONE of the following statements best describes your preference? Please select the option that best applies.

Unweighted base	1122	380	210	119	582	13	120	54	317	36	251	871	381	324	268
Base: All US Adults	1122	365	200	114	547	13	124	53	356	29	237	885	421	292	244
I prefer to have my groceries bagged in a plastic bag	41%	41%	33%	30%	40%	32%	43%	28%	45%	33%	47%	39%	46%	42%	35%
			*	*	**	**	*	*	*	**			AB		
I prefer to have my groceries bagged in a brown paper bag	19%	18%	18%	18%	19%	28%	22%	15%	16%	26%	21%	18%	16%	22%	21%
			*	*	**	**	*	*	*	**					
I prefer to bring my own reusable bags	34%	34%	46%	48%	37%	40%	30%	47%	27%	39%	27%	35%	32%	32%	39%
		N	N.O	N.O*	V	**	*	V*	*	**		X			
Not applicable - I do not go grocery shopping	7%	8%	3%	3%	4%	-	4%	11%	12%	2%	5%	7%	6%	4%	5%
		P	*	*	**	*	*	R*	R.T	**					

KEE_q4. Sunday, April 22nd is Earth Day. Which, if any, of the following activities do you plan to do on Earth Day? Please select all that apply.

Unweighted base	1122	380	210	119	582	13	120	54	317	36	251	871	381	324	268
Base: All US Adults	1122	365	200	114	547	13	124	53	356	29	237	885	421	292	244
Go on a nature walk	12%	12%	19%	16%	13%	8%	12%	5%	11%	14%	19%	10%	10%	13%	16%
			N.O	N*	**	**	*	*	*	**	Y				Z
Volunteer for a community cleanup (e.g., collecting trash)	6%	6%	6%	6%	7%	-	4%	1%	5%	9%	9%	5%	8%	4%	4%
			*	*	**	**	*	*	*	**					
Plant a tree(s)	7%	9%	9%	5%	7%	17%	6%	12%	8%	6%	10%	7%	6%	9%	9%
			*	*	**	**	*	*	*	**					
Go to a park	10%	8%	13%	12%	9%	11%	8%	14%	10%	14%	16%	8%	9%	8%	14%
			*	*	**	**	*	*	*	**	Y				AA
Join a march for Earth Day	3%	5%	3%	3%	3%	3%	5%	1%	3%	4%	7%	3%	4%	3%	3%
			*	*	**	**	*	*	*	**	Y				
Other	5%	6%	5%	9%	6%	5%	4%	6%	4%	4%	6%	5%	4%	5%	8%
		N	N*	**	**	**	*	*	*	**					AC
Don't know	15%	15%	14%	19%	14%	14%	25%	10%	14%	23%	15%	15%	17%	14%	13%
			*	*	**	**	R.V*	*	*	**					
I do not plan to do anything on Earth Day	57%	54%	52%	49%	55%	56%	49%	60%	61%	53%	48%	59%	53%	58%	54%
			*	*	**	**	*	*	*	**		X			

Cell Contents (Col

YouGov NY
Earth Day

US_nat Sample: 13th - 16th April 2018



Total	
	Prefer not to say

KEE_q2. How easy or difficult do you find it to recycle items properly?

Unweighted base	1122	149
Base: All US Adults	1122	164
Very easy	34%	35%
Somewhat easy	34%	34%
Somewhat difficult	18%	16%
Very difficult	6%	3%
I do not recycle properly	9%	13%
Net: Easy	67%	69%
Net: Difficult	24%	19%

KEE_q3. Thinking about grocery shopping... Which ONE of the following statements best describes your preference? Please select the option that best applies.

Unweighted base	1122	149
Base: All US Adults	1122	164
I prefer to have my groceries bagged in a plastic bag	41%	37%
I prefer to have my groceries bagged in a brown paper bag	19%	17%
I prefer to bring my own reusable bags	34%	32%
Not applicable - I do not go grocery shopping	7%	15%
		Z.AA.AB

KEE_q4. Sunday, April 22nd is Earth Day. Which, if any, of the following activities do you plan to do on Earth Day? Please select all that apply.

Unweighted base	1122	149
Base: All US Adults	1122	164
Go on a nature walk	12%	11%
Volunteer for a community cleanup (e.g., collecting trash)	6%	4%
Plant a tree(s)	7%	5%
Go to a park	10%	7%
Join a march for Earth Day	3%	3%
Other	5%	2%
Don't know	15%	15%
I do not plan to do anything on Earth Day	57%	67%
		Z.AB

Cell Contents (Col