

Sample 1000 Adult Interviews
 Conducted April 14 - 17, 2016
 Margin of Error ±4.4%

1. On the subject of climate change do you think:

The world's climate is changing as a result of human activity 56%
 The world's climate is changing but NOT because of human activity 26%
 The world's climate is NOT changing 8%
 Not sure 11%

2. Do you think the threat of climate change has been exaggerated, or not?

Exaggerated 41%
 Has not been exaggerated 48%
 Not sure 11%

3. What do you think is more important?

Protecting the environment 17%
 Growing the economy 26%
 Equally important 54%
 Not sure 3%

4. Do you think that the government does too much or too little to protect the environment?

Too much 22%
 About the right amount 18%
 Too little 49%
 Not sure 11%

5. Do you think that you personally have a positive or a negative impact on the environment?

Positive	29%
Neutral	50%
Negative	13%
Not sure	8%

6. How important is it for you to personally live a life that minimizes your negative impact on the environment?

Very important	32%
Somewhat important	42%
Not very important	14%
Not at all important	5%
Not sure	7%

7. Do you have a favorable or unfavorable opinion of 'Earth Day', an annual event to demonstrate support for environmental protection?

Very favorable	31%
Somewhat favorable	37%
Somewhat unfavorable	10%
Very unfavorable	8%
Not sure	15%

8. Have you ever done anything to celebrate 'Earth Day'?

Yes	30%
No	61%
Not sure	8%

9. Will you be doing anything to celebrate Earth Day in 2016?

Definitely	7%
Probably	18%
Probably not	37%
Definitely not	23%
Not sure	15%

10. What will you be doing for Earth Day? Please select all that apply

Asked of those who will be doing anything to celebrate Earth Day 2016

Volunteer	24%
Attend an Earth Day event	25%
Use less electricity	50%
Not drive for the day	27%
Something else	13%
Not sure	14%

Interviewing Dates	April 14 - 17, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.012 to 7.096, with a mean of one and a standard deviation of 0.993.
Number of respondents	1000
Margin of error	± 4.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.