

# CONSUMER ACTIVISM ON GLOBAL WARMING

September 2021



YALE PROGRAM ON  
Climate Change  
Communication



GEORGE MASON UNIVERSITY  
CENTER for CLIMATE CHANGE  
COMMUNICATION

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## Introduction

This report is based on findings from a nationally representative survey – *Climate Change in the American Mind* – conducted by the [Yale Program on Climate Change Communication](http://climatecommunication.yale.edu) ([climatecommunication.yale.edu](http://climatecommunication.yale.edu)) and the [George Mason University Center for Climate Change Communication](http://climatechangecommunication.org) ([climatechangecommunication.org](http://climatechangecommunication.org)). Interview dates: September 10 – 20, 2021. Interviews: 1,006 adults (18+). Average margin of error: +/- 3 percentage points at the 95% confidence level. The research was funded by the 11th Hour Project, the Energy Foundation, the MacArthur Foundation, and the Grantham Foundation.

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### *Cite as:*

Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Neyens, L., Carman, J., Marlon, J., Lacroix, K., & Goldberg, M. (2021). *Consumer Activism on Global Warming: September 2021*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.



## Executive Summary

Drawing on a nationally representative survey ( $n = 1,006$ ), this report describes Americans' willingness to engage in consumer activism to reduce global warming. The survey was fielded from September 10 – 20, 2021. This report builds on three previous reports from this same survey that focused on [public support for U.S. domestic climate policy](#), [public support for international climate action](#), and [Americans' beliefs and attitudes about global warming](#). Among the key findings of this report:

### Individual Consumer Actions

- 33% of Americans say they have rewarded companies that are taking steps to reduce global warming by buying their products in the past 12 months, and 28% say they have punished companies that are opposing steps to reduce global warming by *not* buying their products.
- 41% of Americans say that, over the next 12 months, they intend to reward companies that are taking steps to reduce global warming more frequently than they do now; the same percentage (41%) say they intend to punish companies that are opposing steps to reduce global warming more frequently than they do now.
- Asked why they might *not* punish companies that oppose steps to reduce global warming:
  - 71% say they do not know which companies to punish
  - 61% say they are not an activist
  - 58% say nobody has ever asked them to do so
  - 49% say their actions wouldn't have any influence on a company
  - 47% say they can't afford to do it
  - 45% say it would be inconvenient
  - 35% say they are too busy
  - 35% say it's too much effort
- Half of Americans (50%) say they would be more likely to purchase goods from a company that is lobbying Congress to pass legislation to reduce global warming, while only 15% say they would be less likely to purchase goods from such a company.
- 38% of Americans say they would be either “extremely” (8%), “very” (10%) or “moderately” likely (20%) to switch banks or credit cards if they knew their bank or credit card company was investing in fossil fuels companies.

### Consumers' Collective Efficacy

- 54% of Americans are at least “moderately confident” that people like them, working together, can affect what the local businesses in their community do about global warming, and nearly half (48%) are confident that people like them can affect what corporations do about global warming.



## **Consumers' Expectations for Industries and Companies**

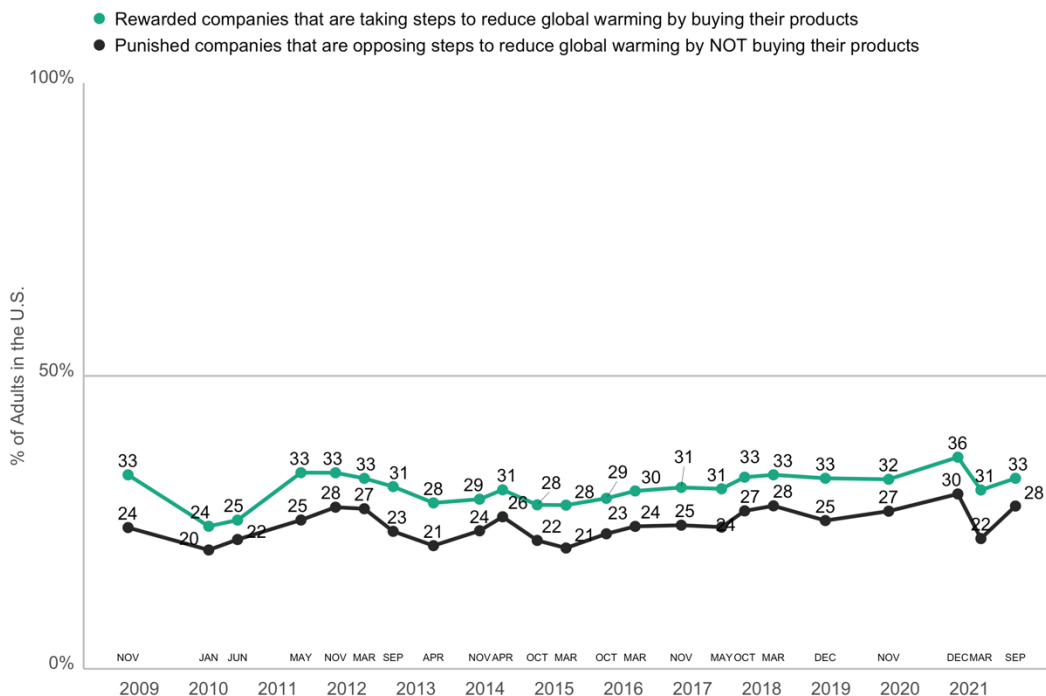
- Half or more Americans say that each of the 22 industries asked about in our survey should be doing “more” or “much more” to address global warming, including two in three or more who say fossil fuel companies (70%), airlines (69%), auto companies (68%), and trucking companies (67%) should be doing more.
- Majorities of Americans either “strongly” or “somewhat” agree that companies should take various climate-friendly actions, including the following:
  - not advertising their products and services on television networks that spread misinformation about climate change (75%)
  - purchasing 100% clean, renewable energy to power their operations (70%)
  - not contributing to the campaigns of candidates who oppose action to reduce global warming (65%)
- 64% of Americans say car companies should do more to encourage people to buy electric vehicles.
- Three in four or more Americans think stopping the spread of false information about global warming should be either a “high” or “medium” priority for the U.S. government (78%), news organizations (77%), social media companies (75%), and citizens themselves (75%).

## 1. Individual Consumer Actions

### 1.1 One in three Americans say they have engaged in consumer activism on global warming.

One in three Americans (33%) say they have rewarded companies that are taking steps to reduce global warming by buying their products in the past 12 months. About three in ten Americans (28%) say they have punished companies that are opposing steps to reduce global warming by *not* buying their products. The proportion of Americans who say they have rewarded companies that are taking steps to reduce global warming or punished companies that are opposing steps to reduce global warming have waxed and waned slightly over time, and are currently at levels similar to when we first asked these questions in November 2008.

**One in three Americans say they have engaged in consumer activism on global warming**  
- % one or more times -



Over the past 12 months, how many times have you done the following?

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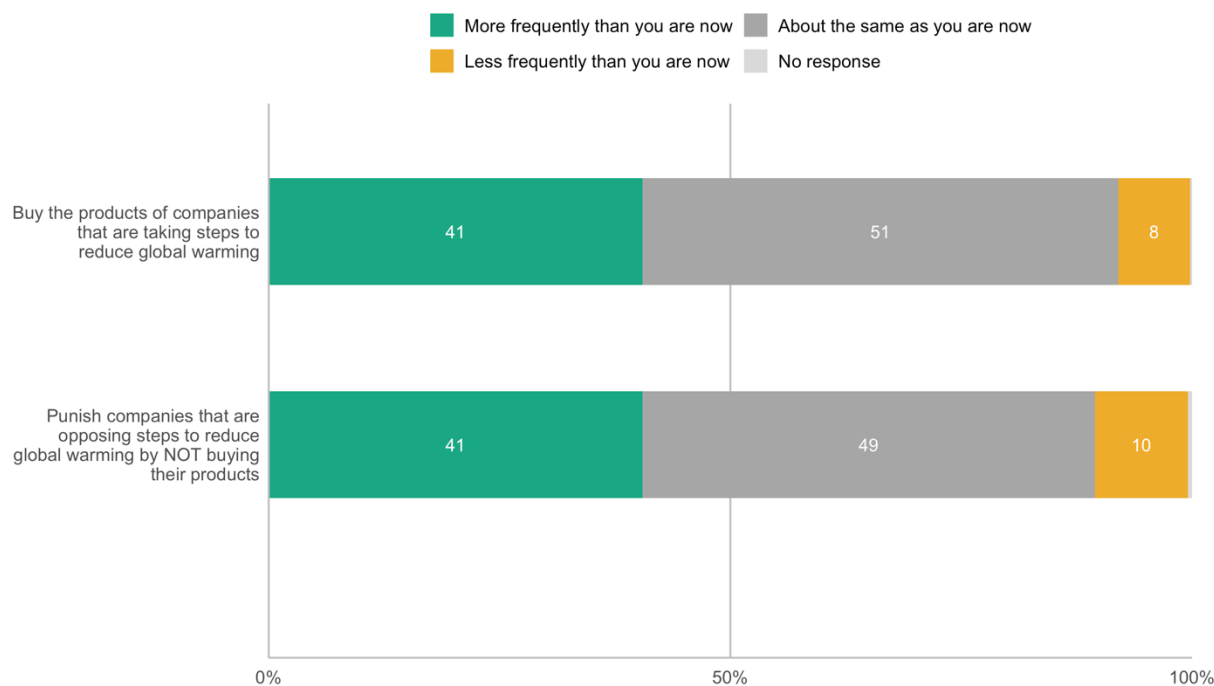


## 1.2 About four in ten Americans intend to engage in consumer activism on global warming more frequently in the next year.

About four in ten Americans (41%) say that, over the next 12 months, they intend to reward companies that are taking steps to reduce global warming more frequently than they do now. The same percentage (41%) say they intend to punish companies that are opposing steps to reduce global warming more frequently than they do now.

About half of Americans say they intend to take these steps about as often as they are doing now – 51% say they intend to reward companies about as often as they do now, and 49% say they intend to punish companies as often as they do now. Only about one in ten Americans say they intend to take these steps less frequently than they do now – 8% say they intend to reward companies less frequently, and 10% say they intend to punish companies less frequently.

**About four in ten Americans intend to engage in consumer activism on global warming more frequently in the next year**



(a) Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products...? (b) Over the next 12 months, do you intend to buy the products of companies that are taking steps to reduce global warming...?

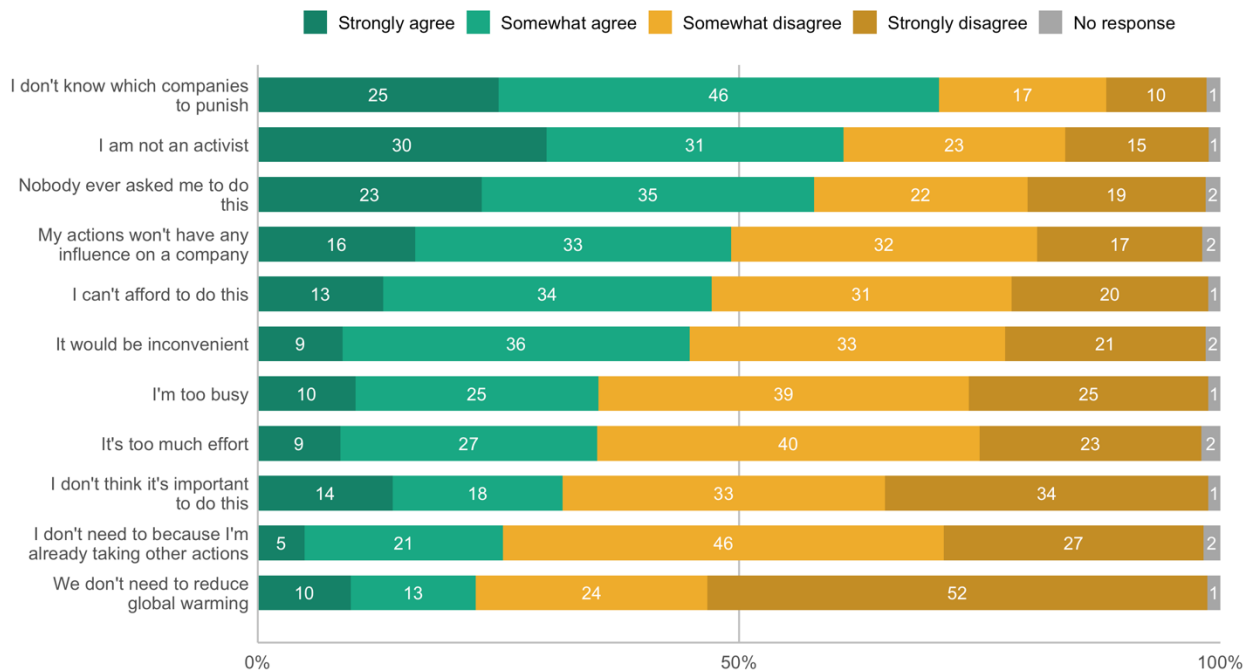
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### 1.3 Reasons more Americans don't punish companies for opposing climate action.

Asked why they might *not* punish companies that oppose climate action, about seven in ten Americans (71%) say they do not know which companies to punish. Additionally, more than half say they are not an activist (61%) or because nobody has ever asked them to (58%). One in three or more Americans say their actions wouldn't have any influence on a company (49%), they can't afford to do it (47%), it would be inconvenient (45%), they are too busy (35%), or it's too much effort (35%).

**Reasons more Americans don't punish companies for opposing climate action**



How strongly do you agree or disagree with each of these potential reasons for not punishing companies that oppose steps to reduce global warming by not buying their products, as the reasons relate to you? I might NOT punish companies that oppose steps to reduce global warming, because...

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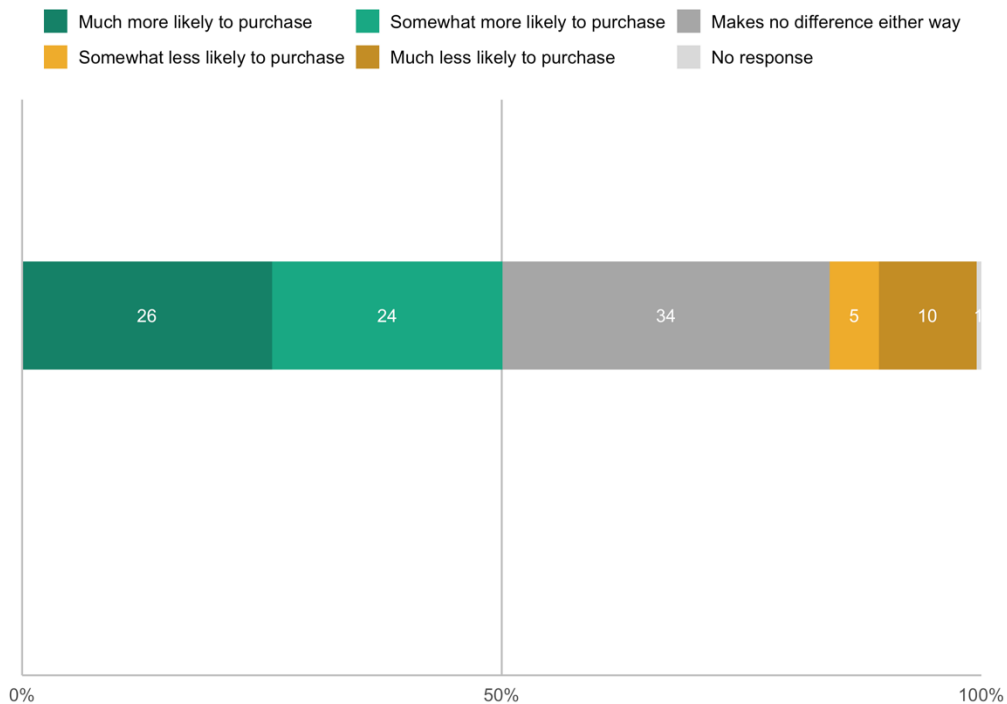




### 1.4 Half of Americans say they are more likely to purchase goods from a company lobbying Congress to pass legislation to reduce global warming.

When asked whether they would be more or less likely to purchase goods from a company that is lobbying Congress to pass legislation to reduce global warming, half of Americans (50%) say they would be more likely to purchase goods from that company, while only 15% say they would be *less* likely to purchase goods from that company. About one in three (34%) say it would make no difference either way.

**Half of Americans are more likely to purchase goods from a company lobbying Congress to pass legislation to reduce global warming**



Would you be more or less likely to purchase goods and/or services from a company that is lobbying Congress to pass legislation to reduce global warming?

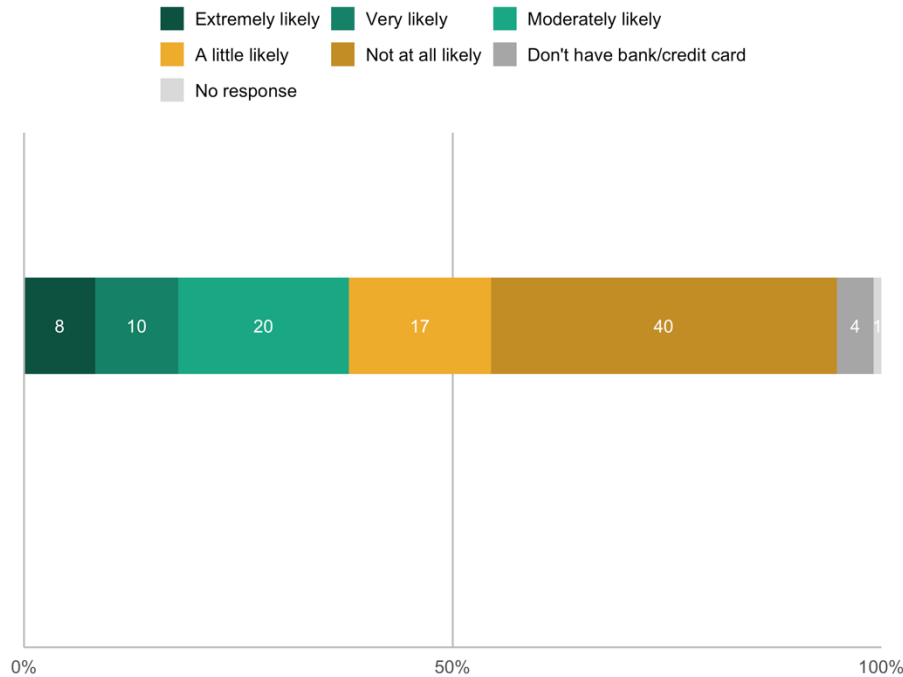
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### 1.5 More than one in three Americans say they would be likely to switch banks or credit cards if the bank or credit card company was investing in fossil fuel companies.

More than one in three Americans (38%) say they would be either “extremely” (8%), “very” (10%) or “moderately” likely (20%) to switch banks or credit cards if they knew their bank or credit card company was investing in fossil fuels companies. Four in ten (40%) report being “not at all likely” to switch banks or credit cards for this reason, and 17% report being “a little likely” to make such a switch.

**More than one in three Americans say they would be likely to switch banks or credit cards if the bank or credit card company was investing in fossil fuel companies**



How likely would you be to switch banks or credit cards if you knew your bank or credit card company was investing in fossil fuel companies?

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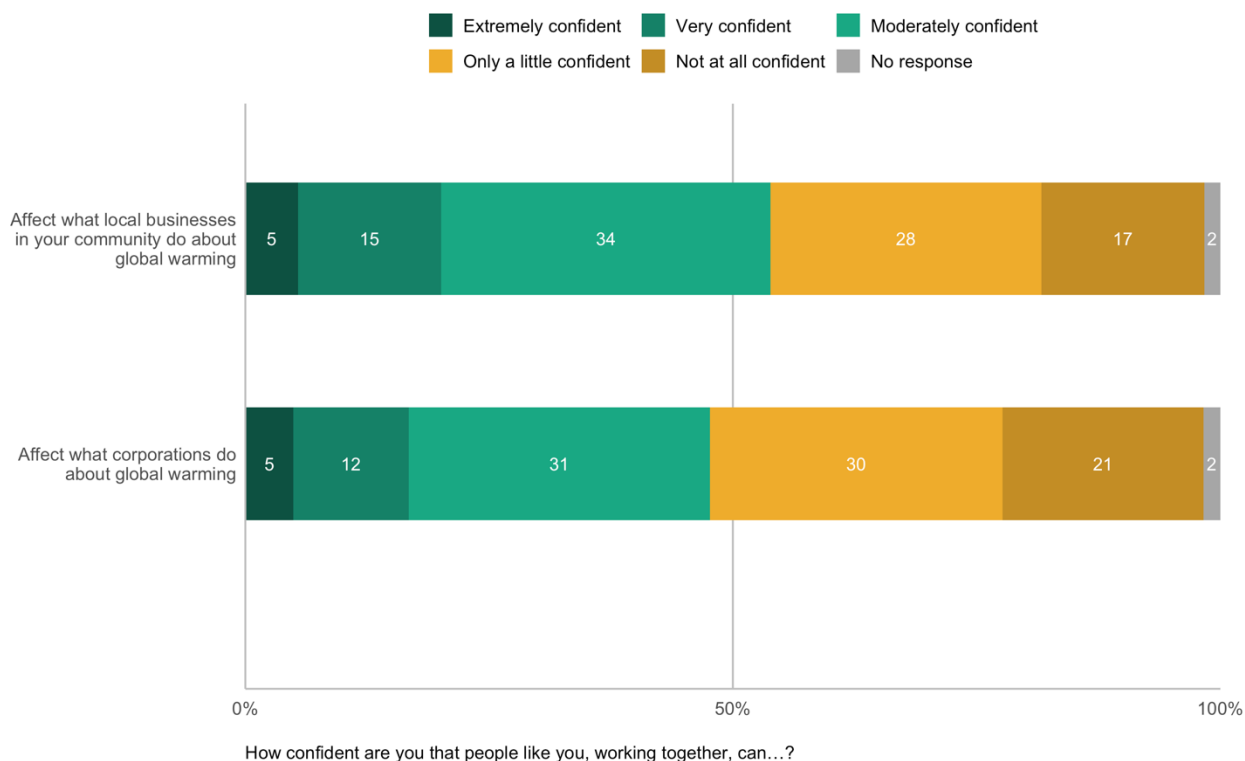


## 2. Consumers’ Collective Efficacy

### 2.1 Americans are more confident they can influence local businesses than corporations.

Perceived collective efficacy regarding global warming – the belief that like-minded citizens can work together to influence what government and business leaders do about global warming – is an important motivator for individuals to take collective action.<sup>1</sup> More than half of Americans (54%) are at least “moderately confident” that people like them, working together, can affect what the local businesses in their community do about global warming and nearly half (48%) are confident that people like them can affect what corporations do about global warming.

**Americans are more confident they can influence local businesses than corporations**



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<sup>1</sup> Bandura, A. (2000). Exercise of human agency through collective efficacy. *Current Directions in Psychological Science*, 9, 75-78. <https://doi.org/10.1111/1467-8721.00064>.

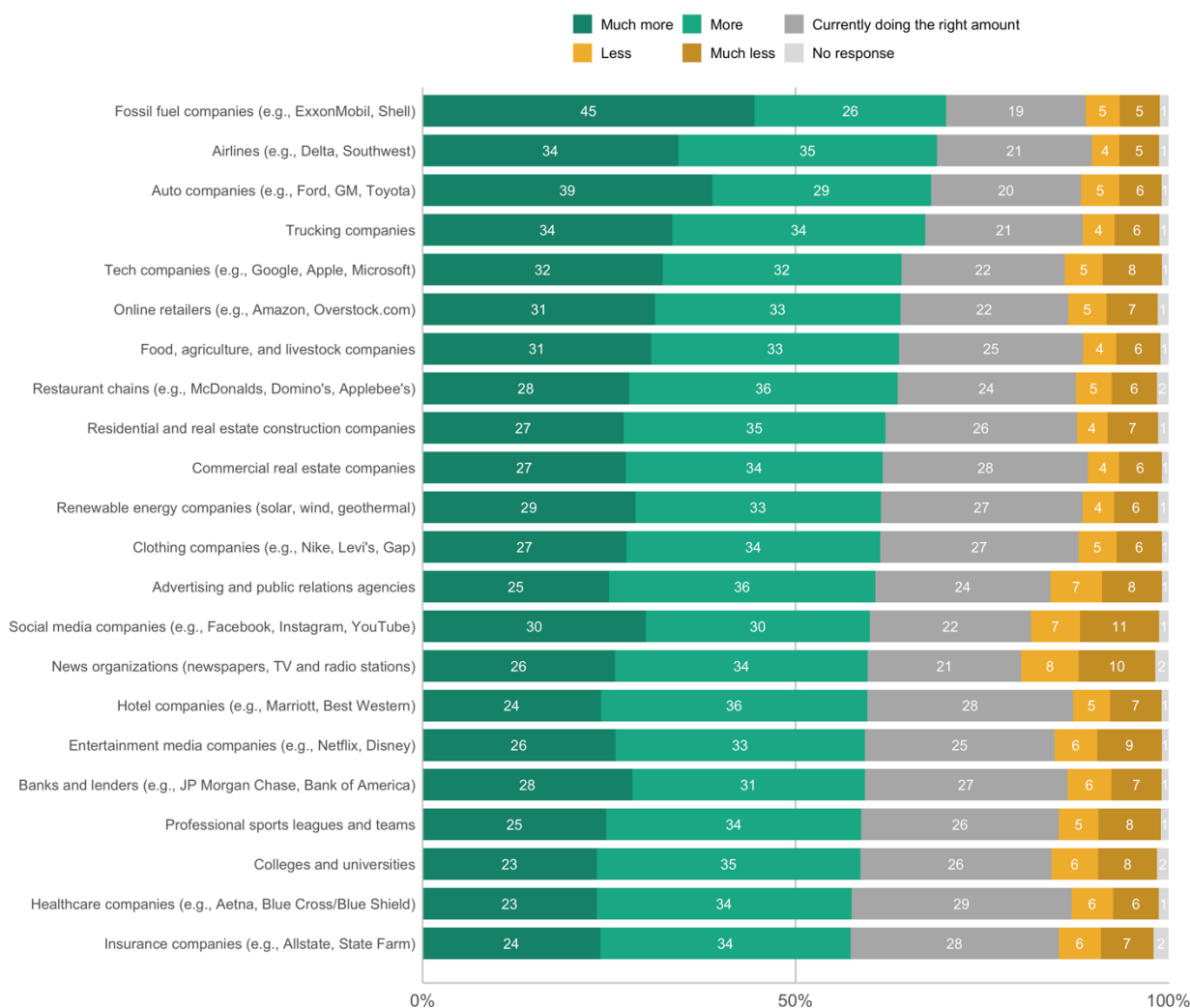
### 3. Consumers’ Expectations for Industries and Companies

#### 3.1 Most Americans think companies across industries should be doing more about global warming.

Half or more Americans say that each of the 22 industries asked about in our survey should be doing “more” or “much more” to address global warming. Two in three or more say fossil fuel companies (70%), airlines (69%), auto companies (68%), and trucking companies (67%) should be doing more.

In general, only about 10 to 15 percent of Americans say that these 22 industries should be doing “less” or “much less” to address global warming, with highs of 18% saying news organizations and 17% saying social media companies should be doing less. About 20 to 30 percent of Americans say that each of these types of companies are “currently doing the right amount” to address global warming.

Most Americans think companies across industries should be doing more about global warming



Do you think each of the following should be doing more or less to address global warming?

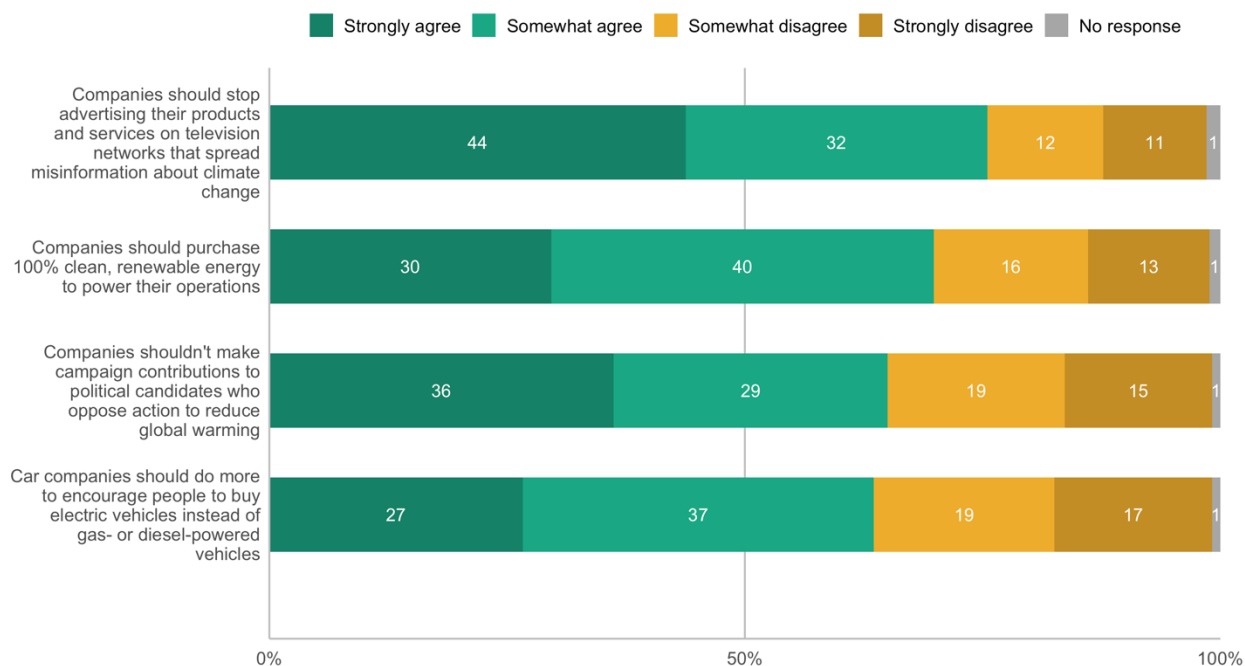
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### 3.2 A majority of Americans support companies taking climate-friendly actions.

Most Americans either “strongly” or “somewhat” agree that companies should take various climate-friendly actions. Three in four (75%) say companies should stop advertising their products and services on television networks that spread misinformation about climate change; 70% say companies should purchase 100% clean, renewable energy to power their operations; 65% say companies should *not* make campaign contributions to candidates who oppose action to reduce global warming; and 64% say car companies should do more to encourage people to buy electric vehicles.

**A majority of Americans support companies taking climate-friendly actions**



How strongly do you agree or disagree with each of the following statements?

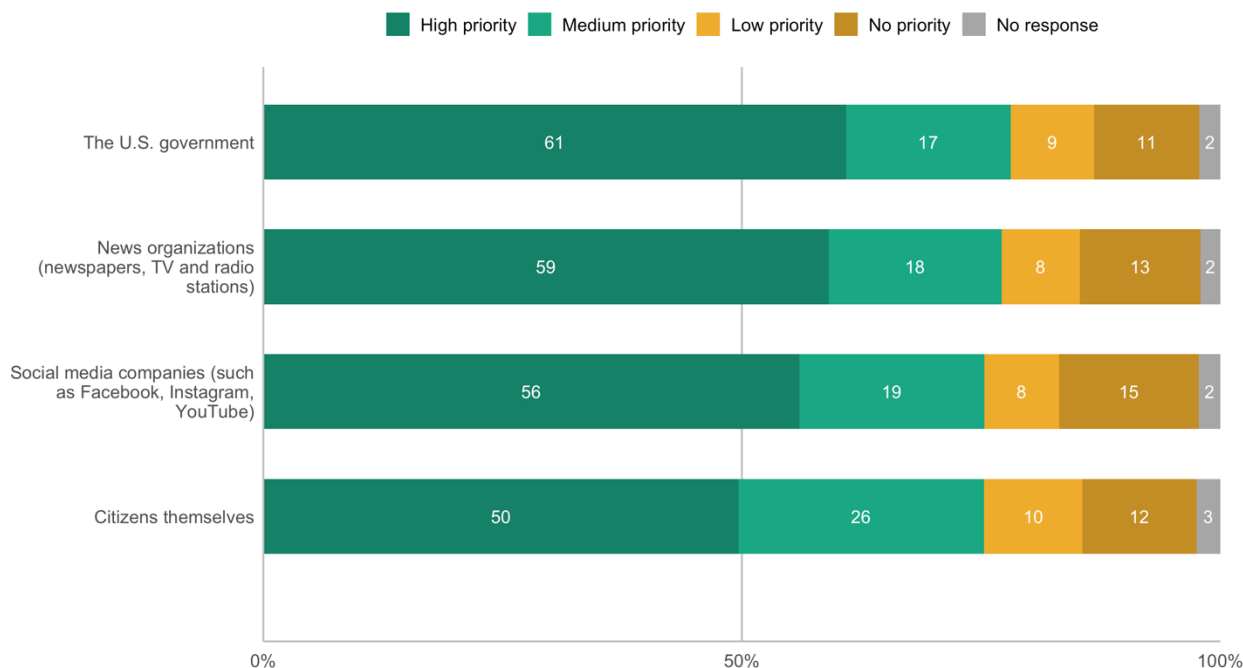
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### 3.3 Three in four or more Americans think stopping the spread of false information about global warming should be a priority for government, media organizations, and citizens.

Three in four or more Americans think stopping the spread of false information about global warming should be either a “medium” or “high” priority for the U.S. government (78%), news organizations (77%), social media companies (75%), and citizens themselves (75%). Only about one in four or fewer Americans think it should be either a “low priority” or “no priority” for each of these groups.

**Three in four or more Americans think stopping the spread of false information about global warming should be a priority for government, media organizations, and citizens**



In your opinion, how much priority should each of the following give to stopping the spread of false information about global warming?

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## Appendix I: Data Tables

### Table Notes:

- In all tables, the base is all Americans age 18+.
- In the first row of each table, “Unweighted Base” refers to the unweighted number of respondents in each column.
- Percentages reported are weighted to match U.S. Census parameters.
- A dash (“-”) denotes that there were no responses in that cell, and “0” denotes that the cell value is greater than 0 but less than 0.50.
- If a dash (“-”) appears for all possible responses for a given question and wave, then that question was not asked in that survey wave.
- A table that reports results for only one wave of data indicates that the question has only been asked in that wave.

### 1.1 Over the past 12 months, how many times have you done the following?

#### Rewarded companies that are taking steps to reduce global warming by buying their products

	Nov 2008	Jan 2010	Jun 2010	May 2011	Nov 2011	Mar 2012	Sep 2012	Apr 2013	Nov 2013
Unweighted Base	2,164	1,001	1,024	1,010	1,000	1,008	1,061	1,045	830
Many times (6+) (%)	4	3	4	6	7	7	8	6	7
Several times (4-5) (%)	9	5	6	6	9	8	8	7	7
A few times (2-3) (%)	17	13	12	17	15	13	12	13	13
Once (%)	3	4	4	4	3	5	4	3	2
Never (%)	46	50	51	43	41	48	48	51	52
Don't know (%)	19	21	23	21	23	17	21	20	18
No response (%)	1	4	1	3	2	2	0	1	1

	Apr 2014	Oct 2014	Mar 2015	Oct 2015	Mar 2016	Nov 2016	May 2017	Oct 2017	Mar 2018
Unweighted Base	1,013	1,275	1,263	1,330	1,204	1,226	1,266	1,304	1,278
Many times (6+) (%)	7	6	6	6	6	7	6	7	8
Several times (4-5) (%)	9	7	7	7	9	8	9	9	8
A few times (2-3) (%)	13	11	12	13	12	12	13	14	15
Once (%)	2	3	4	3	4	4	2	2	3
Never (%)	50	51	49	51	48	51	46	44	42
Don't know (%)	19	21	23	19	22	18	23	23	24
No response (%)	1	-	-	-	-	-	-	0	0

	Dec 2018	Apr 2019	Nov 2019	Apr 2020	Dec 2020	Mar 2021	Sep 2021
Unweighted Base	1,114	1,291	1,303	1,029	1,036	1,037	1,006
Many times (6+) (%)	7	-	9	-	9	5	8
Several times (4-5) (%)	7	-	8	-	10	7	8
A few times (2-3) (%)	16	-	14	-	14	15	15
Once (%)	2	-	2	-	3	3	2
Never (%)	45	-	44	-	48	51	46
Don't know (%)	23	-	24	-	16	18	21
No response (%)	0	-	0	-	-	0	-

**1.1 Over the past 12 months, how many times have you done the following? (cont.)****Punished companies that are opposing steps to reduce global warming by NOT buying their products**

	Nov 2008	Jan 2010	Jun 2010	May 2011	Nov 2011	Mar 2012	Sep 2012	Apr 2013	Nov 2013
Unweighted Base	2,164	1,001	1,024	1,010	1,000	1,008	1,061	1,045	830
Many times (6+) (%)	5	3	7	7	7	8	6	4	6
Several times (4-5) (%)	6	5	4	4	5	5	4	5	5
A few times (2-3) (%)	11	9	8	10	11	10	11	10	10
Once (%)	3	2	3	3	4	4	3	2	3
Never (%)	53	53	54	51	46	54	56	59	58
Don't know (%)	22	22	24	20	25	17	20	18	18
No response (%)	1	4	0	3	2	2	0	1	1

	Apr 2014	Oct 2014	Mar 2015	Oct 2015	Mar 2016	Nov 2016	May 2017	Oct 2017	Mar 2018
Unweighted Base	1,013	1,275	1,263	1,330	1,204	1,226	1,266	1,304	1,278
Many times (6+) (%)	7	6	5	4	4	5	6	6	6
Several times (4-5) (%)	5	5	5	5	6	6	6	5	7
A few times (2-3) (%)	10	9	7	11	11	10	10	12	13
Once (%)	4	2	4	2	3	3	2	3	2
Never (%)	54	56	56	57	53	57	54	51	48
Don't know (%)	19	22	24	20	23	19	22	22	24
No response (%)	1	-	-	-	-	-	-	0	0

	Dec 2018	Apr 2019	Nov 2019	Apr 2020	Dec 2020	Mar 2021	Sep 2021
Unweighted Base	1,114	1,291	1,303	1,029	1,036	1,037	1,006
Many times (6+) (%)	5	-	6	-	8	4	7
Several times (4-5) (%)	5	-	6	-	7	5	6
A few times (2-3) (%)	13	-	11	-	13	11	13
Once (%)	2	-	3	-	2	2	2
Never (%)	54	-	51	-	54	59	52
Don't know (%)	21	-	22	-	16	19	20
No response (%)	0	-	0	-	-	0	-



## 1.2 Over the next 12 months, would you like to punish companies that are opposing steps to reduce global warming by NOT buying their products...?

	Nov 2008	Jan 2010	Jun 2010	May 2011	Nov 2011	Mar 2012	Sep 2012	Apr 2013	Nov 2013
Unweighted Base	2,164	1,001	1,024	1,010	1,000	1,008	1,061	1,045	830
More frequently than you are now (%)	39	30	35	34	35	35	37	37	36
About the same as you are now (%)	52	54	54	53	53	54	52	54	53
Less frequently than you are now (%)	6	9	9	9	8	9	11	8	10
No response (%)	3	7	2	4	4	2	1	1	1

	Apr 2014	Oct 2014	Mar 2015	Oct 2015	Mar 2016	Nov 2016	May 2017	Oct 2017	Mar 2018
Unweighted Base	1,013	1,275	1,263	1,330	1,204	1,226	1,266	1,304	1,278
More frequently than you are now (%)	35	35	38	-	39	38	38	42	38
About the same as you are now (%)	54	56	51	-	51	51	51	48	52
Less frequently than you are now (%)	10	9	10	-	10	11	10	10	10
No response (%)	1	0	1	-	0	0	0	0	1

	Dec 2018	Apr 2019	Nov 2019	Apr 2020	Dec 2020	Mar 2021	Sep 2021
Unweighted Base	1,114	1,291	1,303	1,029	1,036	1,037	1,006
More frequently than you are now (%)	38	-	38	-	35	-	41
About the same as you are now (%)	51	-	52	-	53	-	49
Less frequently than you are now (%)	11	-	9	-	11	-	10
No response (%)	1	-	1	-	0	-	0

## 1.2 Over the next 12 months, do you intend to buy the products of companies that are taking steps to reduce global warming...?

	Nov 2008	Jan 2010	Jun 2010	May 2011	Nov 2011	Mar 2012	Sep 2012	Apr 2013	Nov 2013
Unweighted Base	2,164	1,001	1,024	1,010	1,000	1,008	1,061	1,045	830
More frequently than you are now (%)	39	32	35	36	35	34	37	37	35
About the same as you are now (%)	54	55	54	50	53	56	54	56	57
Less frequently than you are now (%)	4	8	9	7	9	7	8	6	6
No response (%)	3	5	2	6	3	3	0	1	2

	Apr 2014	Oct 2014	Mar 2015	Oct 2015	Mar 2016	Nov 2016	May 2017	Oct 2017	Mar 2018
Unweighted Base	1,013	1,275	1,263	1,330	1,204	1,226	1,266	1,304	1,278
More frequently than you are now (%)	34	34	35	-	35	38	37	41	37
About the same as you are now (%)	54	58	56	-	55	53	54	51	54
Less frequently than you are now (%)	9	8	8	-	9	9	9	7	8
No response (%)	2	0	0	-	0	0	0	0	0

	Dec 2018	Apr 2019	Nov 2019	Apr 2020	Dec 2020	Mar 2021	Sep 2021
Unweighted Base	1,114	1,291	1,303	1,029	1,036	1,037	1,006
More frequently than you are now (%)	40	-	40	-	36	-	41
About the same as you are now (%)	53	-	52	-	53	-	51
Less frequently than you are now (%)	7	-	7	-	10	-	8
No response (%)	0	-	1	-	0	-	0

**1.3 How strongly do you agree or disagree with each of these potential reasons for not punishing companies that oppose steps to reduce global warming by not buying their products, as the reasons relate to you? I might NOT punish companies that oppose steps to reduce global warming, because...**

**I don't know which companies to punish**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	25
Somewhat agree (%)	46
Somewhat disagree (%)	17
Strongly disagree (%)	10
No response (%)	1

**I can't afford to do this**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	13
Somewhat agree (%)	34
Somewhat disagree (%)	31
Strongly disagree (%)	20
No response (%)	1

**My actions won't have any influence on a company**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	16
Somewhat agree (%)	33
Somewhat disagree (%)	32
Strongly disagree (%)	17
No response (%)	2

**1.3 How strongly do you agree or disagree with each of these potential reasons for not punishing companies that oppose steps to reduce global warming by not buying their products, as the reasons relate to you? I might NOT punish companies that oppose steps to reduce global warming, because... (cont.)**

**I don't think it's important to do this**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	14
Somewhat agree (%)	18
Somewhat disagree (%)	33
Strongly disagree (%)	34
No response (%)	1

**It would be inconvenient**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	9
Somewhat agree (%)	36
Somewhat disagree (%)	33
Strongly disagree (%)	21
No response (%)	2

**We don't need to reduce global warming**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	10
Somewhat agree (%)	13
Somewhat disagree (%)	24
Strongly disagree (%)	52
No response (%)	1

**1.3 How strongly do you agree or disagree with each of these potential reasons for not punishing companies that oppose steps to reduce global warming by not buying their products, as the reasons relate to you? I might NOT punish companies that oppose steps to reduce global warming, because... (cont.)**

**It's too much effort**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	9
Somewhat agree (%)	27
Somewhat disagree (%)	40
Strongly disagree (%)	23
No response (%)	2

**I'm too busy**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	10
Somewhat agree (%)	25
Somewhat disagree (%)	39
Strongly disagree (%)	25
No response (%)	1

**I don't need to because I'm already taking other actions**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	5
Somewhat agree (%)	21
Somewhat disagree (%)	46
Strongly disagree (%)	27
No response (%)	2

**1.3 How strongly do you agree or disagree with each of these potential reasons for not punishing companies that oppose steps to reduce global warming by not buying their products, as the reasons relate to you? I might NOT punish companies that oppose steps to reduce global warming, because... (cont.)**

**Nobody ever asked me to do this**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	23
Somewhat agree (%)	35
Somewhat disagree (%)	22
Strongly disagree (%)	19
No response (%)	2

**I am not an activist**

	Sep 2021
Unweighted Base	1,006
Strongly agree (%)	30
Somewhat agree (%)	31
Somewhat disagree (%)	23
Strongly disagree (%)	15
No response (%)	1

**1.4 Would you be more or less likely to purchase goods and/or services from a company that is lobbying Congress to pass legislation to reduce global warming?**

	Sep 2021
Unweighted Base	1,006
Much more likely to purchase (%)	26
Somewhat more likely to purchase (%)	24
Makes no difference either way (%)	34
Somewhat less likely to purchase (%)	5
Much less likely to purchase (%)	10
No response (%)	1

**1.5 How likely would you be to switch banks or credit cards if you knew your bank or credit card company was investing in fossil fuel companies?**

	Sep 2021
Unweighted Base	1,006
Extremely likely (%)	8
Very likely (%)	10
Moderately likely (%)	20
A little likely (%)	17
Not at all likely (%)	40
Not applicable because I don't have a bank account or a credit card (%)	4
No response (%)	1

## 2.1 How confident are you that people like you, working together, can...?

### Affect what corporations do about global warming

	Nov 2008	Jan 2010	Jun 2010	May 2011	Nov 2011	Mar 2012	Sep 2012	Apr 2013	Nov 2013
Unweighted Base	2,164	1,001	1,024	1,010	1,000	1,008	1,061	1,045	830
Extremely confident (%)	-	-	-	-	-	-	-	-	-
Very confident (%)	-	-	-	-	-	-	-	-	-
Moderately confident (%)	-	-	-	-	-	-	-	-	-
Only a little confident (%)	-	-	-	-	-	-	-	-	-
Not at all confident (%)	-	-	-	-	-	-	-	-	-
No response (%)	-	-	-	-	-	-	-	-	-

	Apr 2014	Oct 2014	Mar 2015	Oct 2015	Mar 2016	Nov 2016	May 2017	Oct 2017	Mar 2018
Unweighted Base	1,013	1,275	1,263	1,330	1,204	1,226	1,266	1,304	1,278
Extremely confident (%)	-	-	-	-	-	-	-	-	-
Very confident (%)	-	-	-	-	-	-	-	-	-
Moderately confident (%)	-	-	-	-	-	-	-	-	-
Only a little confident (%)	-	-	-	-	-	-	-	-	-
Not at all confident (%)	-	-	-	-	-	-	-	-	-
No response (%)	-	-	-	-	-	-	-	-	-

	Dec 2018	Apr 2019	Nov 2019	Apr 2020	Dec 2020	Mar 2021	Sep 2021
Unweighted Base	1,114	1,291	1,303	1,029	1,036	1,037	1,006
Extremely confident (%)	5	-	2	-	4	4	5
Very confident (%)	11	-	8	-	10	11	12
Moderately confident (%)	23	-	26	-	28	29	31
Only a little confident (%)	33	-	35	-	29	26	30
Not at all confident (%)	27	-	27	-	27	27	21
No response (%)	1	-	1	-	1	3	2



**2.1 How confident are you that people like you, working together, can...? (cont.)****Affect what local businesses in your community do about global warming**

	Nov 2008	Jan 2010	Jun 2010	May 2011	Nov 2011	Mar 2012	Sep 2012	Apr 2013	Nov 2013
Unweighted Base	2,164	1,001	1,024	1,010	1,000	1,008	1,061	1,045	830
Extremely confident (%)	-	-	-	-	-	-	-	-	-
Very confident (%)	-	-	-	-	-	-	-	-	-
Moderately confident (%)	-	-	-	-	-	-	-	-	-
Only a little confident (%)	-	-	-	-	-	-	-	-	-
Not at all confident (%)	-	-	-	-	-	-	-	-	-
No response (%)	-	-	-	-	-	-	-	-	-

	Apr 2014	Oct 2014	Mar 2015	Oct 2015	Mar 2016	Nov 2016	May 2017	Oct 2017	Mar 2018
Unweighted Base	1,013	1,275	1,263	1,330	1,204	1,226	1,266	1,304	1,278
Extremely confident (%)	-	-	-	-	-	-	-	-	-
Very confident (%)	-	-	-	-	-	-	-	-	-
Moderately confident (%)	-	-	-	-	-	-	-	-	-
Only a little confident (%)	-	-	-	-	-	-	-	-	-
Not at all confident (%)	-	-	-	-	-	-	-	-	-
No response (%)	-	-	-	-	-	-	-	-	-

	Dec 2018	Apr 2019	Nov 2019	Apr 2020	Dec 2020	Mar 2021	Sep 2021
Unweighted Base	1,114	1,291	1,303	1,029	1,036	1,037	1,006
Extremely confident (%)	5	-	3	-	4	5	5
Very confident (%)	15	-	12	-	13	13	15
Moderately confident (%)	30	-	34	-	34	32	34
Only a little confident (%)	29	-	31	-	28	26	28
Not at all confident (%)	19	-	18	-	20	21	17
No response (%)	2	-	1	-	1	3	2

**3.1 Do you think each of the following should be doing more or less to address global warming?****Entertainment media companies (such as Netflix, Disney)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	26
More (%)	33
Currently doing the right amount (%)	25
Less (%)	6
Much less (%)	9
No response (%)	1

**News organizations (newspapers, TV and radio stations)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	26
More (%)	34
Currently doing the right amount (%)	21
Less (%)	8
Much less (%)	10
No response (%)	2

**Auto companies (such as Ford, GM, Toyota)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	39
More (%)	29
Currently doing the right amount (%)	20
Less (%)	5
Much less (%)	6
No response (%)	1

**3.1 Do you think each of the following should be doing more or less to address global warming? (cont.)****Social media companies (such as Facebook, Instagram, YouTube)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	30
More (%)	30
Currently doing the right amount (%)	22
Less (%)	7
Much less (%)	11
No response (%)	1

**Tech companies (such as Google, Apple, Microsoft)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	32
More (%)	32
Currently doing the right amount (%)	22
Less (%)	5
Much less (%)	8
No response (%)	1

**Food, agriculture, and livestock companies**

	Sep 2021
Unweighted Base	1,006
Much more (%)	31
More (%)	33
Currently doing the right amount (%)	25
Less (%)	4
Much less (%)	6
No response (%)	1

**3.1 Do you think each of the following should be doing more or less to address global warming? (cont.)****Residential and real estate construction companies**

	Sep 2021
Unweighted Base	1,006
Much more (%)	27
More (%)	35
Currently doing the right amount (%)	26
Less (%)	4
Much less (%)	7
No response (%)	1

**Commercial real estate companies**

	Sep 2021
Unweighted Base	1,006
Much more (%)	27
More (%)	34
Currently doing the right amount (%)	28
Less (%)	4
Much less (%)	6
No response (%)	1

**Trucking companies**

	Sep 2021
Unweighted Base	1,006
Much more (%)	34
More (%)	34
Currently doing the right amount (%)	21
Less (%)	4
Much less (%)	6
No response (%)	1

**3.1 Do you think each of the following should be doing more or less to address global warming? (cont.)****Airlines (such as Delta, Southwest)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	34
More (%)	35
Currently doing the right amount (%)	21
Less (%)	4
Much less (%)	5
No response (%)	1

**Advertising and public relations agencies**

	Sep 2021
Unweighted Base	1,006
Much more (%)	25
More (%)	36
Currently doing the right amount (%)	24
Less (%)	7
Much less (%)	8
No response (%)	1

**Banks and lenders (such as JP Morgan Chase, Bank of America)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	28
More (%)	31
Currently doing the right amount (%)	27
Less (%)	6
Much less (%)	7
No response (%)	1

**3.1 Do you think each of the following should be doing more or less to address global warming? (cont.)****Fossil fuel companies (such as ExxonMobil, Shell)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	45
More (%)	26
Currently doing the right amount (%)	19
Less (%)	5
Much less (%)	5
No response (%)	1

**Renewable energy companies (solar, wind, geothermal)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	29
More (%)	33
Currently doing the right amount (%)	27
Less (%)	4
Much less (%)	6
No response (%)	1

**Online retailers (such as Amazon, Overstock.com)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	31
More (%)	33
Currently doing the right amount (%)	22
Less (%)	5
Much less (%)	7
No response (%)	1

**3.1 Do you think each of the following should be doing more or less to address global warming? (cont.)****Clothing companies (such as Nike, Levi's Gap)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	27
More (%)	34
Currently doing the right amount (%)	27
Less (%)	5
Much less (%)	6
No response (%)	1

**Healthcare companies (such as Aetna, Blue Cross/Blue Shield)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	23
More (%)	34
Currently doing the right amount (%)	29
Less (%)	6
Much less (%)	6
No response (%)	1

**Insurance companies (such as Allstate, State Farm)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	24
More (%)	34
Currently doing the right amount (%)	28
Less (%)	6
Much less (%)	7
No response (%)	2

**3.1 Do you think each of the following should be doing more or less to address global warming? (cont.)****Hotel companies (such as Marriott, Best Western)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	24
More (%)	36
Currently doing the right amount (%)	28
Less (%)	5
Much less (%)	7
No response (%)	1

**Restaurant chains (such as McDonalds, Domino's, Applebee's)**

	Sep 2021
Unweighted Base	1,006
Much more (%)	28
More (%)	36
Currently doing the right amount (%)	24
Less (%)	5
Much less (%)	6
No response (%)	2

**Professional sports leagues and teams**

	Sep 2021
Unweighted Base	1,006
Much more (%)	25
More (%)	34
Currently doing the right amount (%)	26
Less (%)	5
Much less (%)	8
No response (%)	1



**3.1 Do you think each of the following should be doing more or less to address global warming? (cont.)****Colleges and universities**

	Sep 2021
Unweighted Base	1,006
Much more (%)	23
More (%)	35
Currently doing the right amount (%)	26
Less (%)	6
Much less (%)	8
No response (%)	2

**3.2 How strongly do you agree or disagree with each of the following statements?****Car companies should do more to encourage people to buy electric vehicles instead of gas- or diesel-powered vehicles**

	Sep 2021
Unweighted Base	1,006
No response (%)	1
Strongly agree (%)	27
Somewhat agree (%)	37
Somewhat disagree (%)	19
Strongly disagree (%)	17

**Companies should purchase 100% clean, renewable energy to power their operations**

	Sep 2021
Unweighted Base	1,006
No response (%)	1
Strongly agree (%)	30
Somewhat agree (%)	40
Somewhat disagree (%)	16
Strongly disagree (%)	13

**3.2 How strongly do you agree or disagree with each of the following statements? (cont.)**

**Companies should stop advertising their products and services on television networks that spread misinformation about climate change**

	Sep 2021
Unweighted Base	1,006
No response (%)	1
Strongly agree (%)	44
Somewhat agree (%)	32
Somewhat disagree (%)	12
Strongly disagree (%)	11

**Companies shouldn't make campaign contributions to political candidates who oppose action to reduce global warming**

	Sep 2021
Unweighted Base	1,006
No response (%)	1
Strongly agree (%)	36
Somewhat agree (%)	29
Somewhat disagree (%)	19
Strongly disagree (%)	15

**3.3 In your opinion, how much priority should each of the following give to stopping the spread of false information about global warming?**

**Social media companies (such as Facebook, Instagram, YouTube)**

	Sep 2021
Unweighted Base	1,006
High priority (%)	56
Medium priority (%)	19
Low priority (%)	8
No priority (%)	15
No response (%)	2

### 3.3 In your opinion, how much priority should each of the following give to stopping the spread of false information about global warming? (cont.)

#### The U.S. government

	Sep 2021
Unweighted Base	1,006
High priority (%)	61
Medium priority (%)	17
Low priority (%)	9
No priority (%)	11
No response (%)	2

#### News organizations (newspapers, TV and radio stations)

	Sep 2021
Unweighted Base	1,006
High priority (%)	59
Medium priority (%)	18
Low priority (%)	8
No priority (%)	13
No response (%)	2

#### Citizens themselves

	Sep 2021
Unweighted Base	1,006
High priority (%)	50
Medium priority (%)	26
Low priority (%)	10
No priority (%)	12
No response (%)	3

## Appendix II: Survey Method

The data in this report are based on a nationally representative survey of 1,006 American adults, aged 18 and older. The survey was conducted September 10 – 20, 2021. All questionnaires were self-administered by respondents in a web-based environment. The median completion time for the survey was 24 minutes.

The sample was drawn from the Ipsos (formerly GfK) KnowledgePanel®, an online panel of members drawn using probability sampling methods. Prospective members are recruited using a combination of random digit dial and address-based sampling techniques that cover virtually all (non-institutional) resident phone numbers and addresses in the United States. Those contacted who would choose to join the panel but do not have access to the Internet are loaned computers and given Internet access so they may participate.

The sample therefore includes a representative cross-section of American adults—irrespective of whether they have Internet access, use only a cell phone, etc. Key demographic variables were weighted, post survey, to match US Census Bureau norms.

From November 2008 to December 2018, no KnowledgePanel® member participated in more than one *Climate Change in the American Mind* (CCAM) survey. Beginning with the April 2019 survey, panel members who have participated in CCAM surveys in the past, excluding the most recent two surveys, may be randomly selected for participation. In the current survey, 300 respondents participated in a previous CCAM survey.

The survey instrument was designed by Anthony Leiserowitz, Seth Rosenthal, Jennifer Carman, Matthew Goldberg, Karine Lacroix, and Jennifer Marlon of Yale University, and Edward Maibach and John Kotcher of George Mason University. The charts and tables were designed by Liz Neyens of Yale University.

## Sample details and margins of error

All samples are subject to some degree of sampling error – that is, statistical results obtained from a sample can be expected to differ somewhat from results that would be obtained if every member of the target population were interviewed. Average margins of error for each wave, at the 95% confidence level, are plus or minus 3 percentage points except where noted.

- September 2021: Fielded September 10 – 20 ( $n = 1,006$ )
- March 2021: Fielded March 18 – 29 ( $n = 1,037$ )
- December 2020: Fielded December 3 – 16 ( $n = 1,036$ )
- April 2020: Fielded April 7 – 17 ( $n = 1,029$ )
- November 2019: Fielded November 8 – November 20 ( $n = 1,303$ )
- April 2019: Fielded March 29 – April 8 ( $n = 1,291$ )
- December 2018: Fielded November 28 – December 11 ( $n = 1,114$ )
- March 2018: Fielded March 7 – March 24 ( $n = 1,278$ )
- October 2017: Fielded October 20 – November 1 ( $n = 1,304$ )
- May 2017: Fielded May 18 – June 6 ( $n = 1,266$ )
- November 2016: Fielded November 18 – December 1 ( $n = 1,226$ )
- March 2016: Fielded March 18 – 31 ( $n = 1,204$ )
- October 2015: Fielded September 30 – October 19 ( $n = 1,330$ )
- March 2015: Fielded February 27 – March 10 ( $n = 1,263$ )
- October 2014: Fielded October 17 – 28 ( $n = 1,275$ )
- April 2014: Fielded April 15 – 22 ( $n = 1,013$ )
- November 2013: Fielded November 23 – December 9 ( $n = 830$ )
- April 2013: Fielded April 10 – 15 ( $n = 1,045$ )
- September 2012: Fielded August 31 – September 12 ( $n = 1,061$ )
- March 2012: Fielded March 12 – March 30 ( $n = 1,008$ )
- November 2011: Fielded October 20 – November 16 ( $n = 1,000$ )
- May 2011: Fielded April 23 – May 12 ( $n = 1,010$ )
- June 2010: Fielded May 14 – June 1 ( $n = 1,024$ )
- January 2010: Fielded December 24, 2009 – January 3, 2010 ( $n = 1,001$ ).
- November 2008: Fielded October 7 – November 12 ( $n = 2,164$ ).

– Data were collected over two periods: from October 7 – October 20 and from October 24 – November 12. Margin of error plus or minus 2 percentage points.

## Rounding error and tabulation

In data tables, bases specified are unweighted, but percentages are weighted to match national population parameters.

For tabulation purposes, percentage points are rounded to the nearest whole number. As a result, percentages in a given chart may total slightly higher or lower than 100%. Summed response categories (e.g., “strongly agree” + “somewhat agree”) are rounded after sums are calculated. For example, in some cases, the sum of 25% + 25% might be reported as 51% (e.g., 25.3% + 25.3% = 50.6%, which, after rounding, would be reported as 25% + 25% = 51%).

## Appendix III: Sample Demographics

	<i>n</i> (unweighted)	% (weighted)
Total	1,006	100
Female	506	52
Male	500	48
Generation Z (1997 - )	54	9
Millennials (1981 - 1996)	213	29
Generation X (1965 - 1980)	248	25
Baby Boomers (1946 - 1964)	407	30
Silent (1928 - 1945)	84	6
Less than high school	54	11
High school	255	27
Some college	309	30
Bachelor's degree or higher	388	32
<\$25K	100	13
\$25K-<\$50K	165	18
\$50K-<\$75K	164	17
\$75K-<\$100K	142	14
\$100K-<\$125K	137	12
\$125K+	298	27
White, Non-Hispanic	746	63
Black, Non-Hispanic	86	12
Hispanic	112	16
2+ Races, Non-Hispanic	23	2
Other, Non-Hispanic	39	7
Northeast	174	17
Midwest	218	21
South	390	38
West	224	24

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