

CLIMATE ACTIVISM: A SIX AMERICAS ANALYSIS

December 2020



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](https://climatecommunication.yale.edu) (climatecommunication.yale.edu) and the [George Mason University Center for Climate Change Communication](https://climatechangecommunication.org) (climatechangecommunication.org). Interview dates: December 3 – 16, 2020. Interviews: 1,036 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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Executive Summary

Drawing on a nationally representative survey ($n = 1,036$), this report describes how Americans view climate activism – including their sense of efficacy about climate activism, and the activism behaviors they are taking or would consider. Additionally, it explores differences in climate activism among [Global Warming's Six Americas](#).

Global Warming's Six Americas

- Our prior research has found that Americans can be categorized into six distinct groups – [Global Warming's Six Americas](#) – based on their beliefs and attitudes about climate change. Currently, about one in four Americans (26%) are *Alarmed* about global warming, with an additional 29% who are *Concerned*. Fewer Americans are *Cautious* (19%), *Disengaged* (6%), *Doubtful* (12%), or *Dismissive* (8%) regarding global warming.
- Over the past five years, the U.S. population as a whole has shifted towards the *Alarmed* segment. In October 2015, the *Alarmed* (17%) outnumbered the *Dismissive* (10%) by seven percentage points. As of December 2020, however, the *Alarmed* outnumber the *Dismissive* by more than 3 to 1 (26% vs. 8%).

Activism Efficacy

- About half of Americans are at least "moderately confident" that people like them, working together, can affect what local businesses do about global warming (51%). Four in ten or more are similarly confident that people can affect what their local government (47%), their state government (46%), the federal government (43%), or corporations (43%) do about global warming.
- The *Alarmed* are the most confident in their collective ability to influence decision-makers regarding global warming. The *Concerned*, *Cautious*, and *Disengaged* have more moderate perceptions of their collective influence, and the *Doubtful* and *Dismissive* have the lowest perceptions of it.

Individual and Collective Action to Reduce Global Warming

- Only one percent of Americans say they are currently participating in a campaign to convince elected officials to take action to reduce global warming. However, about three in ten Americans say they either would definitely participate (9%) or probably participate (20%) in such a campaign.
- While only four percent of the *Alarmed* and one percent of the *Concerned* say they are currently participating in a campaign to convince elected officials to take action to reduce global warming, more than half of the *Alarmed* (58%) and about one in three of the *Concerned* (35%) say they either definitely or probably would participate in a campaign.
- If asked by someone they like and respect, one in four Americans (25%), including about half of the *Alarmed* (48%) would support an organization engaging in non-violent civil disobedience against corporate or government activities that make global warming worse. Fifteen percent of Americans, including 31% of the *Alarmed*, say they would personally engage in non-violent civil disobedience.

- About three in ten Americans, including about half or more of the *Alarmed*, say they would, if asked by a person they like and respect, volunteer their time to an organization working on global warming (31%), donate money to an organization working on global warming (30%), write letters, email, or phone government officials about global warming (30%), or meet with an elected official or their staff about global warming (28%).
- However, fewer Americans say they have actually taken these actions in the past year. Thirteen percent of Americans (including 35% of the *Alarmed*) say they signed a petition about global warming over the past 12 months. One in ten Americans (10%; including 24% of the *Alarmed*) donated money to a political candidate because of their views on global warming, nine percent of Americans (including 21% of the *Alarmed*) donated money to an organization working on global warming, and six percent of Americans (including 15% of the *Alarmed*) volunteered their time to elect a political candidate because of the candidate's views on global warming.
- Few Americans (9%) say they have contacted an elected official during the past 12 months to urge them to take action to reduce global warming. However, about one in four of the *Alarmed* (24%) say they have done so.
- Thirty-six percent of Americans, including 65% of the *Alarmed*, have rewarded companies that are taking steps to reduce global warming by buying their products. Similarly, 30% of Americans, including 60% of the *Alarmed*, have punished companies that are opposing steps to reduce global warming by *not* buying their products.

1. Global Warming's Six Americas

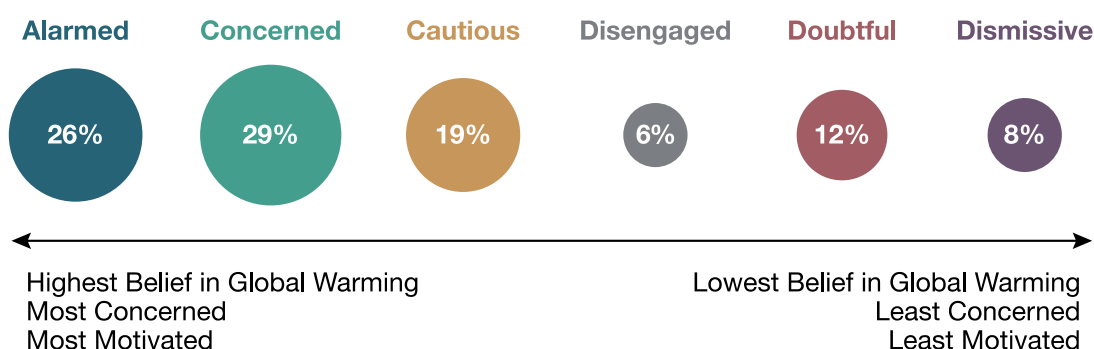
1.1. Six Americas December 2020

Our prior research has found that Americans can be categorized into six distinct groups – [Global Warming's Six Americas](#) – based on their beliefs and attitudes about climate change.

The *Alarmed* are the most engaged, are very worried about climate change, and strongly support actions to address it. The *Concerned* think global warming is a significant threat but prioritize it less and are less motivated to take action. The *Cautious* are aware of the warming but are uncertain about its causes and are not worried about it. The *Disengaged* are largely unaware of global warming, while the *Doubtful* doubt it is happening or human-caused and perceive it as a low risk. The *Dismissive* do not believe the planet is warming or that it is human-caused, and they oppose most climate-friendly policies. A short Six Americas classification quiz is available to the public [online](#).

Our most recent survey (December 2020) finds that more than half of the American public is either *Alarmed* about global warming (26%) or *Concerned* about it (29%). About one in five Americans (19%) are *Cautious*, while fewer are *Disengaged* (6%), *Doubtful* (12%) or *Dismissive* (8%) regarding global warming.

Global Warming's Six Americas December 2020

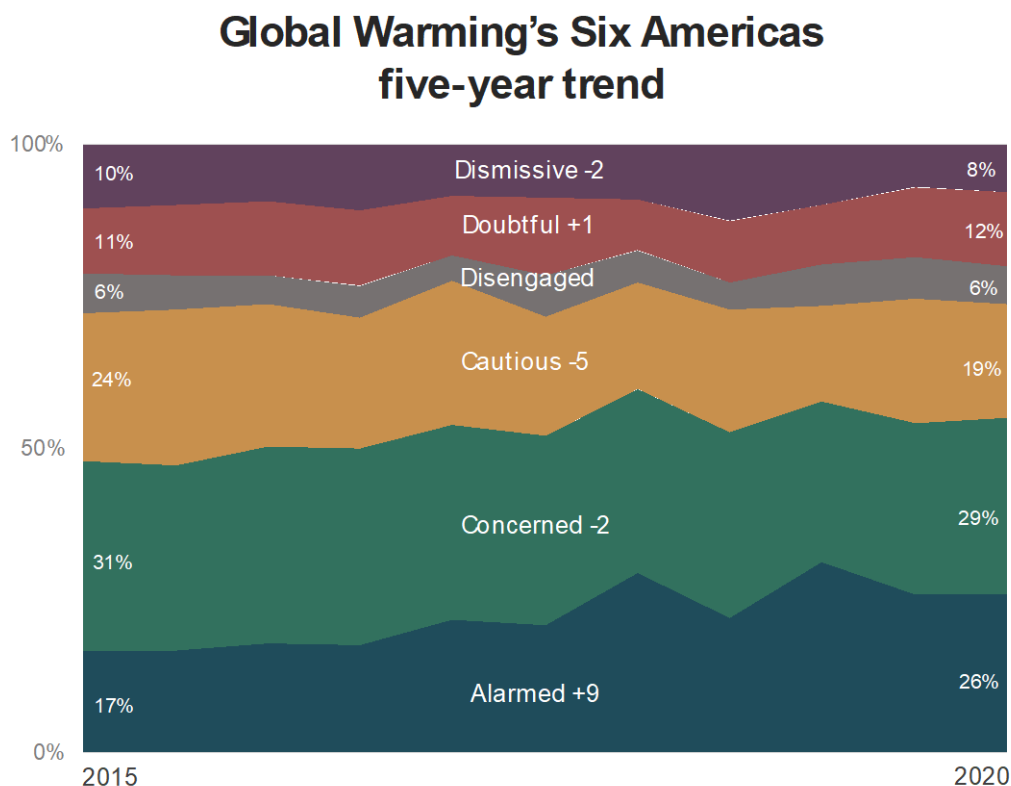


December 2020 (n = 1,036)



1.2. Six Americas, five-year trend

Over the past five years, the U.S. population as a whole has shifted towards the *Alarmed* segment. In October 2015, the *Alarmed* (17%) outnumbered the *Dismissive* (10%) by seven percentage points. As of December 2020, however, the *Alarmed* outnumber the *Dismissive* by more than 3 to 1 (26% vs. 8%), representing a major shift in these two “issue publics” most engaged with the issue of global warming and reflecting a deeper change in the political climate of climate change.



Data from 11 waves of the *Climate Change in the American Mind* national survey.

October 2015 – December 2020. (n = 13,381).



2. Activism Efficacy

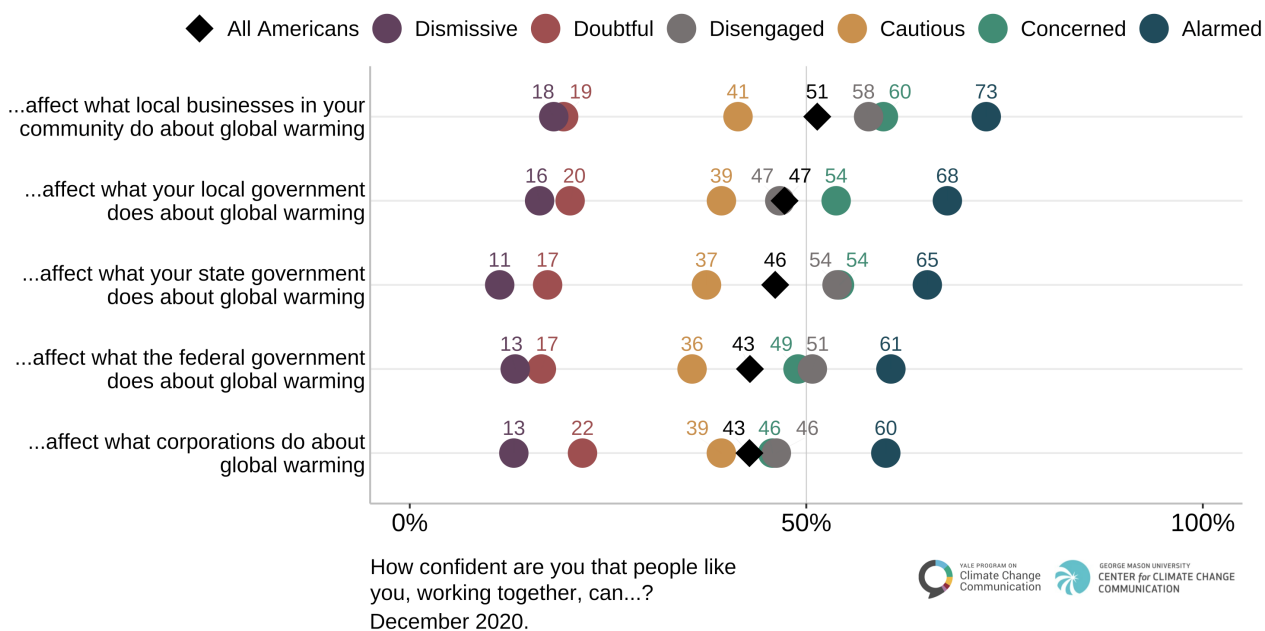
2.1. Americans are more confident they can influence local decision-makers than national decision-makers.

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.¹ About half of Americans (51%) are at least "moderately confident" that people like them, working together, can affect what local businesses do about global warming. Four in ten or more are confident that people like them can affect what their local government (47%), their state government (46%), the federal government (43%), or corporations (43%) do about global warming.

Members of the *Alarmed* have the highest perceptions of collective efficacy, with six in ten or more expressing confidence that people like them can affect what various institutions do about global warming. The *Concerned* and *Disengaged* have more moderate perceptions of collective efficacy. The *Doubtful* and *Dismissive* have the lowest perceptions of collective efficacy regarding global warming, although that may be because the questions are less personally relevant to them.

Americans are more confident they can influence local decision-makers than national decision-makers

- % "extremely," "very," or "moderately" confident -



¹ 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>

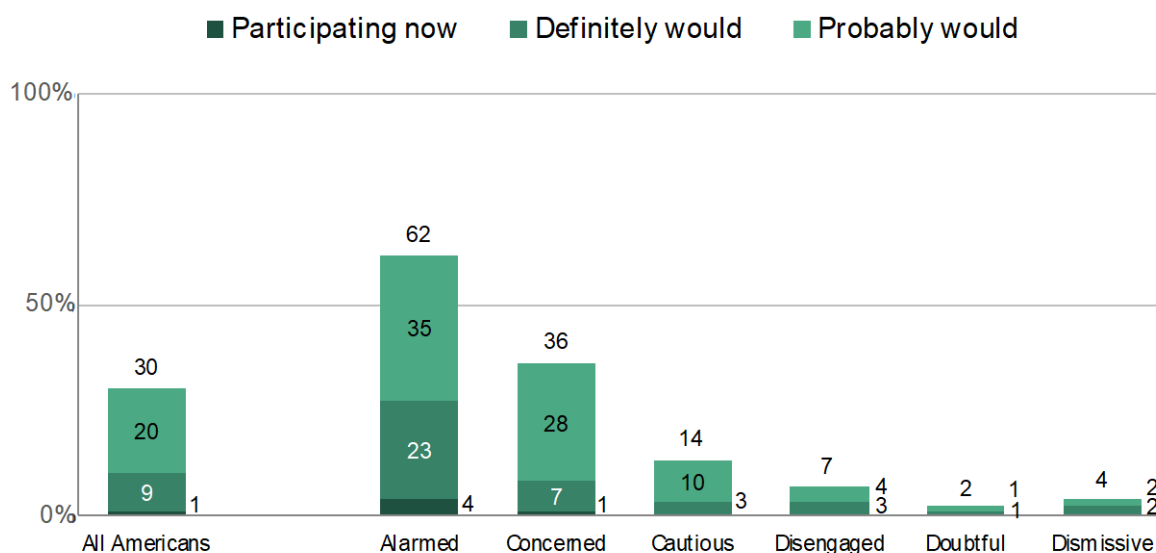
3. Individual and Collective Action to Reduce Global Warming

3.1. Three in ten Americans would join, or are already participating in, a campaign to convince elected officials to take action to reduce global warming.

Only one percent of Americans say they are currently participating in a campaign to convince elected officials to take action to reduce global warming. However, about three in ten Americans say they either would definitely participate (9%) or probably participate (20%) in such a campaign.

While only four percent of the *Alarmed* and one percent of the *Concerned* say they are currently participating in a campaign to convince elected officials to take action to reduce global warming, more than half of the *Alarmed* (58%) and about one in three of the *Concerned* (35%) say they either definitely or probably would participate in a campaign as do 14% of the *Cautious* and seven percent of the *Disengaged*. The large number of Americans who are willing to participate in a climate campaign but are not yet doing so is an important opportunity for advocacy groups.

Three in ten Americans would join, or are already participating in, a campaign to convince elected officials to take action to reduce global warming



How willing or unwilling would you be to join a campaign to convince elected officials to take action to reduce global warming?
December 2020.



3.2. Many Americans are willing to take political actions to reduce global warming.

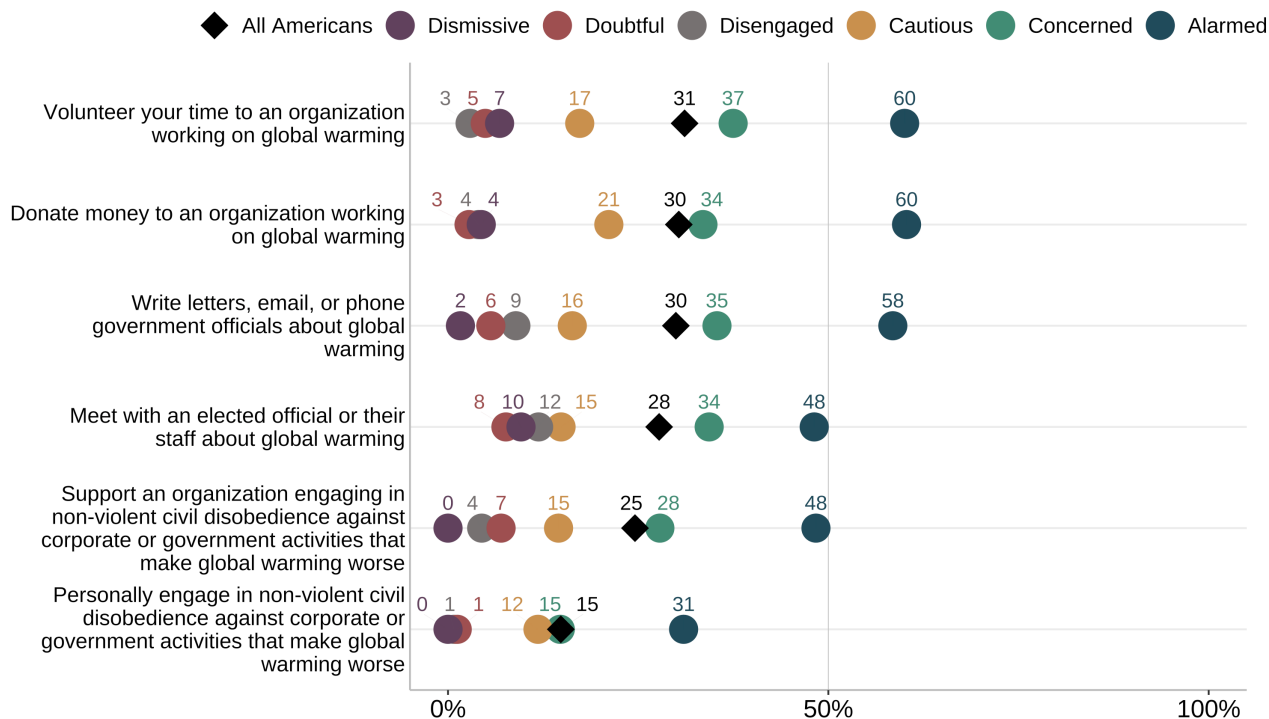
About three in ten Americans say that, if asked by a person they like and respect, they would volunteer their time to an organization working on global warming (31%), donate money to such an organization (30%), write letters, email, or phone government officials about global warming (30%), or meet with an elected official or their staff about global warming. Fewer Americans have actually taken these types of actions in the past year (see Sections 3.1, 3.3, and 3.4), indicating the potential to mobilize more Americans to advocate for climate change policies.

One in four Americans (25%) say they would support an organization engaging in non-violent civil disobedience against corporate or government activities that make global warming worse, and 15% say they would personally engage in non-violent civil disobedience.

With the exception of engaging in non-violent civil disobedience, which 31% of the *Alarmed* say they would do, about half or more of the *Alarmed* say they would participate in each of these activities. About one in three members of the *Concerned* said they are willing to participate in most of these activities, with the exception of supporting an organization that engages in non-violent civil disobedience (28%) or personally engaging in non-violent civil disobedience (15%). The *Cautious*, *Disengaged*, *Doubtful*, and *Dismissive* are less willing to participate in these activities.

Many Americans are willing to take political actions to reduce global warming

- % "definitely" or "probably" would -



How likely would you be to do each of the following things if a person you like and respect asked you to?

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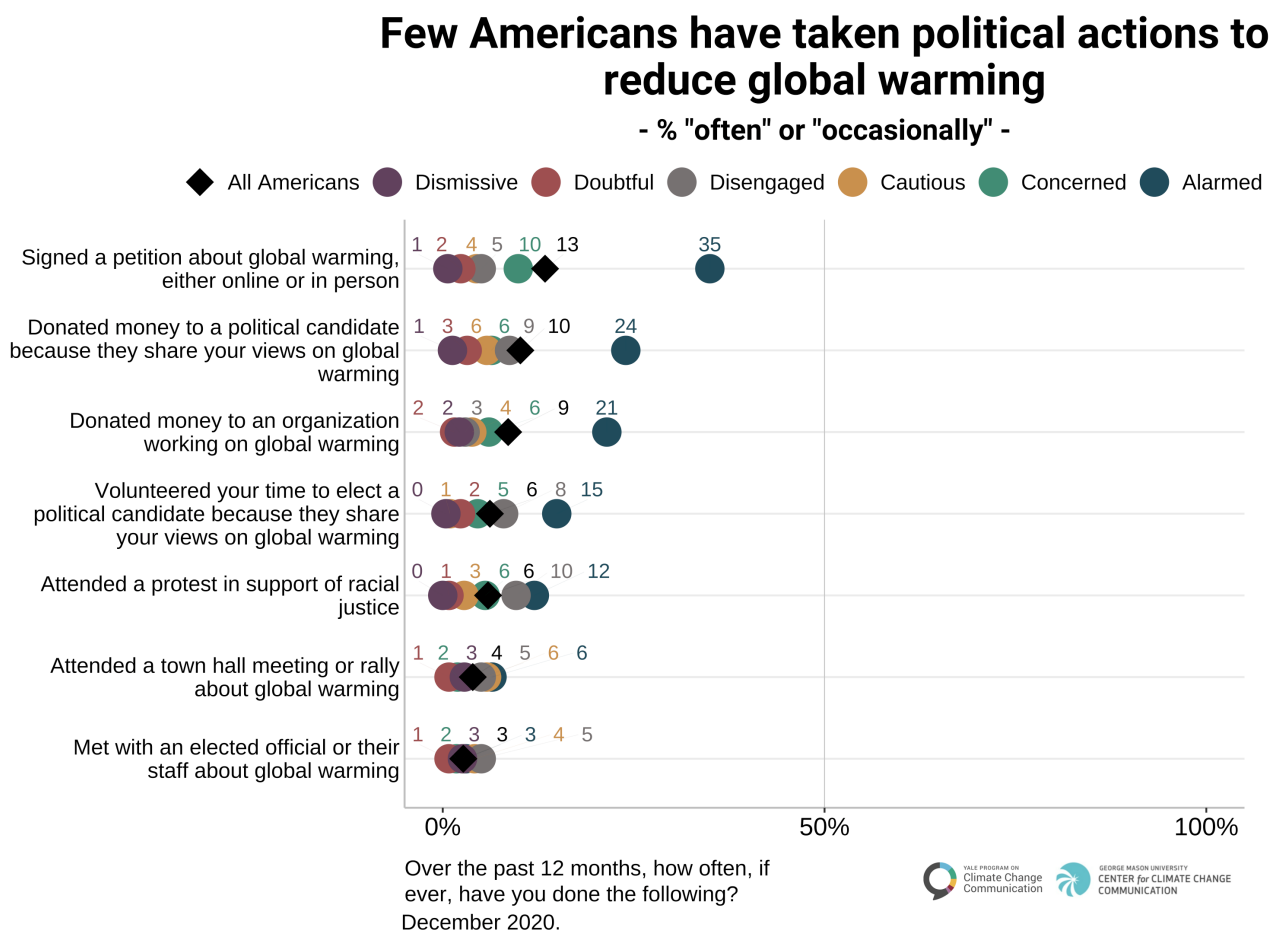
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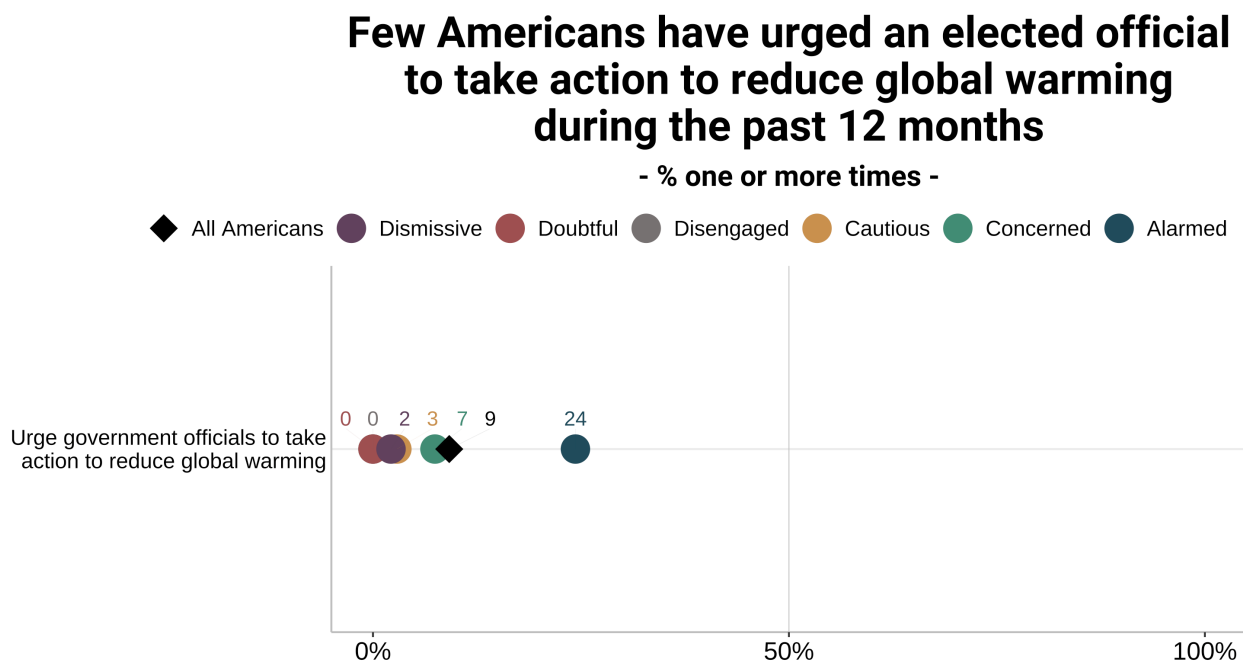
3.3. Few Americans have taken political actions to reduce global warming.

Thirteen percent of Americans (including 35% of the *Alarmed*) say they signed a petition about global warming "often" or "occasionally" over the past 12 months. One in ten Americans (10%; including 24% of the *Alarmed*) donated money to a political candidate because of their views on global warming, nine percent of Americans (including 21% of the *Alarmed*) donated money to an organization working on global warming. Beyond signing petitions and donating money, six percent of Americans (including 15% of the *Alarmed*) volunteered their time to elect a political candidate because of the candidate's views on global warming and six percent of Americans (including 12% of the *Alarmed* and 10% of the *Disengaged*) attended a protest in support of racial justice over the past 12 months.



3.4. Few Americans have urged an elected official to take action to reduce global warming during the past 12 months.

Only about one in ten Americans (9%) say they have contacted an elected official during the past 12 months to urge them to take action to reduce global warming. However, about one in four of the *Alarmed* (24%) say they have done so.



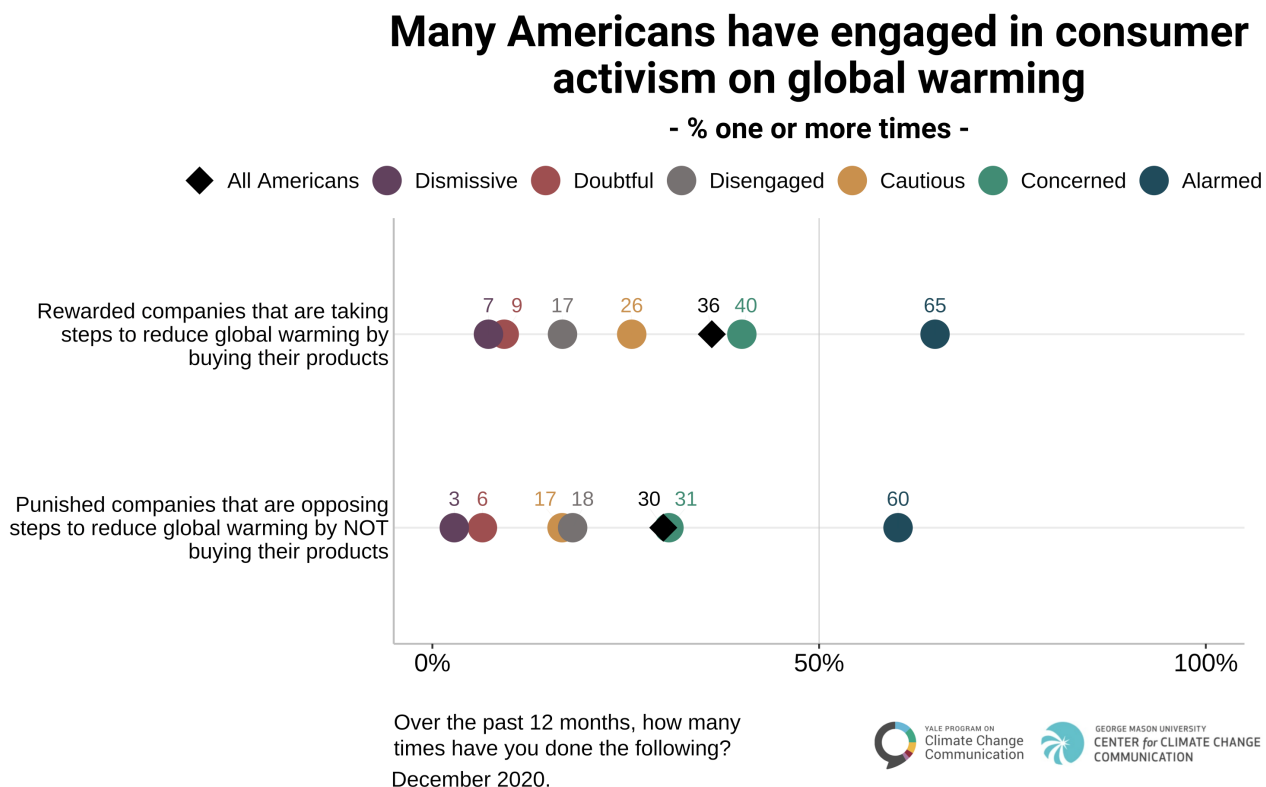
(a) Over the past 12 months, how many times have you written letters, emailed, or phoned government officials about global warming? (b) [If one or more times] When you contacted a government official, did you...[urge them to take action to reduce global warming]?

December 2020.



3.5. Many Americans have engaged in consumer activism on global warming.

More than one in three Americans (36%), including about two in three of the *Alarmed* (65%), have rewarded companies that are taking steps to reduce global warming by buying their products. Similarly, 30% of Americans, including 60% of the *Alarmed*, have punished companies that are opposing steps to reduce global warming by *not* buying their products.



Appendix I: Data Tables

Note: Percentages reported are weighted to match U.S. Census parameters.

(Base: Americans 18+)

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

...affect what local businesses in your community do about global warming

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Extremely confident (%)	4	9	3	3	4	2	3
Very confident (%)	13	23	14	9	9	2	6
Moderately confident (%)	34	41	43	30	45	16	9
Only a little confident (%)	28	21	32	35	19	32	19
Not at all confident (%)	20	5	8	22	22	49	59
Refused (%)	1	1	1	1	1	0	3

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

...affect what your local government does about global warming

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Extremely confident (%)	4	10	2	3	0	2	3
Very confident (%)	13	22	17	7	9	2	2
Moderately confident (%)	30	35	35	29	38	17	11
Only a little confident (%)	31	26	36	35	21	32	20
Not at all confident (%)	21	5	10	24	31	47	60
Refused (%)	1	1	1	1	1	0	3

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

...affect what your state government does about global warming

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Extremely confident (%)	4	9	2	3	0	0	1
Very confident (%)	12	21	16	6	13	1	5
Moderately confident (%)	30	35	37	29	41	16	6
Only a little confident (%)	30	26	35	34	21	28	23
Not at all confident (%)	23	8	9	27	24	54	62
Refused (%)	1	1	1	1	1	0	3

(Base: Americans 18+)**How confident are you that people like you, working together, can...?****...affect what corporations do about global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Extremely confident (%)	4	10	1	3	2	2	1
Very confident (%)	10	18	12	6	7	3	5
Moderately confident (%)	28	32	32	30	37	17	8
Only a little confident (%)	29	27	37	27	16	26	24
Not at all confident (%)	27	12	17	32	37	52	59
Refused (%)	1	1	1	1	1	0	3

How confident are you that people like you, working together, can...?**...affect what the federal government does about global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Extremely confident (%)	5	11	2	3	2	2	4
Very confident (%)	10	19	12	5	9	2	2
Moderately confident (%)	28	31	35	28	39	13	7
Only a little confident (%)	31	29	38	31	21	29	20
Not at all confident (%)	25	10	12	30	27	55	64
Refused (%)	1	1	1	3	1	0	3

(Base: Americans 18+)**How likely would you be to do each of the following things if a person you like and respect asked you to?****Volunteer your time to an organization working on global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Definitely would (%)	7	18	5	5	1	0	3
Probably would (%)	24	42	33	12	2	5	4
Probably would not (%)	22	12	27	32	14	24	12
Definitely would not (%)	26	4	12	32	23	63	78
Don't know (%)	17	20	20	13	49	7	1
Prefer not to answer (%)	3	2	3	6	10	1	0
Refused (%)	1	2	1	0	1	0	2

How likely would you be to do each of the following things if a person you like and respect asked you to?**Donate money to an organization working on global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Definitely would (%)	9	22	6	4	0	2	3
Probably would (%)	21	38	27	17	4	1	1
Probably would not (%)	19	10	25	25	14	28	8
Definitely would not (%)	29	7	15	37	28	62	81
Don't know (%)	17	18	21	12	45	5	5
Prefer not to answer (%)	4	4	5	5	10	3	0
Refused (%)	1	1	1	0	0	0	2

How likely would you be to do each of the following things if a person you like and respect asked you to?**Write letters, email, or phone government officials about global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Definitely would (%)	9	21	7	4	4	1	2
Probably would (%)	21	38	28	12	4	5	0
Probably would not (%)	21	12	28	31	25	20	5
Definitely would not (%)	30	8	17	37	18	66	85
Don't know (%)	15	19	16	10	39	6	7
Prefer not to answer (%)	3	2	3	5	10	3	0
Refused (%)	1	1	1	0	0	0	2

(Base: Americans 18+)

How likely would you be to do each of the following things if a person you like and respect asked you to?

Meet with an elected official or their staff about global warming

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Definitely would (%)	8	18	7	5	4	1	1
Probably would (%)	20	31	28	10	8	6	8
Probably would not (%)	23	17	28	33	22	25	9
Definitely would not (%)	29	10	16	35	18	61	78
Don't know (%)	16	22	18	12	38	3	2
Prefer not to answer (%)	3	1	3	5	10	3	0
Refused (%)	1	1	1	0	0	0	2

How likely would you be to do each of the following things if a person you like and respect asked you to?

Support an organization engaging in non-violent civil disobedience against corporate or government activities that make global warming worse

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Definitely would (%)	7	15	7	4	1	2	0
Probably would (%)	17	33	21	11	4	5	0
Probably would not (%)	19	18	25	23	13	15	8
Definitely would not (%)	35	10	24	46	30	68	85
Don't know (%)	16	20	19	11	40	6	5
Prefer not to answer (%)	4	3	4	5	12	3	0
Refused (%)	1	1	1	0	0	0	2

How likely would you be to do each of the following things if a person you like and respect asked you to?

Personally engage in non-violent civil disobedience against corporate or government activities that make global warming worse

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Definitely would (%)	4	10	3	4	1	0	0
Probably would (%)	11	21	12	7	0	1	0
Probably would not (%)	26	29	36	24	12	16	8
Definitely would not (%)	40	15	29	53	34	74	87
Don't know (%)	14	21	16	6	41	5	3
Prefer not to answer (%)	4	3	3	5	12	4	0
Refused (%)	1	1	1	0	0	0	2

(Base: Americans 18+)

How willing or unwilling would you be to join a campaign to convince elected officials to take action to reduce global warming?

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
I am participating in a campaign like this now (%)	1	4	1	0	0	0	0
I definitely would do it (%)	9	23	7	3	3	1	2
I probably would do it (%)	20	35	28	10	4	1	2
I probably would not do it (%)	15	9	14	25	14	23	5
I definitely would not do it (%)	24	3	11	26	26	61	76
Not sure (%)	22	20	29	25	40	11	4
Prefer not to answer (%)	8	6	10	10	15	3	9
Refused (%)	0	0	1	0	0	0	1

(Base: Americans 18+)**Over the past 12 months, how often, if ever, have you done the following?****Signed a petition about global warming, either online or in person**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Often (%)	3	9	3	0	0	0	0
Occasionally (%)	10	26	7	4	5	2	1
Rarely (%)	7	13	8	4	3	0	2
Never (%)	75	48	76	88	84	94	97
Don't know (%)	2	3	2	2	6	0	0
Prefer not to answer (%)	1	1	2	1	2	4	0
Refused (%)	1	1	2	0	0	0	1

Over the past 12 months, how often, if ever, have you done the following?**Donated money to a political candidate because they share your views on global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Often (%)	3	9	2	2	3	0	0
Occasionally (%)	7	15	5	4	6	3	1
Rarely (%)	5	9	8	3	0	1	0
Never (%)	81	64	82	89	83	92	99
Don't know (%)	1	1	1	1	6	1	0
Prefer not to answer (%)	2	3	2	1	2	3	0
Refused (%)	0	0	1	0	0	0	0

Over the past 12 months, how often, if ever, have you done the following?**Donated money to an organization working on global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Often (%)	3	8	2	2	0	0	0
Occasionally (%)	6	13	4	2	3	2	2
Rarely (%)	8	17	8	3	5	0	1
Never (%)	79	57	80	90	84	94	97
Don't know (%)	2	3	2	2	6	2	0
Prefer not to answer (%)	1	1	2	1	2	2	0
Refused (%)	1	1	1	0	0	0	0

(Base: Americans 18+)**Over the past 12 months, how often, if ever, have you done the following?****Volunteered your time to elect a political candidate because they share your views on global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Often (%)	2	6	1	0	3	2	0
Occasionally (%)	4	9	3	1	5	1	0
Rarely (%)	4	6	7	3	0	1	3
Never (%)	86	75	85	93	84	91	97
Don't know (%)	2	2	2	2	6	2	0
Prefer not to answer (%)	1	1	1	2	2	3	0
Refused (%)	1	1	1	0	0	0	0

Over the past 12 months, how often, if ever, have you done the following?**Attended a protest in support of racial justice**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Often (%)	2	4	2	1	0	0	0
Occasionally (%)	4	8	4	2	10	1	0
Rarely (%)	5	8	5	3	4	1	1
Never (%)	85	76	85	89	78	92	99
Don't know (%)	2	1	1	4	6	3	0
Prefer not to answer (%)	2	2	2	1	2	2	0
Refused (%)	1	1	1	0	0	1	0

Over the past 12 months, how often, if ever, have you done the following?**Attended a town hall meeting or rally about global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Often (%)	1	1	1	3	0	0	0
Occasionally (%)	3	5	1	3	5	1	3
Rarely (%)	4	6	7	2	0	0	0
Never (%)	89	84	89	91	84	94	97
Don't know (%)	1	1	1	0	9	3	0
Prefer not to answer (%)	1	1	1	1	2	2	0
Refused (%)	1	1	1	0	0	0	0

(Base: Americans 18+)

Over the past 12 months, how often, if ever, have you done the following?

Met with an elected official or their staff about global warming

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Often (%)	1	1	1	1	0	0	0
Occasionally (%)	2	2	1	3	5	1	3
Rarely (%)	3	6	3	3	0	0	1
Never (%)	90	87	92	89	87	93	97
Don't know (%)	2	1	1	3	6	3	0
Prefer not to answer (%)	1	2	1	1	2	2	0
Refused (%)	1	1	1	0	0	1	0

(Base: Americans 18+)**Over the past 12 months, how many times have you done the following?****Written letters, emailed, or phoned government officials about global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Many times (6+) (%)	1	4	0	0	0	2	0
Several times (4-5) (%)	1	3	1	1	0	2	0
A few times (2-3) (%)	5	10	3	2	8	0	3
Once (%)	4	8	4	3	0	0	1
Never (%)	86	73	89	93	78	96	94
Don't know (%)	2	2	3	1	14	0	1
Refused (%)	0	0	0	0	0	0	1

(Base: Americans 18+)**When you contacted a government official, did you...?****Urge government officials to take action to reduce global warming**

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Urge them to take action to reduce global warming? (%)	9	24	7	3	0	0	2
Urge them to not take action to reduce global warming? (%)	2	1	0	3	8	4	2
Other (%)	0	1	0	0	0	0	0

(Base: Americans 18+)

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

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Many times (6+) (%)	9	25	5	3	4	1	4
Several times (4-5) (%)	10	20	13	7	0	1	1
A few times (2-3) (%)	14	19	18	12	12	5	3
Once (%)	3	2	4	5	0	3	0
Never (%)	48	20	37	61	63	81	91
Don't know (%)	16	15	23	13	21	10	2

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

Punished companies that are opposing steps to reduce global warming by NOT buying their products

	All Americans	Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive
Unweighted Base	1,036	271	307	188	49	132	88
Many times (6+) (%)	8	23	3	2	7	0	0
Several times (4-5) (%)	7	12	9	4	4	0	0
A few times (2-3) (%)	13	24	13	9	7	6	1
Once (%)	2	0	6	1	0	0	2
Never (%)	54	23	48	68	64	85	94
Don't know (%)	16	16	22	15	17	8	3

Appendix II: Survey Method

The data in this report are based on a nationally representative survey of 1,036 American adults, aged 18 and older. The survey was conducted December 3 – 16, 2020. All questionnaires were self-administered by respondents in a web-based environment. The survey took, on average, about 24 minutes to complete.

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, 265 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 Xinran Wang of Yale University.

Six Americas status was calculated based on responses to the four-item [Six Americas Short Survey](#).

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 was interviewed. Average margins of error, at the 95% confidence level, are as follows:

- All Americans ($n = 1,036$): Plus or minus 3 percentage points.
- Alarmed ($n = 271$): Plus or minus 6 points.
- Concerned ($n = 307$): Plus or minus 6 points.
- Cautious ($n = 188$): Plus or minus 7 points.
- Disengaged ($n = 49$): Plus or minus 12 points.
- Doubtful ($n = 132$): Plus or minus 9 points.
- Dismissive ($n = 88$): Plus or minus 11 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., “I would definitely do it” + “I would probably do it”) are rounded after sums are calculated (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	1,036	100
Male	498	48
Female	538	52
iGen (1997 -)	41	7
Millennials (1981 - 1996)	234	29
Generation X (1965 - 1980)	239	25
Baby Boomers (1946 - 1964)	418	31
Silent (1928 - 1945)	104	7
Less than high school	53	11
High school	280	27
Some college	269	30
Bachelor's degree or higher	434	31
<\$25K	101	12
\$25K-<\$50K	165	18
\$50K-<\$75K	185	17
\$75K-<\$100K	138	14
\$100K-<\$125K	116	11
\$125K+	331	28
White, Non-Hispanic	732	63
Black, Non-Hispanic	101	12
Hispanic	117	16
2+ Races, Non-Hispanic	32	2
Other, Non-Hispanic	54	7
Northeast	174	17
Midwest	238	21
South	381	38
West	243	24
Alarmed	271	26
Concerned	307	29
Cautious	188	19
Disengaged	49	6
Doubtful	132	12
Dismissive	88	8

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