

The attitude-behavior gap on climate action: How can it be bridged?  
Climate Note Data Tables

**Table 1:** Percentages of Americans who are willing to engage in four climate actions and those who have performed each action in the past 12 months

Questions	Done at least once in the past 12 months	Definitely/probably would
Sign a petition about global warming, either online or in person	16	51
Donate money to an organization working on global warming	13	31
Volunteer your time to an organization working on global warming	6	29
Write letters, email, or phone government officials about global warming	8	28

Data include six waves of survey data spanning March 2021 to October 2023. Base: 6,190 U.S. adults. Refer to the Appendix for the survey questions and coding procedures.

**Table 2:** Percentages of Americans who have engaged in four climate actions, specifically among those who say they 'definitely' or 'probably' would do the behavior if someone they like and respected asked them to

Among those who 'definitely' would do the behavior	n	MOE	At least once	Never
Donated money to an organization working on global warming	511	4.3	56	40
Signed a petition about global warming, either online or in person	1,638	2.4	41	55
Written letters, email, or phone government officials about global warming	532	4.2	40	53
Volunteered your time to an organization working on global warming	403	4.9	32	64
Among those who 'probably' would do the behavior	n	MOE	At least once	Never
Donated money to an organization working on global warming	1,338	2.7	23	71
Signed a petition about global warming, either online or in person	1,469	2.6	15	80
Written letters, email, or phone government officials about global warming	1,177	2.9	16	78
Volunteered your time to an organization working on global warming	1,297	2.7	11	86

Data include six waves of survey data spanning March 2021 to October 2023. Base: 6,190 U.S. adults. Groups were formed based on responses to the question: 'How likely would you be to do each of the following things if a person you like and respect asked you to?' Respondents were provided with the four actions and were each categorized, respectively, as definitely or probably willing if they said they 'definitely would' or 'probably would' do the behavior. This resulted in a total of eight groups as shown in the table. MOE = Average margin of error at the 95% confidence interval. Refer to the Appendix for all survey questions and coding procedures.

**Table 3:** Percentages of Americans who perceive social norms supportive of climate action, talk about climate change with others, or hear others talk about it across people who are taking action on climate change versus those are not

Questions	Definitely willing and active	Definitely willing and inactive	All other Americans
	<i>n</i> = 922 MOE = 3.2	<i>n</i> = 875 MOE = 3.3	<i>n</i> = 4,393 MOE = 1.5
Discuss global warming with family and friends 'often' or 'occasionally'	78	50	23
Family and friends make at least 'a moderate amount' of effort to reduce global warming	73	46	28
Family and friends think it is at least 'moderately' important that I take action to reduce global warming	71	59	31
Hear about global warming in the media 'at least once a month' or more often	71	56	49
Hear other people (family, friends, co-workers, etc.) talk about global warming 'at least once a month' or more often	52	29	15

Data include six waves of survey data spanning March 2021 to October 2023. Base: 6,190 U.S. adults. Among respondents who said they 'definitely would' do at least one of four climate actions, half said they had done at least one of the actions in the past 12 months ('Definitely willing and active'), and half said they had not done any of the actions ('Definitely willing but inactive'). These two groups are compared to all other respondents ('All other Americans'). MOE = Average margin of error at the 95% confidence interval. Refer to the Appendix for the survey questions and coding procedures.

**Table 4:** Percentages of Americans who are confident that people like them, working together, can affect what the federal government and corporations do about climate change across people who are taking action on climate change versus those are not

Questions	Definitely willing and active	Definitely willing and inactive	All other Americans
	<i>n</i> = 442 MOE = 4.7	<i>n</i> = 460 MOE = 4.6	<i>n</i> = 2,227 MOE = 2.1
Affect what the federal government does about global warming	74	61	36
Affect what corporations do about global warming	62	55	35

Data include three waves of survey data spanning December 2022 to October 2023. Base: 3,129 U.S. adults. Among respondents who said they 'definitely would' do at least one of four climate actions, half said they had done at least one of the actions in the past 12 months ('Definitely willing and active'), and half said they had not done any of the actions ('Definitely willing but inactive'). These two groups are compared to all other respondents ('All other Americans'). MOE = Average margin of error at the 95% confidence interval. Refer to the Appendix for the survey questions and coding procedures.

## Appendix – Survey Questions

Percentages in the tables/figures refer to the respondents who selected the **bolded response options**.

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  
Sign a petition about global warming, either online or in person  
Volunteer your time to an organization working on global warming  
Donate money to an organization working on global warming

Definitely would not  
Probably would not  
**Probably would**  
**Definitely would**  
Don't know  
Prefer not to answer

[For each action, those who said they “definitely would” or “probably would” were respectively categorized as “definitely willing” or “probably willing.”]

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

Signed a petition about global warming, either online or in person  
Donated money to an organization working on global warming  
Volunteered your time to an organization working on global warming  
Written letters, emailed, or phoned government officials about global warming\*

**Never**  
**Once**  
**A few times (2-3)**  
**Several times (4-5)**  
**Many times (6+)**  
Don't know

\*[Respondents who said they had contacted government officials about global warming “once” or more often were asked the follow-up question below. Only respondents who selected “urge them to take action to reduce global warming” to this follow-up question were categorized as having contacted government officials about global warming “once” or more often.]

When you contacted a government official did you...

**Urge them to take action to reduce global warming?**

Urge them not to take action to reduce global warming?

Other (Please specify)

[For each action above, those who said they had done it “once” or more often were categorized as “active.” To form subgroups for comparison, respondents who said they “definitely would” do at least one of the four climate actions above were categorized as (a) “Definitely willing and active” if they said they had done at least one of the four actions in the past 12 months (“Definitely willing and active”), or (b) “Definitely willing but inactive” if they said they had “never” done any of the four actions. These two groups are compared to all other respondents (“All other Americans”).]

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About how often do you hear about global warming in the media (TV, movies, radio, newspapers/news websites, magazines, etc.)?

Never

Once a year or less often

Several times a year

**At least once a month**

**At least once a week**

Not sure

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How often do you discuss global warming with your family and friends?

Never

Rarely

**Occasionally**

**Often**

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About how often do you hear other people you know (your family, friends, co-workers, etc.) talk about global warming?

Never

Once a year or less often

Several times a year

**At least once a month**

**At least once a week**

Not sure

How much of an effort do your family and friends make to reduce global warming?

- No effort
  - A little effort
  - A moderate amount of effort**
  - A lot of effort**
  - A great deal of effort**
  - Don't know
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How important is it to your family and friends that you take action to reduce global warming?

- Not at all important
  - Not too important
  - Moderately important**
  - Very important**
  - Extremely important**
  - Don't know
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How confident are you that people like you, working together, can...?

- ...affect what the federal government does about global warming
- ...affect what corporations do about global warming

- Extremely confident**
- Very confident**
- Moderately confident**
- Only a little confident
- Not at all confident