



TOPLINE & METHODOLOGY

NYTimes/Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: December 9 – 12, 2022

Number of interviews: 1,023

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

1. For a single person, how large of an effect, if any, would each of the following actions have on reducing greenhouse gas emissions?

Large/Moderate Effect Summary

	Total (N=1,023)	18-34 (N=285)	35-49 (N=207)	50-64 (N=270)	65+ (N=261)
Recycling	65	64	61	67	66
Carpooling	64	63	61	65	66
Using renewable electricity	63	68	66	62	56
Using energy-efficient appliances	63	62	60	65	63
Living car-free	62	64	63	62	56
Avoiding long flights	51	54	47	52	47
Lowering the room temperature	50	50	48	54	47
Buying fewer things	48	53	53	48	38
Installing a heat pump	46	45	50	44	47
Eating a vegetarian diet	33	34	37	34	24
Eating a vegan diet	31	35	35	30	21
Eating organic food	29	32	31	29	21

a. Living car-free

	Total	18-34	35-49	50-64	65+
Large effect	24	23	25	26	23
Moderate effect	37	41	38	36	33
Small or no effect	37	34	35	36	42
Skipped	2	2	2	2	1
Large/Moderate effect (Net)	62	64	63	62	56



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1. For a single person, how large of an effect, if any, would each of the following actions have on reducing greenhouse gas emissions? *(Continued)*

b. Avoiding long flights

	Total	18-34	35-49	50-64	65+
Large effect	13	12	13	16	11
Moderate effect	38	43	35	37	35
Small or no effect	47	43	50	46	53
Skipped	2	3	3	2	1
<i>Large/Moderate effect (Net)</i>	<i>51</i>	<i>54</i>	<i>47</i>	<i>52</i>	<i>47</i>

c. Using renewable electricity

	Total	18-34	35-49	50-64	65+
Large effect	22	25	21	24	17
Moderate effect	41	43	45	39	39
Small or no effect	35	30	32	36	43
Skipped	2	2	2	2	1
<i>Large/Moderate effect (Net)</i>	<i>63</i>	<i>68</i>	<i>66</i>	<i>62</i>	<i>56</i>

d. Eating a vegan diet

	Total	18-34	35-49	50-64	65+
Large effect	6	7	6	5	3
Moderate effect	25	28	29	24	18
Small or no effect	67	62	63	68	77
Skipped	2	3	3	2	2
<i>Large/Moderate effect (Net)</i>	<i>31</i>	<i>35</i>	<i>35</i>	<i>30</i>	<i>21</i>

e. Installing a heat pump

	Total	18-34	35-49	50-64	65+
Large effect	7	9	6	7	6
Moderate effect	39	37	44	38	41
Small or no effect	52	52	48	54	52
Skipped	2	3	2	2	1
<i>Large/Moderate effect (Net)</i>	<i>46</i>	<i>45</i>	<i>50</i>	<i>44</i>	<i>47</i>

f. Eating organic food

	Total	18-34	35-49	50-64	65+
Large effect	5	7	5	5	3
Moderate effect	23	24	26	24	18
Small or no effect	69	66	66	69	78
Skipped	2	2	3	2	1
<i>Large/Moderate effect (Net)</i>	<i>29</i>	<i>32</i>	<i>31</i>	<i>29</i>	<i>21</i>



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1. For a single person, how large of an effect, if any, would each of the following actions have on reducing greenhouse gas emissions? *(Continued)*

g. Carpooling

	Total	18-34	35-49	50-64	65+
Large effect	19	18	18	22	19
Moderate effect	45	45	44	42	48
Small or no effect	34	35	36	33	32
Skipped	2	18	18	22	19
<i>Large/Moderate effect (Net)</i>	<i>64</i>	<i>63</i>	<i>61</i>	<i>65</i>	<i>66</i>

h. Lowering the room temperature

	Total	18-34	35-49	50-64	65+
Large effect	9	8	8	9	10
Moderate effect	41	43	39	45	37
Small or no effect	48	48	49	44	53
Skipped	2	2	3	2	1
<i>Large/Moderate effect (Net)</i>	<i>50</i>	<i>50</i>	<i>48</i>	<i>54</i>	<i>47</i>

i. Using energy-efficient appliances

	Total	18-34	35-49	50-64	65+
Large effect	18	16	15	23	17
Moderate effect	45	46	45	42	46
Small or no effect	35	36	37	34	36
Skipped	2	3	3	2	1
<i>Large/Moderate effect (Net)</i>	<i>63</i>	<i>62</i>	<i>60</i>	<i>65</i>	<i>63</i>

j. Recycling

	Total	18-34	35-49	50-64	65+
Large effect	23	23	22	27	20
Moderate effect	41	41	39	40	46
Small or no effect	33	33	37	31	33
Skipped	2	2	2	3	1
<i>Large/Moderate effect (Net)</i>	<i>65</i>	<i>64</i>	<i>61</i>	<i>67</i>	<i>66</i>

k. Eating a vegetarian diet

	Total	18-34	35-49	50-64	65+
Large effect	6	6	8	8	2
Moderate effect	26	28	29	26	22
Small or no effect	65	63	61	62	74
Skipped	3	3	2	3	2
<i>Large/Moderate effect (Net)</i>	<i>33</i>	<i>34</i>	<i>37</i>	<i>34</i>	<i>24</i>



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1. For a single person, how large of an effect, if any, would each of the following actions have on reducing greenhouse gas emissions? *(Continued)*

- I. Buying fewer things

	Total	18-34	35-49	50-64	65+
Large effect	12	13	14	12	6
Moderate effect	37	40	39	35	32
Small or no effect	50	45	45	50	61
Skipped	2	2	3	3	0
<i>Large/Moderate effect (Net)</i>	<i>48</i>	<i>53</i>	<i>53</i>	<i>48</i>	<i>38</i>





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About the Study

This NYTimes/Ipsos poll was conducted December 9 – 12, 2022, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 general population adults age 18 or older.

The margin of sampling error for this study is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.17. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, and party identification. The demographic benchmarks came from the 2021 March Supplement of the Current Population Survey (CPS). The party identification benchmark comes from ABC News.

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party Identification (Democrat, Republican, Independent)



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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

