



### Covering Climate Now/VICE News/The Guardian/YouGov Climate Crimes Poll

This Covering Climate Now/VICE News/The Guardian/YouGov Climate Crimes Poll was conducted between October 7th - October 13th, 2021 ahead of the 2021 United Nations Climate Change Conference between October 31st - November 7th, 2021. A sample of 1,000 American Citizens in the U.S. ages 18+ were interviewed. Full methodological details can be found at the end of the document.

### Full Annotated Questionnaire

#### 1. What issues are the most important to you today? (Please select your top 5)

Health care	47%
Social programs (e.g., Social Security, Medicare, etc.)	37%
Climate change	36%
Immigration	31%
Free Speech	30%
Gun policy	29%
Civil rights	26%
Mental health	24%
Education	24%
Income inequality	21%
Privacy	20%
Reproductive rights	18%
Politics	16%
Religion	16%
Veterans	13%
Investment in infrastructure	13%
Foreign Affairs	11%
Gender equality	10%
LGBTQ rights	10%
Other	7%

**2. What is your overall opinion of the following companies/brands?**

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Never heard of this company
Apple	14%	24%	34%	14%	14%	1%
Google	17%	27%	29%	12%	13%	1%
BP	5%	10%	40%	17%	16%	13%
Shell	7%	17%	46%	14%	12%	2%
Exxon	7%	15%	43%	15%	17%	4%
Target	15%	36%	33%	8%	7%	1%
Amazon	20%	30%	21%	17%	11%	0%
Wal-Mart	16%	27%	27%	16%	14%	0%
Facebook	5%	12%	25%	21%	36%	0%
Unilever	5%	10%	41%	6%	5%	34%
Tesla	9%	21%	44%	14%	10%	2%
H&M	4%	11%	45%	8%	5%	27%
Marlboro	3%	6%	23%	18%	46%	4%
Philip Morris	3%	7%	28%	13%	32%	17%

**3. We want to know your thoughts on a company's responsibility in the following scenarios. Please indicate all actions you believe are appropriate.**

*If a company finds out its product may be harmful to people, it should...*

Tell consumers about the risks	80%
Stop selling the product	69%
Do more research to be sure of its risks	46%
Create products to combat the harm	24%
Other	3%
It has no responsibility in this scenario	4%

If a company finds out its product may be harmful to the environment, it should...

Tell consumers about the risks	64%
Stop selling the product	60%
Do more research to be sure of its risks	52%
Create products to combat the harm	34%
Other	3%
It has no responsibility in this scenario	6%

**4. How often do you consume news about current events...?**

Multiple times a day	31%
Every day	38%
Once a week	15%
Once a month	3%
Almost never	8%
Never	4%

**5. How often do you hear about climate change...?**

	Multiple times a day	Every day	Once a week	Once a month	Almost never	Never
From Friends and Family	3%	8%	15%	15%	29%	31%
Through Social Media	6%	20%	22%	10%	17%	25%
In the News	9%	33%	25%	13%	10%	9%

**6. Recently, global warming has been getting attention in the news. Global warming refers to the idea that the world's average temperature has been increasing over the past 150 years, may be increasing more in the future, and that the world's climate may change as a result. What do you think: Do you think that global warming is happening?**

Yes	69%
No	19%
Don't know	12%

**7. If global warming is happening, do you think it is... ?**

Caused mostly by human activities	55%
Caused mostly by natural changes in the environment	32%
Other	5%
None of the above because global warming isn't happening	8%

**8. Please indicate how much you agree/disagree with the following statements:**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Burning fossil fuels, like oil and gas, directly contributes to climate change.	34%	27%	22%	7%	10%
Climate change is happening now.	45%	26%	16%	6%	7%
Climate change has led to increased heat waves, droughts, wildfires, storms, and other extreme weather events in recent years.	38%	25%	17%	10%	10%
Climate change is not happening.	7%	5%	17%	24%	47%

**9. Which statement do you agree with most?**

Most scientists think that global warming is human-caused	49%
There is a lot of disagreement among scientists about whether or not global warming is human-caused	30%
Most scientists think global warming is not human-caused	4%
Don't know enough to say	17%

**10. How responsible are each of the following when it comes to causing climate change?**

	Completely responsible	Mostly responsible	Somewhat responsible	Not at all responsible	Climate change doesn't exist
Oil & Gas companies	33%	27%	20%	13%	7%
Government	22%	30%	27%	14%	7%
Individuals	13%	18%	44%	18%	7%
Meat industry	12%	22%	34%	25%	7%
Retail companies	8%	21%	40%	24%	7%

**11. Have any of the following groups lied to suppress public awareness about climate change? Please select all that apply.**

Government	56%
Oil & Gas companies	55%
Meat industry	30%
Retail companies	25%
All of the above	21%
None of these groups have lied to suppress awareness about climate change	28%

**12. Which of the following do you believe Oil & Gas companies have done in regards to climate change? Please select all that apply.**

Lied about contributing to climate change	45%
Lied about climate change's existence	41%
Ignored their own scientist's findings on climate change	38%
Funded messaging that disputed climate science	38%
Funded messaging that disputed climate change was manmade	37%
Funded research that helped combat climate change	16%
Created legislation to help combat climate change	15%
All of the above	4%
None of the above	28%

**13. When do you think Oil & Gas companies...**

*first knew about climate change?*

Before 1950s	10%
1950s	7%
1960s	12%
1970s	20%
1980s	11%
1990s	6%
2000s	8%
2010s	2%
2020s	1%
Does not apply	23%

*first knew they were contributing to climate change*

Before 1950s	7%
1950s	6%
1960s	10%
1970s	18%
1980s	10%
1990s	9%
2000s	7%
2010s	4%
2020s	2%
Does not apply	26%

**14. How much, if at all, do you agree with the following statements about global warming?**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	I don't know
Global warming has already harmed people in the United States.	39%	21%	10%	17%	14%
Global warming is harming people now in the United States.	41%	20%	7%	19%	14%
Global warming has not hurt people in the United States yet but will begin to in the next decade.	2%	7%	22%	51%	18%
Global warming has not hurt people in the United States yet but will in the next 100 years.	3%	10%	19%	49%	19%

**15. How much, if at all, do you think global climate change is currently affecting your local community?**

A great deal	16%
Some	32%
Not too much	16%
Not at all	25%
I don't know	12%

**16. Which of the following have you, or someone you know, experienced that you attribute to climate change? Please select all that apply for each statement.**

	Personally experienced	Someone I know experienced	No one I know has experienced
Moving homes because of an increase in extreme weather events	4%	15%	81%
Stronger storms/fires in my/their area	28%	30%	51%
Stronger droughts in my/their area	26%	28%	55%
Power outages due to extreme weather	32%	31%	47%
Reduced water supply due to extreme weather	16%	25%	63%
Decreased air quality in my/their area	32%	26%	53%
Getting sick more often	15%	22%	66%
Cost of living increases	39%	28%	46%
Higher stress levels	28%	27%	54%
Reduced quality of sleep	23%	15%	66%
Damage to crops, garden, trees, or yard	22%	27%	58%

**17. There are many actions that we hear are capable of reducing climate change, such as lifestyle changes (like eating less meat and dairy, etc.) and political action (like voting, etc.). How capable do you feel when it comes to being able to reduce the effects of Climate Change?**

Extremely capable	11%
Somewhat capable	46%
Incapable	28%
Climate change doesn't exist	15%



**18. What actions do you take or are you willing to take to fight climate change?**

	I already do this	I will start doing this	I won't do this
Track my carbon footprint	12%	29%	60%
Recycle	71%	12%	17%
Use less electricity at home	55%	17%	28%
Join an activist group, march, or protest	7%	14%	79%
Donate money to an activist group or cause	11%	20%	69%
Vote for elected officials who support green policies	35%	22%	43%
Walk and bike more	36%	21%	42%
Drive less	46%	14%	40%
Fly less	53%	9%	38%
Support green (i.e. environmental/climate change, etc.) legislation	37%	27%	36%
Eat less meat	35%	16%	49%
Intentionally purchase from eco-friendly companies	33%	29%	38%

**19. Which of the following actions are you aware of that state and local governments are taking with regard to climate change? Please select all that apply.**

They are increasing regulation of companies that contribute to climate change	35%
They are denying climate change	25%
They are changing tax rules to punish companies for activities that contribute to climate change	25%
They are suing big oil companies for damages resulting from climate change	14%
All of the above	3%
None of the above	40%

**\*\*\*\*\*FORCED EXPOSURE TO OIL & GAS INDUSTRY CLIMATE RELATED ACTIONS\*\*\*\*\***

*"Exxon was aware of climate change, as early as 1977, 11 years before it became a public issue, according to a recent investigation from InsideClimate News. This knowledge did not prevent the company (now ExxonMobil and the world's largest oil and gas company) from spending decades refusing to publicly acknowledge climate change and even promoting climate misinformation—an approach many have likened to the lies spread by the tobacco industry regarding the health risks of smoking. Both industries were conscious that their products wouldn't stay profitable once the world understood the risks, so much so that they used the same consultants to develop strategies on how to communicate with the public."*

SOURCE: Scientific American, October 26th, 2015

**\*\*\*\*\***

**20. POST EXPOSURE RESPONSE: How responsible are each of the following when it comes to causing climate change?**

	Completely responsible	Mostly responsible	Somewhat responsible	Not at all responsible	Climate change doesn't exist
Oil & Gas companies	40%	27%	15%	11%	8%
Government	24%	31%	26%	11%	8%
Meat industry	15%	23%	33%	22%	8%
Individuals	11%	19%	44%	18%	8%
Retail companies	10%	21%	38%	24%	8%

**21. POST EXPOSURE RESPONSE: Have any of the following groups lied to suppress public awareness about climate change? Please select all that apply.**

Oil & Gas companies	69%
Government	52%
Meat industry	33%
Retail companies	27%
All of the above	21%
None of these groups have lied to suppress awareness about climate change	21%

**22. POST EXPOSURE RESPONSE: Which of the following do you believe Oil & Gas companies have done in regards to climate change? Please select all that apply.**

Lied about contributing to climate change	56%
Lied about climate change's existence	55%
Funded messaging that disputed climate science	47%
Funded messaging that disputed climate change was manmade	41%
Ignored their own scientist's findings on climate change	41%
Funded research that helped combat climate change	14%
Created legislation to help combat climate change	11%
All of the above	5%
None of the above	22%

**23. If the oil and gas companies knew but misled the public by funding numerous disinformation campaigns about manmade climate change, how much do you agree or disagree....**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Climate change doesn't exist
The government and the public should hold them accountable today	48%	14%	18%	3%	7%	11%
Oil and gas companies should pay for the damages caused by extreme weather events attributed to climate change	39%	17%	18%	4%	11%	10%
Oil and gas companies should help pay to upgrade the infrastructure so it can withstand the extreme weather events caused by climate change	42%	18%	17%	3%	9%	10%

**24. Please rate the current administration/government's performance on the following criteria.**

	The government is doing enough	The government is not doing enough	The government should not be involved in this
Fighting climate change	14%	61%	25%
Holding companies accountable for their role in climate change	10%	65%	25%
Holding oil and gas companies accountable for their role in climate change	11%	64%	25%

**About the Study**

This Covering Climate Now/VICE News/The Guardian/YouGov Climate Crimes Poll was conducted October 7th – October 13th, 2021. The survey was conducted among a nationally representative sample of 1000 US adults. The sample was weighted according to gender, age, race, and education based on the American Community Survey, conducted by the U.S. Bureau of the Census, as well as 2020 Presidential vote, registration status, geographic region, and news interest. The margin of sampling error among the total sample of U.S. adults ages 18+ is plus or minus 4.1 percentage points at the 95% confidence level.

This sample includes the following demographic breakdowns:

- **Age:**
  - 21% 18-29; 25% 30-44; 32% 45-64; 21% 65+
- **Race:**
  - 63% white respondents; 12% black respondents; 16% hispanic respondents; 9% other
- **Gender:**
  - 48% Male; 52% Female

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### **About Covering Climate Now**

Covering Climate Now is a global media collaboration of more than 400 news organizations reaching a combined audience of roughly 2 billion people. Organized by journalists, for journalists, CCNow strengthens news coverage of the defining story of our time. Covering Climate Now, which was co-founded in 2019 by Columbia Journalism Review and The Nation in association with the Guardian, is collaborating with the Guardian on a series called Climate Crimes, which is dedicated to investigating how the fossil fuel industry contributed to the climate crisis and lied to the American public for decades.

### **About VICE Media Group**

VICE Media Group is a global multi-platform media company. Launched in 1994, VICE has offices across 25 countries across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency. VICE Media Group's portfolio includes Refinery29, the leading global media and entertainment company focused on women; PULSE Films, a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; and i-D, a global digital and bimonthly magazine defining fashion and contemporary culture and design.

VICE News produces hundreds of hours of award-winning original news programming every year. Built on world-class reporting by a new generation of global correspondents, VICE News' immersive style delivers groundbreaking reportage and redefines news and current affairs programming for youth audiences around the world. VICE News produces content for prestigious media partners including A+E Networks, Showtime, Spotify, iHeartMedia, and Hulu. VICE News' international and domestic reporting is featured across VICE's digital, television and social platforms.

### **About The Guardian**

Guardian Media Group is a global news organisation that delivers fearless, investigative journalism - giving a voice to the powerless and holding power to account. The Guardian believes the climate emergency is the defining issue of our time. We have set ambitious targets to green our business, and have turned away from fossil fuel investments and advertising.

### **About YouGov**

YouGov is an international research and data analytics group. YouGov has been a leader in conducting social research using online surveys for over a decade. Using a proprietary panel of US adults and an online suite of survey tools, YouGov polls provide a rigorous understanding of the current cultural landscape. YouGov is the trusted media partner of CBS News, HuffPost, and The Economist. Our polling numbers are used by those who want the most accurate understanding of what Americans think about the issues of the day.