



PUBLIC POLL FINDINGS AND METHODOLOGY

Many Americans believe that climate change is mostly caused by human activity, but few report making changes to help limit it

At the same time, most Americans report experiencing more frequent and intense unusual weather and extreme heat

Topline Findings

Washington DC, May 04, 2023— New Ipsos polling finds Americans are split on what is causing climate change—if it is happening at all, something that hasn't changed in the past five years. Yet, among Americans who believe climate change is caused by human activity, most agree that people could slow or reverse climate change but aren't willing to modify their behavior. Separately, most Americans continue to experience some form of extreme weather that's become more frequent or intense in their area compared to ten years ago.

There are some regional differences in experiences with extreme weather. Partisanship, though, mediates people's attitudes and experiences with climate change and extreme weather.

Detailed Findings

About half (49%) of Americans believe climate change is mostly caused by human activity, unchanged from 2017 and 2018.

- However, while many Americans believe climate change is caused by human activity, over a quarter (27%) believe it is mostly caused by natural patterns, and 7% believe it is not happening at all.
- Nearly half of Republicans believe climate change is caused by natural patterns (46%) compared to just 13% of Democrats.

Among those who believe climate change is caused by human activity, the majority (62%) agree that humans could slow or reverse climate change but aren't willing to change their behavior.

- Along these lines, less than half of Americans say they are likely to make changes in the next year to help limit climate change, such as using public transportation (21%), trading in their car for an electric vehicle (25%), or walking or biking to close locations instead of driving (36%).
- Democrats are more likely than Republicans to make changes in the next year to help limit climate change, such as using public transportation (30% of Democrats vs. 14% of Republicans), trading in their car for an electric vehicle (38% vs. 10%), and walking or biking to close locations instead of driving (45% vs. 26%).
- More than half of the Americans believe that it is not too late to stop climate change (54%). Three in five Democrats (60%) believe that it is still possible and not too late to stop climate change compared to 52% of Republicans.

Most Americans report experiencing some form of extreme weather, however this varies by region and political affiliations.

- Two-thirds say unusual weather for the season has gotten more frequent (67%) and more intense (60%) in their area compared to ten years ago. Majorities of Americans, regardless of region, report that unusual weather has become more frequent.



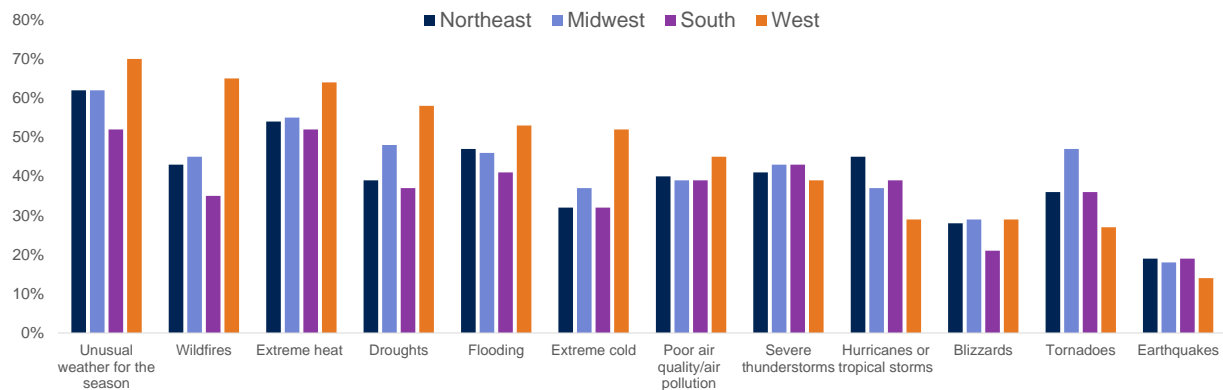


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- Other common types of extreme weather people experience include extreme heat (55%), and poor air quality or air pollution (43%), with many Americans reporting that these events have become more frequent and more intense where they live relative to ten years ago.
- Majorities of people living out West say that extreme heat (63%) has become more frequent in their area in the past decade compared to those in the Northeast (54%), Midwest (51%), and South (52%).
- Compared to ten years ago, people in the Northeast are more likely than people in the South to report that flooding (Northeast 47% vs. South 41%) and hurricanes or tropical storms (Northeast 45% vs. South 39%) have become more intense in their area. Whereas people living out the West are more likely than those living in the Midwest, Northeast, and South to say that weather events such as droughts (West 58% vs 48% Midwest vs Northeast 39% vs South 37%) and wildfires (West 65% vs Midwest 45% vs Northeast 43% and South 35%) have become more intense.
- One in three people in the South (33%) feel that tornadoes have become more frequent, however that is lower than what people report in the Midwest (44%).
- Additionally, for all extreme weather occurrences, Democrats are more likely than Republicans to say they have become more frequent and intense in their area over the past ten years.

Thinking about the intensity of these weather events, do you think the following have become more or less intense or has there been no change, compared to ten years ago?

% Selecting much more or somewhat more intense



Source: Ipsos survey fielded April 14-16, 2023.
Base: Northeast (N=182), Midwest (N=233), South (N=369), and West (N=245)

These are the findings of an Ipsos poll conducted between April 14-16, 2023. For this survey, a sample of 1,029 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.7 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

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GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. Compared to ten years ago, do you think the following have become more or less frequent where you live, or has there been no change?

More Frequent Summary

	Total 2023 (N=1,029)	Total 2022 (N=1,005)	Total 2021 (N=1,003)	Total 2018 (N=966)	Total 2017 (N=1,009)	Republicans 2023 (N=302)	Democrats 2023 (N=287)
Unusual weather for the season	67%	66%	-	-	-	51%	85%
Extreme heat	55%	53%	-	-	-	34%	69%
Poor air quality/air pollution	43%	47%	-	-	-	26%	55%
Droughts	43%	44%	33%	39%	41%	33%	58%
Wildfires	42%	46%	41%	40%	-	32%	55%
Flooding	42%	38%	39%	47%	42%	33%	57%
Severe thunderstorms	40%	43%	38%	44%	40%	26%	52%
Extreme cold	35%	38%	38%	46%	-	24%	48%
Tornadoes	32%	35%	31%	-	-	26%	40%
Hurricanes or tropical storms	27%	34%	35%	38%	27%	21%	34%
Blizzards	19%	22%	22%	30%	22%	16%	25%
Earthquakes	15%	17%	20%	20%	-	13%	19%

a) Severe thunderstorms

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	12%	7%	16%
Somewhat more frequent	28%	19%	36%
No change	47%	61%	34%
Somewhat less frequent	6%	6%	7%
Much less frequent	2%	2%	2%
Don't know	5%	4%	4%
<i>More Frequent</i>	40%	26%	52%
<i>Less Frequent</i>	8%	9%	10%

b) Droughts

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	14%	8%	19%
Somewhat more frequent	28%	24%	39%
No change	42%	52%	29%
Somewhat less frequent	6%	8%	6%
Much less frequent	2%	2%	3%
Don't know	7%	5%	4%
<i>More Frequent</i>	43%	33%	58%
<i>Less Frequent</i>	8%	9%	8%



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1. Compared to ten years ago, do you think the following have become more or less frequent where you live, or has there been no change?

c) Flooding

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	14%	9%	16%
Somewhat more frequent	29%	24%	40%
No change	45%	55%	33%
Somewhat less frequent	4%	4%	5%
Much less frequent	2%	3%	3%
Don't know	6%	4%	2%
<i>More Frequent</i>	42%	33%	57%
<i>Less Frequent</i>	6%	7%	7%

d) Hurricanes or tropical storms

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	9%	7%	13%
Somewhat more frequent	18%	14%	21%
No change	58%	64%	54%
Somewhat less frequent	4%	5%	4%
Much less frequent	3%	4%	3%
Don't know	7%	5%	4%
<i>More Frequent</i>	27%	21%	34%
<i>Less Frequent</i>	7%	9%	8%

e) Blizzards

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	5%	4%	6%
Somewhat more frequent	14%	12%	19%
No change	53%	58%	46%
Somewhat less frequent	12%	12%	13%
Much less frequent	7%	7%	9%
Don't know	8%	7%	7%
<i>More Frequent</i>	19%	16%	25%
<i>Less Frequent</i>	19%	19%	21%

f) Wildfires

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	18%	11%	24%
Somewhat more frequent	24%	20%	31%
No change	46%	58%	35%
Somewhat less frequent	2%	4%	1%
Much less frequent	2%	1%	4%
Don't know	7%	5%	6%
<i>More Frequent</i>	42%	32%	55%
<i>Less Frequent</i>	4%	5%	4%



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1. Compared to ten years ago, do you think the following have become more or less frequent where you live, or has there been no change?

g) Earthquakes

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	4%	3%	5%
Somewhat more frequent	11%	10%	14%
No change	69%	72%	65%
Somewhat less frequent	2%	3%	3%
Much less frequent	4%	5%	6%
Don't know	9%	7%	7%
<i>More Frequent</i>	15%	13%	19%
<i>Less Frequent</i>	6%	7%	9%

h) Extreme cold

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	9%	3%	14%
Somewhat more frequent	26%	21%	34%
No change	41%	54%	28%
Somewhat less frequent	13%	11%	13%
Much less frequent	5%	6%	6%
Don't know	5%	5%	4%
<i>More Frequent</i>	35%	24%	48%
<i>Less Frequent</i>	18%	17%	19%

i) Extreme heat

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	20%	8%	29%
Somewhat more frequent	35%	27%	41%
No change	35%	55%	20%
Somewhat less frequent	4%	4%	4%
Much less frequent	1%	1%	2%
Don't know	5%	4%	3%
<i>More Frequent</i>	55%	35%	69%
<i>Less Frequent</i>	5%	5%	7%

j) Poor air quality/air pollution

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	15%	8%	20%
Somewhat more frequent	28%	19%	35%
No change	42%	57%	34%
Somewhat less frequent	6%	8%	4%
Much less frequent	2%	4%	2%
Don't know	7%	5%	5%
<i>More Frequent</i>	43%	26%	55%
<i>Less Frequent</i>	8%	12%	6%



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1. Compared to ten years ago, do you think the following have become more or less frequent where you live, or has there been no change?

k) Tornadoes

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	11%	6%	15%
Somewhat more frequent	21%	20%	25%
No change	54%	62%	48%
Somewhat less frequent	3%	4%	3%
Much less frequent	3%	2%	5%
Don't know	6%	4%	4%
<i>More Frequent</i>	32%	26%	40%
<i>Less Frequent</i>	6%	6%	8%

l) Unusual weather for the season (i.e. unseasonably warm or cold days, more or less rain, etc.)

	Total 2023	Republicans 2023	Democrats 2023
Much more frequent	27%	14%	39%
Somewhat more frequent	40%	37%	47%
No change	25%	40%	11%
Somewhat less frequent	2%	2%	2%
Much less frequent	1%	2%	-
Don't know	4%	4%	1%
<i>More Frequent</i>	67%	51%	85%
<i>Less Frequent</i>	3%	4%	3%

2. Thinking about the intensity of these weather events, do you think the following have become more or less intense or has there been no change, compared to ten years ago?

More Intense Summary

	Total 2022	Total 2021	Total 2018	Total 2017	Republicans 2023	Democrats 2023
Unusual weather for the season	60%	-	-	-	44%	77%
Extreme heat	56%	-	-	-	38%	72%
Wildfires	46%	48%	46%	-	31%	62%
Flooding	46%	44%	55%	47%	32%	61%
Droughts	44%	38%	42%	44%	34%	58%
Severe thunderstorms	42%	42%	49%	46%	27%	54%
Poor air quality/air pollution	41%	-	-	-	26%	55%
Extreme cold	38%	40%	53%	-	28%	52%
Hurricanes or tropical storms	37%	42%	48%	36%	29%	45%
Tornadoes	36%	37%	-	-	24%	46%
Blizzards	26%	30%	37%	29%	18%	36%
Earthquakes	18%	24%	25%	-	15%	18%





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2. Thinking about the intensity of these weather events, do you think the following have become more or less intense or has there been no change, compared to ten years ago?

a) Severe thunderstorms

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	13%	9%	15%
Somewhat more intense	29%	19%	39%
No change	42%	56%	32%
Somewhat less intense	5%	6%	5%
Much less intense	2%	2%	2%
Don't know	8%	7%	6%
<i>More Intense</i>	42%	27%	54%
<i>Less Intense</i>	7%	8%	7%

b) Droughts

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	14%	8%	19%
Somewhat more intense	30%	26%	39%
No change	38%	51%	28%
Somewhat less intense	5%	6%	5%
Much less intense	2%	2%	2%
Don't know	9%	6%	7%
<i>More Intense</i>	44%	34%	58%
<i>Less Intense</i>	7%	7%	6%

c) Flooding

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	14%	9%	21%
Somewhat more intense	32%	23%	39%
No change	40%	54%	28%
Somewhat less intense	4%	4%	4%
Much less intense	2%	2%	2%
Don't know	8%	6%	5%
<i>More Intense</i>	46%	32%	61%
<i>Less Intense</i>	5%	6%	6%

d) Hurricanes or tropical storms

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	11%	7%	15%
Somewhat more intense	26%	22%	29%
No change	47%	54%	42%
Somewhat less intense	4%	4%	4%
Much less intense	2%	3%	2%
Don't know	9%	7%	6%
<i>More Intense</i>	37%	29%	45%
<i>Less Intense</i>	6%	7%	6%



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2. Thinking about the intensity of these weather events, do you think the following have become more or less intense or has there been no change, compared to ten years ago?

e) Blizzards

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	8%	8%	9%
Somewhat more intense	18%	10%	27%
No change	51%	60%	43%
Somewhat less intense	8%	11%	7%
Much less intense	4%	2%	5%
Don't know	10%	7%	10%
<i>More Intense</i>	26%	18%	36%
<i>Less Intense</i>	12%	13%	11%

f) Wildfires

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	20%	10%	31%
Somewhat more intense	26%	21%	31%
No change	40%	56%	28%
Somewhat less intense	3%	4%	3%
Much less intense	2%	2%	2%
Don't know	8%	5%	5%
<i>More Intense</i>	46%	31%	62%
<i>Less Intense</i>	5%	6%	5%

g) Earthquakes

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	5%	4%	6%
Somewhat more intense	13%	11%	13%
No change	64%	68%	64%
Somewhat less intense	3%	4%	3%
Much less intense	3%	3%	4%
Don't know	12%	9%	10%
<i>More Intense</i>	18%	15%	18%
<i>Less Intense</i>	5%	7%	7%

h) Extreme cold

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	11%	7%	15%
Somewhat more intense	27%	21%	37%
No change	39%	52%	28%
Somewhat less intense	11%	11%	10%
Much less intense	3%	1%	5%
Don't know	7%	6%	4%
<i>More Intense</i>	38%	28%	52%
<i>Less Intense</i>	15%	13%	15%

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2. Thinking about the intensity of these weather events, do you think the following have become more or less intense or has there been no change, compared to ten years ago?

i) Extreme heat

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	17%	8%	26%
Somewhat more intense	38%	30%	46%
No change	32%	51%	18%
Somewhat less intense	4%	3%	4%
Much less intense	1%	2%	2%
Don't know	6%	5%	2%
<i>More Intense</i>	56%	38%	72%
<i>Less Intense</i>	6%	4%	6%

j) Poor air quality/air pollution

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	13%	8%	17%
Somewhat more intense	28%	18%	38%
No change	43%	56%	34%
Somewhat less intense	6%	7%	4%
Much less intense	2%	3%	3%
Don't know	8%	7%	5%
<i>More Intense</i>	41%	26%	55%
<i>Less Intense</i>	8%	10%	7%

k) Tornadoes

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	12%	9%	16%
Somewhat more intense	25%	15%	30%
No change	49%	61%	44%
Somewhat less intense	2%	4%	1%
Much less intense	2%	2%	2%
Don't know	9%	7%	6%
<i>More Intense</i>	36%	24%	46%
<i>Less Intense</i>	4%	6%	3%

l) Unusual weather for the season (i.e. unseasonably warm or cold days, more or less rain, etc.)

	Total 2023	Republicans 2023	Democrats 2023
Much more intense	20%	9%	26%
Somewhat more intense	41%	35%	50%
No change	29%	44%	16%
Somewhat less intense	3%	3%	3%
Much less intense	2%	1%	2%
Don't know	6%	6%	3%
<i>More Intense</i>	60%	44%	77%
<i>Less Intense</i>	5%	5%	4%



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3. Which of the following statements comes closest to your opinion?

	Total 2023	<i>Total 2022</i>	<i>Total 2021</i>	<i>Total 2018</i>	<i>Total 2017</i>	Republicans 2023	Democrats 2023
Climate change is mostly caused by human activity	49%	57%	54%	51%	51%	22%	75%
Climate change is mostly caused by natural patterns	27%	27%	27%	31%	31%	46%	13%
Climate change is not really happening	7%	6%	7%	6%	6%	17%	2%
Other	4%	3%	2%	3%	3%	4%	2%
Don't know	13%	8%	10%	9%	10%	11%	8%

4. How concerned are you about climate change?

	Total 2023	<i>Total 2022</i>	Republicans 2023	Democrats 2023
Very concerned	29%	35%	6%	54%
Somewhat concerned	34%	40%	28%	36%
Not very concerned	19%	16%	29%	8%
Not at all concerned	17%	10%	36%	2%
<i>Concerned</i>	<i>63%</i>	<i>75%</i>	<i>34%</i>	<i>90%</i>
<i>Not Concerned</i>	<i>36%</i>	<i>25%</i>	<i>65%</i>	<i>10%</i>

5. To what extent do you agree or disagree with the following statements?

Agree Summary

	Total 2023	<i>Total 2022</i>	Republicans 2023	Democrats 2023
Humans can slow/reverse climate change but aren't willing to change their behavior	62%	71%	38%	82%
Humans are making progress to slow/reverse climate change	38%	45%	31%	44%
Large corporations and government policy can reduce climate change, but individual action makes no difference	28%	39%	22%	30%
It is too late to stop climate change at this point	24%	27%	22%	26%





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5. To what extent do you agree or disagree with the following statements?

a) Humans can slow/reverse climate change but aren't willing to change their behavior

	Total 2023	Republicans 2023	Democrats 2023
Strongly agree	25%	10%	42%
Somewhat agree	37%	28%	40%
Somewhat disagree	11%	21%	5%
Strongly disagree	12%	21%	3%
Don't know	14%	17%	9%
<i>Agree</i>	62%	38%	82%
<i>Disagree</i>	22%	42%	8%

b) Humans are making progress to slow/reverse climate change

	Total 2023	Republicans 2023	Democrats 2023
Strongly agree	3%	2%	4%
Somewhat agree	35%	29%	40%
Somewhat disagree	26%	22%	31%
Strongly disagree	16%	23%	12%
Don't know	18%	22%	12%
<i>Agree</i>	38%	31%	44%
<i>Disagree</i>	42%	45%	43%

c) It is too late to stop climate change at this point

	Total 2023	Republicans 2023	Democrats 2023
Strongly agree	7%	5%	7%
Somewhat agree	18%	17%	19%
Somewhat disagree	32%	29%	33%
Strongly disagree	22%	23%	26%
Don't know	20%	24%	14%
<i>Agree</i>	24%	22%	26%
<i>Disagree</i>	54%	52%	60%

d) Large corporations and government policy can reduce climate change, but individual action makes no difference

	Total 2022	Republicans 2023	Democrats 2023
Strongly agree	7%	4%	6%
Somewhat agree	21%	19%	24%
Somewhat disagree	31%	30%	38%
Strongly disagree	24%	26%	21%
Don't know	16%	18%	10%
<i>Agree</i>	28%	22%	30%
<i>Disagree</i>	55%	57%	59%



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6. As you may know, most climate experts believe that global average temperatures will climb rapidly in the next few decades. Furthermore, to prevent the worst effects of climate change, the world should work to limit this change in global average temperature to an increase of no more than 2 degrees.

How familiar are you, if at all, with the position of climate scientists just described?

	Total 2023	<i>Total 2022</i>	<i>Total 2021</i>	<i>Total 2018</i>	<i>Total 2017</i>	Republicans 2023	Democrats 2023
Very familiar	16%	19%	16%	15%	20%	14%	20%
Somewhat familiar	34%	41%	38%	44%	44%	32%	37%
Not very familiar	27%	27%	29%	27%	24%	29%	24%
Never heard of it before	10%	8%	10%	7%	7%	12%	11%
Don't know	12%	5%	9%	8%	5%	11%	9%
<i>Familiar</i>	50%	<i>60%</i>	<i>53%</i>	<i>59%</i>	<i>64%</i>	46%	57%
<i>Unfamiliar</i>	37%	<i>35%</i>	<i>38%</i>	<i>34%</i>	<i>31%</i>	42%	35%

7. Here are some actions that have been suggested as ways regular people can help limit climate change. How likely would you be to do the following in the next year?

Total Likely Summary

	Total 2022	<i>Total 2021</i>	<i>Total 2018</i>	<i>Total 2017</i>	Republicans 2023	Democrats 2023
Walk or bike to close locations instead of driving	36%	-	-	-	26%	45%
Pay an additional \$100 a year in taxes dedicated to reducing pollution	35%	37%	45%	-	14%	57%
Pay an additional \$100 a year in electricity bills dedicated to renewable energy	31%	33%	42%	-	18%	43%
Put solar panels on your home	30 %	35%	50%	-	18%	39%
Trade in your current vehicle for an electric vehicle	25%	30%	37%	-	10%	38%
Use public transportation	21%	30%	41%	-	14%	30%

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7. Here are some actions that have been suggested as ways regular people can help limit climate change. How likely would you be to do the following in the next year?

a) Trade in your current vehicle for an electric vehicle

	Total 2023	Republicans 2023	Democrats 2023
Very likely	8%	3%	12%
Somewhat likely	17%	7%	26%
Not very likely	23%	23%	21%
Not at all likely	37%	59%	23%
I already do this	3%	2%	4%
Not applicable	11%	5%	14%
<i>Likely</i>	25%	10%	38%
<i>Not Likely</i>	60%	82%	44%

b) Put solar panels on your home

	Total 2023	Republicans 2023	Democrats 2023
Very likely	11%	5%	13%
Somewhat likely	20%	14%	25%
Not very likely	24%	28%	21%
Not at all likely	28%	45%	18%
I already do this	6%	3%	7%
Not applicable	12%	5%	15%
<i>Likely</i>	30%	18%	39%
<i>Not Likely</i>	51%	72%	39%

c) Pay an additional \$100 a year in taxes dedicated to reducing pollution

	Total 2023	Republicans 2023	Democrats 2023
Very likely	11%	3%	19%
Somewhat likely	24%	11%	38%
Not very likely	19%	23%	17%
Not at all likely	36%	56%	18%
I already do this	1%	1%	1%
Not applicable	8%	5%	7%
<i>Likely</i>	35%	14%	57%
<i>Not Likely</i>	55%	79%	34%

d) Pay an additional \$100 a year in electricity bills dedicated to renewable energy

	Total 2023	Republicans 2023	Democrats 2023
Very likely	9%	4%	14%
Somewhat likely	22%	14%	29%
Not very likely	23%	24%	23%
Not at all likely	34%	51%	21%
I already do this	2%	1%	4%
Not applicable	8%	5%	8%
<i>Likely</i>	31%	18%	43%
<i>Not Likely</i>	58%	75%	44%



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7. Here are some actions that have been suggested as ways regular people can help limit climate change. How likely would you be to do the following in the next year?

e) Use public transportation

	Total 2023	Republicans 2023	Democrats 2023
Very likely	7%	5%	10%
Somewhat likely	14%	9%	20%
Not very likely	27%	24%	28%
Not at all likely	33%	50%	21%
I already do this	6%	2%	9%
Not applicable	12%	10%	11%
<i>Likely</i>	<i>21%</i>	<i>14%</i>	<i>30%</i>
<i>Not Likely</i>	<i>60%</i>	<i>73%</i>	<i>49%</i>

f) Walk or bike to close locations instead of driving

	Total 2023	Republicans 2023	Democrats 2023
Very likely	12%	8%	17%
Somewhat likely	24%	18%	28%
Not very likely	19%	22%	17%
Not at all likely	25%	38%	17%
I already do this	11%	7%	12%
Not applicable	8%	6%	7%
<i>Likely</i>	<i>36%</i>	<i>26%</i>	<i>45%</i>
<i>Not Likely</i>	<i>44%</i>	<i>59%</i>	<i>35%</i>

8. How do you get most of your news? Select all that apply.

	Total 2023	Total 2022	Republicans 2023	Democrats 2023
Online/internet news	53%	46%	54%	51%
Television broadcast news	38%	48%	33%	46%
Television cable news	27%	34%	26%	33%
Social media (Twitter, Facebook)	25%	34%	20%	31%
Radio	20%	22%	21%	24%
Print newspapers/magazines (and their online versions)	20%	22%	16%	29%
Mobile News apps	19%	22%	20%	20%
None of the above	7%	5%	6%	3%



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About the Study

These are the findings of an Ipsos poll conducted between April 14-16, 2023. For this survey, a sample of 1,029 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 302 Republicans and 287 Democrats.

The sample was randomly drawn from [Ipsos' online panel, partner online panel sources, and "river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.7 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,029, DEFF=1.09, adjusted Confidence Interval=+/- 5.2 percentage points).

The poll also has a credibility interval of plus or minus 6.9 percentage points for Republicans and plus or minus 7.1 percentage points for Democrats.

For more information on this news release, please contact:

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 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. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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