

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: WHEN IS EARTH DAY?

SAMPLE: 2,000 general population Americans

SPLITS: Age, gender, region, Q1, those who correctly identified Earth Day

Survey Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[**TERMINATE IF UNDER 18**]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1927]

[**TERMINATE if age and birth year do not align +/- 1 year**]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Survey Questions:

1. **Do you know when Earth Day is? [Select one]**

Yes, for sure
Yes, I think so
No, I don't

2. **In which month does Earth Day take place? If you're not sure, please take your best guess. [Select one]**

January
February
March
April
May
June
July
August
September
October
November
December

3. **Does Earth Day always occur on the same day every year? [Select one]**

Yes

No (i.e., it moves like Memorial Day or Labor Day, where it always falls on a specific day of the week vs. a specific date)

Not sure

4. **Earth Day occurs on the same date every year in April. What day does Earth Day take place? If you're not sure, please take your best guess. [Select one; dropdown list]**

Dropdown options from April 1–30

5. **How knowledgeable or unknowledgeable do you feel about Earth Day and its history? [Select one]**

Very knowledgeable

Somewhat knowledgeable

Neither knowledgeable nor unknowledgeable

Somewhat unknowledgeable

Very unknowledgeable

6. **In what year did Earth Day begin? [Select one]**

1950

1960

1970

1980

1990

2000

None of the above

Not sure

7. **Did Earth Day start in the U.S.? [Select one]**

Yes

No (it started in another country)

Not sure

8. **Does your behavior change for Earth Day (April 22) or Earth Month (April), compared to the rest of the year? (I.e., is there a difference in how you approach sustainability, etc.) [Select one]**

Yes

No

9. **[SHOW IF Q8 = A] Are you more or less sustainable on Earth Day (April 22) or Earth Month (April), compared to the rest of the year? [Grid]**

GRID:

Earth Day

Earth Month

GRID BY:

More sustainable

Less sustainable

10. **To what extent do you agree or disagree with the following statement? “I make a specific, temporary effort to be sustainable on Earth Day.” [Select one]**

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree
Strongly disagree

11. **To what extent do you agree or disagree with the following statement? “Earth Day is an important holiday.” [Select one]**

Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

12. **How would you like to see Earth Day celebrated? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**

People should be given the day off from work
An optional educational session should be provided at work
Kids should learn about Earth Day in school
People should attend peaceful protests
The government should take the opportunity to focus on legislation to help the environment
People should learn about how to be more sustainable
People should donate money to relevant causes
Companies should donate money to relevant causes
Other
N/A — I don't think it should be celebrated [EXCLUSIVE]

13. **[HIDE IF Q12 = N/A] Is there anything specific you're planning to do on April 22, to celebrate Earth Day? [Free text]**

Free text response

N/A: I do not plan on doing anything on Earth Day this year

14. **How sustainable or unsustainable do you believe yourself to be, in general (on Earth Day and throughout the year)? [Select one]**

Very sustainable

Somewhat sustainable

Neither sustainable nor unsustainable

Somewhat unsustainable

Very unsustainable

15. **How important or unimportant do you believe it is for the following groups to make sustainable choices? [Grid]**

GRID: RANDOMIZE

Non-celebrity individuals

Celebrities

Companies / organizations

The government

GRID BY:

Very important

Somewhat important

Neither important nor unimportant

Somewhat unimportant

Very unimportant

16. **Would you like to be more sustainable than you currently are? [Select one]**

Yes

No

Not sure

17. **What's holding you back from being more sustainable?**
[Select one] RANDOMIZE. ANCHOR LAST 2

I don't feel like my individual actions make enough of a difference

I don't have time to think about being sustainable

It costs more money to be sustainable (i.e., purchasing eco-friendly versions of things)

I'm not sure how to be more sustainable

Sustainable options aren't readily available where I live

I'm more focused on other things

Other

Nothing in particular

18. **To what extent do you agree or disagree with the following statement? "It's important to be sustainable throughout the year, and not just on Earth Day."** [Select one]

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

19. **What sustainable actions do you take throughout the year?** [Select all that apply] **RANDOMIZE. ANCHOR LAST 2**

Energy and water conservation (switching to LED lights, turning lights off when I leave the room, taking shorter showers, etc.)

Reducing emissions from travel (carpooling, walking or using public transportation when possible, etc.)

Food choices (eating more plant-based foods, reducing food waste, etc.)

Nature protection (being mindful of native plants, reducing pesticide use, etc.)

Making sure my small purchases are sustainable (not buying single-use plastic, etc.)

Making sure my large purchases are sustainable (electric / hybrid vehicles, sustainably-sourced mattresses, etc.)

Supporting wider sustainable change (voting for environmental policies, donating to eco-friendly causes, etc.)

Other

None of the above [EXCLUSIVE]

20. **Do you believe that small daily habits can lead to systemic change? [Select one]**

Yes

No

Not sure

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

21. We're looking to hear from people about Earth Day in April. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

1. I'm interested in participating
2. I'm not interested in participating

22. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: