

SURVEY NAME

# ECO GUILT REPORT

DATE

Monday, December 9, 2019

POWERED BY

 Pollfish

# Demographics

Total responses

2500

Age groups

18 - 24 (20.0%), 25 - 34 (20.0%), 35 - 44 (20.0%),  
45 - 54 (20.0%), > 54 (20.0%)

Gender

Female (50.0%), Male (50.0%)

Q1

TYPE: SINGLE SELECTION

Do you often feel guilty about wasting energy in your home?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	70.20%	1,755
A2	No	29.80%	745

TOTAL UNIQUE RESPONDENTS 2500

## Q2

TYPE: SINGLE SELECTION

### What makes you feel guilty about your energy use?

#	ANSWERS	ANSWERS(%)	COUNT
A1	The cost	28.32%	497
A2	The environmental impact	18.29%	321
A3	Both	53.39%	937

TOTAL UNIQUE RESPONDENTS 1755

### Q3

TYPE: SINGLE SELECTION

## Do you feel guilty if you put a recyclable item in the trash?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	70.84%	1,771
A2	No	29.16%	729

TOTAL UNIQUE RESPONDENTS 2500

Q4

TYPE: SINGLE SELECTION

Do you feel guilty about using too much water when you shower?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	57.20%	1,430
A2	No	42.80%	1,070

TOTAL UNIQUE RESPONDENTS 2500

## Q5

TYPE: SINGLE SELECTION

Do you ever feel guilty about the environmental impact of adjusting your furnace in the winter to make your home WARMER?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	47.92%	1,198
A2	No	52.08%	1,302

TOTAL UNIQUE RESPONDENTS 2500

Q6

TYPE: SINGLE SELECTION

Do you feel guilty about the environmental impact of adjusting your AC to make your home COOLER in the summer?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	48.72%	1,218
A2	No	51.28%	1,282

TOTAL UNIQUE RESPONDENTS 2500



Q7

TYPE: SINGLE SELECTION

Do you ever feel guilty about how often you drive to work?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	27.68%	692
A2	No	72.32%	1,808

TOTAL UNIQUE RESPONDENTS 2500

Q8

TYPE: SINGLE SELECTION

## Whose opinion about your green habits matters most to you?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Spouse/partner	41.40%	1,035
A2	Children or grandchildren	35.28%	882
A3	Friends	16.60%	415
A4	Neighbors	4.48%	112
A5	Coworkers	2.24%	56

TOTAL UNIQUE RESPONDENTS 2500

Q9

TYPE: SINGLE SELECTION

Have you ever changed your behavior to seem more green/environmentally-conscious when you knew someone was watching you?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	48.60%	1,215
A2	No	51.40%	1,285

TOTAL UNIQUE RESPONDENTS 2500

## Q10

TYPE: SINGLE SELECTION

If no one were watching, would you put recyclables in the trash if the recycling can were farther away?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	36.84%	921
A2	No	63.16%	1,579

TOTAL UNIQUE RESPONDENTS 2500

## Q11

TYPE: SINGLE SELECTION

Do you feel bad when you use paper plates/plastic cutlery at home (where you have washable dishes)?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	48.00%	1,200
A2	No	52.00%	1,300

TOTAL UNIQUE RESPONDENTS 2500

## Q12

TYPE: SINGLE SELECTION

Do you have friends who you try to measure up to when it comes to conservation/ lowering your carbon footprint?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	29.08%	727
A2	No	70.92%	1,773

TOTAL UNIQUE RESPONDENTS 2500

### Q13

TYPE: SINGLE SELECTION

## Do headlines about climate change make you feel stressed?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	53.96%	1,349
A2	No	46.04%	1,151

TOTAL UNIQUE RESPONDENTS 2500

## Q14

TYPE: SINGLE SELECTION

If money were no object, would you run your AC all day in the summer, or would you feel guilty about wasting energy?

#	ANSWERS	ANSWERS(%)	COUNT
A1	I would run it without feeling guilty about the environmental impact.	27.44%	686
A2	I would run it all day, but I would feel guilty about the environmental impact.	31.20%	780
A3	I would not run it all day because I would feel guilty about the environmental impact.	41.36%	1,034

TOTAL UNIQUE RESPONDENTS 2500