

MTV/CBSNEWS POLL: ENVIRONMENT

Interviews for this release were conducted among 806 13 to 24 year- olds interviewed by telephone May 30 – June 9th, 2006. CBS News conducted the poll on behalf of MTV. Respondents were part of nationwide representative samples identified in households previously interviewed by CBS News Polls and from random-digit dial samples. The margin of error for this survey is +/- 4% points for results based on the entire sample.

TOPLINE: ENVIRONMENT

- Most young Americans age 13 to 24 are at least somewhat concerned about global warming – and the more they know about it, the more concerned about it they are.
- Large majorities say the time to do something about global warming is right NOW. And many pick the environment as the biggest problem that their generation will need to solve.
- Young people think they can make a difference in the effort to counter global warming, but they aren't sure what steps to take -- few feel like they have a lot of information about what to do.
- Though they see global warming as a global problem, many do not see a lot of impact in their own lives. And many believe the environment where they live is in better shape than the world's environment, generally.

VIEWS ON GLOBAL WARMING & THE ENVIRONMENT

Concerned about global warming – the more they've heard, the more concerned they are.

- A large majority – 78% - of young people age 13-24 say they have heard something about global warming, including over one-third who have heard a lot. But while very few have heard nothing, one in five still says they haven't heard very much. This is the same for young people 13 to 17 and 18 to 24.

How much have you heard about global warming?

	All	Age 13-17	Age 18-24
A lot	37%	35%	39%
Some	41	41	41
Not much	19	20	18
Nothing	3	4	3

- 54% of young people say they are somewhat concerned about global warming but fewer, 21%, say they are very concerned. Concern does increase with age: 27% of young people 18 to 24 are very concerned, compared to just 13% of those 13 to 17.

How concerned are you about global warming?

		Age	Age
	All	13-17	18-24
Very concerned	21%	13%	27%
Somewhat	54	57	52
Not very/not at all	25	31	21

- Whatever their age, the more they've heard, the more concerned they are.

How concerned are you about global warming?

	Heard <u>a lot</u>	Heard <u>some</u>	Heard <u>not much/nothing</u>
Very concerned	32%	20%	5%
Somewhat	54	54	51
Not very/not at all	14	26	43

Some sense of urgency: large majorities say the time to do something about it is right now.

- Almost all believe it is either affecting the Earth now, or will start to soon.
- 56% believe global warming is happening now, and another 29% think it will start happening within their lifetime. Only one in ten thinks it won't happen for a hundred years or more. Those over 18 are much more likely to say it is going on now: 65% do.

Global Warming Is...

	All	Age	Age
		13-17	18-24
Happening right now	56%	42%	65%
Will happen in lifetime	29	35	24
Will happen in 100+ years	12	18	8
Won't ever happen	3	4	2

Eight in ten young people think the time to act on global warming is now.

- 81% say steps need to be taken right away to counter global warming; just 15% say that can wait.

Need action to counter global warming...

Right away	81%
It can wait	15

- When asked to choose from a list the most important problem their generation will face 20 years from now, young Americans most often say it will be the environment, generally, picked by 22%. In a close second place are economic and education problems, each with 21%. Health and diseases (15%) and terrorism and war (10%) follow on the list. Young men particularly believe the environment will be the main issue. The economy is the top concern for young women.

Which is the most important problem your generation will have to deal with?

	All	Young Men	Young Women
Environment	22%	27%	16%
Economy	21	17	25
Education	21	23	18
Health & diseases	15	12	19
Terrorism & war	10	12	8

But while the environment is important to young people, its issues are not always top-of-mind.

- When young people are asked to volunteer, in their own words, the main problem facing young people right now, problems with drugs are far and away at the top of the list, cited by 17%, nearly twice as many as say the second-highest response, the war, at 9%. Education gets 7%, peer pressure and crime each get 5%, and 4% mention sex issues. For those age 13 to 17, the war is not even in the top three mentions.

Most important issue facing young people today

	All	Age 13-17	Age 18-24	11/2005 All 14-24
Drugs	17%	20%	16%	17%
War	9	5	12	9
Education	7	3	9	8
Peer pressure	5	6	4	8
Violence/crime	5	7	3	3

- These findings are nearly identical to a survey of 14 to 24 year-olds in November 2005. Then, 17% also named drugs as the top issue facing young people, followed by 9% who said the war. But they are quite different from those voiced by adults 18 and older in the latest CBS News Poll of June 10-11th – their number-one answer is the war, at 20%.
- Many think the world is seeing some effects of global warming right now, in the form of recent hurricanes -- eight in ten think global warming has at least something to do with the ferocity of those storms, including 31% who say it was a major cause.

In recent hurricanes, global warming was...

A major cause	31%
A minor cause	49
Not a cause	16

Though they see a need to take steps now, few feel the problem has really hit home yet – most young people don't see global warming having a lot of impact on their own lives yet.

- Only 17% say it has a lot of impact. 43% say it has had some, and four in ten see not much or none so far. These views are similar among 13 to 17 and 18 to 24 year-olds.

Global warming: impact on your own life?

A lot	17%
Some	43
Not much/none	40

Most young people think they can do something about global warming. But, many aren't sure what steps to take – nearly half haven't heard much about what they can do.

- 64% say global warming is a problem young people can do something about. One-third think it is beyond their control. Those 18 to 24 are especially optimistic.

Can young people do anything about global warming?

	All	Age 13-17	Age 18-24
Yes	64%	57%	69%
No	33	40	28

- But there's less knowledge about what, exactly, they should do – only 15% say they've heard a lot about steps they can take to help the global warming problem. Another 35% have heard some, and half haven't heard much at all.

How much do you know about things to do to help the environment and global warming?

A lot	15%
Some	35
Not much/none	49

Not all information sources get the same reception, though.

Scientists have clout on global warming issues. Politicians and entertainers do not.

- Most young people age 13-24 trust scientists at least some on these issues, including 23% who trust them a lot. But only 40% trust elected officials at least somewhat, and 59% don't trust them. The least trusted group are celebrities: only 29% trust what they say about global warming and 69% don't.

Whose voices do you trust on global warming?

	A lot	Some	Not much/not at all
Scientists	23%	58	18
Elected officials	3%	37	59
Celebrities	3%	26	69

There appears to be willingness to take action on environmental issues

- Many report already doing some things to help the environment, generally, and young people say they are giving it plenty of thought.
- A majority of young people say they are doing things in their own lives, such as using public transportation and riding a bike, to try to help the environment.

How often do you do things to help the environment?

A great deal	17%
Fair amount	38
Once in a while	32
Hardly ever	13

- 58% of 13 to 24 year-olds spend at least a fair amount of time thinking about the quality of the environment, while 43% think about it less often.

How often do you think about the environment?

A great deal	19%
Fair amount	39
Once in a while	33
Hardly ever	10

- Those who spend a great deal of time thinking about the quality of the environment are more likely to be doing something about it.

Most think the world's environment, generally, is in bad shape today, however, they believe their own local environment is doing better.

- Three in four say the overall condition and quality of the air, water, land, and wildlife is fair or poor. Only 24% rate the world's environment as excellent or good.
- However, these young Americans rate the environment where they live more positively. 57% say their local environment is excellent or good, while 43% rate it as fair or poor. Residents of the western portion of the U.S. are most critical of their local environment: more than half rate their immediate environment as only fair or poor.

	Rating the environment	
	World Environment	Local Environment
Excellent	2%	12%
Good	22	45
Fair	55	32
Poor	21	11

Looking ahead to the future of the overall environment, 13 to 24 year-olds have a pessimistic view.

- 66% think the environment will be worse 20 years from now. 22% think it will be about the same as it is now, while 10% think it will be better.

	In 20 years, the environment will be...		
	All	Age 13-17	Age 18-24
Better	10%	16%	7%
Worse	66	59	72
About same	22	24	21

- 13 to 17 year-olds are twice as likely as those 18 to 24 to think the environment will be better two decades from now, but nearly six in ten of that group still thinks the environment will be worse.

Young people spread the blame for global warming: they see pollution from humans, and normal changes in the Earth, at work.

- An overwhelming majority, 78%, say global warming is a result of BOTH things that people do and normal fluctuations in the Earth's climate.

Global warming is because of...	
Normal changes in Earth's climate	4%
Things humans do	16
Both	78

- Young people believe Americans' appetite for gasoline contributes to global warming – nine in ten give it at least some blame and most, 57%, say it contributes a lot. 53% say big businesses and corporations, specifically, contribute a lot to global warming, and consumers are culpable, too: 46% say consumer pollution and waste contributes a lot.

How much do these things contribute to global warming?

	A lot	Some	Not much/not at all
Use of gasoline	57%	33	9
Business' pollution	53%	36	10
Consumers' pollution	46%	42	12

MTV/CBS News Poll
Young Americans' Views on the Environment
May 30 - June 9, 2006

q1 Suppose a television reporter stopped you on the street and wanted to interview you. If he or she asked you to name some of the most important issues facing young people today, what would you tell them?

	TOTAL RESPONDENTS			Nov05a
	Total	**** Age ****		
	%	13-17	18-24	14-24
	%	%	%	%
Drugs	17	20	16	17
War	9	5	12	9
Education (general)	7	3	9	8
Peer Pressure / Fitting in	5	6	4	8
Violence / Crime / Gangs	5	7	3	3
Sex / Pre-marital Sex	4	2	4	3
Pregnancy / Abortions	3	4	3	3
Environment / Pollution	3	1	4	1
College: Getting into	3	1	4	-
Jobs / Getting a Job	3	0	5	4
School / Grades / General	2	5	1	3
Politics / Politicians	2	1	2	2
Civil liberties/civil rights	2	1	3	-
Lack of Self-esteem	2	3	1	1
The economy	2	0	4	2
Drinking / Alcohol	2	3	1	1
Gas prices	2	1	3	2
Other	13	15	12	19
DK/NA	14	22	9	14

q2 When you look ahead twenty years, which one of these problems do you think will be the most important thing that your generation of young people will have to deal with : 1. problems with terrorism and war, 2. problems with the U.S. economy, 3. problems with the environment; 4. problems with health and diseases, or 5. problems with the education system?

Terrorism & war	10	11	10
Economy	21	14	25
Environment	22	23	21
Health and diseases	15	21	12
Education system	21	23	20
All (vol.)	3	3	4
Combination of these (vol.)	7	5	9
None (vol.)	0	0	0
DK/NA	1	0	0

q3 How often do you personally think about the quality of the environment -- a great deal, a fair amount, only once in a while, or hardly ever?

Great deal	19	14	22
Fair amount	39	37	39
Once in a while	33	36	31
Hardly ever	10	13	8
DK/NA	0	0	0

q4 Twenty years from now, do you think the environment will be better, worse, or about the same as it is today?

****TOTAL RESPONDENTS****

****** Age ******

	Total	13-17	18-24
	%	%	%
Better	10	16	7
Worse	66	59	72
About the same	22	24	21
DK/NA	2	1	0

q5 BLANK

q6 Sometimes people would like to do more to help the environment, but find they can't because of limited time or money. How often do you personally do things in your own life specifically to try to help the environment, such as using public transportation or a bike, or trying to save energy -- a great deal, a fair amount, only once in a while, or hardly ever?

Great deal	17	16	18
Fair amount	38	36	39
Once in a while	32	35	30
Hardly ever	13	12	13
DK/NA	0	1	0

q7 How would you rate the condition of the environment in the world today -- that is, the overall condition and quality of the air, water, land, and wildlife -- is it excellent, good, fair, or poor?

Excellent	2	1	2
Good	22	26	20
Fair	55	55	55
Poor	21	16	24
DK/NA	0	2	0

q8 And what about where you live? How would you rate the condition of the environment where you live -- is it excellent, good, fair, or poor?

Excellent	12	12	12
Good	45	50	41
Fair	32	30	33
Poor	11	8	14
DK/NA	0	0	0

q10 BLANK

q11 Global warming is a term used to describe changes in the temperature of the Earth's atmosphere which could result in changes in the environment. How much have you heard or read about global warming -- a lot, some, not much or nothing at all?

A lot	37	35	39
Some	41	41	41
Not much	19	20	18
Nothing	3	4	3
DK/NA	0	0	0

q12 How concerned are you, personally, about global warming -- are you very concerned, somewhat concerned, not very concerned, or not at all concerned?

TOTAL RESPONDENTS

**** Age ****

Total	13-17	18-24	
%	%	%	
Very concerned	21	13	27
Somewhat concerned	54	57	52
Not very concerned	19	23	16
Not at all concerned	6	8	5
DK/NA	0	0	0

q13 From what you have heard or read, do you think global warming is a result of normal changes in the Earth's climate, or is global warming a result of things that people do, like burning coal, oil, and gasoline for cars and industry, or is global warming a combination of both?

Normal changes	4	4	3
Things people do	16	15	16
Combination	78	78	79
Neither/not happening	0	0	0
DK/NA	2	3	2

q14 In general, when you hear scientists talk about global warming, how much do you trust what they are saying -- a lot, some, not much, or not at all?

A lot	23	23	23
Some	58	57	59
Not much	14	13	14
Not at all	4	6	3
DK/NA	1	1	1

q15-16 BLANK

q17 In general, when you hear elected officials and political leaders talk about global warming, how much do you trust what they are saying -- a lot, some, not much, or not at all?

A lot	3	6	1
Some	37	43	33
Not much	40	36	43
Not at all	19	14	22
DK/NA	1	1	1

q18 In general, when you hear people from the entertainment world, such as Brad Pitt, Sting or Cameron Diaz, talk about global warming, how much do you trust what they are saying -- a lot, some, not much, or not at all?

A lot	3	7	1
Some	26	25	27
Not much	40	39	41
Not at all	29	29	30
DK/NA	2	0	1

q19 BLANK

q20 Is global warming something a young person like yourself can do anything about, or is it beyond a young person's control?

	TOTAL RESPONDENTS		
	**** Age ****		
	Total	13-17	18-24
	%	%	%
Can do anything	64	57	69
Beyond control	33	40	28
DK/NA	3	3	3

q21 How much do you think problems with global warming impact your everyday life -- a lot, some, not much, or not at all?

A lot	17	15	18
Some	43	42	44
Not much	29	33	26
Not at all	11	10	12
DK/NA	0	0	0

q22 Which comes closest to your view of global warming: 1. It has already started happening; OR 2. It will start happening within your lifetime; OR 3. It will happen, but not until a few hundred years from now; OR 4. It will probably never happen?

Already happening	56	42	65
Start in lifetime	29	35	24
Few hundred years from now	12	18	8
Never happen	3	4	2
DK/NA	0	1	1

q23 Do you think it is necessary to take steps to counter the effects of global warming right away, or isn't it necessary to take steps yet?

Right away	81	74	85
Not necessary yet	15	21	11
No steps needed (Vol.)	1	1	1
DK/NA	3	4	3

q24 Thinking about the strong hurricanes that have happened recently, do you think global warming was a major cause, a minor cause, or not a cause of the strength of those hurricanes?

Major cause	31	28	33
Minor cause	49	51	48
Not a cause	16	19	14
DK/NA	4	2	5

q25-26 BLANK

q27 How much do you think pollution from businesses and corporations contributes to global warming -- a lot, some, not much, or not at all?

A lot	53	56	52
Some	36	30	39
Not much	8	10	6
Not at all	2	4	2
DK/NA	1	0	1

q28 How much do you think pollution and waste from consumers and regular people contributes to global warming -- a lot, some, not much, or not at all?

TOTAL RESPONDENTS

**** Age ****

	Total	13-17	18-24
	%	%	%
A lot	46	42	49
Some	42	43	41
Not much	10	13	8
Not at all	2	3	2
DK/NA	0	0	0

q29 How much do you think Americans' use of gasoline contributes to global warming -- a lot, some, not much, or not at all?

A lot	57	58	57
Some	33	32	35
Not much	8	9	7
Not at all	1	2	1
DK/NA	1	0	0

q30 How much have you heard or read about things that young people can do to help the environment and prevent global warming -- have you heard a lot about those things, some, not much, or nothing at all?

A lot	15	19	12
Some	35	31	38
Not much	35	33	37
Nothing	14	17	13
DK/NA	1	0	0

q73 How would you feel about MTV's involvement in coverage and efforts to promote awareness of global warming and issues with the environment? Do you think it is a very good idea, a fairly good idea, neither a good nor a bad idea, a fairly bad idea, or a very bad idea?

Very good idea	47	40	52
Fairly good idea	35	41	31
Neither good nor bad idea	12	15	11
Fairly bad idea	2	2	2
Very bad idea	1	1	2
DK/NA	3	1	2

q74 How much impact do you think MTV can have in raising awareness among young people about global warming and issues with the environment -- a great deal of impact, a fair amount, just some, not very much, or no impact at all?

Great deal	39	41	38
Fair amount	38	36	39
Just some	16	16	17
Not very much	4	4	4
No impact at all	2	2	1
DK/NA	1	1	1

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	806	
Age 14-17	310	312
Age 18-24	492	492