

YouGov Survey: Lanternflies

August 15 - 19, 2022 - 1000 US Adult Citizens



1. Identify Lanternfly

Are you familiar with the insect pictured in the photograph above?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Yes | 35% | 36% | 34% | 36% | 49% | 33% | 21% | 30% | 52% | 44% | 33% |
| No | 65% | 64% | 66% | 64% | 51% | 67% | 79% | 70% | 48% | 56% | 67% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (990) | (473) | (517) | (202) | (210) | (362) | (216) | (716) | (121) | (88) | (65) |

| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|---------------|---------|-------|-------|
| | | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes | 35% | 40% | 35% | 29% | 39% | 28% | 38% | 33% | 39% | 53% | 30% | 34% | 27% |
| No | 65% | 60% | 65% | 71% | 61% | 72% | 62% | 67% | 61% | 47% | 70% | 66% | 73% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (990) | (315) | (400) | (275) | (376) | (332) | (427) | (285) | (167) | (151) | (223) | (394) | (222) |

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2. Heard About Lanternfly

The photograph above depicts a spotted lanternfly, an invasive species of insect accidentally imported from Asia that can devastate large swaths of fruit crops. Before being presented with this image, how much had you heard about the lanternfly?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| A lot | 10% | 10% | 9% | 14% | 17% | 6% | 4% | 7% | 18% | 12% | 16% |
| A little | 26% | 28% | 24% | 25% | 32% | 25% | 23% | 25% | 28% | 26% | 28% |
| Nothing at all | 64% | 62% | 66% | 61% | 52% | 70% | 73% | 67% | 54% | 62% | 56% |
| Totals | 100% | 100% | 99% | 100% | 101% | 101% | 100% | 99% | 100% | 100% | 100% |
| Unweighted N | (995) | (475) | (520) | (206) | (211) | (362) | (216) | (717) | (121) | (88) | (69) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| A lot | 10% | 14% | 8% | 8% | 12% | 10% | 10% | 13% | 11% | 25% | 7% | 6% | 7% |
| A little | 26% | 31% | 25% | 22% | 31% | 21% | 23% | 30% | 30% | 37% | 23% | 27% | 19% |
| Nothing at all | 64% | 55% | 68% | 70% | 57% | 69% | 67% | 57% | 60% | 38% | 70% | 67% | 74% |
| Totals | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | 100% | 100% |
| Unweighted N | (995) | (316) | (402) | (277) | (377) | (333) | (428) | (288) | (168) | (152) | (222) | (399) | (222) |

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3. Ever Seen Lanternfly

Have you ever personally encountered a lanternfly in your local area?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Yes | 9% | 9% | 9% | 15% | 15% | 5% | 2% | 6% | 16% | 15% | 7% |
| No | 80% | 77% | 83% | 67% | 68% | 87% | 95% | 84% | 68% | 74% | 76% |
| Not sure | 11% | 14% | 8% | 19% | 17% | 8% | 3% | 10% | 15% | 11% | 17% |
| Totals | 100% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 99% | 100% | 100% |
| Unweighted N | (997) | (476) | (521) | (208) | (210) | (363) | (216) | (718) | (122) | (88) | (69) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes | 9% | 15% | 5% | 8% | 11% | 8% | 10% | 9% | 11% | 24% | 6% | 5% | 6% |
| No | 80% | 71% | 82% | 87% | 79% | 87% | 78% | 85% | 74% | 69% | 77% | 84% | 84% |
| Not sure | 11% | 14% | 13% | 6% | 10% | 5% | 12% | 6% | 15% | 7% | 17% | 10% | 10% |
| Totals | 100% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 99% | 100% |
| Unweighted N | (997) | (317) | (404) | (276) | (378) | (333) | (430) | (287) | (169) | (152) | (224) | (399) | (222) |

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4. Would Kill Lanternfly

Because of the potential damage lanternflies may inflict on local habitats, scientists have encouraged anyone who spots one to immediately kill it (lanternflies do not bite or sting). If you encountered a lanternfly, would you kill it?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Definitely | 45% | 48% | 41% | 38% | 33% | 44% | 64% | 46% | 41% | 36% | 50% |
| Probably | 27% | 26% | 27% | 20% | 40% | 25% | 21% | 28% | 25% | 28% | 17% |
| Probably not | 12% | 10% | 14% | 17% | 12% | 14% | 4% | 11% | 14% | 17% | 11% |
| Definitely not | 4% | 4% | 4% | 7% | 7% | 2% | 0% | 4% | 6% | 4% | 5% |
| Not sure | 13% | 12% | 14% | 18% | 8% | 14% | 11% | 12% | 15% | 15% | 17% |
| Totals | 101% | 100% | 100% | 100% | 100% | 99% | 100% | 101% | 101% | 100% | 100% |
| Unweighted N | (997) | (476) | (521) | (208) | (211) | (362) | (216) | (718) | (121) | (88) | (70) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Definitely | 45% | 44% | 40% | 52% | 48% | 55% | 43% | 46% | 50% | 44% | 42% | 45% | 47% |
| Probably | 27% | 27% | 29% | 22% | 27% | 24% | 26% | 29% | 24% | 28% | 27% | 26% | 27% |
| Probably not | 12% | 13% | 10% | 13% | 12% | 7% | 13% | 12% | 10% | 11% | 11% | 13% | 12% |
| Definitely not | 4% | 3% | 4% | 5% | 3% | 3% | 4% | 5% | 4% | 4% | 5% | 4% | 3% |
| Not sure | 13% | 12% | 17% | 8% | 11% | 11% | 14% | 7% | 13% | 13% | 15% | 12% | 11% |
| Totals | 101% | 99% | 100% | 100% | 101% | 100% | 100% | 99% | 101% | 100% | 100% | 100% | 100% |
| Unweighted N | (997) | (317) | (403) | (277) | (376) | (333) | (428) | (289) | (169) | (151) | (224) | (400) | (222) |

5. Concern About Lanternfly

How concerned are you about the population of lanternflies increasing and spreading throughout the United States?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very concerned | 17% | 18% | 16% | 18% | 13% | 15% | 23% | 17% | 21% | 10% | 20% |
| Somewhat concerned | 40% | 40% | 39% | 28% | 40% | 41% | 50% | 43% | 36% | 33% | 34% |
| Not very concerned | 20% | 17% | 22% | 26% | 18% | 21% | 15% | 19% | 21% | 26% | 20% |
| Not concerned at all | 7% | 7% | 8% | 9% | 10% | 7% | 5% | 8% | 4% | 6% | 8% |
| Not sure | 16% | 18% | 14% | 20% | 19% | 17% | 8% | 14% | 19% | 25% | 18% |
| Totals | 100% | 100% | 99% | 101% | 100% | 101% | 101% | 101% | 101% | 100% | 100% |
| Unweighted N | (998) | (477) | (521) | (209) | (211) | (362) | (216) | (719) | (121) | (88) | (70) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very concerned | 17% | 24% | 14% | 13% | 23% | 14% | 17% | 18% | 19% | 18% | 13% | 18% | 18% |
| Somewhat concerned | 40% | 44% | 37% | 40% | 42% | 42% | 38% | 46% | 39% | 46% | 40% | 37% | 39% |
| Not very concerned | 20% | 15% | 21% | 25% | 18% | 20% | 21% | 21% | 21% | 13% | 21% | 22% | 21% |
| Not concerned at all | 7% | 6% | 7% | 9% | 5% | 8% | 9% | 6% | 7% | 7% | 8% | 8% | 6% |
| Not sure | 16% | 12% | 21% | 12% | 12% | 16% | 15% | 11% | 14% | 16% | 18% | 15% | 17% |
| Totals | 100% | 101% | 100% | 99% | 100% | 100% | 100% | 102% | 100% | 100% | 100% | 100% | 101% |
| Unweighted N | (998) | (318) | (404) | (276) | (377) | (333) | (429) | (289) | (169) | (152) | (224) | (400) | (222) |

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| | |
|-------------------------------|---|
| Interviewing Dates | August 15 - 19, 2022 |
| Target population | U.S. Citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement. |
| Weighting | The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.292 to 5.549, with a mean of one and a standard deviation of 0.473. |
| Number of respondents | 1000 |
| Margin of error | ± 3.4% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 74 questions not reported. |