

YouGov Survey: Lanternflies



Sample 1000 U.S. Adult Citizens
Conducted August 15 - 19, 2022
Margin of Error ±3.4%

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

Yes 35%
No 65%

2. 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?

A lot 10%
A little 26%
Nothing at all 64%

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

Yes 9%
No 80%
Not sure 11%

4. 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?

Definitely 45%
Probably 27%
Probably not 12%
Definitely not 4%
Not sure 13%

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

Very concerned 17%
Somewhat concerned 40%
Not very concerned 20%
Not concerned at all 7%
Not sure 16%

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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.