Millennials and Climate Change

How serious a problem?

- Very serious: 4%
- Somewhat serious: 13%
- Not very serious: 41%
- Not at all serious: 42%

How much would you pay?

- > $1,000: 3%
- $1,000: 4%
- $500: 9%
- $300: 14%
- $100: 28%
- Nothing: 43%
Perspectives – Millennials & Influencers

- **Support Increased Access**
  - Influencers: 61
  - Millennials: 60

- **ONG Brings Value to Economy**
  - Influencers: 72
  - Millennials: 50

- **ONG Brings Value to Public**
  - Influencers: 68
  - Millennials: 48

- **ONG part of the solution to future energy needs**
  - Influencers: 59
  - Millennials: 40

- **Benefits Outweigh Risks**
  - Influencers: 54
  - Millennials: 39

*Influencers* vs. *Millennials*
Campaign: 1.7B Impressions

- Website Traffic: 280,000 visitors with 494,000 page views
- Google Ad Words: 100,000 clicks (62% driven by mobile)
- 62.5 million impressions from online ads
- Hulu video completion rate of 99%
- Facebook: 5.7 million impressions & 253K video views
- Twitter: 5.3 million impressions & 284k video views