



Americans and Climate Change Survey of Adults 18+ in the United States

Americans are worried
about climate change.

Climate Change Awareness and Concern is High

Contrary to other reports that suggest apathy, Americans are in fact taking climate change seriously...three quarters (77%) of all Americans say they are very or somewhat worried about climate change.



84% say climate change is extremely, very, or somewhat important to them personally



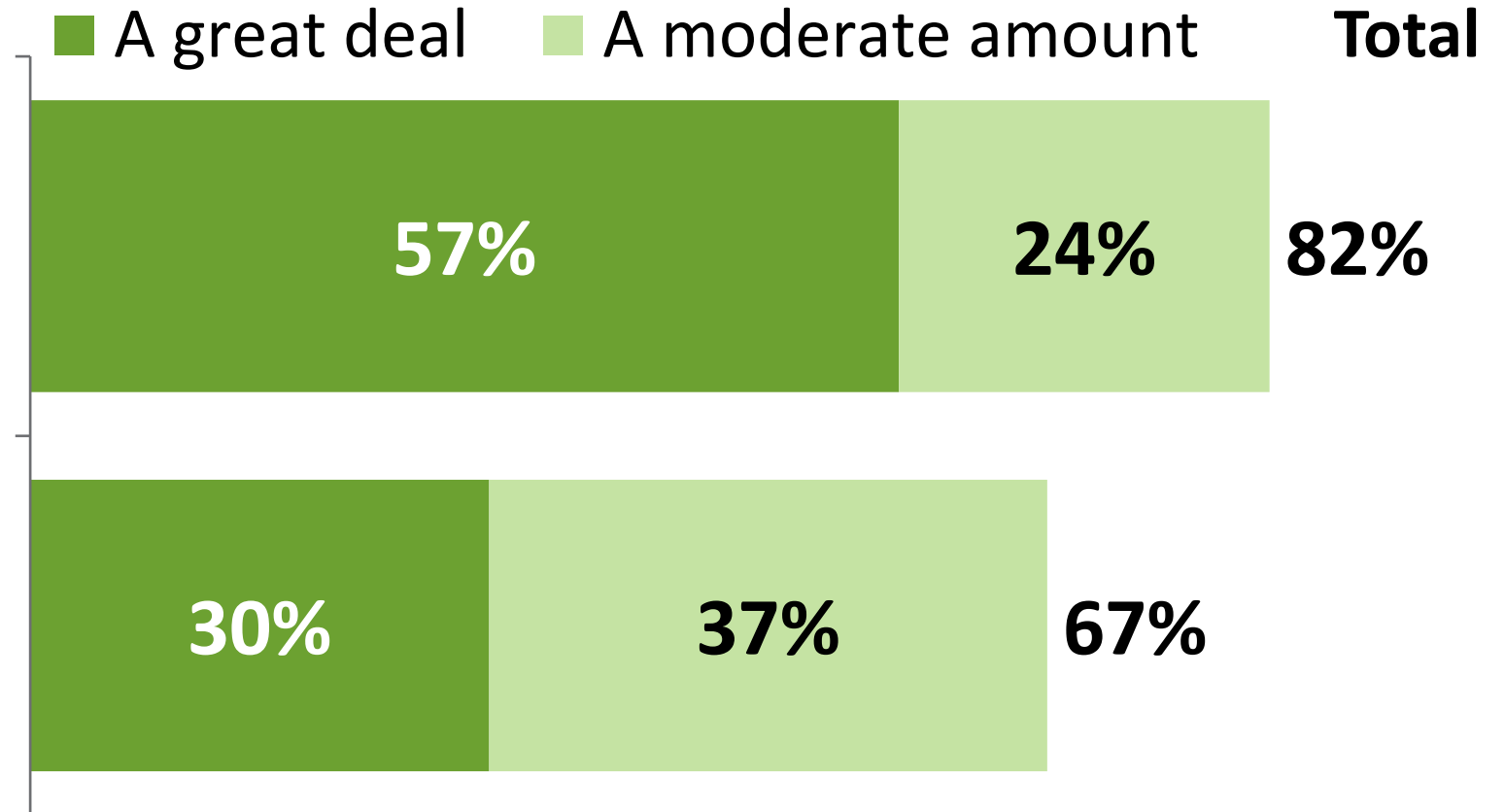
77% say they are very or somewhat worried about climate change

Who Will it Hurt?

Reporting often suggests Americans don't understand climate change is here, but that is not true. Two-thirds (67%) believe climate change will harm them personally.

“How much do you think climate change will harm future generations of people?”

“How much do you think climate change will harm you personally?”



A majority of Americans do not think it is too late, and are ready to take action.

Americans Haven't Given Up

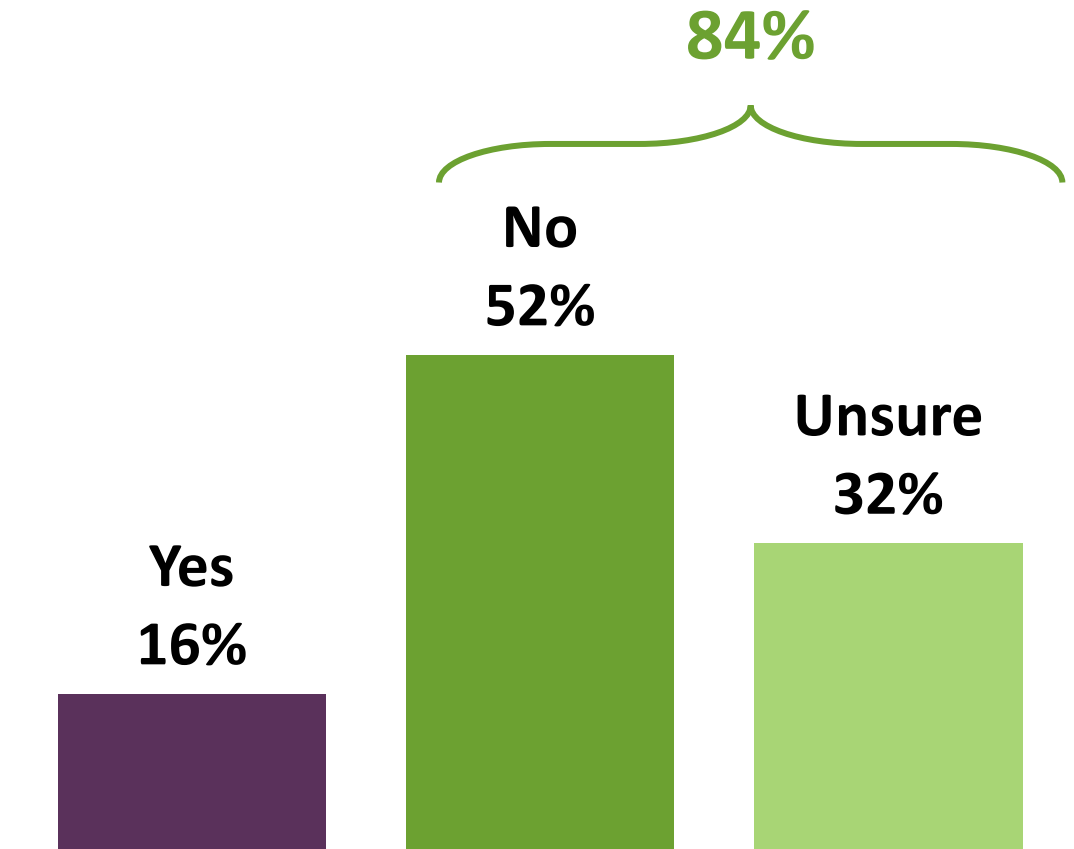
Americans reject the often-repeated idea that it is too late to prevent climate change.

Half (52%) say it's not too late to prevent major negative impacts.

Another third (32%) are unsure...meaning the opportunity exists to engage them.

That leaves only a tiny minority (16%) who have given up.

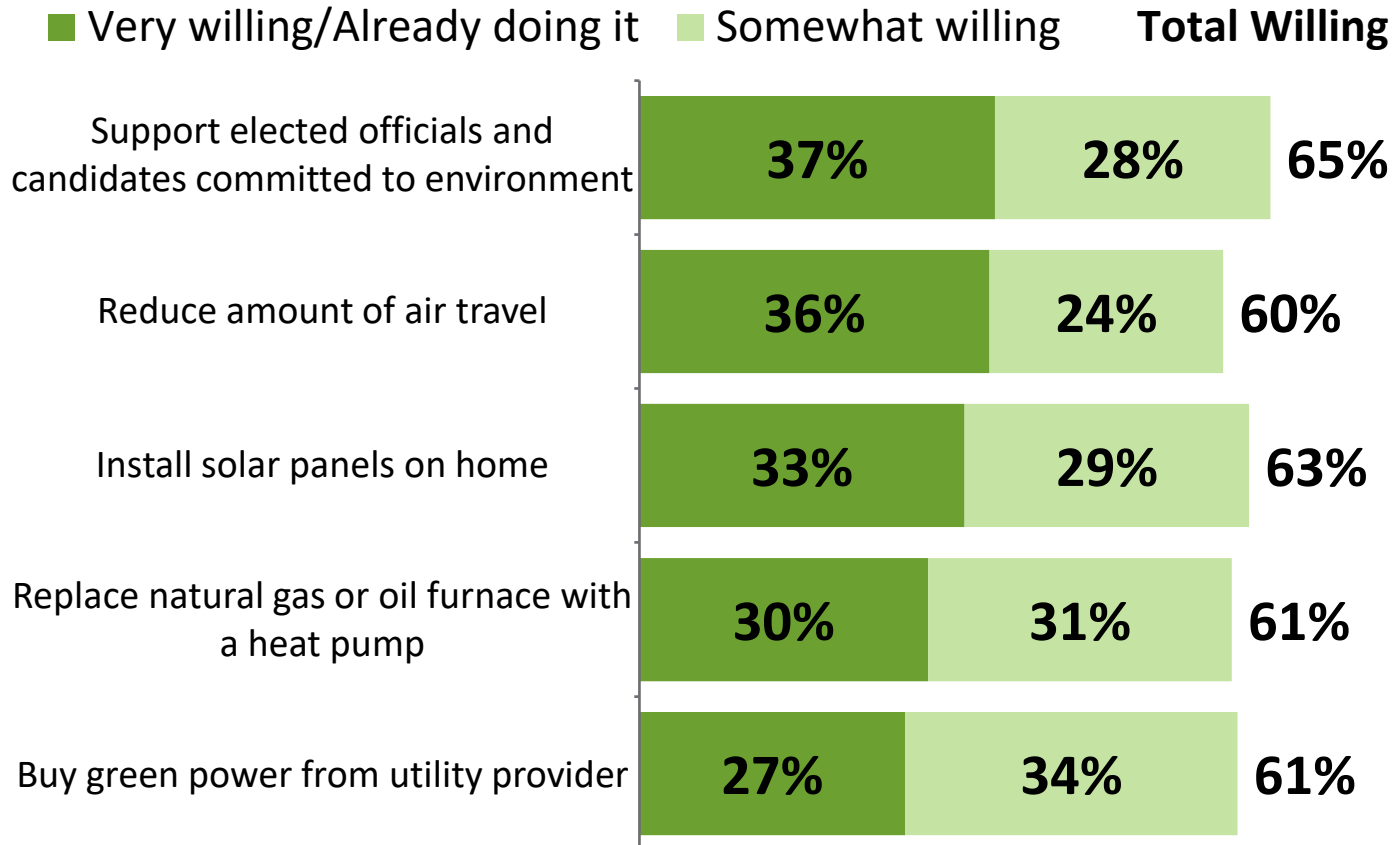
“Is it too late to prevent major negative impacts due to climate change?”



Americans Are Ready and Willing To Act

Climate action is possible. A large majority of Americans say they are willing to cut carbon in specific ways...from politics to spending money and changing lifestyles.

“How willing are you to do each of the following...?”



1 out of every 10
of American adults are willing to
take ALL of the action items

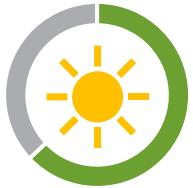
1 out of every 4
are willing to take 10+ actions

* For a full list of items see appendix

Americans are willing to take actions to cut their carbon emissions in ways that might surprise you.

We're Willing to Change and Adapt...in Surprising Ways

Americans are willing to take action to cut their carbon emissions in a variety of ways, from spending money, to changing their lifestyle, eat less meat...they are even willing to buy dog food made from insects.



63% say they are willing to install solar panels on their home



61% say they are willing to replace natural gas or oil furnace with a heat pump



50% say they are willing to reduce meat consumption



39% say they are willing to purchase dog food made from insects



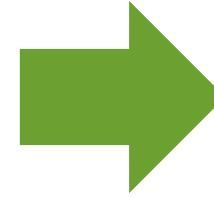
7-in-10 Americans

say they are confident that actions individuals can take helps to slow the disruption caused by climate change.

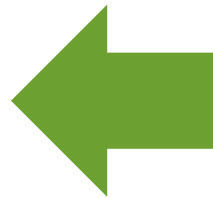
Action-based climate change messages are effective in motivating Americans.

We Can Motivate with Messaging

“One of the best things about using **solar and renewables** is it **saves money**. You would no longer have to pay at the gas pump, to pay for the gas or oil to heat your house, and in fact **you could even make money** back selling solar power back to the grid.”



35% find this a very convincing reason to take action
76% find this convincing in total



“Clean energy is not only good for the **environment**, but it **also creates good-paying family-wage jobs** and boosts our economy and it **can replace** many of the **manufacturing jobs** that **we’re losing overseas.**”

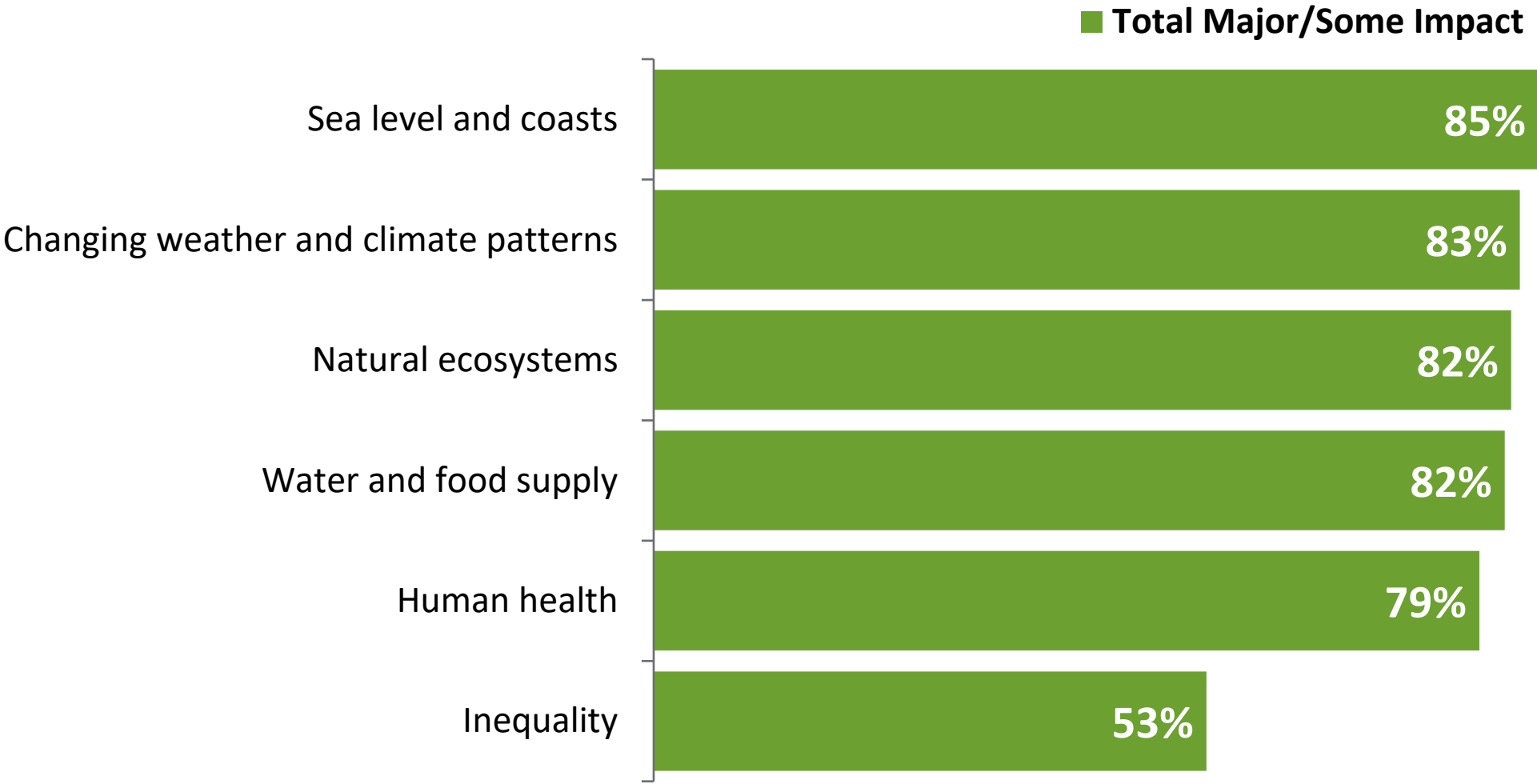
34% find this a very convincing reason to take action
75% find this convincing in total



Appendix

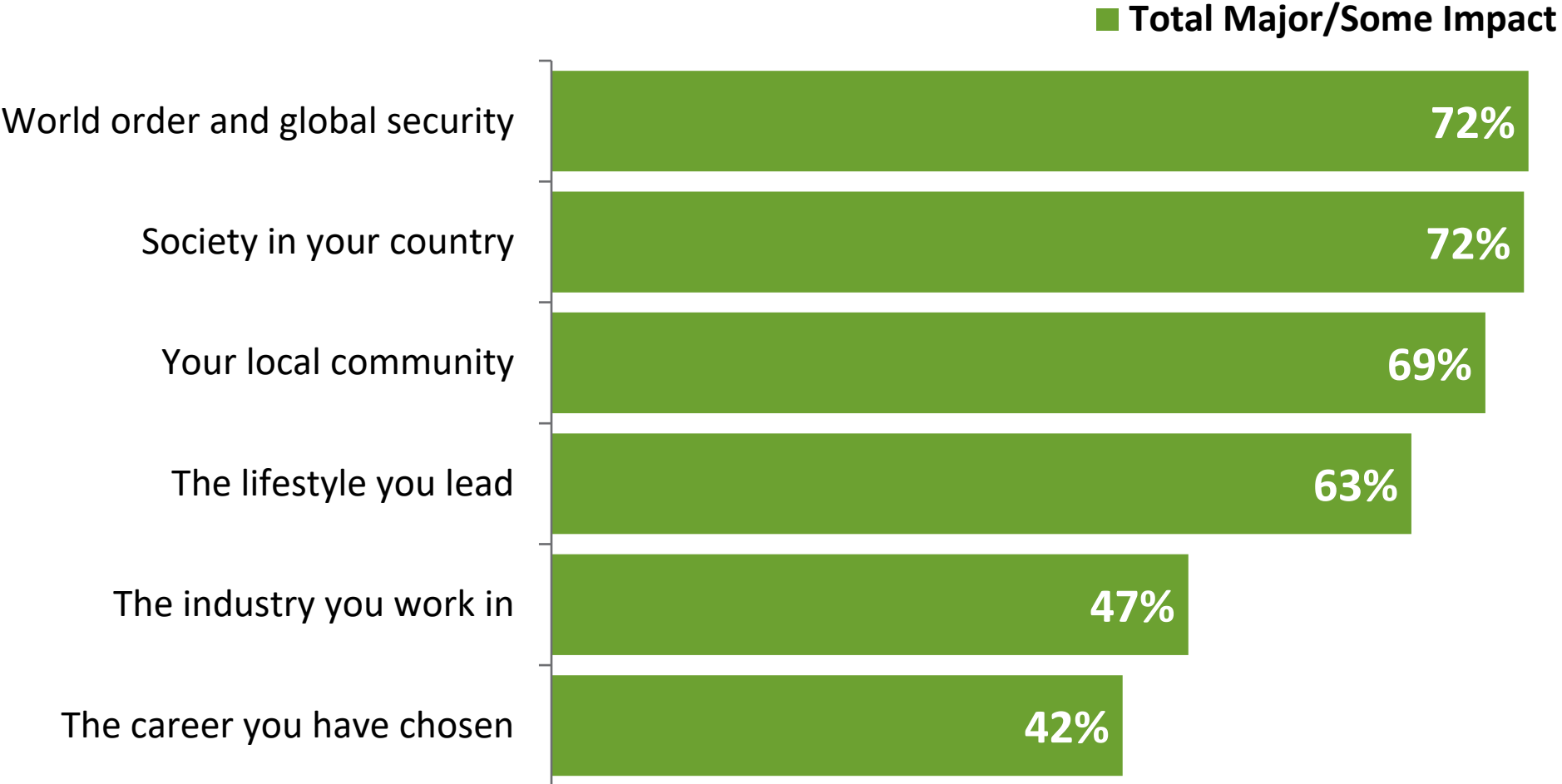
Climate Change Areas of Impact

“How significantly do you think each of the following will be impacted by climate change?”



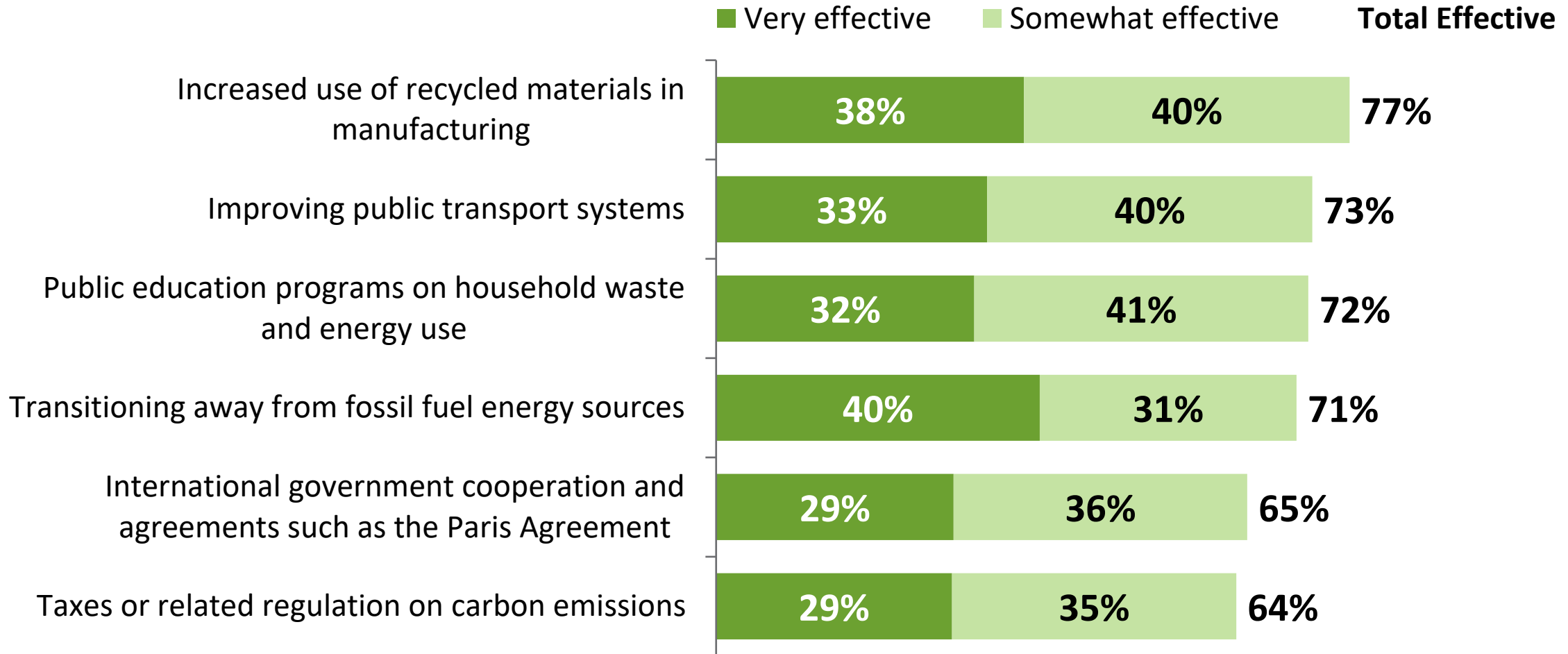
Climate Change Personal and Community Impact

“How do you think climate change will impact your personal and community life, if at all, on the following?”



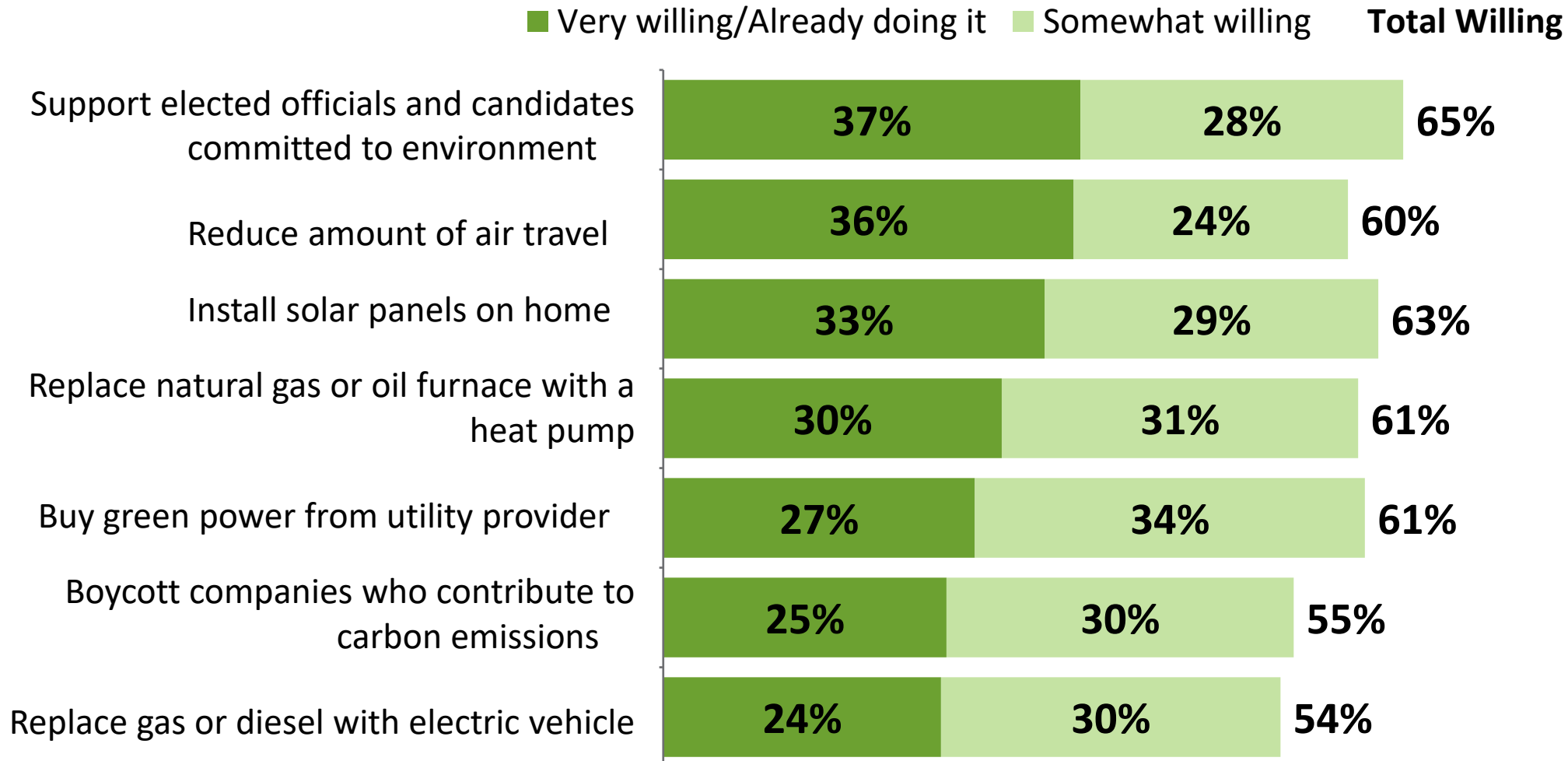
Effectiveness of Carbon Reducing Actions

“How effective, if at all, are the following actions for reducing global carbon emissions?”



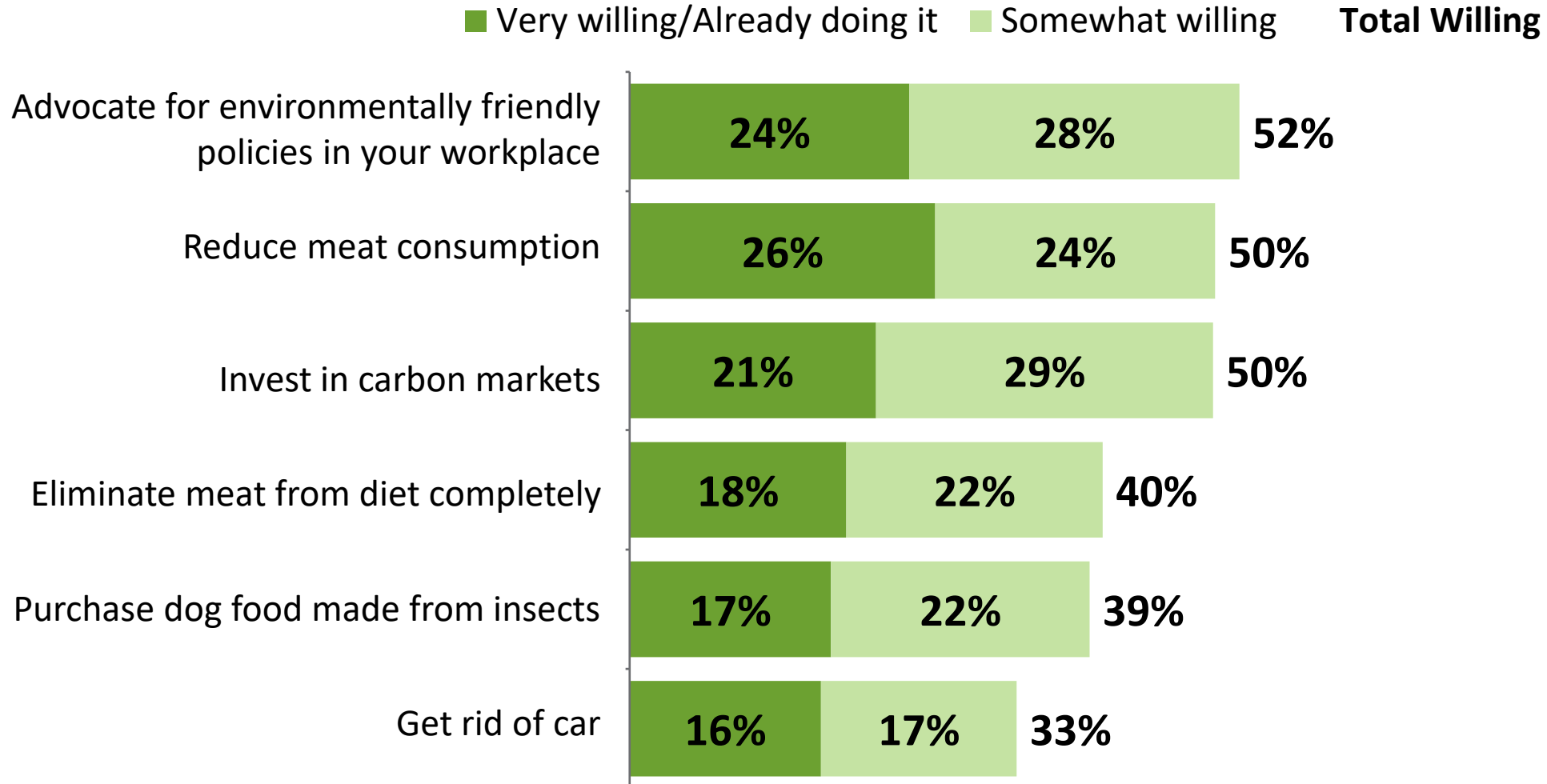
Willingness to Take Actions

“How willing you would be to do each of the following practices that some say would significantly slow down the disruption caused by climate change if enough people adopted them, or if you are already doing it?”



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Community Knowledge

“What improvements in knowledge does the community at large need to have in order to appreciate the need for action on climate change? Check all that apply.”

