



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



# Americans are worried about climate change.

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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.



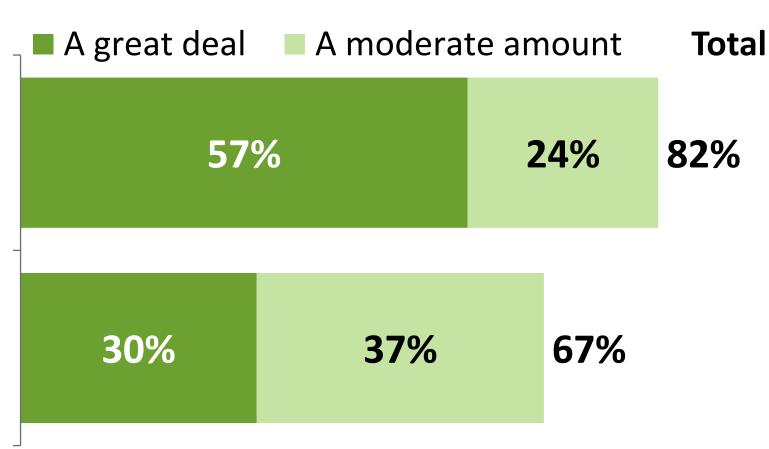
84% say climate change is extremely, very, or somewhat <u>important</u> to them personally



77% say they are very or somewhat <u>worried</u> about climate change 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 <u>future generations of</u> 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.

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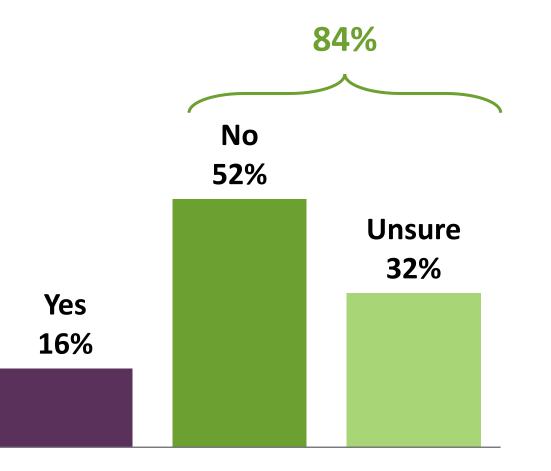
Americans reject the oftenrepeated idea that it is too late to prevent climate change.

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.

**Total Willing** 

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

Very willing/Already doing it Somewhat willing

Support elected officials and candidates committed to environment	37%		28%	65%	
Reduce amount of air travel	36%		24%	60%	
Install solar panels on home	33%		29%	63%	
Replace natural gas or oil furnace with a heat pump	30%		31%	61%	
Buy green power from utility provider	27%		34%	61%	

# 1 out of every 10

of American adults are willing to take <u>ALL</u> of the action items

# 1 out of every 4

are willing to take **10+** actions

\* For a full list of items see appendix

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# 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 <u>purchase dog food made from insects</u>

**Americans say Individual Action can Stop Climate Change** 



# 1

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



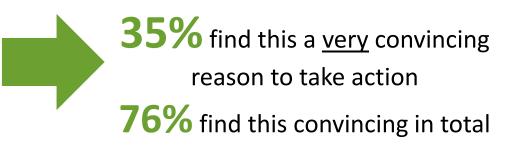
# Action-based climate change messages are effective in motivating Americans.

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#### 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."



34% find this a <u>very</u> convincing reason to take action
75% find this convincing in total



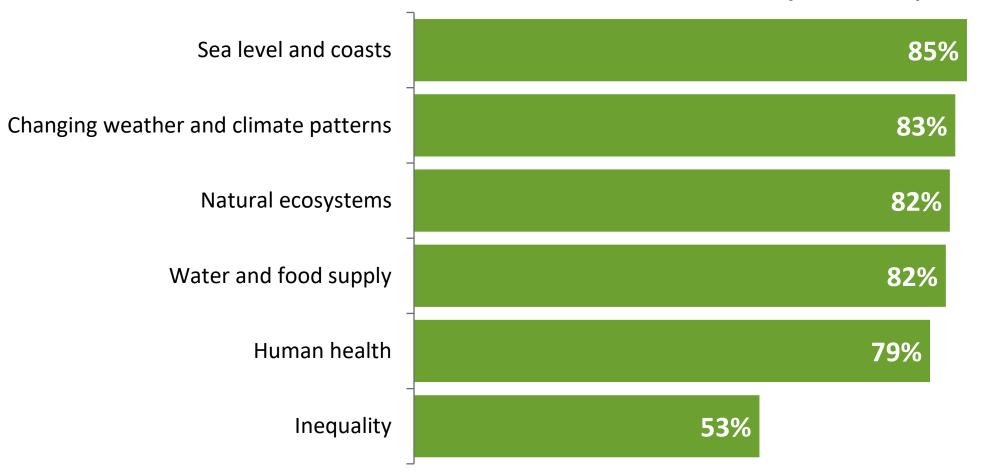
"Clean energy is not only good for the environment, but it also creates good-paying family-wage jobs and boosts our economy and it can replace many of the manufacturing jobs that we're losing overseas."



#### Appendix

### **Climate Change Areas of Impact**

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

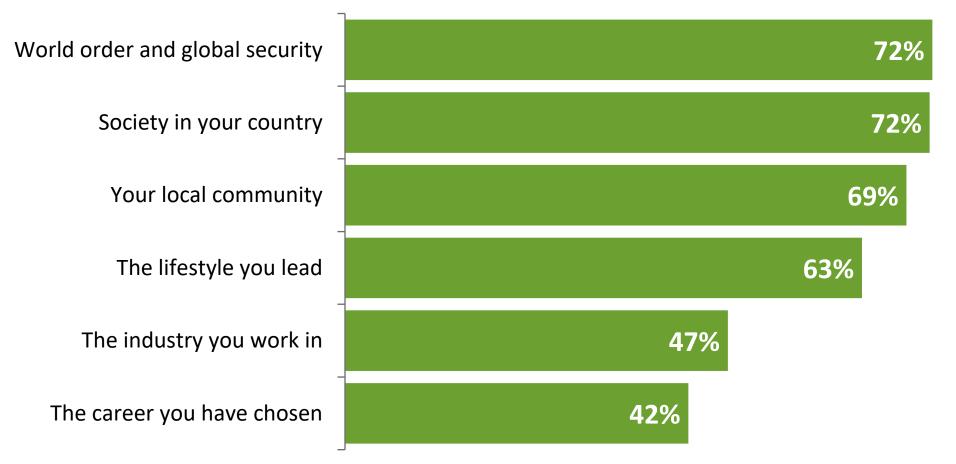


Total Major/Some Impact

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#### **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?"



Total Major/Some Impact

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# Effectiveness of Carbon Reducing Actions

**EMC** research

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

	Very effective	Somewhat effective	ve Total Effective	
Increased use of recycled materials in manufacturing	38%	40%	77%	
Improving public transport systems	33%	40%	73%	
Public education programs on household waste and energy use	- <b>32%</b>	41%	72%	
Transitioning away from fossil fuel energy sources	40%	31%	71%	
International government cooperation and agreements such as the Paris Agreement	29%	36%	65%	
Taxes or related regulation on carbon emissions	29%	35%	64%	

# 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?"

Very willing/Already doing it Somewhat willing				ng	Total Willing	
Support elected officials and candidates committed to environment	37%		28%		65%	
Reduce amount of air travel	36%	24%		60%		
Install solar panels on home	33%	29%		63%		
Replace natural gas or oil furnace with a heat pump	30%		31%		61%	
Buy green power from utility provider	27%		34%		61%	
Boycott companies who contribute to carbon emissions	25%		30%		55%	
Replace gas or diesel with electric vehicle	24%		30%	54%	6	

# 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?"

Very willing/Already doing it			S	omev	what wil	Total Willing	
Advocate for environmentally friendly policies in your workplace	24%		28%		52%		
Reduce meat consumption	26%		24%		6	50%	
Invest in carbon markets	21%		29%		50%		
Eliminate meat from diet completely	18%	:	22%		40%		
Purchase dog food made from insects	17%	2	22%		<b>39%</b>		
Get rid of car	16%	17%	6	33%	0		

# **Community Knowledge**

**EMC** research

"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."

The impact of climate change on food/water supply 49% The health risks of climate change The economic risks of climate change **44**% The science behind climate change The impact of climate change on natural ecosystems 43% The environmental risks of climate change 429 The solutions available to address climate change 42% Fossil fuels and their link to carbon dioxide 37%