

## Southwest Florida Climate Metrics Survey

*The Conservancy of Southwest Florida has released the first-ever comprehensive survey of Southwest Florida Residents (SWFR) about their attitudes on a changing climate. The survey, fielded September 8 – October 2, 2018, was part of a national survey conducted by ecoAmerica and Lake Research Partners (see Methodology on page 7). The results demonstrate surprisingly widespread support for local and government action on climate solutions. Residents also overwhelmingly make a connection between local climate impacts, including rising sea levels, stronger storms, and warmer water with increasing algae blooms, and their health, property values, and business success.*

*Three quarters of Southwest Florida Residents understand that climate change is happening and are noticing more severe weather in recent years. While these figures are at slightly lower rates than Americans nationally, they remain at strong consensus levels. A majority (seven in ten) of SWFR are concerned about climate change:*

- *76% have noticed more severe weather and changing seasonal weather patterns over the last several years*
- *75% believe that climate change is happening*
- **71% are concerned about climate change**
- *59% believe that the effects of climate change have already begun to happen*

*The following report highlights key results, and significant differences to a representative national sample of U.S. adults. Additional data can be found in the “toplines” following the report.*

## Notable climate change sentiments of Southwest Florida

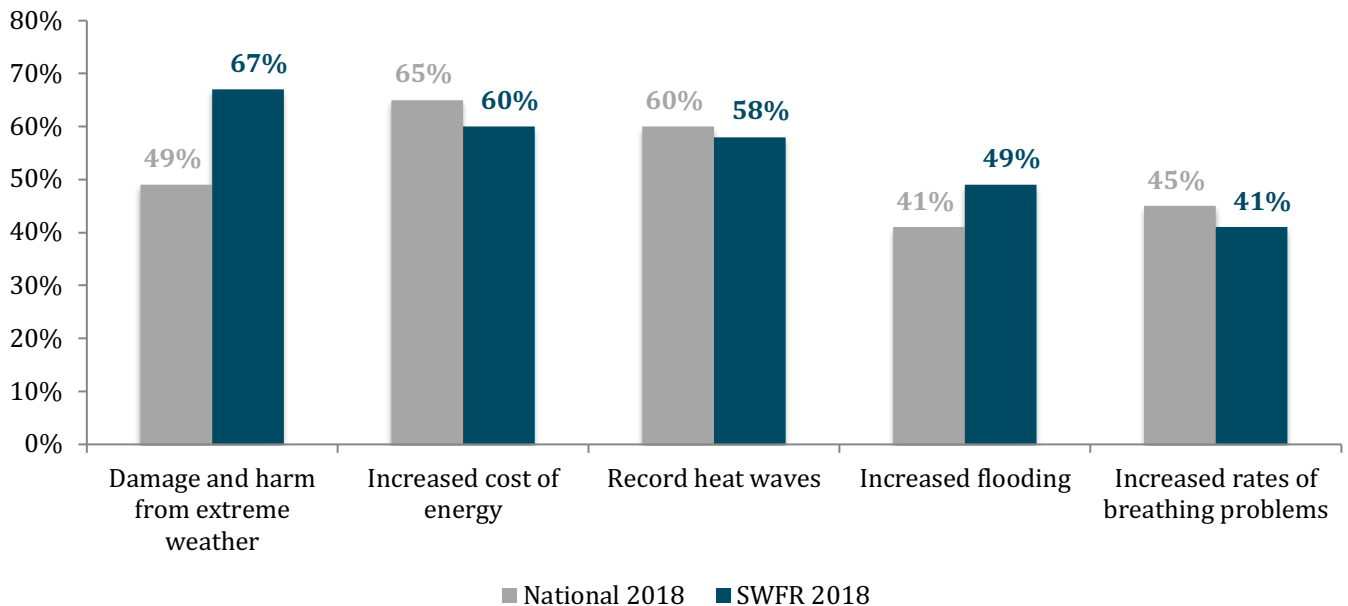
- 1. SPECIFIC TO SOUTHWEST FLORIDA: Hurricane Irma was a turning point, and has made most SWFR more concerned about climate change, motivated them to prepare for climate impacts, and inspired them to do more to stop pollution. A vast majority of SWFR agree that all levels of government should do more to protect mangroves and wetlands. High majorities view extreme weather and rising sea levels as a threat to their community. Most SWFR say red tide and algae outbreaks are being made worse by climate change.**
  - a. 93% agree that local, state, and federal governments should do more to protect mangroves and wetlands
  - b. 83% agree that more extreme weather and storms threaten the well-being of their community
  - c. 78% agree that rising sea levels threaten the well-being of their community
  - d. 69% say red tide and blue green algae outbreaks are being made worse by climate change and pollution
  - e. 67% say Hurricane Irma has caused them to be more concerned about climate change

- f. 66% say Hurricane Irma has raised their awareness about how climate change impacts their community
- g. 63% say Hurricane Irma has motivated them to do more to prepare for climate change
- h. 56% say Hurricane Irma has inspired them to do more to stop pollution that causes climate change

**2. IMPACTS OF CLIMATE CHANGE: Climate change-related impacts are felt by over half of SWFR, including extreme weather, energy costs, record heat waves, and flooding. SWFR feel affected by extreme weather (like storms and hurricanes) and increased flooding at higher rates than do Americans nationally:**

- a. **67% claim to be affected by more damage and harm from extreme weather like storms, hurricanes, and tornadoes (vs. 49% nationally)**
- b. 60% claim to be affected by an increased cost of energy (vs. 65%)
- c. **58% claim to be affected by record heat waves during the summer (vs. 60%)**
- d. 49% claim to be affected by increased flooding (vs. 41%)
- e. 41% claim to be affected by increased rates of breathing problems, such as asthma (vs. 45%)

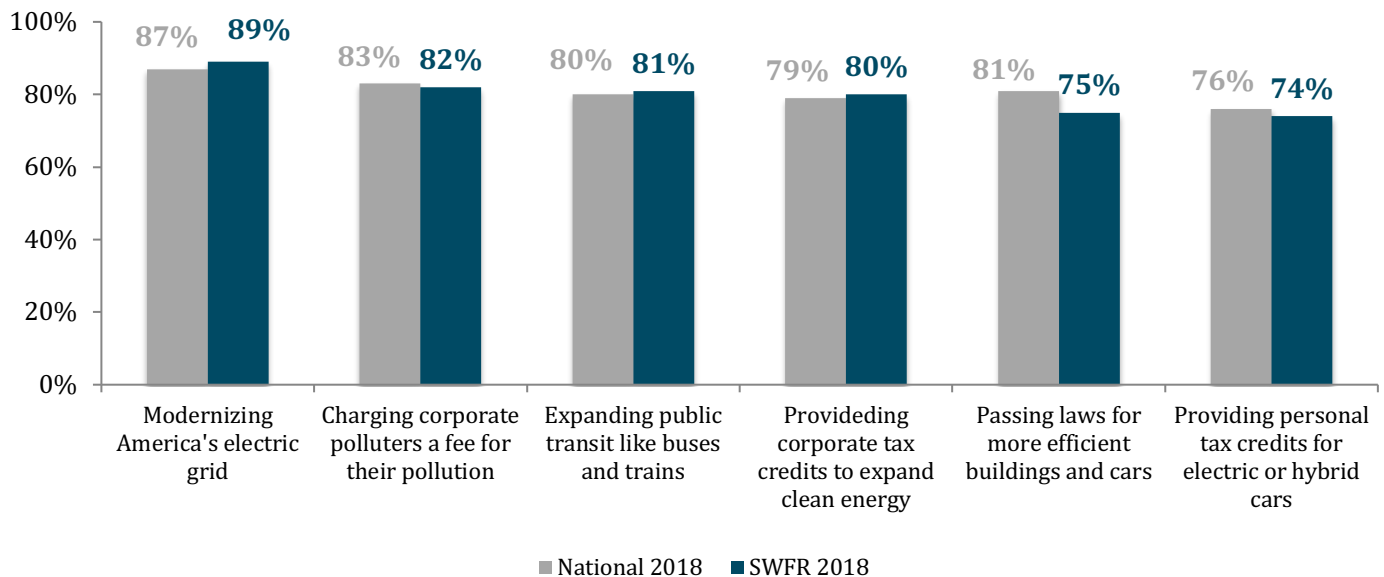
**For each of the following issues, please indicate how much they are personally affecting you.** 800 respondents nationally, 401 respondents SWFR, % Total "A Lot / Some"



3. **HARM CAUSED BY CHANGING CLIMATE: SWFR understand that climate change will harm a wide variety of groups, including future generations, plants and animals, the world's poor and Americans generally. A majority also believe that climate change will harm them personally.**
  - a. 72% say climate change will harm future generations of people
  - b. 70% say climate change will harm plant and animal species
  - c. 68% say climate change will harm the world's poor
  - d. 65% say climate change will harm people in the United States
  - e. 58% say climate change will harm people in their community
  - f. 51% say climate change will harm them personally
  - g. 51% say climate change will harm their family
4. **BENEFITS OF CLIMATE SOLUTIONS: Just over half of SWFR see the benefits that climate change solutions bring to health, the economy and jobs.**
  - a. **62% say if the U.S. took steps to prevent future climate change, it would improve our health**
  - b. 54% say if the U.S. took steps... it would improve the economy
  - c. 53% say if the U.S. took steps... it would increase jobs
5. **STRONG CLIMATE VALUES: There is a high consensus among SWFR on values regarding clean water, clean air, preparation, and a moral responsibility for climate solutions. A majority believe that it is the government's role to protect against extreme weather.**
  - a. 92% say clean water is a critical right for all people
  - b. **91% say we have a moral responsibility to create a safe and healthy climate for ourselves and our children**
  - c. **89% say clean air is a critical right for all people**
  - d. **84% say communities need to prepare for floods and droughts to minimize their impact**
  - e. 67% say the government needs to protect all people from the impacts of extreme weather

6. **CLIMATE SOLUTIONS: Over three quarters of SWFR favor a spectrum of solutions to address climate change. They are most interested in proposals to modernize the electric grid, but also support an expansion of public transit, laws for more efficient buildings and cars, and moving to more electric vehicles:**
- a. **89% favor a proposal to reduce climate change pollution by modernizing America’s electric grid**
  - b. 82% favor a proposal to reduce climate change pollution by charging corporate polluters a fee for the pollution they create
  - c. **81% favor a proposal to reduce climate change pollution by expanding public transportation, like buses and trains**
  - d. 80% favor a proposal to reduce climate change pollution by providing corporate tax credits to expand clean energy
  - e. **75% favor a proposal to reduce climate change pollution by passing laws for more efficient buildings and cars**
  - f. 74% favor a proposal to reduce climate change pollution by providing personal tax credits for electric or hybrid cars

**Below are proposals to reduce climate change pollution. Please indicate if you strongly favor, not so strongly favor, not so strongly oppose, or strongly oppose each one.** 800 respondents nationally, 401 respondents SWFR, % Total “Strongly favor / Somewhat favor”



7. **URGENCY and AGENCY: A majority of SWFR feel an urgency to act and believe they and all Americans can reduce the pollution that is causing climate change. They are less likely to prioritize economic growth over climate action than Americans nationally, and less likely to negatively associate climate action with cost and sacrifice.**
- 78% believe we collectively, and 67% that they personally, can reduce the pollution that is causing climate change (vs. 83% and 72% nationally, respectively)
  - 76% believe we collectively, and 70% that they personally, need to take action now to reduce the pollution that is causing climate change (vs. 80% and 72%)
  - 39% say we should prioritize economic growth over climate action (vs. 44%)
  - 31% say we could address climate change, but the costs and sacrifices are too high (vs. 39%)
8. **ENERGY TRANSITION and ENERGY CONSERVATION: A vast majority of SWFR believe the U.S. should produce more or much more wind and solar, with half also believing it the lowest cost. They show interest in energy conservation, development of clean energy. They also believe that their city should prepare more for the impacts of climate change, and educate the public on its impacts:**
- 90% say that the U.S. should produce more wind and solar energy, with 64% saying much more
  - Compared to less sustainable sources, 50% believe wind and solar energy are the lowest cost for consumers
  - 23% say their city is conserving energy ; 42% wish their city would do this
  - 19% say their city is taking action to prepare for the impacts of climate change; 74% wish their city would prepare
  - 17% say their city is educating the public about climate change; 41% wish their city would do this
  - 13% say their city is developing clean energy like wind or solar energy; 47% wish their city would do this
9. **ADVOCACY: Over half of SWFR have upgraded home appliances and are discussing climate change with their family and friends. One in four have contacted or voted for a candidate based on his or her support for climate action, twice as many as Americans nationally, with 38% more willing to do so. One in five have already shifted to biking and walking, with twice as many more willing to do so. Half of SWFR think it is important to speak to family, friends, and elected officials about climate change.**
- 58% have upgraded appliances or lighting to conserve energy at home; 29% more would be willing to do so
  - 57% have discussed climate change with family and friends and 26% with colleagues; 23% and 33% more would be willing to do so
  - 24% have contacted or voted for a candidate based on his or her support for taking action on climate change (vs. 21%); 38% more would be willing to do so

- d. **22% have shifted toward biking and walking; 38% more would be willing to do so**
- e. **10% have shifted toward use of public transportation as a more energy-efficient form of transportation, and 44% more would be willing to do so**
- f. **10% have shifted toward hybrid cars; 57% more would be willing to do so**
- g. 54% believe it is important to personally speak out to their family
- h. 51% believe it is important to personally speak out to elected officials
- i. 49% believe it is important to personally speak out to their friends

**10. SOURCES OF INFORMATION: SWFR receive information about climate change from a variety of sources, with the news and media as the most common sources. Notably, they are hearing from federal officials and local community leaders more so than Americans are nationally.**

- a. 69% have heard or read about climate change from the news and media recently (vs. 60% nationally)
- b. 34% from federal elected officials (vs. 26%)
- c. 27% from family and friends (vs. 27%)
- d. 21% from local community leaders (vs. 13%)

**11. WHO THEY TRUST: Scientists, health professionals, and environmental organizations are the most trusted messengers for climate information and guidance for SWFR. More than one third trust local community leaders for guidance on climate:**

- a. **74% trust scientists as a source of information about climate change; 65% for guidance about climate change**
- b. **61% trust health professionals for information; 59% for guidance**
- c. **57% trust environmental organizations for information; 51% for guidance**
- d. 36% trust newspapers, TV news, and Internet news sites for information; 33% for guidance
- e. 26% trust the President for information; 25% for guidance
- f. 23% trust local community leaders for information; 35% for guidance
- g. 21% trust religious and faith leaders for information; 26% for guidance
- h. 13% trust Congress for information; 12% for guidance

In sum, the recent impacts of Hurricane Irma and the increasing incidence of red tide and algae blooms have raised the awareness of SW Florida residents about our changing climate. They feel more impacted by extreme weather than Americans nationally. The survey data makes clear that residents feel the impacts of sea level rise and extreme weather on their health and future prosperity, and they want their city, state and federal governments to take action. They also feel that personally they can make choices and changes that will help.

## Methodology

ecoAmerica and Lake Research Partners (LRP) designed and LRP administered this survey, which was conducted online from September 25 - October 2, 2018. The survey yielded a total of 800 adult responses and, separately, 401 adults in the Fort Myers, Florida area, proportionally distributed in Charlotte, Collier, Glades, Hendry, and Lee counties. The sample was drawn from an online panel and respondents were screened to be over the age of 18. The sample was weighted slightly by region, age, race, and education. The margin of error for the sample is +/- 4.9%. In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents in a sample of 401 respondents answered "Yes" to a particular question, we can be 95% confident that the true percentage will fall within 4.9 points, or from 45.1% to 54.9%. The table below represents the estimated sampling error for different percentage distributions of responses.

## Suggested Citation

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**American Climate Metrics Survey  
SW Florida and National, September 2018  
401 Adults in SW Florida, 800 nationwide**

|    | SW Florida<br>2018 | National<br>2018 |
|----|--------------------|------------------|
| N= | 401                | 800              |

**INTRODUCTION**

**Q1.** Have you noticed more severe weather or changing seasonal weather patterns over the last several years, or not?

|               |    |    |
|---------------|----|----|
| Yes .....     | 76 | 81 |
| No .....      | 18 | 15 |
| Not sure..... | 6  | 5  |

**Q2.** Climate change refers to the idea that the world's average temperature is increasing, may increase more in the future, and that the world's climate may change as a result. What do you think?

|  |    |    |
|--|----|----|
| Yes, climate change is happening.....    | 75 | 80 |
| No, climate change is not happening..... | 12 | 9  |
| Not sure.....                            | 13 | 11 |

**Q3.** How personally concerned are you about climate change?

|                            |    |    |
|----------------------------|----|----|
| Very concerned.....        | 36 | 40 |
| Somewhat concerned .....   | 35 | 32 |
| A little concerned.....    | 15 | 14 |
| Not concerned at all ..... | 13 | 13 |
| Concerned.....             | 71 | 73 |
| Not concerned.....         | 29 | 27 |

**Q4.** Which of the following statements is closest to your view on when the effects of climate change will begin to happen?

|   |    |    |
|---|----|----|
| They have already begun to happen .....             | 59 | 60 |
| They will start happening within a few years.....   | 6  | 5  |
| They will start happening within your lifetime..... | 12 | 16 |
| They will not happen within your lifetime.....      | 10 | 7  |
| They will never happen .....                        | 7  | 5  |
| Not sure.....                                       | 6  | 7  |



|  |            |          |
|--|------------|----------|
|  | SW Florida | National |
|  | 2018       | 2018     |
|  | (%)        | (%)      |

**SPECIFIC TO SOUTHWEST FLORIDA**

**Q5.** Please indicate how strongly you agree or disagree with the following statement: Local, state and federal governments should do more to protect mangroves and wetlands which provide essential storm protection from climate change and sea level rise.

|                         |    |
|-------------------------|----|
| Strongly agree .....    | 68 |
| Somewhat agree .....    | 25 |
| Somewhat disagree ..... | 2  |
| Strongly disagree ..... | 3  |
| Not sure .....          | 3  |
| <br>                    |    |
| Agree .....             | 93 |
| Disagree .....          | 5  |

**Q6.** Please indicate how strongly you agree or disagree with the following statement: More extreme weather and storms threaten the well-being of our community.

|                         |    |
|-------------------------|----|
| Strongly agree .....    | 58 |
| Somewhat agree .....    | 25 |
| Somewhat disagree ..... | 8  |
| Strongly disagree ..... | 6  |
| Not sure .....          | 3  |
| <br>                    |    |
| Agree .....             | 83 |
| Disagree .....          | 14 |

**Q7.** Please indicate how strongly you agree or disagree with the following statement: Rising sea levels threaten the well-being of our community.

|                         |    |
|-------------------------|----|
| Strongly agree .....    | 47 |
| Somewhat agree .....    | 31 |
| Somewhat disagree ..... | 10 |
| Strongly disagree ..... | 7  |
| Not sure .....          | 6  |
| <br>                    |    |
| Agree .....             | 78 |
| Disagree .....          | 16 |

|  |            |          |
|--|------------|----------|
|  | SW Florida | National |
|  | 2018       | 2018     |
|  | (%)        | (%)      |

**Q8.** Please indicate how Hurricane Irma has affected your attitude about climate change for each of the following statements. Hurricane Irma has:

a. Caused me to be more concerned about climate change.

|                         |    |
|-------------------------|----|
| Strongly agree .....    | 32 |
| Somewhat agree .....    | 35 |
| Somewhat disagree ..... | 12 |
| Strongly disagree ..... | 17 |
| Not sure .....          | 5  |

|                |    |
|----------------|----|
| Agree .....    | 67 |
| Disagree ..... | 29 |

b. Raised my awareness about how climate change impacts my community.

|                         |    |
|-------------------------|----|
| Strongly agree .....    | 33 |
| Somewhat agree .....    | 34 |
| Somewhat disagree ..... | 13 |
| Strongly disagree ..... | 15 |
| Not sure .....          | 6  |

|                |    |
|----------------|----|
| Agree .....    | 66 |
| Disagree ..... | 28 |

c. Motivated me to do more to prepare for climate change.

|                         |    |
|-------------------------|----|
| Strongly agree .....    | 24 |
| Somewhat agree .....    | 39 |
| Somewhat disagree ..... | 14 |
| Strongly disagree ..... | 15 |
| Not sure .....          | 8  |

|                |    |
|----------------|----|
| Agree .....    | 63 |
| Disagree ..... | 29 |

|  | SW Florida | National |
|--|------------|----------|
|  | 2018       | 2018     |
|  | (%)        | (%)      |

d. Inspired me to do more to stop the pollution that causes climate change.

|                         |    |
|-------------------------|----|
| Strongly agree .....    | 19 |
| Somewhat agree .....    | 37 |
| Somewhat disagree ..... | 19 |
| Strongly disagree ..... | 17 |
| Not sure .....          | 9  |
| Agree .....             | 56 |
| Disagree .....          | 35 |

**Q9.** Thinking about the recent algae outbreaks in the area, how strongly do you agree or disagree with the following statement? Red tide and blue green algae outbreaks are being made worse by climate change and pollution.

|                         |    |
|-------------------------|----|
| Strongly agree .....    | 43 |
| Somewhat agree .....    | 26 |
| Somewhat disagree ..... | 9  |
| Strongly disagree ..... | 13 |
| Not sure .....          | 8  |
| Agree .....             | 69 |
| Disagree .....          | 22 |

SW Florida National  
 2018 2018  
 (%) (%)

**IMPACTS OF CLIMATE CHANGE**

**Q10.** For each of the following issues, please indicate how much they are personally affecting you.

a. More damage and harm from extreme weather (storms, hurricanes, tornados)

|                           |    |    |
|---------------------------|----|----|
| A lot.....                | 33 | 24 |
| Some.....                 | 34 | 25 |
| A little.....             | 20 | 23 |
| Not at all.....           | 11 | 25 |
| Not sure.....             | 2  | 3  |
| A lot /some.....          | 67 | 49 |
| A little /not at all..... | 31 | 48 |

b. Increased cost of energy

|                           |    |    |
|---------------------------|----|----|
| A lot.....                | 24 | 33 |
| Some.....                 | 36 | 33 |
| A little.....             | 24 | 21 |
| Not at all.....           | 12 | 10 |
| Not sure.....             | 4  | 4  |
| A lot /some.....          | 60 | 65 |
| A little /not at all..... | 36 | 31 |

c. Record heat waves during summer (causing heat strokes/dehydration)

|                           |    |    |
|---------------------------|----|----|
| A lot.....                | 29 | 35 |
| Some.....                 | 29 | 24 |
| A little.....             | 19 | 20 |
| Not at all.....           | 21 | 18 |
| Not sure.....             | 2  | 3  |
| A lot /some.....          | 58 | 60 |
| A little /not at all..... | 40 | 38 |

|  | SW Florida National |      |
|--|---------------------|------|
|  | 2018                | 2018 |
|  | (%)                 | (%)  |
| d. Increased flooding                                    |                     |      |
| A lot.....   | 20                  | 19   |
| Some.....  | 29                  | 22   |
| A little.....  | 23                  | 20   |
| Not at all.....  | 25                  | 35   |
| Not sure.....  | 3                   | 5    |
| A lot /some.....   | 49                  | 41   |
| A little /not at all.....                                | 48                  | 55   |
| e. Increased rates of breathing problems, such as asthma |                     |      |
| A lot.....   | 16                  | 22   |
| Some.....  | 25                  | 22   |
| A little.....  | 18                  | 17   |
| Not at all.....  | 37                  | 34   |
| Not sure.....  | 5                   | 5    |
| A lot /some.....   | 41                  | 45   |
| A little /not at all.....                                | 54                  | 50   |

SW Florida National  
 2018 2018  
 (%) (%)

**HARM CAUSED BY CHANGING CLIMATE**

**Q11.** How much do you think climate change will harm each of the following:

a. Future generations of people

|                         |    |    |
|-------------------------|----|----|
| A great deal.....       | 49 | 54 |
| A moderate amount ..... | 23 | 23 |
| Only a little .....     | 13 | 10 |
| Not at all.....         | 8  | 6  |
| Not sure.....           | 7  | 6  |

|                                     |    |    |
|-------------------------------------|----|----|
| A great deal / Moderate amount..... | 72 | 78 |
| Only a little / Not at all.....     | 21 | 16 |

b. Plant and animal species

|                         |    |    |
|-------------------------|----|----|
| A great deal.....       | 45 | 52 |
| A moderate amount ..... | 25 | 25 |
| Only a little .....     | 14 | 11 |
| Not at all.....         | 9  | 7  |
| Not sure.....           | 7  | 5  |

|                                     |    |    |
|-------------------------------------|----|----|
| A great deal / Moderate amount..... | 70 | 77 |
| Only a little / Not at all.....     | 23 | 18 |

c. The world's poor

|                         |    |    |
|-------------------------|----|----|
| A great deal.....       | 44 | 48 |
| A moderate amount ..... | 25 | 24 |
| Only a little .....     | 12 | 13 |
| Not at all.....         | 12 | 9  |
| Not sure.....           | 8  | 7  |

|                                     |    |    |
|-------------------------------------|----|----|
| A great deal / Moderate amount..... | 68 | 71 |
| Only a little / Not at all.....     | 24 | 22 |

d. People in the United States

|                         |    |    |
|-------------------------|----|----|
| A great deal.....       | 32 | 37 |
| A moderate amount ..... | 33 | 35 |
| Only a little .....     | 18 | 16 |
| Not at all.....         | 11 | 8  |
| Not sure.....           | 6  | 6  |

|                                     |    |    |
|-------------------------------------|----|----|
| A great deal / Moderate amount..... | 65 | 71 |
| Only a little / Not at all.....     | 29 | 23 |

|                                     | SW Florida<br>2018<br>(%) | National<br>2018<br>(%) |
|-------------------------------------|---------------------------|-------------------------|
| e. People in your community         |                           |                         |
| A great deal .....                  | 23                        | 25                      |
| A moderate amount .....             | 35                        | 35                      |
| Only a little .....                 | 20                        | 22                      |
| Not at all.....                     | 16                        | 12                      |
| Not sure.....                       | 6                         | 5                       |
| A great deal / Moderate amount..... | 58                        | 61                      |
| Only a little / Not at all.....     | 36                        | 34                      |
| f. You personally                   |                           |                         |
| A great deal.....                   | 19                        | 22                      |
| A moderate amount .....             | 32                        | 30                      |
| Only a little .....                 | 25                        | 25                      |
| Not at all.....                     | 19                        | 18                      |
| Not sure.....                       | 5                         | 5                       |
| A great deal / Moderate amount..... | 51                        | 53                      |
| Only a little / Not at all.....     | 44                        | 43                      |
| g. Your family                      |                           |                         |
| A great deal .....                  | 19                        | 25                      |
| A moderate amount .....             | 32                        | 32                      |
| Only a little .....                 | 27                        | 23                      |
| Not at all.....                     | 17                        | 15                      |
| Not sure.....                       | 5                         | 6                       |
| A great deal / Moderate amount..... | 51                        | 56                      |
| Only a little / Not at all.....     | 44                        | 38                      |

SW Florida National  
 2018 2018  
 (%) (%)

**BENEFITS OF CLIMATE SOLUTIONS**

**Q12.** If the United States took steps to help prevent future climate change, how would it affect your health?

|                                      |    |    |
|--------------------------------------|----|----|
| Improve your health – a lot .....    | 33 | 36 |
| Improve your health – a little ..... | 28 | 30 |
| Make no difference.....              | 29 | 23 |
| Harm your health – a little.....     | 0  | 1  |
| Harm your health– a lot.....         | 2  | 1  |
| Not sure.....                        | 7  | 9  |
| <br>                                 |    |    |
| Improve your health.....             | 62 | 66 |
| Harm your health.....                | 2  | 2  |

**Q13.** If the United States took steps to help prevent future climate change, how would it affect the economy?

|                                   |    |    |
|-----------------------------------|----|----|
| Help the economy – a lot .....    | 27 | 36 |
| Help the economy – a little ..... | 27 | 25 |
| Make no difference.....           | 12 | 12 |
| Harm the economy – a little ..... | 16 | 11 |
| Harm the economy – a lot .....    | 9  | 6  |
| Not sure.....                     | 10 | 10 |
| <br>                              |    |    |
| Help the economy.....             | 54 | 61 |
| Hurt the economy .....            | 24 | 18 |

**Q14.** If the United States took steps to help prevent future climate change, how would it affect jobs?

|                               |    |    |
|-------------------------------|----|----|
| Increase jobs – a lot.....    | 20 | 25 |
| Increase jobs – a little..... | 32 | 30 |
| Make no difference.....       | 23 | 18 |
| Decrease jobs – a little..... | 10 | 11 |
| Decrease jobs – a lot.....    | 5  | 4  |
| Not sure.....                 | 9  | 11 |
| <br>                          |    |    |
| Increase jobs.....            | 53 | 56 |
| Decrease jobs.....            | 15 | 16 |



SW Florida National  
 2018 2018  
 (%) (%)

**STRONG CLIMATE VALUES**

**Q15.** Now you are going to see a series of statements. Please indicate if you agree or disagree with each one.

a. **[Water]** Clean water is a critical right for all people.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 81 | 80 |
| Not so strongly agree.....    | 11 | 11 |
| Not so strongly disagree..... | 3  | 5  |
| Strongly disagree .....       | 4  | 2  |
| Not sure.....                 | 1  | 2  |
| Agree .....                   | 92 | 91 |
| Disagree .....                | 7  | 7  |

b. **[Moral]** We have a moral responsibility to create a safe and healthy climate for ourselves and our children.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 72 | 71 |
| Not so strongly agree.....    | 19 | 17 |
| Not so strongly disagree..... | 5  | 6  |
| Strongly disagree .....       | 3  | 3  |
| Not sure.....                 | 1  | 3  |
| Agree .....                   | 91 | 88 |
| Disagree .....                | 8  | 9  |

c. **[Air]** Clean air is a critical right for all people.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 76 | 77 |
| Not so strongly agree.....    | 14 | 13 |
| Not so strongly disagree..... | 5  | 5  |
| Strongly disagree .....       | 5  | 3  |
| Not sure.....                 | 2  | 2  |
| Agree .....                   | 89 | 91 |
| Disagree .....                | 9  | 7  |

SW Florida National  
 2018 2018  
 (%) (%)

d. **[Floods, droughts]** Communities need to prepare for floods and droughts and minimize their impact.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 59 | 60 |
| Not so strongly agree.....    | 26 | 25 |
| Not so strongly disagree..... | 8  | 8  |
| Strongly disagree .....       | 3  | 3  |
| Not sure.....                 | 5  | 5  |
| Agree .....                   | 84 | 85 |
| Disagree .....                | 11 | 11 |

e. **[Protection]** Government needs to protect all people from the impacts of extreme weather.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 49 | 52 |
| Not so strongly agree.....    | 18 | 22 |
| Not so strongly disagree..... | 12 | 10 |
| Strongly disagree .....       | 14 | 10 |
| Not sure.....                 | 6  | 6  |
| Agree .....                   | 67 | 74 |
| Disagree .....                | 27 | 20 |

SW Florida National  
 2018 2018  
 (%) (%)

**CLIMATE SOLUTIONS**

**Q16.** Below are proposals to reduce climate change pollution. Please indicate if you strongly favor, not so strongly favor, not so strongly oppose or strongly oppose each one.

a. Modernizing America’s electric grid

|                      |    |    |
|----------------------|----|----|
| Strongly favor.....  | 60 | 54 |
| Somewhat favor.....  | 29 | 33 |
| Somewhat oppose..... | 3  | 3  |
| Strongly oppose..... | 1  | 1  |
| Not sure.....        | 7  | 9  |

|             |    |    |
|-------------|----|----|
| Favor ..... | 89 | 87 |
| Oppose..... | 4  | 4  |

b. Charging corporate polluters a fee for the pollution they create

|                      |    |    |
|----------------------|----|----|
| Strongly favor.....  | 63 | 57 |
| Somewhat favor.....  | 20 | 26 |
| Somewhat oppose..... | 8  | 8  |
| Strongly oppose..... | 4  | 4  |
| Not sure.....        | 6  | 5  |

|             |    |    |
|-------------|----|----|
| Favor ..... | 82 | 83 |
| Oppose..... | 12 | 12 |

c. Expanding public transit like buses and trains

|                      |    |    |
|----------------------|----|----|
| Strongly favor.....  | 37 | 46 |
| Somewhat favor.....  | 44 | 34 |
| Somewhat oppose..... | 7  | 7  |
| Strongly oppose..... | 6  | 5  |
| Not sure.....        | 6  | 8  |

|             |    |    |
|-------------|----|----|
| Favor ..... | 81 | 80 |
| Oppose..... | 13 | 12 |

|  | SW Florida<br>2018<br>(%) | National<br>2018<br>(%) |
|--|---------------------------|-------------------------|
| <b>d. Providing corporate tax credits to expand clean energy</b>     |                           |                         |
| Strongly favor.....  | 42                        | 42                      |
| Somewhat favor.....  | 39                        | 37                      |
| Somewhat oppose.....   | 8                         | 7                       |
| Strongly oppose.....   | 5                         | 6                       |
| Not sure.....  | 7                         | 8                       |
| Favor .....  | 80                        | 79                      |
| Oppose.....  | 13                        | 13                      |
| <b>e. Passing laws for more efficient buildings and cars</b>         |                           |                         |
| Strongly favor.....  | 43                        | 45                      |
| Somewhat favor.....  | 31                        | 35                      |
| Somewhat oppose.....   | 9                         | 8                       |
| Strongly oppose.....   | 10                        | 6                       |
| Not sure.....  | 6                         | 6                       |
| Favor .....  | 75                        | 81                      |
| Oppose.....  | 19                        | 14                      |
| <b>f. Providing personal tax credits for electric or hybrid cars</b> |                           |                         |
| Strongly favor.....  | 41                        | 43                      |
| Somewhat favor.....  | 33                        | 33                      |
| Somewhat oppose.....   | 9                         | 9                       |
| Strongly oppose.....   | 8                         | 6                       |
| Not sure.....  | 8                         | 9                       |
| Favor .....  | 74                        | 76                      |
| Oppose.....  | 18                        | 15                      |

|  | SW Florida | National |
|--|------------|----------|
|  | 2018       | 2018     |
|  | (%)        | (%)      |

**URGENCY and AGENCY**

**Q17.** Now you are going to see a series of statements. Please indicate if you agree or disagree with each one.

a. **[Efficacy – Collective]** We can reduce the pollution that is causing climate change.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 51 | 59 |
| Not so strongly agree.....    | 27 | 24 |
| Not so strongly disagree..... | 9  | 7  |
| Strongly disagree .....       | 11 | 5  |
| Not sure.....                 | 2  | 5  |
|                               |    |    |
| Agree .....                   | 78 | 83 |
| Disagree .....                | 19 | 12 |

b. **[Efficacy – Personal]** I can help reduce the pollution that is causing climate change.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 36 | 42 |
| Not so strongly agree.....    | 31 | 30 |
| Not so strongly disagree..... | 13 | 12 |
| Strongly disagree .....       | 13 | 9  |
| Not sure.....                 | 7  | 7  |
|                               |    |    |
| Agree .....                   | 67 | 72 |
| Disagree .....                | 26 | 21 |

c. **[Urgency – Collective]** We need to take action now to reduce the pollution that is causing climate change.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 57 | 62 |
| Not so strongly agree.....    | 19 | 18 |
| Not so strongly disagree..... | 9  | 8  |
| Strongly disagree .....       | 10 | 7  |
| Not sure.....                 | 5  | 5  |
|                               |    |    |
| Agree .....                   | 76 | 80 |
| Disagree .....                | 19 | 15 |

SW Florida National  
2018 2018  
(%) (%)

d. **[Urgency – Personal]** I need to take action now to reduce pollution that is causing climate change.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 43 | 43 |
| Not so strongly agree.....    | 27 | 28 |
| Not so strongly disagree..... | 13 | 13 |
| Strongly disagree .....       | 13 | 8  |
| Not sure.....                 | 4  | 7  |
| Agree .....                   | 70 | 72 |
| Disagree .....                | 26 | 21 |

e. **[Tradeoffs - Prioritize]** I think that it is more important that we prioritize economic growth over taking action on climate change.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 20 | 24 |
| Not so strongly agree.....    | 20 | 20 |
| Not so strongly disagree..... | 24 | 23 |
| Strongly disagree .....       | 26 | 23 |
| Not sure.....                 | 10 | 9  |
| Agree .....                   | 39 | 44 |
| Disagree .....                | 50 | 46 |

f. **[Tradeoffs - Costs]** We could address climate change, but the costs and sacrifices are too high.

|                               |    |    |
|-------------------------------|----|----|
| Strongly agree .....          | 14 | 17 |
| Not so strongly agree.....    | 17 | 22 |
| Not so strongly disagree..... | 26 | 23 |
| Strongly disagree .....       | 34 | 29 |
| Not sure.....                 | 8  | 9  |
| Agree .....                   | 31 | 39 |
| Disagree .....                | 60 | 52 |

SW Florida National  
 2018 2018  
 (%) (%)

**ENERGY TRANSITION and ENERGY CONSERVATION**

**Q18.** Please indicate if you think the United States should be producing much more, somewhat more, somewhat less, much less, or the same amount of wind and solar energy as it is today.

|                     |        |        |
|---------------------|--------|--------|
| Much more .....     | 64     | 69     |
| Somewhat more ..... | 26     | 20     |
| Somewhat less ..... | 2      | 4      |
| Much less .....     | 2      | 3      |
| Same as today.....  | 5      | 5      |
| <br>More .....      | <br>90 | <br>89 |
| Less.....           | 5      | 6      |

**Q19.** Which of these energy sources do you think is the lowest cost for consumers?

|                      |    |    |
|----------------------|----|----|
| Wind and Solar ..... | 50 | 53 |
|----------------------|----|----|

**Q20.** Is your city or town taking any of the following actions on climate change? Select all that apply.

|  |    |    |
|--|----|----|
| Conserving energy.....                                 | 23 | 30 |
| Educating to the public about climate change .....     | 17 | 19 |
| Developing clean energy like wind or solar energy..... | 13 | 22 |

**Q21.** What actions do you wish your city or town were taking on climate change? Select all that apply.

|  |    |    |
|--|----|----|
| Conserving energy.....                                 | 42 | 47 |
| Educating to the public about climate change .....     | 41 | 39 |
| Developing clean energy like wind or solar energy..... | 47 | 49 |

**Q22.** Is the town or city where you live doing anything to prepare for the impacts of climate change, or not?

|  |    |    |
|--|----|----|
| Yes – taking action to prepare .....   | 19 | 20 |
| No – not taking action to prepare..... | 32 | 35 |
| Not sure.....                          | 50 | 45 |

**Q23.** Do you want the town or city where you live to do anything to prepare for the impacts of climate change, or not?

|                                       |    |    |
|---------------------------------------|----|----|
| Yes – want them to prepare .....      | 74 | 76 |
| No – do not want them to prepare..... | 11 | 8  |
| Not sure.....                         | 15 | 15 |

|  |            |          |
|--|------------|----------|
|  | SW Florida | National |
|  | 2018       | 2018     |
|  | (%)        | (%)      |

**ADVOCACY**

**Q24.** Please indicate which of the following actions you have done personally.

a. Upgraded appliances or lighting to conserve energy at home

|   |    |    |
|---|----|----|
| Yes - Have done .....                           | 58 | 55 |
| No - Have not, but would be willing to do ..... | 29 | 33 |
| No - Have not, and not willing to do .....      | 14 | 12 |

b. Discussed climate change with family or friends

|   |    |    |
|---|----|----|
| Yes - Have done.....                            | 57 | 57 |
| No - Have not, but would be willing to do ..... | 23 | 26 |
| No - Have not, and not willing to do .....      | 20 | 17 |

c. Discussed climate change at work with colleagues

|   |    |    |
|---|----|----|
| Yes - Have done.....                            | 26 | 33 |
| No - Have not, but would be willing to do ..... | 33 | 31 |
| No - Have not, and not willing to do .....      | 41 | 36 |

d. Contacted or voted for an elected official based on his or her support for taking action on climate change

|   |    |    |
|---|----|----|
| Yes - Have done.....                            | 24 | 21 |
| No - Have not, but would be willing to do ..... | 38 | 42 |
| No - Have not, and not willing to do .....      | 38 | 37 |

e. Shifted toward a more energy efficient form of transportation like biking or walking

|   |    |    |
|---|----|----|
| Yes - Have done.....                            | 22 | 29 |
| No - Have not, but would be willing to do ..... | 38 | 38 |
| No - Have not, and not willing to do .....      | 40 | 34 |

f. Shifted toward a more energy efficient form of transportation like public transport

|   |    |    |
|---|----|----|
| Yes - Have done .....                           | 10 | 22 |
| No - Have not, but would be willing to do ..... | 44 | 37 |
| No - Have not, and not willing to do .....      | 46 | 41 |

g. Shifted toward a more energy efficient form of transportation like hybrid or electric cars

|   |    |    |
|---|----|----|
| Yes - Have done .....                           | 10 | 14 |
| No - Have not, but would be willing to do ..... | 57 | 53 |
| No - Have not, and not willing to do .....      | 33 | 32 |



SW Florida National  
 2018 2018  
 (%) (%)

**Q25.** How important is it to you to personally speak out to each of the following about climate change?

a. Your family

|                           |    |    |
|---------------------------|----|----|
| Very important.....       | 28 | 35 |
| Somewhat important.....   | 27 | 24 |
| A little important.....   | 21 | 18 |
| Not important at all..... | 21 | 19 |
| Not sure.....             | 4  | 4  |
| Important.....            | 54 | 59 |
| Not important.....        | 42 | 37 |

b. Elected officials

|                           |    |    |
|---------------------------|----|----|
| Very important.....       | 29 | 35 |
| Somewhat important.....   | 22 | 20 |
| A little important.....   | 18 | 17 |
| Not important at all..... | 26 | 23 |
| Not sure.....             | 5  | 6  |
| Important.....            | 51 | 55 |
| Not important.....        | 44 | 39 |

c. Your friends

|                           |    |    |
|---------------------------|----|----|
| Very important.....       | 22 | 28 |
| Somewhat important.....   | 27 | 26 |
| A little important.....   | 23 | 20 |
| Not important at all..... | 24 | 22 |
| Not sure.....             | 5  | 4  |
| Important.....            | 49 | 54 |
| Not important.....        | 47 | 42 |

SW Florida National  
2018 2018  
(%) (%)

**SOURCES OF INFORMATION**

**Q26.** Have you heard or read anything recently about climate change from any of the following?

|                                 |    |    |
|---------------------------------|----|----|
| News and media .....            | 69 | 60 |
| Federal elected officials ..... | 34 | 26 |
| Friends and family .....        | 27 | 27 |
| Local community leaders .....   | 21 | 13 |
| Health professionals .....      | 21 | 19 |

SW Florida National  
 2018 2018  
 (%) (%)

**WHO THEY TRUST**

Q27. As a source of information about climate change, how much do you trust each of the following?

a. Scientists

|                           |    |    |
|---------------------------|----|----|
| A lot.....                | 43 | 50 |
| Some.....                 | 31 | 28 |
| A little.....             | 14 | 14 |
| Not at all.....           | 9  | 7  |
| Not sure.....             | 3  | 2  |
| A lot /some.....          | 74 | 77 |
| A little /not at all..... | 23 | 21 |

b. Health professionals

|                           |    |    |
|---------------------------|----|----|
| A lot.....                | 27 | 26 |
| Some.....                 | 34 | 38 |
| A little.....             | 26 | 22 |
| Not at all.....           | 10 | 9  |
| Not sure.....             | 3  | 4  |
| A lot /some.....          | 61 | 64 |
| A little /not at all..... | 36 | 31 |

c. Environmental organizations

|                           |    |    |
|---------------------------|----|----|
| A lot.....                | 28 | 33 |
| Some.....                 | 28 | 29 |
| A little.....             | 22 | 17 |
| Not at all.....           | 19 | 17 |
| Not sure.....             | 2  | 4  |
| A lot /some.....          | 57 | 62 |
| A little /not at all..... | 41 | 34 |

d. Media such as newspapers, TV news, and internet news sites

|                           |    |    |
|---------------------------|----|----|
| A lot.....                | 10 | 10 |
| Some.....                 | 26 | 28 |
| A little.....             | 28 | 28 |
| Not at all.....           | 35 | 29 |
| Not sure.....             | 2  | 5  |
| A lot /some.....          | 36 | 38 |
| A little /not at all..... | 62 | 57 |

|                               | SW Florida<br>2018<br>(%) | National<br>2018<br>(%) |
|-------------------------------|---------------------------|-------------------------|
| e. The President              |                           |                         |
| A lot.....                    | 12                        | 8                       |
| Some.....                     | 14                        | 17                      |
| A little.....                 | 23                        | 16                      |
| Not at all.....               | 45                        | 54                      |
| Not sure.....                 | 6                         | 5                       |
| A lot /some.....              | 26                        | 24                      |
| A little /not at all.....     | 68                        | 71                      |
| f. Local community leaders    |                           |                         |
| A lot.....                    | 7                         | 8                       |
| Some.....                     | 16                        | 29                      |
| A little.....                 | 42                        | 26                      |
| Not at all.....               | 27                        | 28                      |
| Not sure.....                 | 8                         | 9                       |
| A lot /some.....              | 23                        | 38                      |
| A little /not at all.....     | 69                        | 54                      |
| g. Religious or faith leaders |                           |                         |
| A lot.....                    | 6                         | 9                       |
| Some.....                     | 14                        | 22                      |
| A little.....                 | 34                        | 26                      |
| Not at all.....               | 37                        | 33                      |
| Not sure.....                 | 9                         | 10                      |
| A lot /some.....              | 21                        | 31                      |
| A little /not at all.....     | 70                        | 59                      |
| h. Congress                   |                           |                         |
| A lot.....                    | 4                         | 4                       |
| Some.....                     | 9                         | 13                      |
| A little.....                 | 27                        | 26                      |
| Not at all.....               | 56                        | 52                      |
| Not sure.....                 | 4                         | 5                       |
| A lot /some.....              | 13                        | 17                      |
| A little /not at all.....     | 83                        | 78                      |

SW Florida National  
 2018 2018  
 (%) (%)

**Q28.** As a source of guidance about climate change, how much do you trust each of the following?

a. Scientists

|                 |    |    |
|-----------------|----|----|
| A lot.....      | 44 | 45 |
| Some.....       | 21 | 29 |
| A little.....   | 23 | 17 |
| Not at all..... | 6  | 5  |
| Not sure.....   | 5  | 3  |

|                           |    |    |
|---------------------------|----|----|
| A lot /some.....          | 65 | 74 |
| A little /not at all..... | 30 | 23 |

b. Health professionals

|                 |    |    |
|-----------------|----|----|
| A lot.....      | 26 | 28 |
| Some.....       | 33 | 34 |
| A little.....   | 24 | 23 |
| Not at all..... | 12 | 11 |
| Not sure.....   | 5  | 5  |

|                           |    |    |
|---------------------------|----|----|
| A lot /some.....          | 59 | 62 |
| A little /not at all..... | 36 | 33 |

c. Environmental organizations

|                 |    |    |
|-----------------|----|----|
| A lot.....      | 26 | 31 |
| Some.....       | 25 | 32 |
| A little.....   | 22 | 21 |
| Not at all..... | 23 | 13 |
| Not sure.....   | 4  | 3  |

|                           |    |    |
|---------------------------|----|----|
| A lot /some.....          | 51 | 63 |
| A little /not at all..... | 45 | 34 |

d. Media such as newspapers, TV news, and internet news sites

|                 |    |    |
|-----------------|----|----|
| A lot.....      | 8  | 9  |
| Some.....       | 25 | 31 |
| A little.....   | 35 | 31 |
| Not at all..... | 28 | 24 |
| Not sure.....   | 4  | 5  |

|                           |    |    |
|---------------------------|----|----|
| A lot /some.....          | 33 | 40 |
| A little /not at all..... | 63 | 55 |

|                                      | SW Florida<br>2018<br>(%) | National<br>2018<br>(%) |
|--------------------------------------|---------------------------|-------------------------|
| <b>e. The President</b>              |                           |                         |
| A lot.....                           | 13                        | 8                       |
| Some.....                            | 12                        | 15                      |
| A little.....                        | 21                        | 13                      |
| Not at all.....                      | 48                        | 57                      |
| Not sure.....                        | 6                         | 8                       |
| A lot /some.....                     | 25                        | 23                      |
| A little /not at all.....            | 69                        | 69                      |
| <b>f. Local community leaders</b>    |                           |                         |
| A lot.....                           | 8                         | 7                       |
| Some.....                            | 27                        | 26                      |
| A little.....                        | 34                        | 34                      |
| Not at all.....                      | 28                        | 25                      |
| Not sure.....                        | 4                         | 9                       |
| A lot /some.....                     | 35                        | 33                      |
| A little /not at all.....            | 62                        | 58                      |
| <b>g. Religious or faith leaders</b> |                           |                         |
| A lot.....                           | 8                         | 9                       |
| Some.....                            | 18                        | 19                      |
| A little.....                        | 31                        | 28                      |
| Not at all.....                      | 33                        | 36                      |
| Not sure.....                        | 10                        | 8                       |
| A lot /some.....                     | 26                        | 28                      |
| A little /not at all.....            | 64                        | 64                      |
| <b>h. Congress</b>                   |                           |                         |
| A lot.....                           | 3                         | 3                       |
| Some.....                            | 9                         | 12                      |
| A little.....                        | 23                        | 26                      |
| Not at all.....                      | 57                        | 51                      |
| Not sure.....                        | 7                         | 8                       |
| A lot /some.....                     | 12                        | 15                      |
| A little /not at all.....            | 80                        | 77                      |

**Those are all the questions we have. Have a great day!**