

## Climate Action Rises as Concern Hits a New High

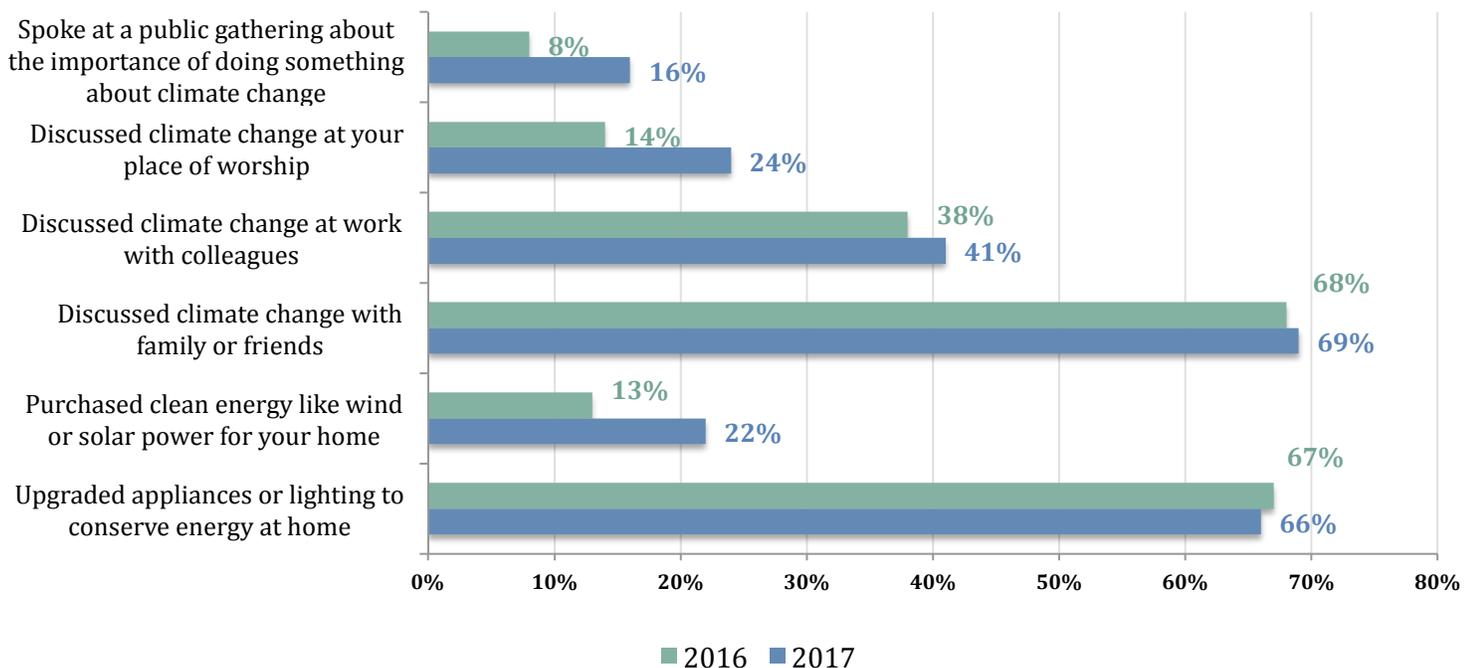
Anyone paying attention to the news on climate change in 2017 has learned about record-setting climate impacts, dire predictions, and over 30 rollbacks of important protections at the federal level. The abundance of negative news has the potential to deflate aspiration into resignation, and motivation into fatalism. Despite all of the bad news, however, there is a glimmer of hope.

The **December 2017 American Climate Perspectives Survey**, by ecoAmerica and Lake Research Partners, found notable year-over-year rises in American climate action and advocacy. The number of Americans who reported being “very concerned” about climate rose similarly.

*Note: This month’s report previews results of the annual American Climate Metrics Survey. The findings from the survey will be published over the next few months.*

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

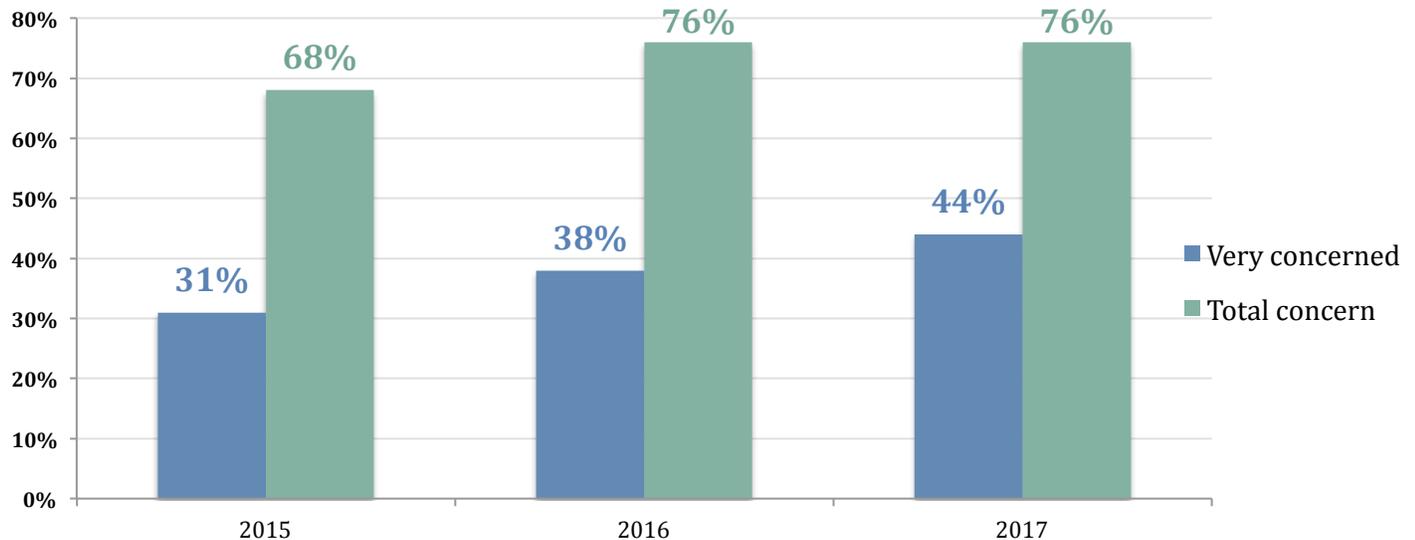
802 respondent(s). select one; showing results for “Yes” responses



Since 2016, more Americans are discussing climate change with a variety of audiences including their family and friends, colleagues, fellow congregants, and the general public. Nearly **seven in ten Americans say they discuss climate change with family and friends** and about four in ten discuss climate change with their colleagues at work. Within the past year there has also been a **10-point increase in Americans reporting they discuss climate change where they worship**. The rates of those who have **spoken at a public gathering about the importance of climate change have doubled**. Furthermore, personal action is high with **two-thirds of Americans reporting they have made energy efficiency upgrades in their home**. There has been a **9-point increase, to over 1/5 of Americans, who have purchased wind or solar energy for their home**.

## How personally concerned are you about climate change?

802 respondent(s). Total concern vs. Very concerned



Increases in personal climate action are bolstered by a parallel rise in climate concern among Americans. While total concern has remained at a high of 76% in the past two years, there has been a 13-point increase since 2015 for those reporting they are “very concerned” about climate change, indicating an steady upward trend for those most concerned.

The high levels of concern are evidence that Americans have all heard, and heeded, the problem with climate change. The results point to a clear opportunity for climate advocates to increase efforts to reach and connect with Americans, to focus on solutions and benefits, and provide them opportunities to act on climate.

### Methodology

ecoAmerica and Lake Research Partners (LRP) designed and LRP administered this survey, which was conducted online September 25–27, 2017. The survey yielded a total of 802 adult responses. The sample was drawn from an online panel and the respondents were screened to ensure that they were over the age of 18. The national sample was weighted slightly by gender, region, age, and race.

The margin of error for the sample is +/-3.5%. In interpreting the survey results, it is important to note that all sample surveys are subject to possible sampling error. Thus, the results of a survey may differ from the results that would be obtained if the entire population was interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of the responses to a particular question. For example, if 50% of the respondents in a sample of 802 respondents answered, “Yes” to a particular question, we can be 95% confident that the true percentage would fall within 3.5 points, or range from 46.5% to 53.5%.

### Special Thanks

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### Suggested Citation

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