American Climate Metrics Survey 2016
Salt Lake City
Belief in and concern about climate change are strong in Salt Lake City residents.
Salt Lakers believe climate change is happening:

83% Salt Lake City 2016

83% United States 2016
Salt Lakers have increasing concern about climate change:

68% are concerned about climate change

vs.

76% 66%
U.S. 2016 S.L.C. 2015
Salt Lake City residents feel climate impacts, but not as many as do Americans nationally.
Salt Lakers notice climate impacts:

71%  
S.L.C. 2016

notice more severe weather and changing seasonal weather patterns where they live

78%  
U.S. 2016
Salt Lakers feel personally affected by:

- More frequent and severe droughts: 63% (S.L.C. 2016) vs. 56% (U.S. 2016)
- Record heat waves: 59% (S.L.C. 2016) vs. 67% (U.S. 2016)
- Availability of clean water: 36% (S.L.C. 2016) vs. 44% (U.S. 2016)
- More damage and harm from extreme weather: 35% (S.L.C. 2016) vs. 53% (U.S. 2016)
- Increased flooding: 26% (S.L.C. 2016) vs. 42% (U.S. 2016)
Salt Lake City residents have strong climate values, particularly on moral responsibility and clean water, on par with national sentiment.
Salt Lakers' climate values:

90% say clean water is a critical right for all people

88% say we have a moral responsibility to create a safe and healthy climate for ourselves and our children

Salt Lakers are hopeful we can reduce the pollution that causes climate change, but pessimistic about government's ability to agree on how to do it.
Salt Lakers believe we can address climate change:

81% are hopeful that we can reduce the pollution that is causing climate change

73% say we could address climate change effectively, but that our government is broken and can’t agree on how to do it

S.L.C. 2016

81% vs. 76%

U.S. 2016 vs. S.L.C. 2015
Salt Lakers strongly support clean energy and a pollution fee on companies responsible for greenhouse gas emissions.
How much more should the United States be producing energy from each source than it is today?
Which of these energy sources do you think are the lowest cost for consumers?

- **Wind and Solar**
  - S.L.C. 2016 (%): 47
  - U.S. 2016 (%): 51

- **Natural gas**
  - S.L.C. 2016 (%): 21
  - U.S. 2016 (%): 16
72% favor a proposal to reduce climate change pollution by charging large companies a fee for the pollution they create.

VS.

77% U.S. 2016
73% S.L.C. 2015
Salt Lakers believe climate solutions will improve their health, at rates higher than the national average.
If the United States took steps to prevent future climate change, it would...

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<th>S.L.C. 2016 (%)</th>
<th>U.S. 2016 (%)</th>
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<tbody>
<tr>
<td>Improve health</td>
<td>72</td>
<td>67</td>
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Salt Lakers want their city to prepare and take action for climate change.
Citizens agree:

I want my city to prepare for the impacts of climate change

74% S.L.C. 2016 vs. 74% U.S. 2016
Residents say they want their city to...

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<tr>
<td>Conserve energy</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Purchase renewable energy like wind or solar</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Educate others in their city or town about climate change</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Talk to the public about climate change</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Say they want SLC to take all the these actions</td>
<td>37%</td>
<td>29%</td>
</tr>
</tbody>
</table>
Salt Lakers, at slightly higher rates than 2015, believe they personally, and we collectively, can and must act on climate today.
80% believe *we* can reduce the pollution that is causing climate change

74% believe *I* can reduce the pollution that is causing climate change
agree we need to take action now to reduce the pollution that is causing climate change

81% S.L.C. 2016

vs.

80% U.S. 2016
80% S.L.C. 2015

agree I need to take action now to reduce the pollution that is causing climate change

73% S.L.C. 2016

vs.

73% U.S. 2016
69% S.L.C. 2015
Salt Lakers are increasingly aware of their city's efforts to engage citizens on climate. And, an increasing majority of Salt Lakers has discussed climate change, at rates higher than the national average.
Does Salt Lake City engage on climate?

- **33%**
  - S.L.C. 2016
  - say the city has a program to increase environmental sustainability
  - vs. 28%
  - U.S. 2016

- **17%**
  - S.L.C. 2016
  - say the city has a program to engage people and talk about climate change
  - vs. 12%
  - U.S. 2016

- **17%**
  - S.L.C. 2016
  - say the city has a program to address climate change
  - vs. 12%
  - U.S. 2016
Does Salt Lake City engage on climate?

37% **S.L.C. 2016**

- is taking action to conserve energy

**vs.**

32% **U.S. 2016**

22% **S.L.C. 2016**

- say their city is preparing for the impacts of climate change

**vs.**

21% **U.S. 2016**
An increasing majority have discussed climate change, at rates higher than the national average.
Salt Lakers discuss climate change:

- **73%**
  - S.L.C. 2016
  - have discussed climate change with family or friends
  - vs.
    - 68% U.S. 2016
    - 68% S.L.C. 2015

- **42%**
  - S.L.C. 2016
  - discussed climate change at work with colleagues
  - vs.
    - 38% U.S. 2016
    - 39% S.L.C. 2015

- **17%**
  - S.L.C. 2016
  - discussed climate change at their place of worship
  - vs.
    - 14% U.S. 2016
    - 14% S.L.C. 2015
Scientists and health professionals are the most trusted messengers for climate information, higher than national averages or in 2015.
Salt Lakers have recently encountered information about climate change from:

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<tr>
<td>News and media</td>
<td>66%</td>
<td>65%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>Health professionals</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>Local community leaders</td>
<td>18%</td>
<td>14%</td>
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Salt Lakers trust climate change messengers:

<table>
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<tr>
<th>Category</th>
<th>S.L.C. 2016 (%)</th>
<th>U.S. 2016 (%)</th>
<th>S.L.C. 2015 (%)</th>
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<tbody>
<tr>
<td>Scientists</td>
<td>79</td>
<td>74</td>
<td>73</td>
</tr>
<tr>
<td>Health professionals</td>
<td>67</td>
<td>64</td>
<td>58</td>
</tr>
<tr>
<td>Colleges and Universities</td>
<td>61</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>President Obama</td>
<td>31</td>
<td>41</td>
<td>26</td>
</tr>
<tr>
<td>Media, TV news and internet</td>
<td>27</td>
<td>38</td>
<td>30</td>
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Thank you!

ecoAmerica builds a critical mass of institutional leadership, public support and political will for definitive climate solutions in the United States.

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Methodology

ecoAmerica and Lake Research Partners (LRP) designed and LRP administered this survey, conducted online September 12-29, 2016. The survey yielded a total of 800 adult responses, and separately, 447 adults in Salt Lake City. The samples were drawn from an online panel, and the respondents were screened to ensure that they were over age 18. Both the national and Salt Lake City samples were weighted slightly by gender, region, age, and race. The margin of error for the sample is +/-3.3%. In interpreting survey results, all sample surveys are subject to possible sampling errors, i.e., the results of a survey may differ from those that would be obtained if the entire population were interviewed. The size of the sampling error depends on both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of the respondents in a sample of 900 respondents answered “Yes” to a particular question, we can be 95% confident that the true percentage will fall within 3.3 points, or from 46.7% to 53.3%.

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