American Climate Metrics Survey 2017
Salt Lake City
BELIEF & AWARENESS

Like other Americans, a strong majority of Salt Lakers believe in and are concerned about climate change.
On par with national averages, **Salt Lakers believe climate change is happening:**

- **Salt Lake City**: 80% (2017)
- **United States**: 80% (2017)

Question: When it comes to climate change, which of the following is closer to your opinion? (select one, “Yes it is happening”)
Salt Lakers are increasingly concerned about climate change:

71% are personally concerned about climate change

S.L.C. 2017

76% 68% 66%

Very concerned Somewhat concerned A little concerned Not concerned at all
Salt Lakers are aware that climate change is due to human activity:

- Combination of both human activities and natural causes: 49% (2017 S.L.C), 58% (2017 U.S.)
- Mainly due to human activities: 21% (2017 S.L.C), 22% (2017 U.S.), 16% (2016 S.L.C)
- Mainly due to natural causes: 17% (2017 S.L.C), 14% (2017 U.S.), 12% (2016 S.L.C)
- Climate change is not happening: 4% (2017 S.L.C), 3% (2017 U.S.), 2% (2016 S.L.C)
- Not sure: 4% (2017 S.L.C), 3% (2017 U.S.), 2% (2016 S.L.C)

Question: When it comes to climate change, which of the following is closer to your opinion? (percent total agree)
IMPACTS

Many Salt Lake City residents feel impacted by climate change, but at rates slightly lower than other Americans.
Three in four Salt Lakers are noticing more severe weather and changing seasonal weather patterns:

- Yes: 77%
- No: 17%
- Not sure: 6%

Question: Have you noticed more severe weather and changing seasonal weather patterns where you live over the last several years? (percent total agree 2017)
Many Salt Lakers feel **personally impacted by climate change in a variety of ways:***

<table>
<thead>
<tr>
<th>Issue</th>
<th>S.L.C. 2017</th>
<th>U.S. 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased cost of energy</td>
<td>65%</td>
<td>67%</td>
</tr>
<tr>
<td>Record heat waves</td>
<td>52%</td>
<td>59%</td>
</tr>
<tr>
<td>Increased rates of breathing problems</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>Increased hardships for poorer families</td>
<td>52%</td>
<td>58%</td>
</tr>
<tr>
<td>More frequent and extreme droughts</td>
<td>42%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Question: Have you noticed more severe weather and changing seasonal weather patterns where you live over the last several years? (percent total agree 2017)
PERSONAL RIGHTS
Salt Lake City residents have strong climate values, particularly towards our right and responsibility to create a healthy environment for all.
Salt Lakers **strongly believe all people have the right to clean air:**

89%

Say clean air is a critical right for all people

S.L.C. 2017

86%

U.S. 2017
Salt Lakers **overwhelming support creating a healthy climate for our children:**

89%

Say we have a moral responsibility to create a safe and healthy climate for ourselves and our children

S.L.C. 2017

<table>
<thead>
<tr>
<th>Agree Level</th>
<th>Salt Lake City</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>89%</td>
<td>83%</td>
</tr>
<tr>
<td>Not so strongly agree</td>
<td>83%</td>
<td>83%</td>
</tr>
<tr>
<td>Not so strongly disagree</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>N/A</td>
<td></td>
<td>2%</td>
</tr>
</tbody>
</table>

**vs.**

83%

U.S. 2017
Salt Lakers **strongly support our right to a clean environment:**

90%  
**S.L.C. 2017**

Say clean water is a critical right for all people

**VS.**

88%  
**U.S. 2017**

84%  
**S.L.C. 2017**

Say clean energy that does not pollute is a critical right for all people

**VS.**

84%  
**U.S. 2017**
HOPE
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 are hopeful we can reduce pollution, but don’t believe our government can agree on how to do it:

77%  
S.L.C. 2017

Are hopeful that we can reduce the pollution that is causing climate change

76%  81%  76%  

73%  
S.L.C. 2017

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

68%  73%  69%  
ENERGY AND SOLUTIONS
Salt Lakers strongly support clean energy and a pollution fee on companies responsible for polluting our air.
Salt Lakers express **much higher support for clean energy** than they do for oil or coal:

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Wind and Solar</td>
<td>87</td>
<td>89</td>
<td>91</td>
<td>88</td>
</tr>
<tr>
<td>Natural Gas</td>
<td>63</td>
<td>65</td>
<td>65</td>
<td>67</td>
</tr>
<tr>
<td>Oil</td>
<td>47</td>
<td>39</td>
<td>39</td>
<td>41</td>
</tr>
<tr>
<td>Nuclear</td>
<td>43</td>
<td>39</td>
<td>36</td>
<td>34</td>
</tr>
<tr>
<td>Coal</td>
<td>37</td>
<td>29</td>
<td>23</td>
<td>20</td>
</tr>
</tbody>
</table>

Question: How much more or less do you think the U.S. should be producing energy from each source than it is today? (percent total agree)
Salt Lakers increasingly support imposing a fee on corporate polluters:

80%

Favor a proposal to reduce climate change pollution by charging large companies a fee for the pollution they create

S.L.C. 2017

81%
U.S. 2017

72%
S.L.C. 2016

73%
S.L.C. 2015
PERSONAL BENEFITS
Salt Lakers believe climate solutions will improve their health, at rates higher than the national average, and increasingly believe solutions will also improve jobs and the economy.
A majority of Salt Lakers **expect health and the economy will improve** as a result of efforts to prevent climate change:

**Question:** If the U.S. took steps to prevent climate change how would it affect health and the economy? (percent total agree)
More than half of Salt Lakers say **climate prevention will increase jobs in America**, however they also believe it may increase the cost of energy:

![Bar chart showing responses to the question: If the U.S. took steps to prevent climate change how would it affect jobs and the cost of energy? (percent total agree)](chart)

**Question:** If the U.S. took steps to prevent climate change how would it affect jobs and the cost of energy? (percent total agree)

**Note:** “Increase cost of energy” was first asked in 2017, no 2016-2015 data
LOCAL CLIMATE ACTION
Salt Lakers want their city to prepare for and act on climate change, more than national averages.
Salt Lakers want their city to prepare, at rates higher than national averages:

79%
S.L.C. 2017

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

72%
U.S. 2017
74%
S.L.C. 2016
73%
S.L.C. 2015
Salt Lakers express **notable increases in desire to see their city act on climate**:

- **46%** S.L.C. 2017
  - Want their city to conserve energy
  - **41%** U.S. 2017
    - **28%** S.L.C. 2015

- **44%** S.L.C. 2017
  - Want their city to purchase clean energy
  - **37%** U.S. 2017
    - **27%** S.L.C. 2015

- **42%** S.L.C. 2017
  - Want their city to have goals to reduce climate impacts
  - **37%** U.S. 2017

- **33%** S.L.C. 2017
  - Want their city to educate others about climate change
  - **33%** U.S. 2017
    - **18%** S.L.C. 2015

Note: "Want their city to have goals..." was first asked in 2017
Salt Lakers believe their community needs to prepare for floods and droughts:

88%

Believe communities need to prepare for floods and droughts and minimize their impact

S.L.C. 2017

83%

U.S. 2017
Salt Lakers believe their government needs to protect their community from the impacts of climate change:

65%

Believe government needs to protect all people from the impacts of extreme weather

S.L.C. 2017

vs.

70%

U.S. 2017
URGENCY & ACTION

Salt Lakers increasingly believe they personally, and we collectively, can and must act on climate today.
Salt Lakers believe that we can reduce climate pollution, and express notable increases in their own personal ability to do so:

- **78%**
  - S.L.C. 2017
  - Believe we can reduce the pollution that is causing climate change

  - vs.
  - 76%
  - U.S. 2017
  - 80%
  - S.L.C. 2016
  - 76%
  - S.L.C. 2015

- **78%**
  - S.L.C. 2017
  - Believe I can reduce the pollution that is causing climate change

  - vs.
  - 68%
  - U.S. 2017
  - 74%
  - S.L.C. 2016
  - 73%
  - S.L.C. 2015
Salt Lakers express **increasing urgency to reduce pollution**, individually and collectively:

82%  
S.L.C. 2017

**Believe we** need to take action to reduce the pollution that is causing climate change  

77%  
U.S. 2017  
81%  
S.L.C. 2016  
80%  
S.L.C. 2015

76%  
S.L.C. 2017

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

70%  
U.S. 2017  
73%  
S.L.C. 2016  
69%  
S.L.C. 2015
ACTION & ADVOCACY

Salt Lakers are continuing to become more aware of their city’s efforts to engage citizens on climate. However, there is room for Salt Lake City to better educate the community.
Salt Lakers are becoming more aware of their city’s climate efforts, however education opportunities remain:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>S.L.C. 2017</td>
<td>Say the city is purchasing renewable energy</td>
</tr>
<tr>
<td>24%</td>
<td>S.L.C. 2017</td>
<td>Say the city is educating others about climate change</td>
</tr>
<tr>
<td>22%</td>
<td>S.L.C. 2017</td>
<td>Say the city is talking to the public about climate change</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Comparison</th>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. 2017</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>S.L.C. 2016</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>S.L.C. 2015</td>
<td>19%</td>
<td></td>
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<td>S.L.C. 2015</td>
<td>16%</td>
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<th>Percentage</th>
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<td>21%</td>
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<td>S.L.C. 2016</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>S.L.C. 2015</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>
Salt Lakers are **becoming more aware of the city’s efforts to conserve energy and prepare for the impacts**, but there is room to grow to educate them on these efforts:

- **40%**
  - S.L.C. 2017
  - Say their city is taking action to conserve energy

- **27%**
  - S.L.C. 2017
  - Say their city is preparing for the impacts of climate change

- **32%**
  - U.S. 2017
  - S.L.C. 2016
  - S.L.C. 2015

- **30%**
  - U.S. 2017
  - S.L.C. 2016
  - S.L.C. 2015

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Salt Lakers are increasingly discussing climate change within their communities:

- **21%** discussed climate change at their place of worship in S.L.C. 2017 (24% in U.S. 2017, 17% in S.L.C. 2016, 14% in S.L.C. 2015).
SOURCES & TRUST
Salt Lakers are receiving information about climate change from a broad spectrum of sources, and increasingly trust scientists and health professionals for climate information.
Most Salt Lakers receive information about climate from media or friends and family:

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>News and media</td>
<td>65</td>
<td>72</td>
<td>66</td>
<td>68</td>
</tr>
<tr>
<td>Friends and family</td>
<td>36</td>
<td>44</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>Professors and educators</td>
<td>24</td>
<td>27</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>Federal elected officials</td>
<td>29</td>
<td>32</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Health professionals</td>
<td>20</td>
<td>23</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>Companies and business leaders</td>
<td>15</td>
<td>20</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Local community leaders</td>
<td>16</td>
<td>18</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Church and faith leaders</td>
<td>16</td>
<td>11</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>None of these</td>
<td>18</td>
<td>18</td>
<td>16</td>
<td>22</td>
</tr>
</tbody>
</table>

Question: Have you heard or read anything recently about climate change from any of the following? (percent total)
Most Salt Lakers trust scientists, health professionals and colleges at higher rates than average Americans, however they trust President Trump and media at lower rates:

Question: As a source of information about climate change, how much do you trust the following? (percent total)

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Scientists</td>
<td>70</td>
<td>80</td>
<td>79</td>
<td>73</td>
</tr>
<tr>
<td>Health professionals</td>
<td>62</td>
<td>70</td>
<td>67</td>
<td>58</td>
</tr>
<tr>
<td>Colleges and universities</td>
<td>55</td>
<td>55</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Local community leaders</td>
<td>40</td>
<td>35</td>
<td>32</td>
<td>28</td>
</tr>
<tr>
<td>The President</td>
<td>31</td>
<td>31</td>
<td>31</td>
<td>26</td>
</tr>
<tr>
<td>Media</td>
<td>46</td>
<td>38</td>
<td>27</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source</th>
<th>S.L.C. 2015 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>
NOTABLE YEAR-OVER-YEAR SHIFTS
In the past year there were significant shifts in Salt Lakers reporting how climate is impacting them, and in their desire for their city to do more to prepare for climate change.
Salt Lakers have become more affected by some climate impacts in the past year:

**52%**

S.L.C. 2017

More damage and harm from extreme weather

**33%**

S.L.C. 2016

**36%**

S.L.C. 2017

Increased flooding

**26%**

S.L.C. 2016
Salt Lakers are **hearing more about climate from family and friends:**

44%  
S.L.C. 2017

Have heard or read about climate change from family and friends

**vs.**

32%  
S.L.C. 2016
Salt Lakers’ desire for their city to act on climate has jumped by an average of 12% in the past year alone:

Question: What actions do you wish your city or town were taking on climate change? (percent total)
ecoAmerica builds a critical mass of institutional leadership, public support and political will for definitive climate solutions in the United States.

Learn more at ecoAmerica.org

Thank you!
Methodology

ecoAmerica and Lake Research Partners (LRP) designed and LRP administered this survey, conducted online September 25-27, 2017. The survey yielded a total of 802 adult responses, and separately, 400 adults in the Salt Lake City media market, which includes Salt Lake City and communities in and near Salt Lake County. The samples were drawn from an online panel, and the respondents were screened to ensure that they were over age 18. The national sample was weighted slightly by gender, region, age, education, and race. The Salt Lake City sample was weighted slightly by gender, region, age, and race. The margin of error for the sample is +/-3.5%. 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 46.5% to 53.5%

Learn more at ecoAmerica.org