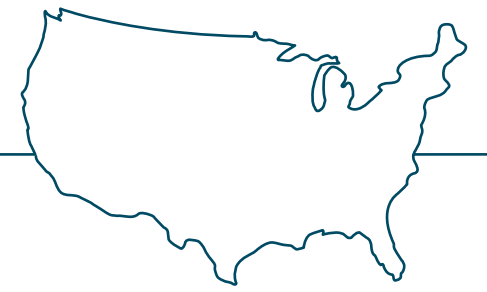


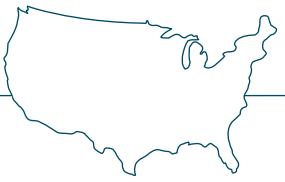
American Climate Metrics Survey 2017

United States

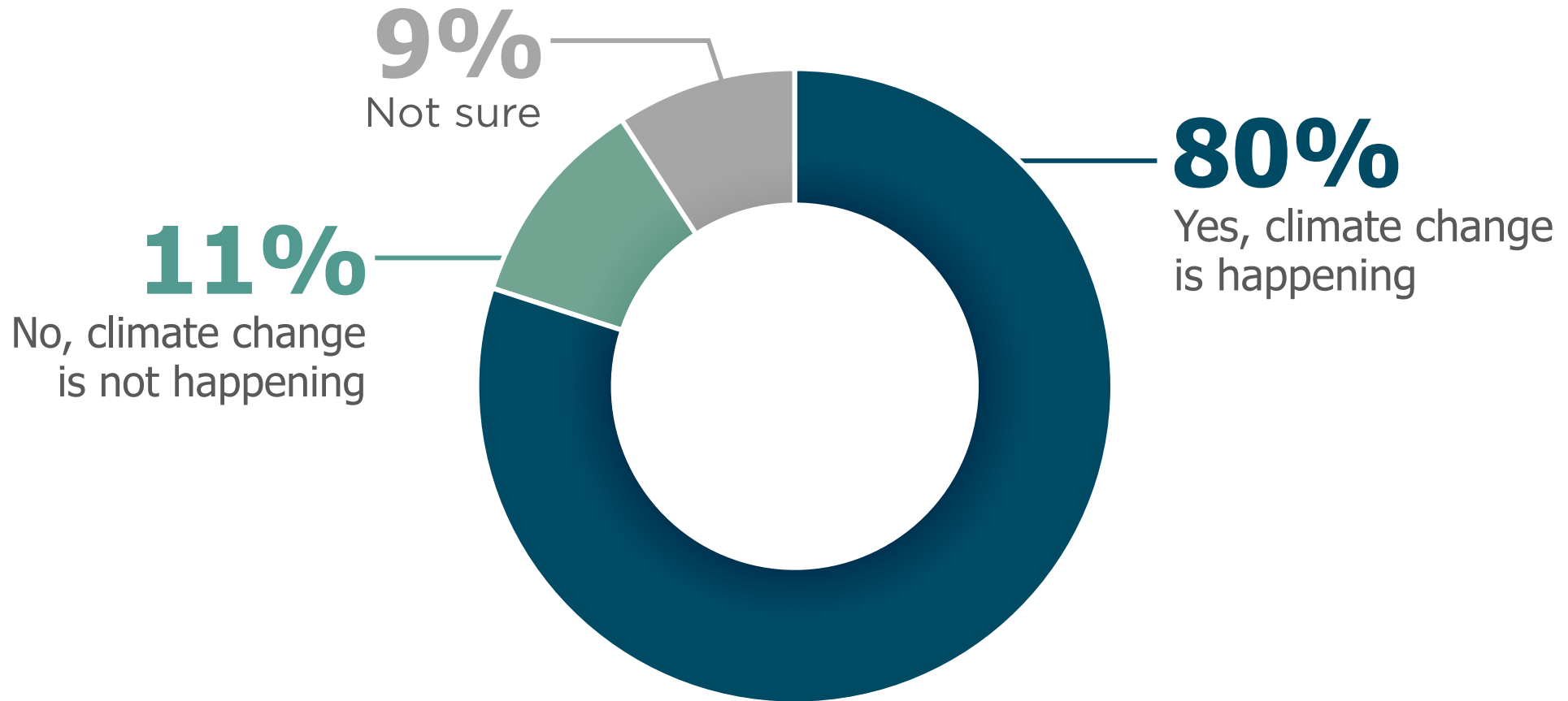


BELIEF AND AWARENESS

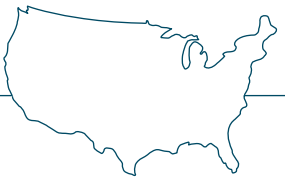
A growing majority of Americans believe climate change is happening, and more are seeing the impacts.



A majority of Americans **believe climate change is happening:**



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



There were notable **shifts in climate change belief:**

80%

Believe climate change is happening
U.S. 2017

+3 points from 2015



Notable shifts

94%

Latinos 2017

+10 points from 2016



80%

College educated women 2017

-9 points from 2016



77%

Independents 2017

-10 points from 2016



74%

Childless women 2017

-13 points from 2016



74%

Men 50+ 2017

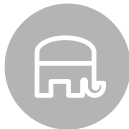
+8 points from 2015

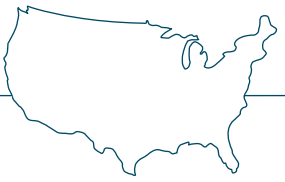


63%

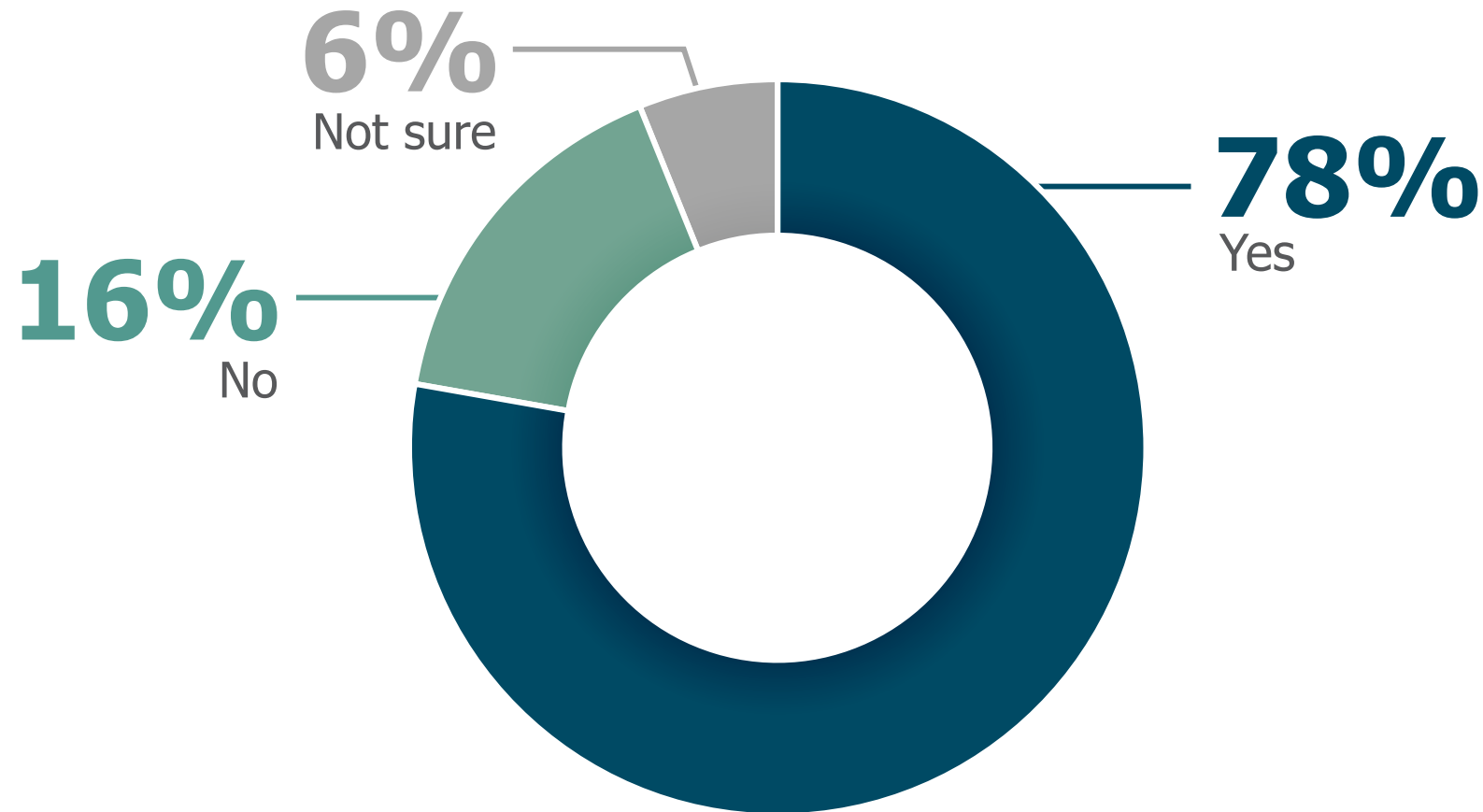
Republicans 2017

+5 points from 2015

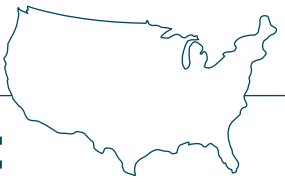




Americans are also **seeing the impacts of climate change**, such as changing seasonal weather patterns:



Question: Have you noticed more severe weather and changing seasonal weather patterns where you live over the last several years? (percent total agree)



There are **increases in climate impact awareness** across several demographics:

78%

Notice more severe weather and changing seasonal weather patterns where they live over the past several years

U.S. 2017

+7 points from 2015



Notable shifts

88%

Ages 30-39 2017

+13 points from 2015



78%

Midwesterners 2017

+17 points from 2015



76%

Post graduates 2017

+11 points from 2015



69%

Men ages 50+ 2017

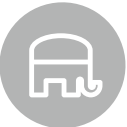
+12 points from 2015

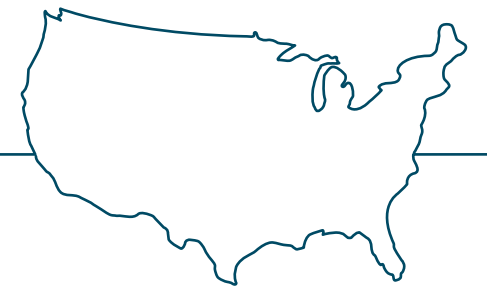


67%

Republicans 2017

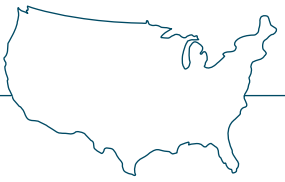
+15 points from 2015



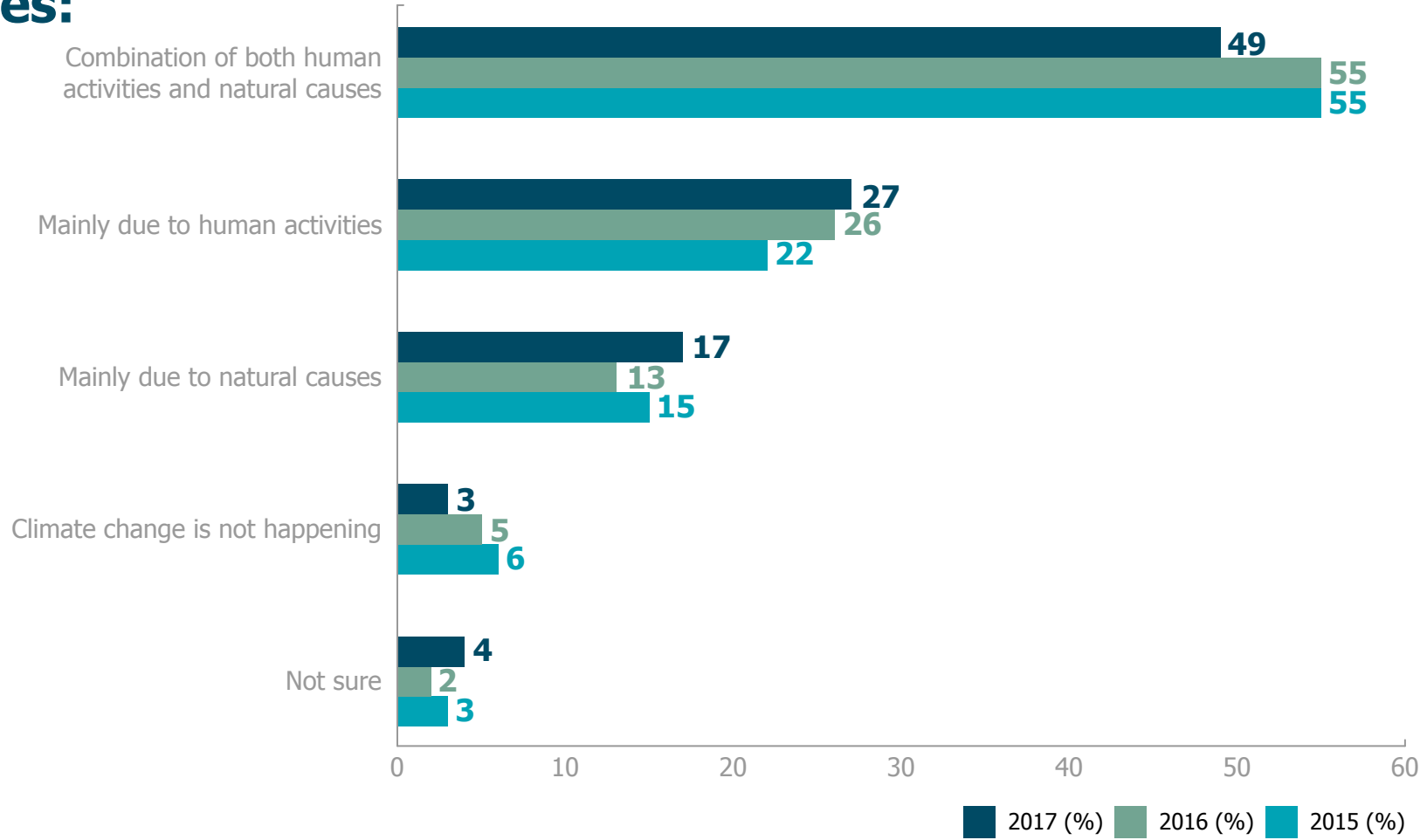


HUMAN CAUSATION

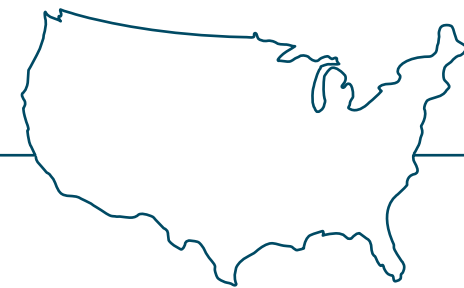
Americans increasingly understand human activities contribute to climate change.



Americans say **climate change is due to a combination of human and natural causes:**

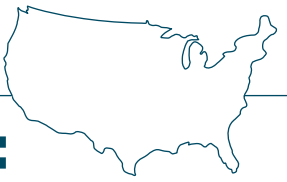


Question: When it comes to climate change, which of the following is closer to your opinion? (percent total agree)



CONCERN

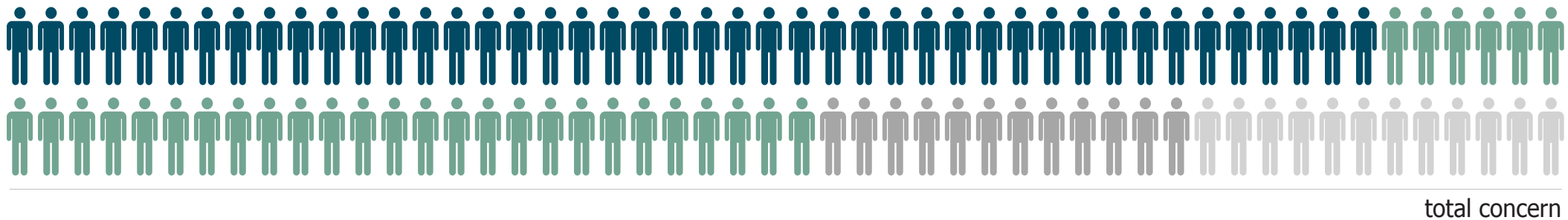
There is dramatically rising concern about climate change.



A rapidly increasing majority of Americans are **concerned about climate change:**

76%

Are personally concerned about climate change
U.S. 2017



+14 points from 2015 in being very concerned



Very concerned



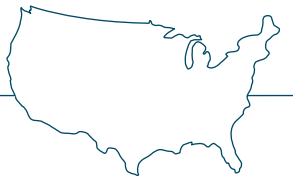
Somewhat concerned



A little concerned

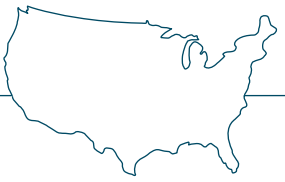


Not concerned at all

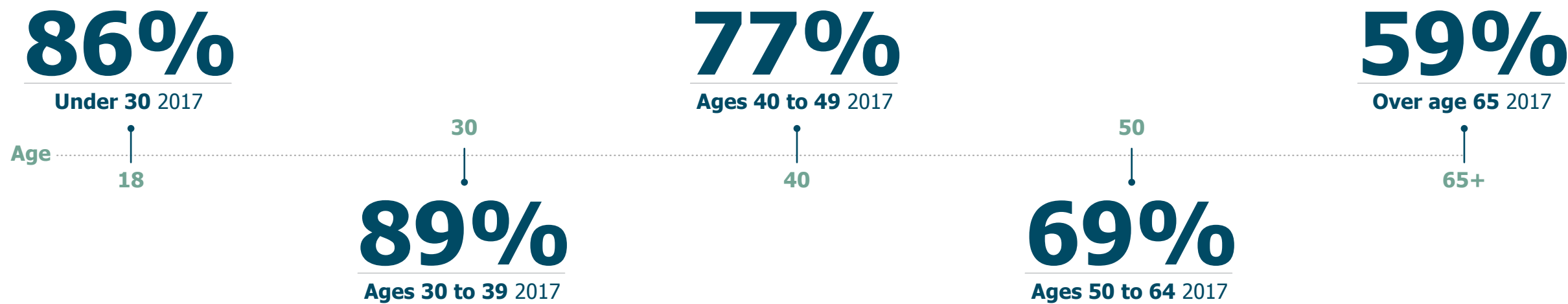


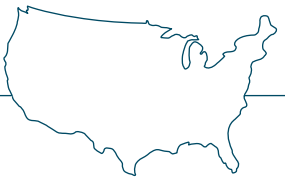
Women are slightly more concerned about climate change than men:





Younger adults are more concerned about climate than older adults:





Democrats are the most concerned about climate, and Republican concern is growing:

91%

Democrats 2017

+8 points from 2015



74%

Independents 2017

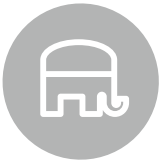
+1 point from 2015

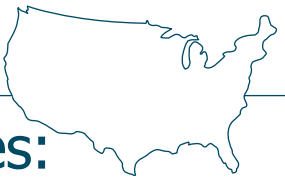


59%

Republicans 2017

+14 points from 2015





African Americans and Latinos are the most concerned, with notable increases:

91%

African Americans 2017

+16 points from 2015



90%

Latinos 2017

+7 points from 2015

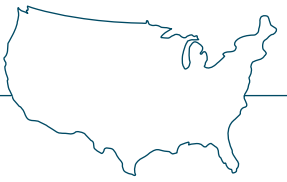


69%

Whites 2017

+8 points from 2015





Notable shifts in key demographics of Americans who are **very concerned** about climate:

55%

Mid-Atlantic 2017

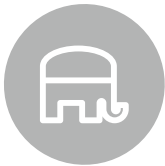
+17 points from 2016



48%

Young Republicans 2017

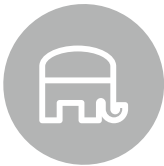
+18 points from 2016

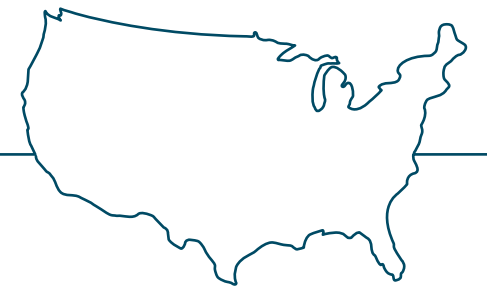


40%

Republican Men 2017

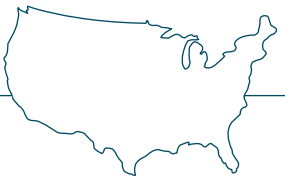
+21 points from 2016



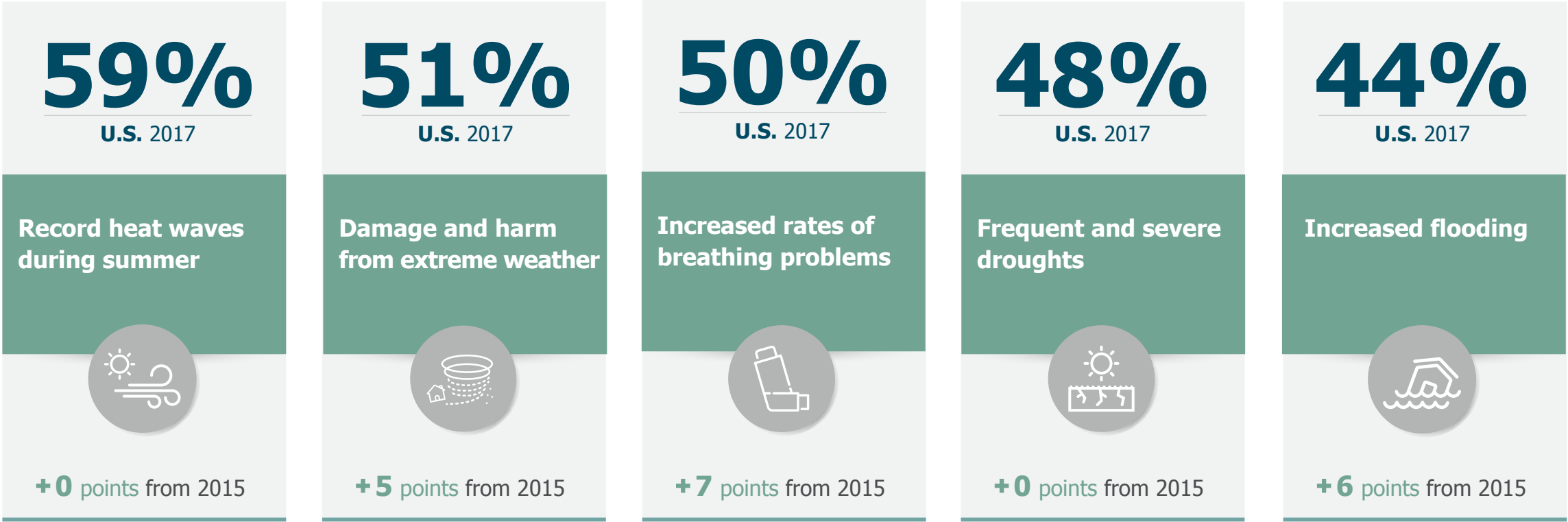


CLIMATE IMPACTS

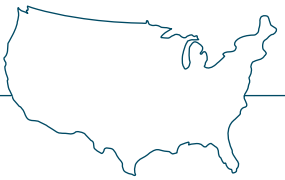
Americans report they are being personally affected by climate impacts at higher rates than in previous years.



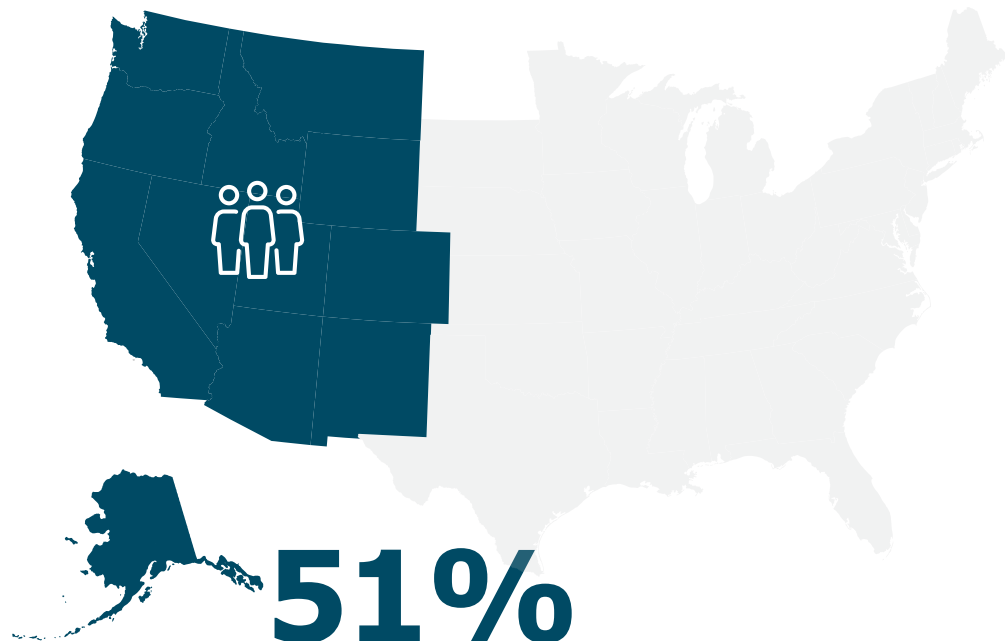
Ways in which Americans feel **personally affected** by climate change:



Question: How much are the following issues personally affecting you? (percent total agree)



Westerners feel most impacted by energy cost, flooding and extreme weather:



71%

Westerners 2017 vs. 67% U.S.



Impacted by increased cost of energy

*Note no data from 2015 or 2016

51%

Westerners 2017 vs. 44% U.S.



Impacted by increased flooding

+17 points from 2015

51%

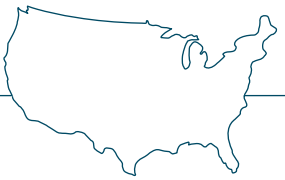
Westerners 2017 vs. 51% U.S.



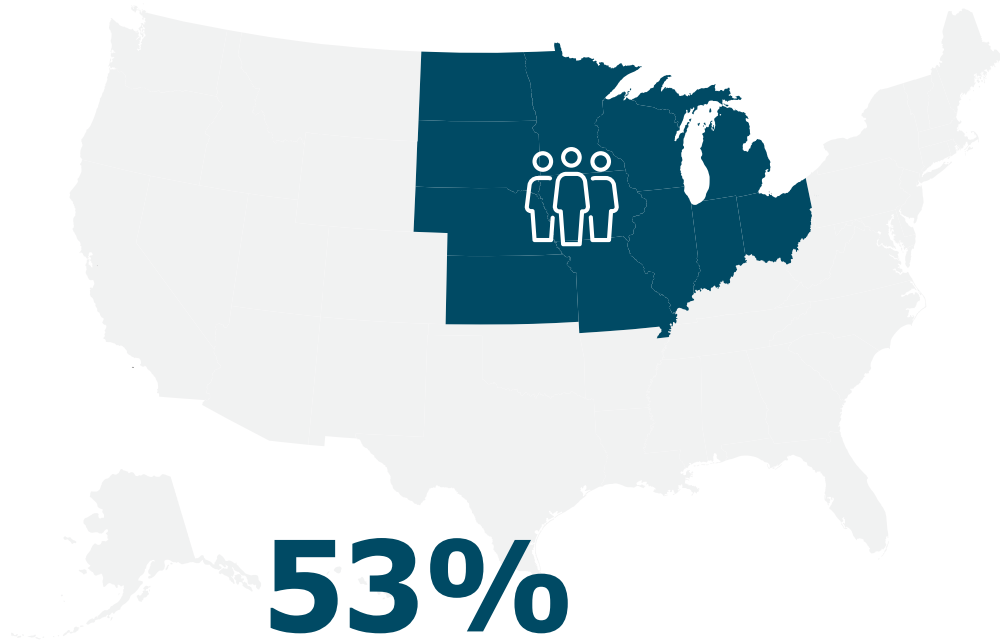
Impacted by damage and harm from extreme weather

+10 points from 2015

Question: How much are the following issues personally affecting you? (percent total agree)



Midwesterners feel most impacted by heat waves, breathing problems, and drought:



59%

Midwest 2017 vs. 59% U.S.



Impacted by record heat waves during summer

+10 points from 2015

53%

Midwest 2017 vs. 50% U.S.



Impacted by increased rates of breathing problems

+17 points from 2015

44%

Midwest 2017 vs. 48% U.S.

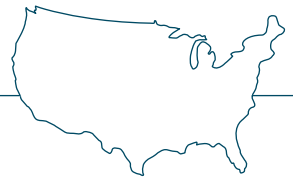


Impacted by more frequent and severe droughts

+12 points from 2015

Question: How much are the following issues personally affecting you? (percent total agree)

Southerners feel most impacted by weather, hardships for the poor, and the cost of energy:



68%

South 2017 vs. 67% U.S.



Impacted by
increased cost of
energy

*Note no data from 2015 or 2016

57%

South 2017 vs. 51% U.S.



Impacted more by
damage and harm
from extreme weather

+10 points from 2015

56%

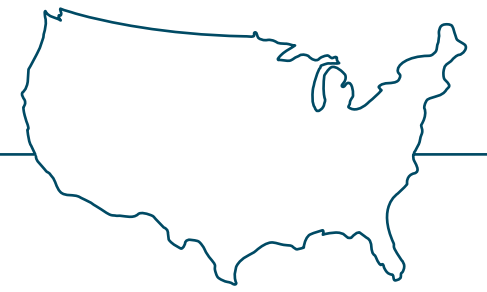
South 2017 vs. 58% U.S.



Impacted by
increased hardship
for poorer families

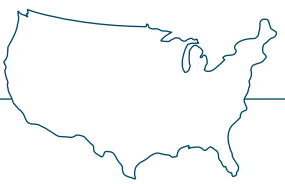
*Note no data from 2015 or 2016

Question: How much are the following issues personally affecting you? (percent total agree)



PERSONAL RIGHTS

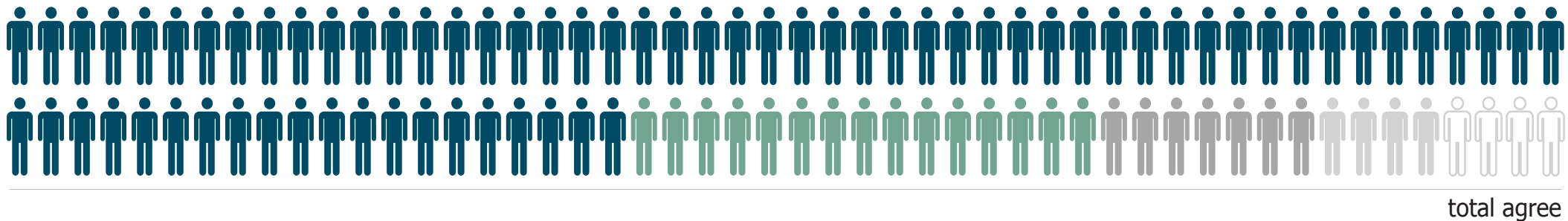
A majority of Americans believe clean air, water and energy are personal rights for all.



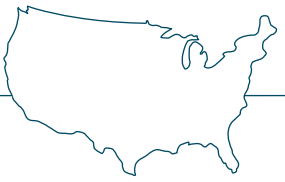
Americans believe **clean water is a critical right for all people:**

88%

Believe clean water is a critical right for all
U.S. 2017



Strongly agree Not so strongly agree Not so strongly disagree Not concerned at all N/A



More Democrats **strongly believe clean water is a critical right** for all:

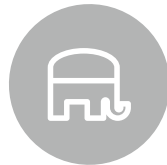
80%

Democrats 2017



71%

Republicans 2017

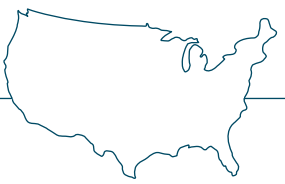


69%

Independents 2017



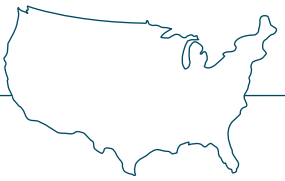
Question: Please indicate if you agree with the following statement: Clean water is a critical right for all people. (percent strongly agree)



Women more strongly believe clean water is a critical right than men:



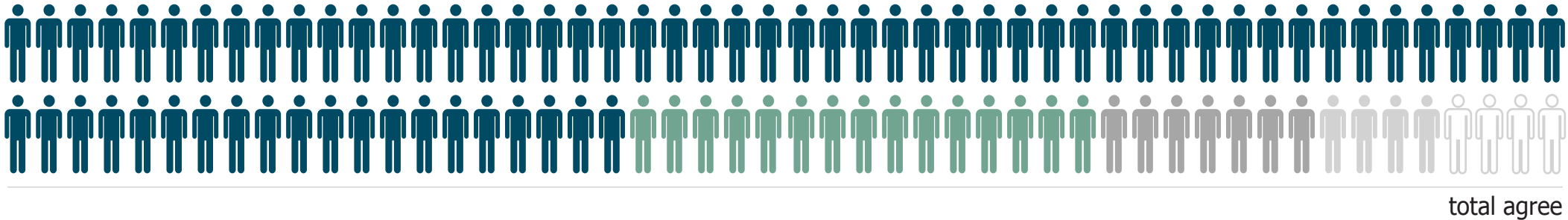
Question: Please indicate if you agree with the following statement: Clean water is a critical right for all people. (percent strongly agree)



A majority of Americans believe that **clean air is a critical right for all:**

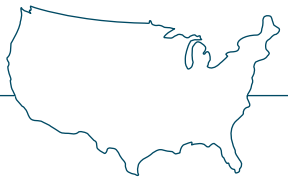
86%

Believe clean air is a critical right for all
U.S. 2017



Strongly agree Not so strongly agree Not so strongly disagree Not concerned at all N/A

Question: Please indicate if you agree with the following statement: Clean air is a critical right for all people. (percent total agree)



College educated women, older Americans, and mothers are **most likely to believe clean air is a critical right for all:**

92%

College educated women 2017



89%

Americans ages 50+ 2017

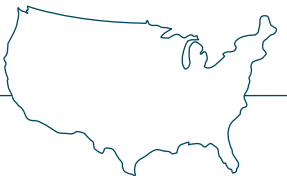


88%

Mothers 2017



Question: Please indicate if you agree with the following statement: Clean air is a critical right for all people. (percent total agree)



Independents are **least likely to believe clean air is a critical right** for all:

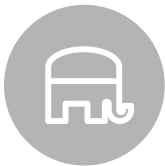
88%

Democrats 2017



86%

Republicans 2017

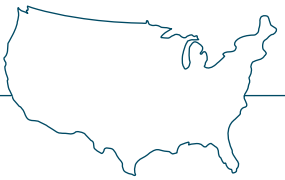


78%

Independents 2017



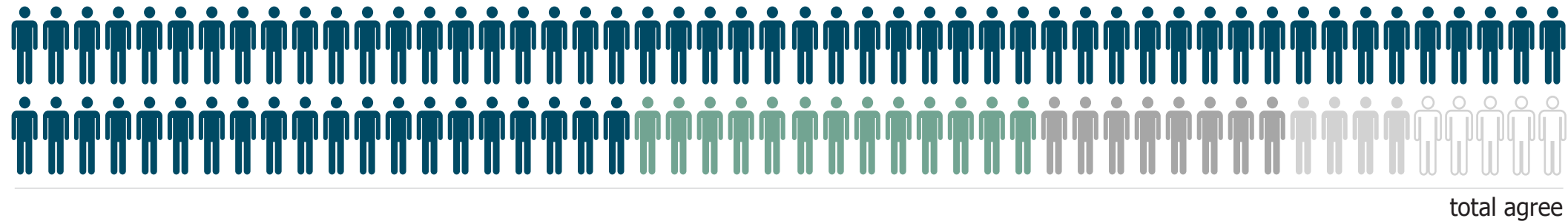
Question: Please indicate if you agree with the following statement: Clean air is a critical right for all people. (percent total agree)



Americans believe **clean energy is a critical right for all:**

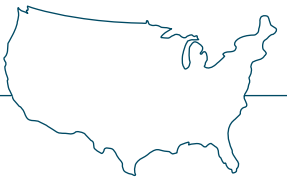
84%

Believe everyone has a right to clean energy that does not pollute the air or water
U.S. 2017



Strongly agree Not so strongly agree Not so strongly disagree Not concerned at all N/A

Question: Please indicate if you agree with the following statement: Everyone has a right to clean energy that does not pollute the air or water. (percent total agree)



Older Democrats, fathers, and westerners are **most likely to believe clean energy is a right for all:**

95%

Democrats ages 50+ 2017



88%

Fathers 2017



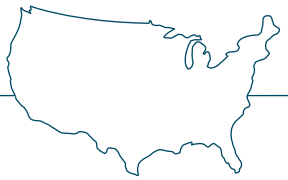
86%

Westerners 2017



Question: Please indicate if you agree with the following statement: Everyone has a right to clean energy that does not pollute the air or water. (percent total agree)

Independents are **least likely to believe clean energy is a critical right** for all:



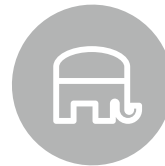
88%

Democrats 2017



81%

Republicans 2017

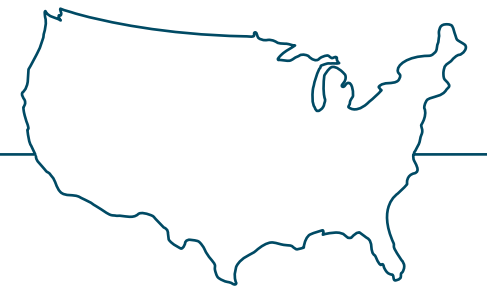


79%

Independents 2017

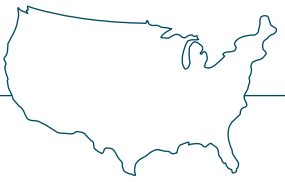


Question: Please indicate if you agree with the following statement: Everyone has a right to clean energy that does not pollute the air or water. (percent total agree)



MORALITY AND CHILDREN

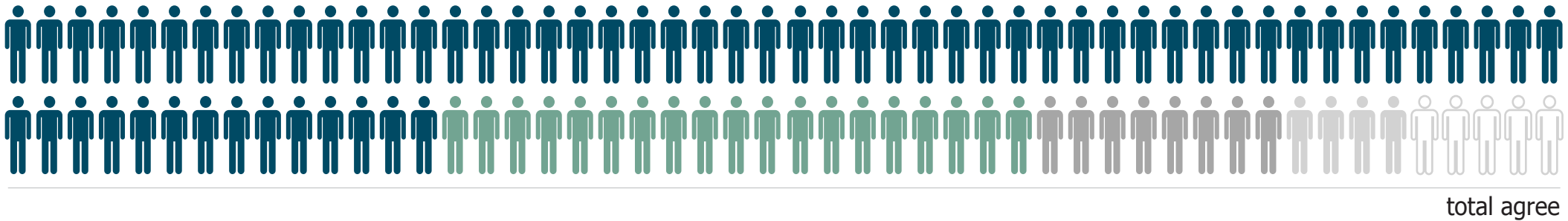
Americans believe we have a responsibility to create a safe and healthy climate for our children.



A majority of Americans believe it is our **moral responsibility to create a healthy climate** for the sake of our children:

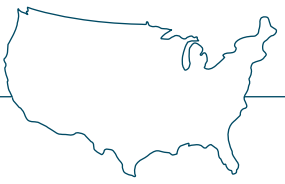
83%

Believe we have a moral responsibility to create a safe and healthy climate for ourselves and our children
U.S. 2017



Strongly agree Not so strongly agree Not so strongly disagree Not concerned at all N/A

Please indicate if you agree with the following statement: We have a moral responsibility to create a safe and healthy climate for ourselves and our children. (percent total agree)



Democrats most **strongly believe in a moral responsibility** to address climate change:

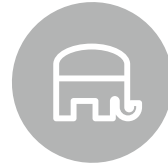
70%

Democrats 2017



56%

Republicans 2017

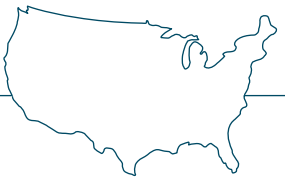


56%

Independents 2017



Question: Please indicate if you agree with the following statement: We have a moral responsibility to create a safe and healthy climate for ourselves and our children. (percent strongly agree)



Latinos are **most likely to believe that we have a moral responsibility to address climate change:**

88%

Latinos 2017



82%

African Americans 2017

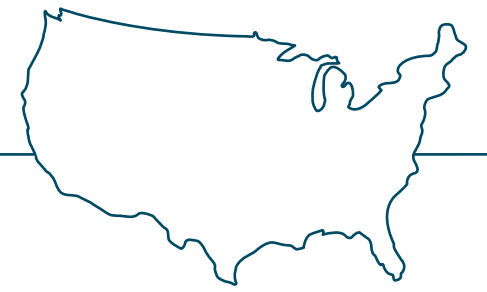


82%

Whites 2017

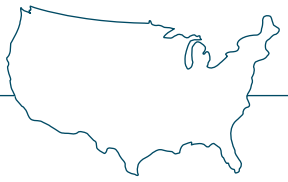


Question: Please indicate if you agree with the following statement: We have a moral responsibility to create a safe and healthy climate for ourselves and our children. (percent total agree)



MOTIVATIONS

Americans are motivated to do more on climate to protect clean air, water, and their families.



Americans want to address climate change to **protect their families, energy, and clean water:**

38%

U.S. 2017



Protect their family

31%

U.S. 2017



Use more renewable and less polluting energy

30%

U.S. 2017



Protect clean water

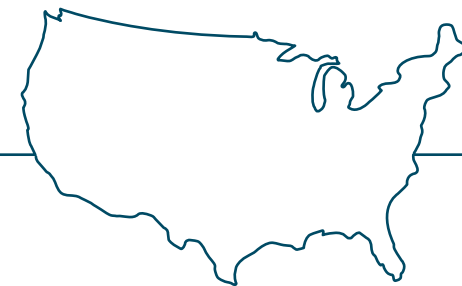
27%

U.S. 2017



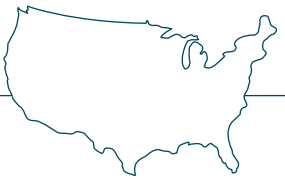
Reduce pollution

Question: Which of the following reasons best explains why you would like to do more to address climate change? (choose one, percent total selected)



OPTIMISM

Americans are optimistic that we can reduce the pollution that is causing climate change.



A majority of Americans are **hopeful about our ability to reduce climate pollution**, with a notable increase in those who are strongly hopeful:

76%

Are hopeful we can reduce the pollution that is causing climate change
U.S. 2017

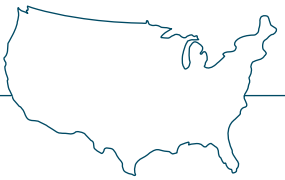
-1 point from 2015

Notable shift

51%

Strongly hopeful 2017

+4 points from 2015



However, there has been an **increase in fatalism** about the issue:

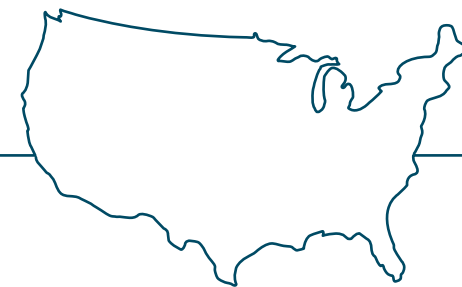
36%

Believe there is nothing we can do to stop climate change
U.S. 2017



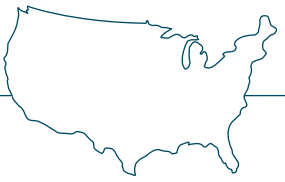
+7 points from 2015

Strongly agree Not so strongly agree Not so strongly disagree Not concerned at all N/A



CLIMATE POLICY

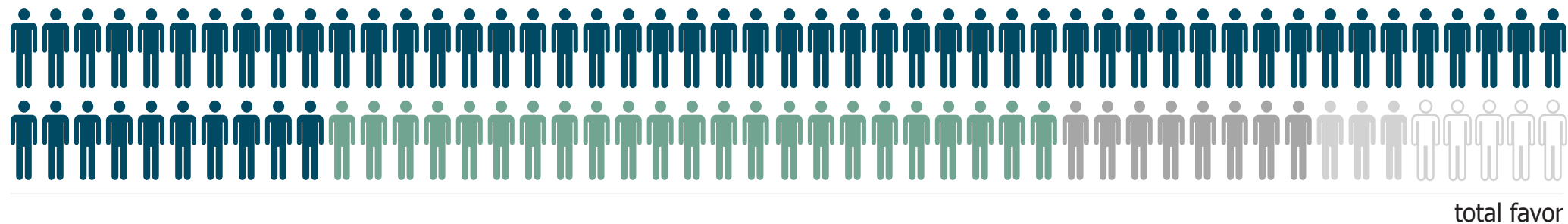
A vast majority of Americans support charging large companies for the climate pollution they create.



Americans want to **charge companies for the pollution they create:**

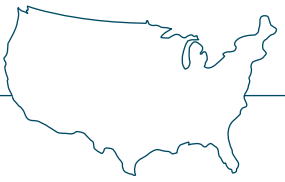
81%

Favor charging corporate polluters for the pollution they create
U.S. 2017



+8 points from 2015

Strongly agree Not so strongly agree Not so strongly disagree Not concerned at all N/A



Midwesterners, men over 50, and Republicans had the **largest uptick in support** for charging companies for the climate pollution they create:

81%

Favor charging corporate polluters for the pollution they create
U.S. 2017

+8 points from 2015

Notable shifts

82%

Midwest 2017

+12 points from 2015



81%

Men over 50 2017

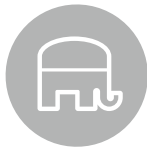
+16 points from 2015

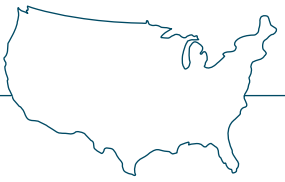


75%

Republicans 2017

+16 points from 2015





Democrats are most **likely** to support charging corporate polluters:

89%

Democrats 2017



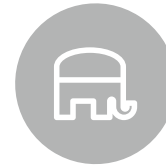
81%

Independents 2017

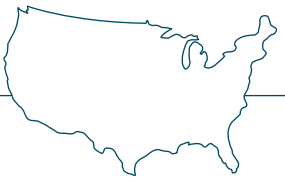


75%

Republicans 2017



Question: Please indicate how strongly you favor or oppose the following: Charging corporate polluters a fee for the pollution they create. (percent total favor)



A majority of demographics support charging corporate polluters:

87%

African Americans 2017



82%

Latinos 2017

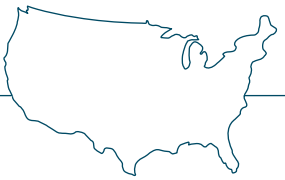


81%

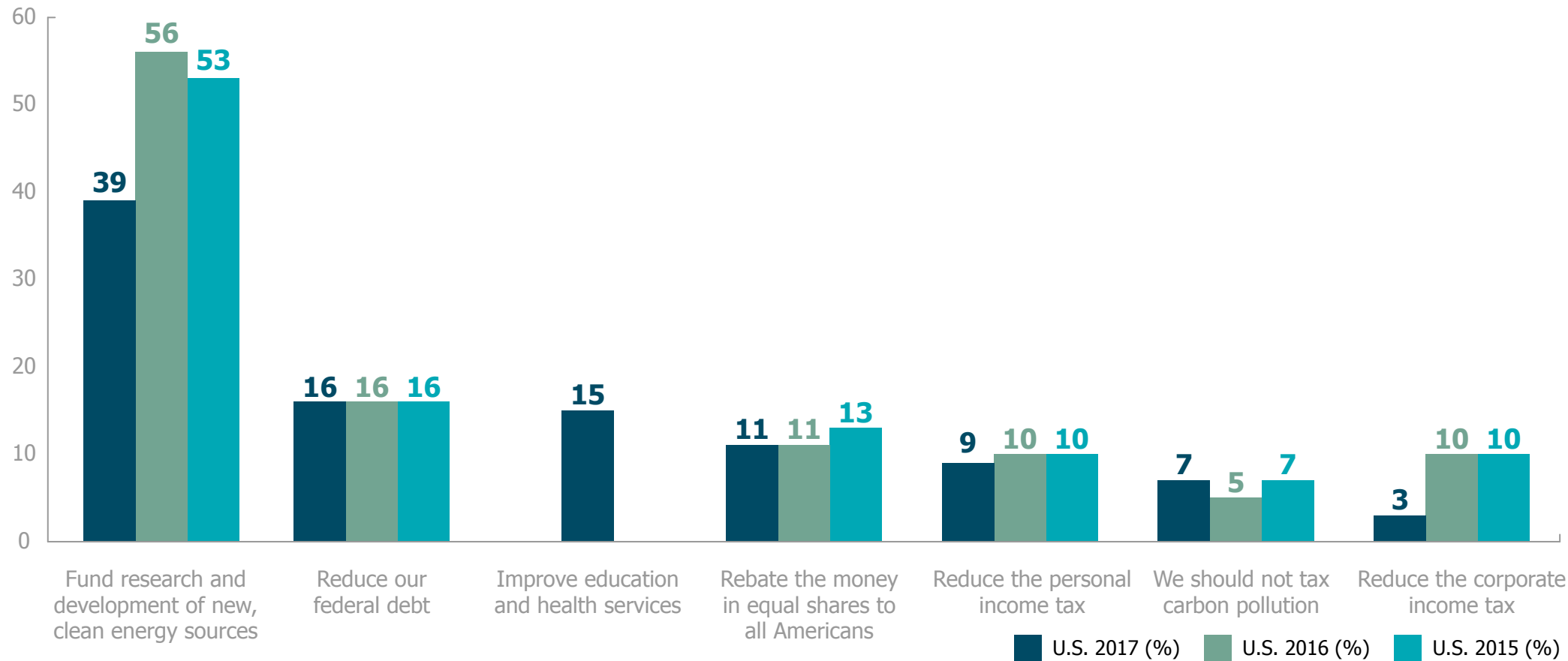
Whites 2017



Question: Please indicate how strongly you favor or oppose the following: Charging corporate polluters a fee for the pollution they create. (percent total favor)

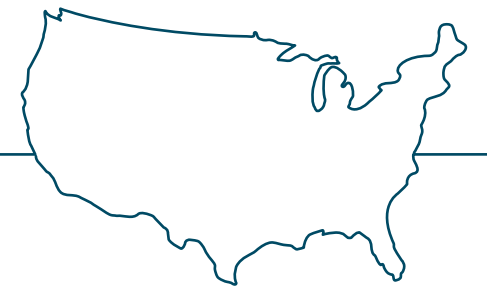


Out of many competing options, **Americans favor funding clean energy most** for how we should use money collected from pollution fees:



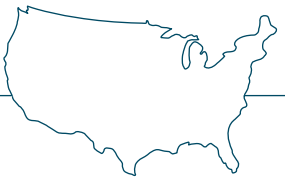
Question: If there were a fee on the pollution that causes climate change, how should we use the money? (choose one, percent total selected)

*Note: "Improve education and health services" was added to 2017 survey, no data for 2016 or 2015

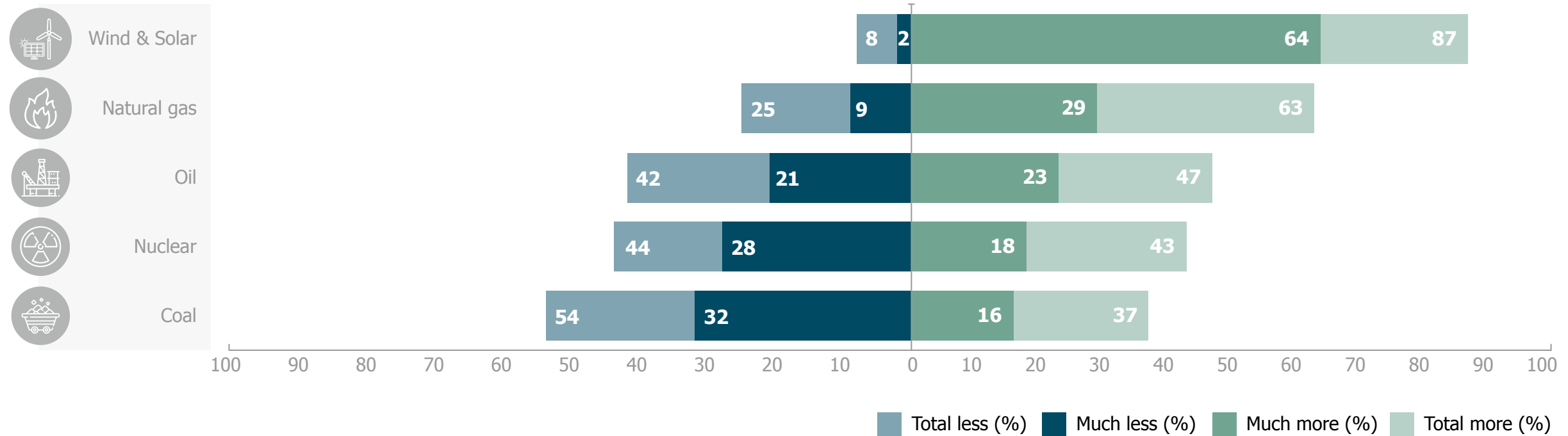


ENERGY

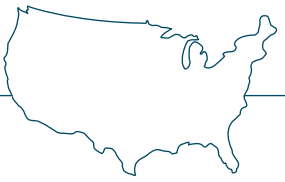
Although the strongest support lies in clean energy, there is a return in American support for coal and oil production.



Most Americans **support producing more clean energy** and less coal:



Question: How much more or less do you think the U.S. should be producing energy from each source than it is today? (total agree)



However, there are **increases in support for more coal production:**

37%

Say the U.S. should be producing more coal
U.S. 2017



+7 points from 2016

Notable shifts

46%

Parents 2017

+14 points from 2016



43%

Millennials 2017

+13 points from 2016



41%

Post graduates 2017

+22 points from 2016



39%

White women 2017

+10 points from 2016

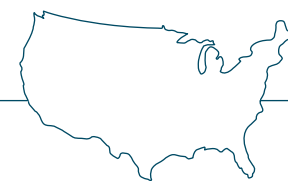


37%

Moderates 2017

+9 points from 2016





Support for producing more clean energy spans political party:

89%

Democrats 2017



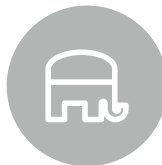
86%

Independents 2017



85%

Republicans 2017



Question: How much more or less do you think the U.S. should be producing energy from each source than it is today? (total agree, more wind and solar)



There is also a slight **uptick** in support for more oil production:

47%

Say the U.S. should be producing more oil
U.S. 2017

+5 points from 2016

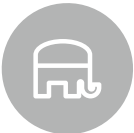


Notable shifts

57%

Republicans under 50 2017

+11 points from 2016



52%

Men under 50 2017

+11 points from 2016



50%

Mothers 2017

+11 points from 2016



43%

Westerners 2017

+10 points from 2016

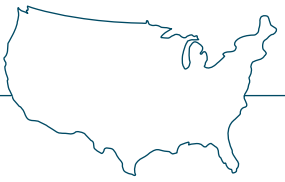


40%

Democratic men 2017

+13 points from 2016





Overall there is **declining support for natural gas**, however there were notable upticks:

63%

Say the U.S. should be producing more natural gas
U.S. 2017

+ 2 points from 2016



Notable shifts

70%

Non-college men 2017

+ 7 points from 2016



70%

Northeast 2017

+ 9 points from 2016



66%

Men under 50 2017

+ 11 points from 2016

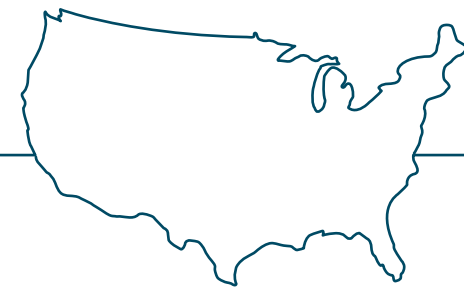


62%

Latinos 2017

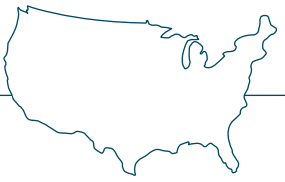
+ 6 points from 2016





ROLE OF GOVERNMENT

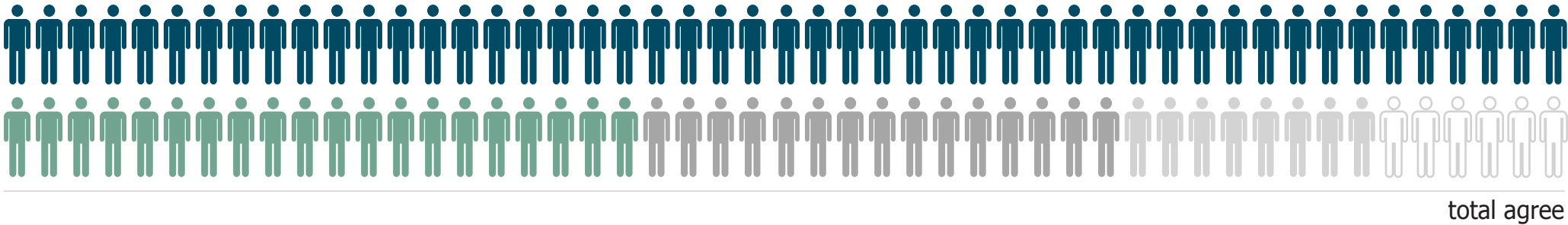
A majority of Americans believe our government needs to protect us from the impacts of climate change, but it is too broken to address it.



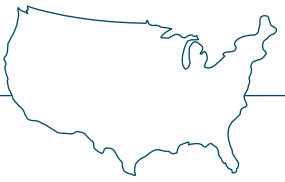
Many Americans believe our **government should protect us from climate impacts:**

70%

Believe our government needs to protect all people from the impacts of extreme weather
U.S. 2017



Strongly agree Not so strongly agree Not so strongly disagree Not concerned at all N/A



Democrats are **most likely to believe our government should protect us** from climate impacts:

84%

Democrats 2017



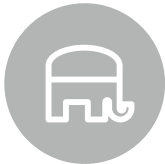
68%

Independents 2017

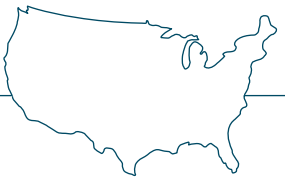


56%

Republicans 2017



Question: Please indicate if you agree with the following statement: The government needs to protect all people from the impacts of extreme weather. (percent total agree)



African Americans and Latinos are **most likely to believe our government should protect us** from climate impacts:

82%

African Americans 2017



81%

Latinos 2017

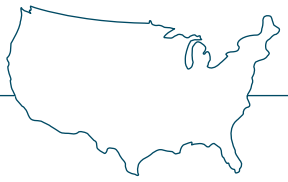


66%

Whites 2017



Question: Please indicate if you agree with the following statement: The government needs to protect all people from the impacts of extreme weather. (percent total agree)

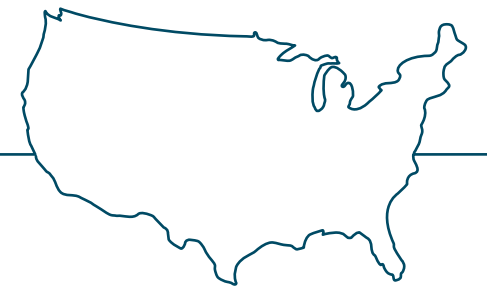


However, most are skeptical of the **government's ability to address climate change:**

68%
U.S. 2017

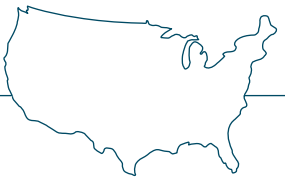


We could address climate change effectively, but our government is broken and can't agree on how to do it

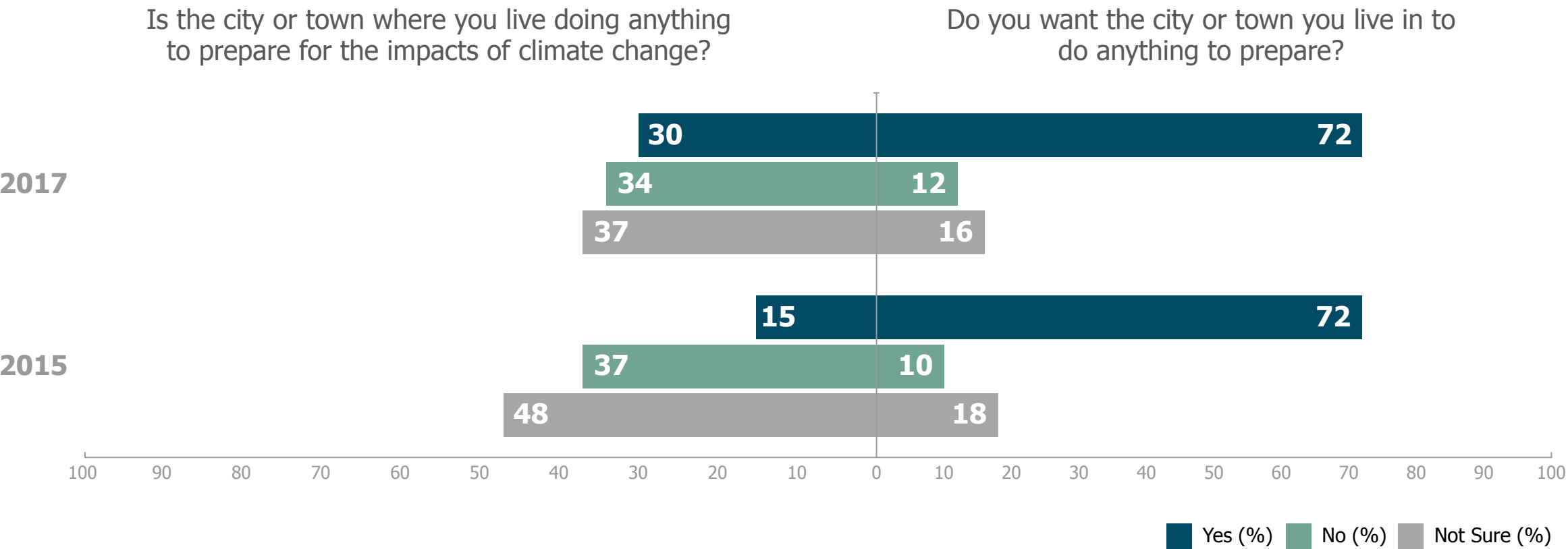


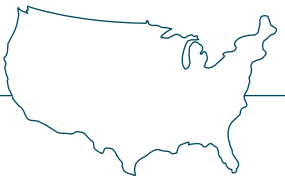
COMMUNITIES

Americans want their communities to prepare for climate change and act on solutions.



Americans want their communities to prepare for climate impacts, but many are not sure whether or not their city or town is doing so:

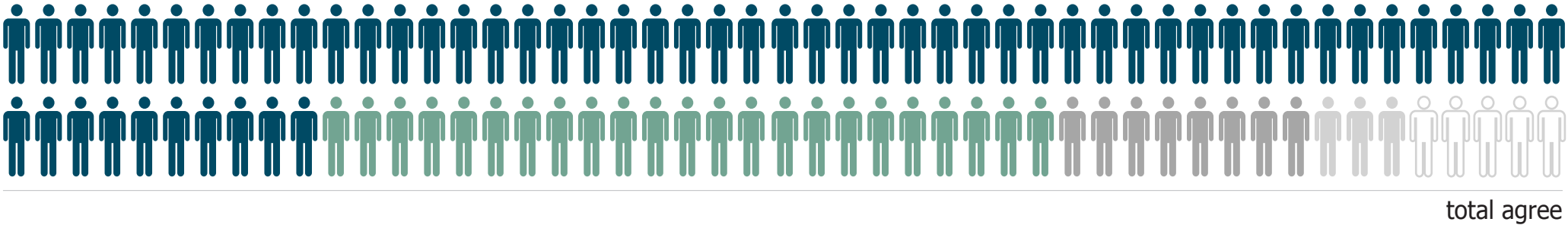




A majority of Americans believe **communities need to prepare for floods and droughts** and droughts:

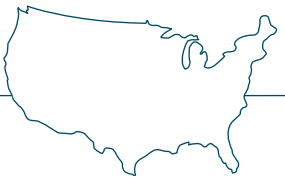
83%

Believe communities need to prepare for floods and droughts and minimize their impact
U.S. 2017



Strongly agree Not so strongly agree Not so strongly disagree Not concerned at all N/A

Question: Please indicate if you agree or disagree: Communities need to prepare for floods and droughts and minimize their impacts. (percent total agree)



While a majority want their city to **prepare for climate impacts, urban areas lead:**

78%

Urban areas 2017



69%

Suburban areas 2017

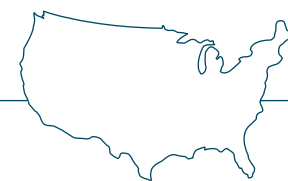


63%

Rural areas 2017



Question: Do you want the town or city where you live to do anything to prepare for the impacts of climate change, or not? (percent total agree)



Across party lines, **Americans believe in community preparedness**, but Democrats lead:

85%

Democrats 2017



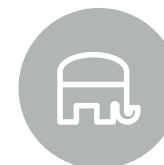
70%

Independents 2017

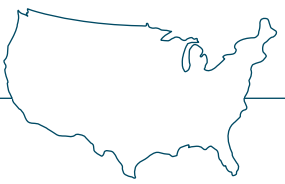


61%

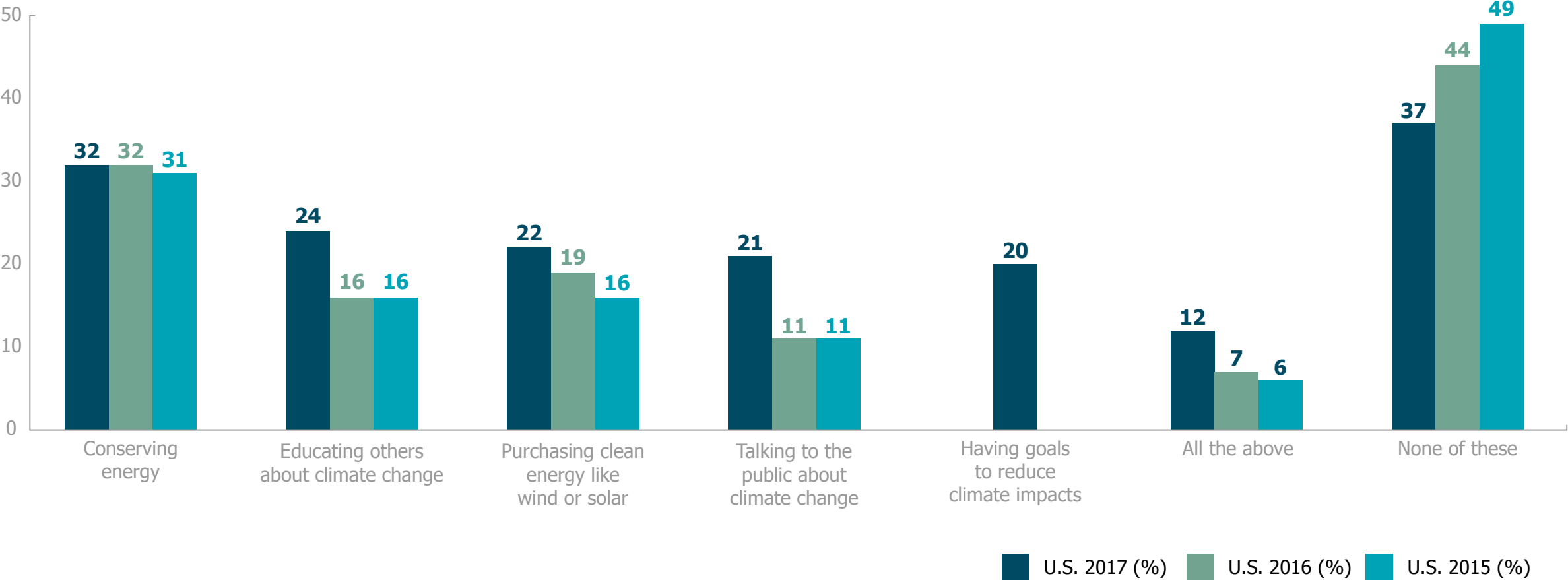
Republicans 2017



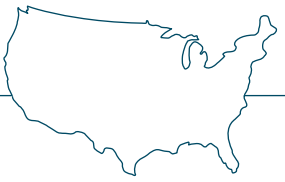
Question: Do you want the town or city where you live to do anything to prepare for the impacts of climate change, or not? (percent total agree)



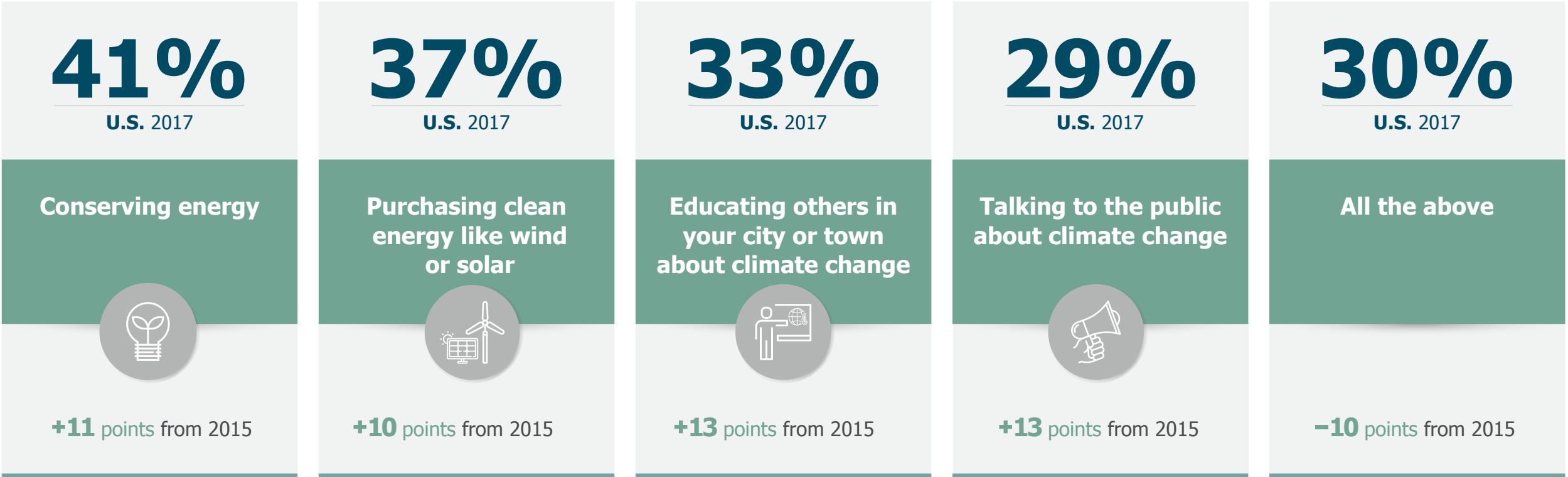
Out of many climate actions, Americans report most that their **city is conserving energy**:



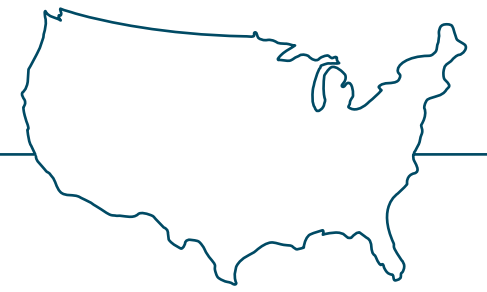
Question: Is your city or town taking any of the following actions on climate change? Mark all that apply. (percent total agree)



An increasing number of Americans **want their communities to take action on climate** across several categories:

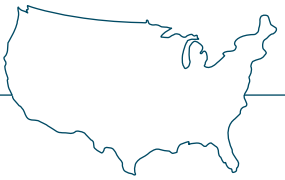


Question: What actions do you wish your city or town were taking on climate change? Mark all that apply. (percent total agree)

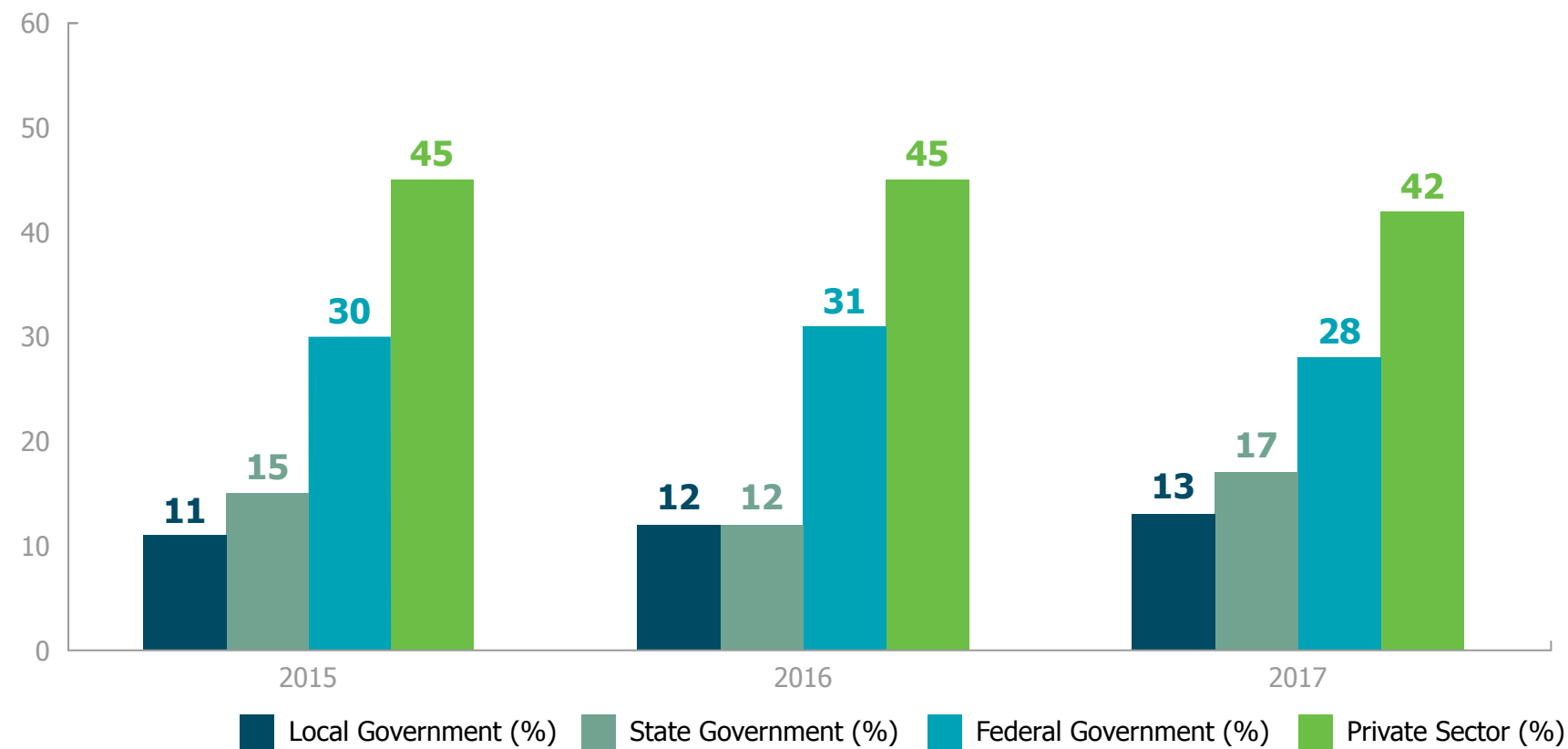


CLIMATE SOLUTIONS

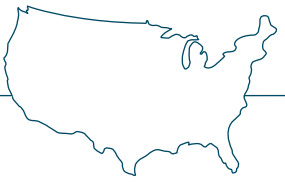
Americans believe the private sector is most likely to advance climate solutions.



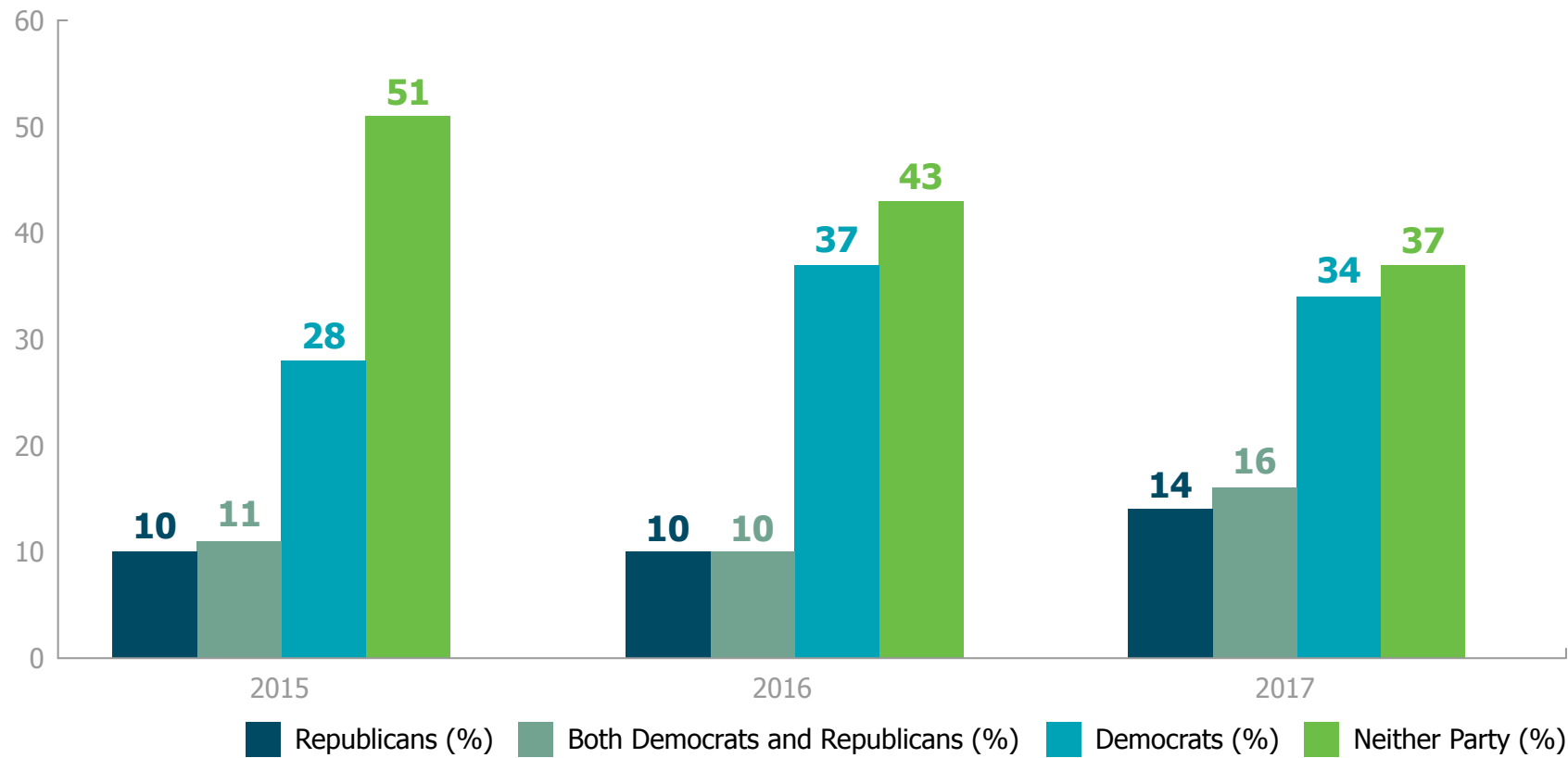
Americans believe the **private sector is most likely to advance climate solutions:**



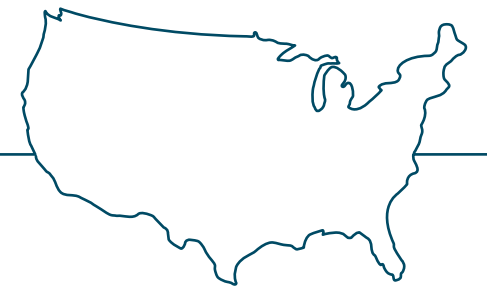
Question: Which of the following do you think is most likely to advance solutions on climate change? (percent total agree)



Americans say neither party or Democrats are **doing a better job at advancing solutions:**

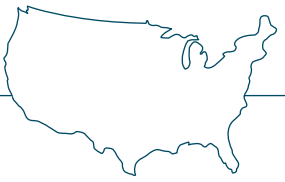


Question: Which political party do you think is doing a better job at advancing solutions to climate change? (percent total agree)



BENEFITS

Americans believe taking steps to prevent climate change can improve our health, economy, and jobs.



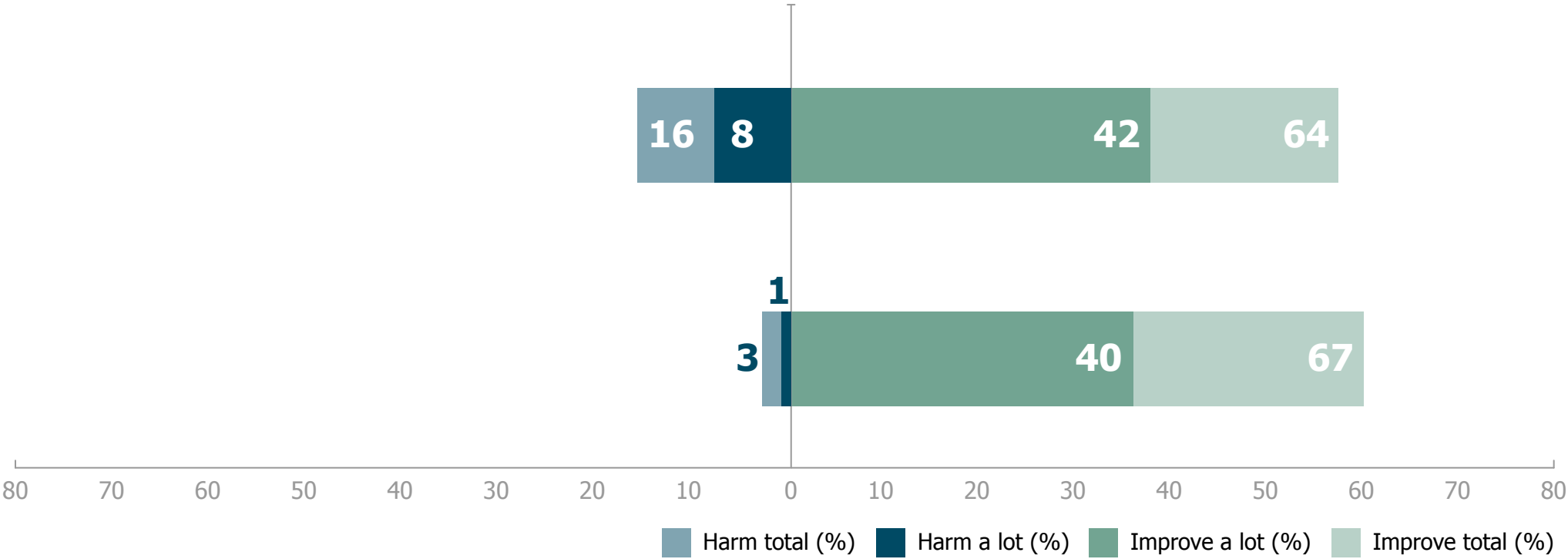
Most Americans believe addressing climate change will **improve our economy and health:**



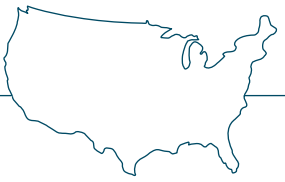
Economy



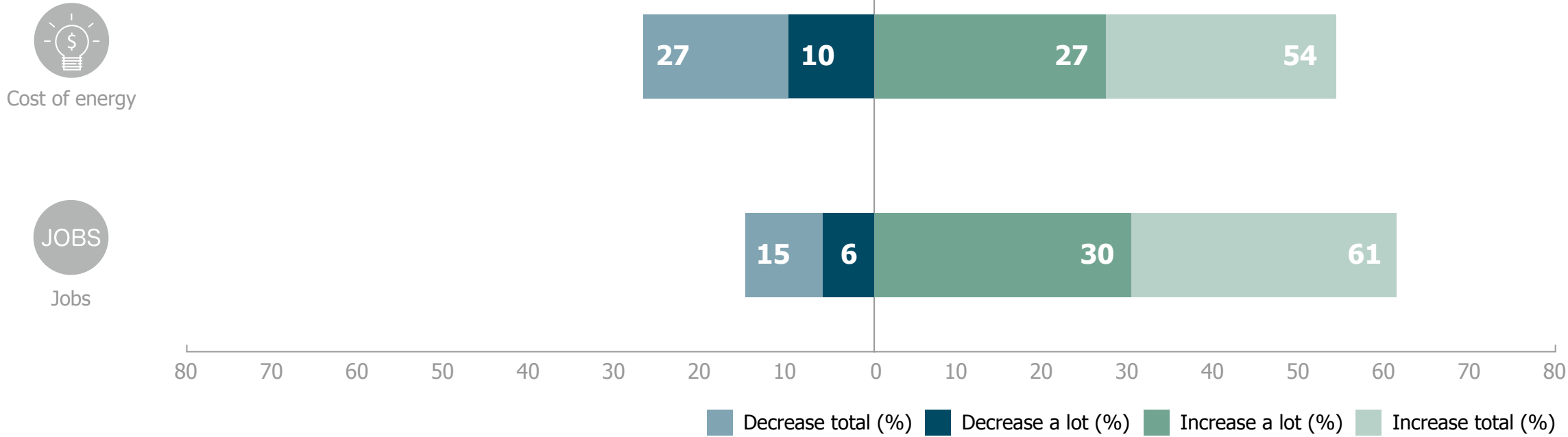
Health



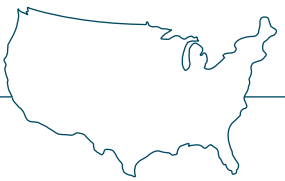
Question: If the United States took steps to help prevent future climate change, would it affect the economy/your health?



Many Americans believe **addressing climate change will improve jobs**, but they also think it will **increase the cost of energy**:



Question: If the United States took steps to help prevent future climate change, would it affect the cost of energy for consumers/jobs?



More Americans are now seeing the **economic benefit of climate solutions**, with the largest increases in adults under 30, Latinos, and men:

64%

Say taking steps to help prevent future climate change would help the economy
U.S. 2017

+11 points from 2015



Notable shifts

77%

Under 30 years 2017

+20 points from 2015



76%

Latinos 2017

+12 points from 2015

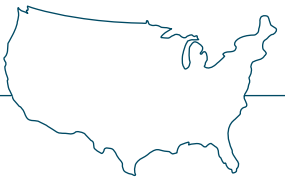


64%

Men 2017

+16 points from 2015





There are notable upticks for both Democrats and Republicans in **believing climate solutions will help the economy “a lot”**:

64%

Say taking steps to help prevent future climate change would help the economy
U.S. 2017

+11 points from 2015



Notable shifts in helping the economy **a lot**

49%

Democrats 2017

+20 points from 2015



38%

Independents 2017

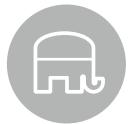
-11 points from 2015

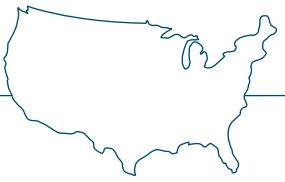


35%

Republicans 2017

+25 points from 2015





A majority of Americans believe **climate solutions will improve their health**, with the greatest increases in belief by men:

67%

Say taking steps to help prevent future climate change would improve health
U.S. 2017

+9 points from 2015



Notable shifts

62%

Non-college educated men 2017

+10 points from 2015



83%

Democratic men 2017

+12 points from 2015

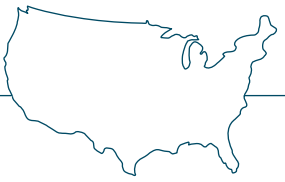


35%

Men in the West 2017

+17 points from 2015





There are also notable upticks across party lines in **believing climate solutions will improve health “a lot”**:

67%

Say taking steps to help prevent future climate change would improve health
U.S. 2017

+9 points from 2015



Notable shifts in helping health **a lot**

50%

Democrats 2017

+18 points from 2015



35%

Independents 2017

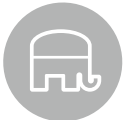
+5 points from 2015

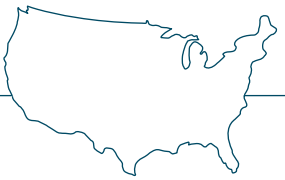


31%

Republicans 2017

+20 points from 2015





More Americans now say climate solutions will increase jobs, partly driven by upticks across party lines who believe **solutions will increase jobs “a lot”**:

61%

Say taking steps to help prevent future climate change would increase jobs

U.S. 2017

+8 points from 2015



Notable shifts in increasing jobs **a lot**

38%

Democrats 2017

+15 points from 2015



23%

Independents 2017

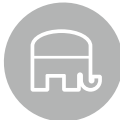
+6 points from 2015

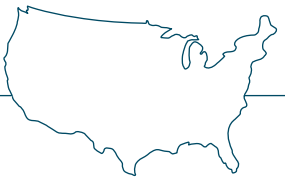


23%

Republicans 2017

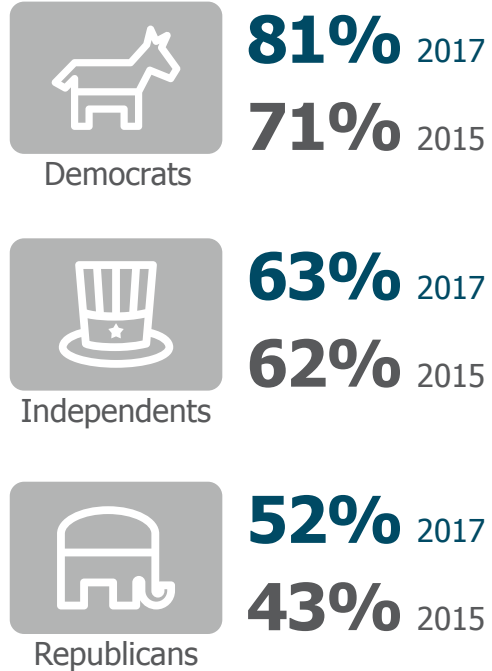
+15 points from 2015



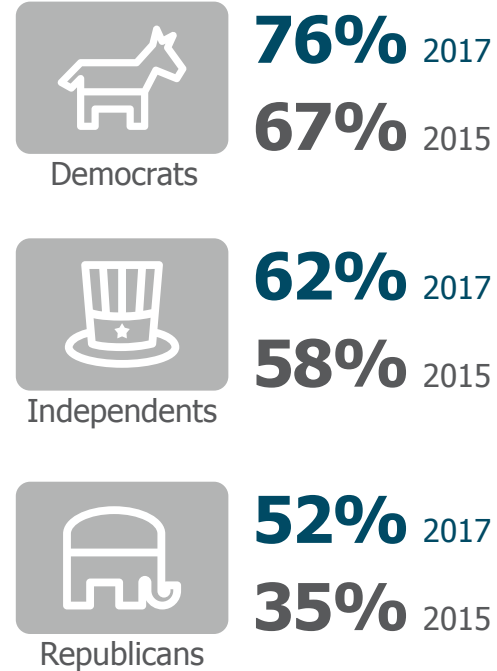


Belief in the **benefits of climate solution by political party**, a summary:

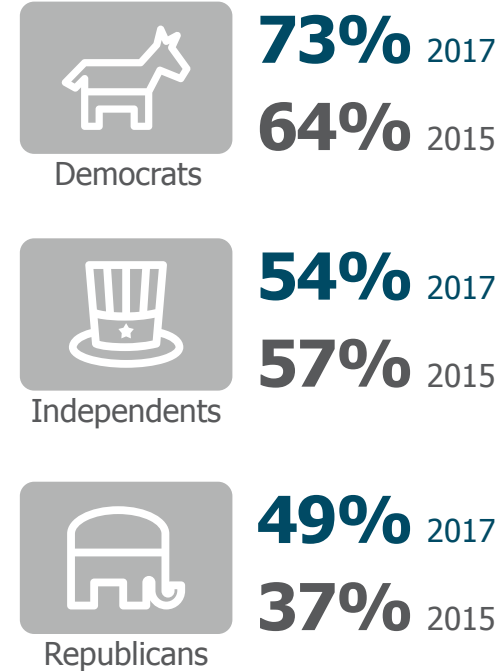
Improve Health



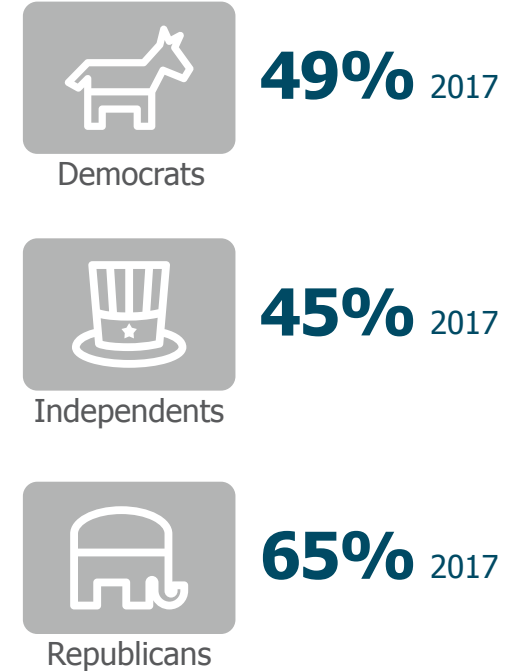
Help Economy



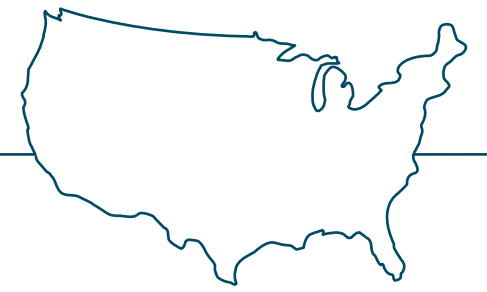
Increase Jobs



Increase Energy Costs

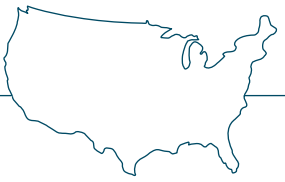


*Note: New question to 2017 survey,
no data for 2016 or 2015

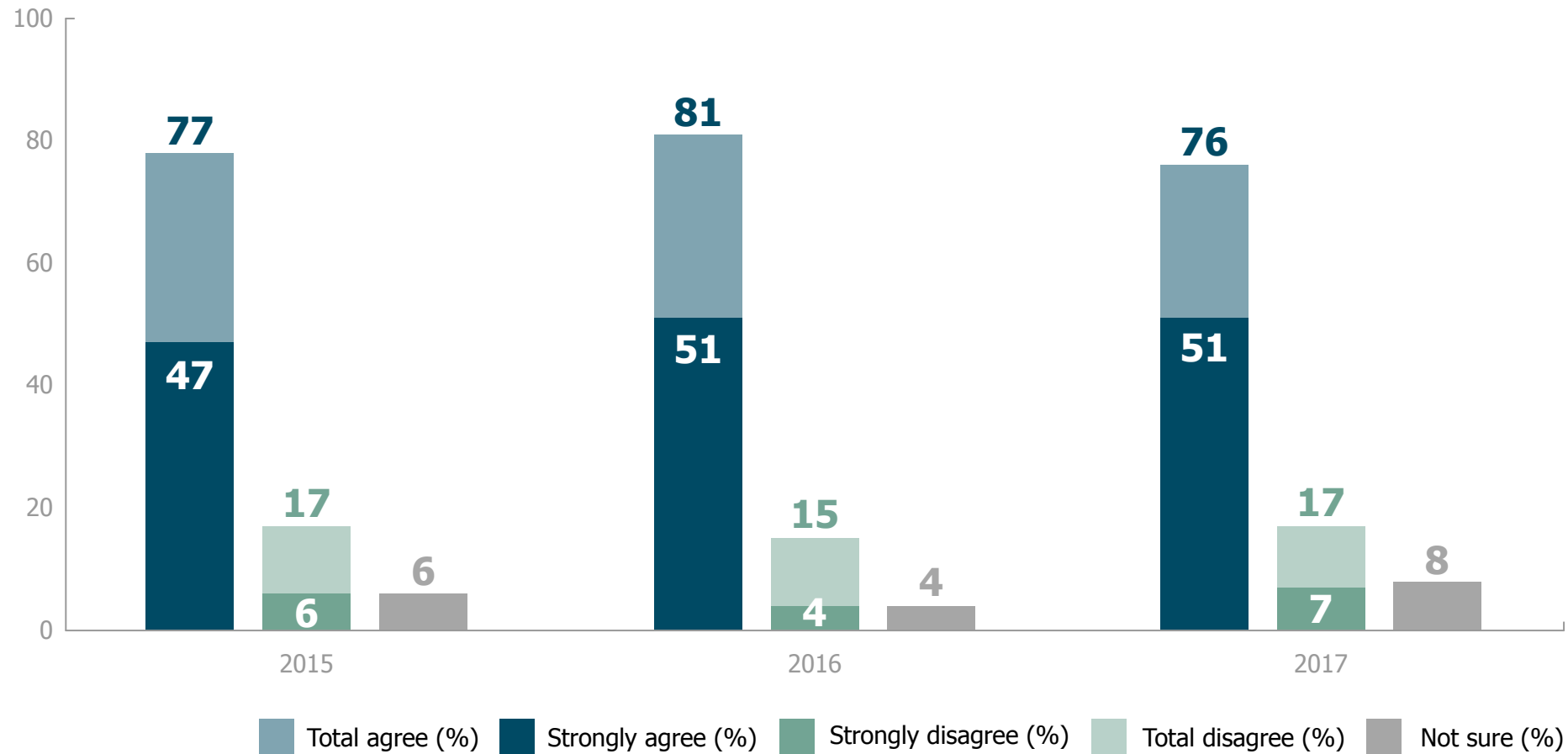


HOPE, URGENCY, AND AGENCY

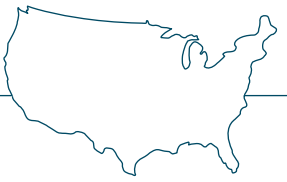
Americans believe we can and must act now on climate, individually and collectively.



Americans remain **hopeful** we can reduce climate pollution:



Question: Please indicate if you agree or disagree: I'm hopeful that we can reduce the pollution that is causing climate change. (percent total agree)



A majority of Americans believe that they personally, and we collectively **can reduce the pollution** that is causing climate change:

76%

U.S. 2017



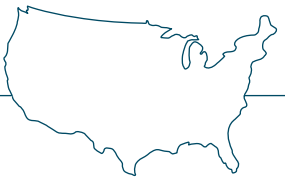
Believe **we** can help reduce the pollution that is causing climate change

68%

U.S. 2017



Believe **I** can help reduce the pollution that is causing climate change



A majority of Americans believe that they personally, and we collectively **need to take action now to reduce the pollution** that is causing climate change:

77%

U.S. 2017



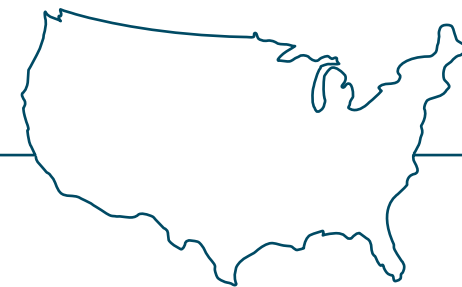
Agree **we** need to take action now to reduce the pollution that is causing climate change

70%

U.S. 2017

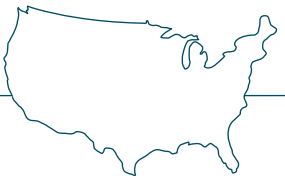


Agree **I** need to take action now to reduce the pollution that is causing climate change



ACTION AND ADVOCACY

Americans are talking more about climate change within their communities and the public. They are also choosing to be more energy efficient and shift to clean energy.



Most Americans are **talking about climate and choosing energy efficient appliances:**

69%

U.S. 2017



Have discussed climate change with family or friends

66%

U.S. 2017



Upgraded appliances or lights at home

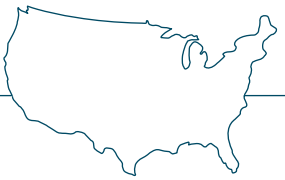
41%

U.S. 2017



Have discussed climate change at work with colleagues

Question: Please indicate which of the following actions you have done personally. (percent total agree)



Americans under 30, Democrats, and non-college educated women are **most likely to have discussed climate change** with family or friends:

77%

Under 30 2017

+8 points from 2015



74%

Democrats 2017

+0 points from 2015



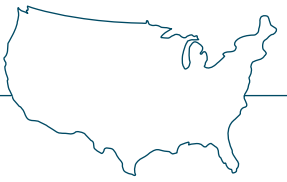
72%

Non-college educated women 2017

+4 points from 2015



Question: Please indicate which of the following actions you have done personally: Discussed climate change with family or friends. (percent total agree)



Notable numbers of Americans are shifting toward **biking and walking, voting for climate candidates, and using public transport:**

39%

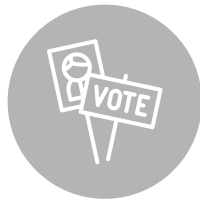
U.S. 2017



Have shifted toward a more energy efficient form of transportation like biking or walking

35%

U.S. 2017



Contacted or voted for a candidate based on his/her support for taking action on climate change

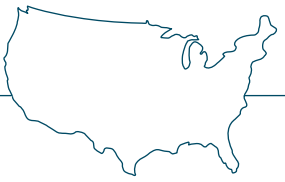
31%

U.S. 2017



Have shifted toward a more energy efficient form of transportation like public transport

Question: Please indicate which of the following actions you have done personally. (percent total agree)



Strong Democrats, Northeast women, African Americans, and young Americans
are driving civic engagement:

35%

Have contacted or voted for an elected official based on their support for taking action on climate change
U.S. 2017



Notable

51%

Strong Democrats 2017



48%

Northeast women 2017



45%

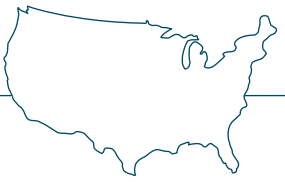
African Americans 2017



44%

Americans under 30 2017





Key climate actions have increased, including **speaking at places of worship, in public and investing in clean energy:**

24%

U.S. 2017

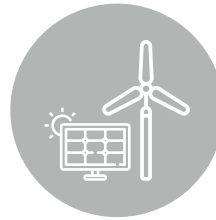


Discussed climate change
at their place of worship

+10 points from 2015

22%

U.S. 2017



Have purchased clean energy
like wind or solar for their home

+9 points from 2015

16%

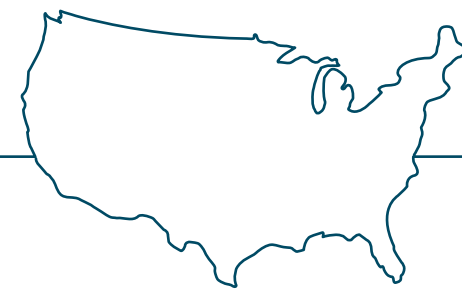
U.S. 2017



Have spoke at a public gathering
about the importance of doing
something about climate change

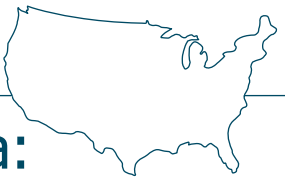
+9 points from 2015

Question: Please indicate which of the following actions you have done personally. (percent total agree)

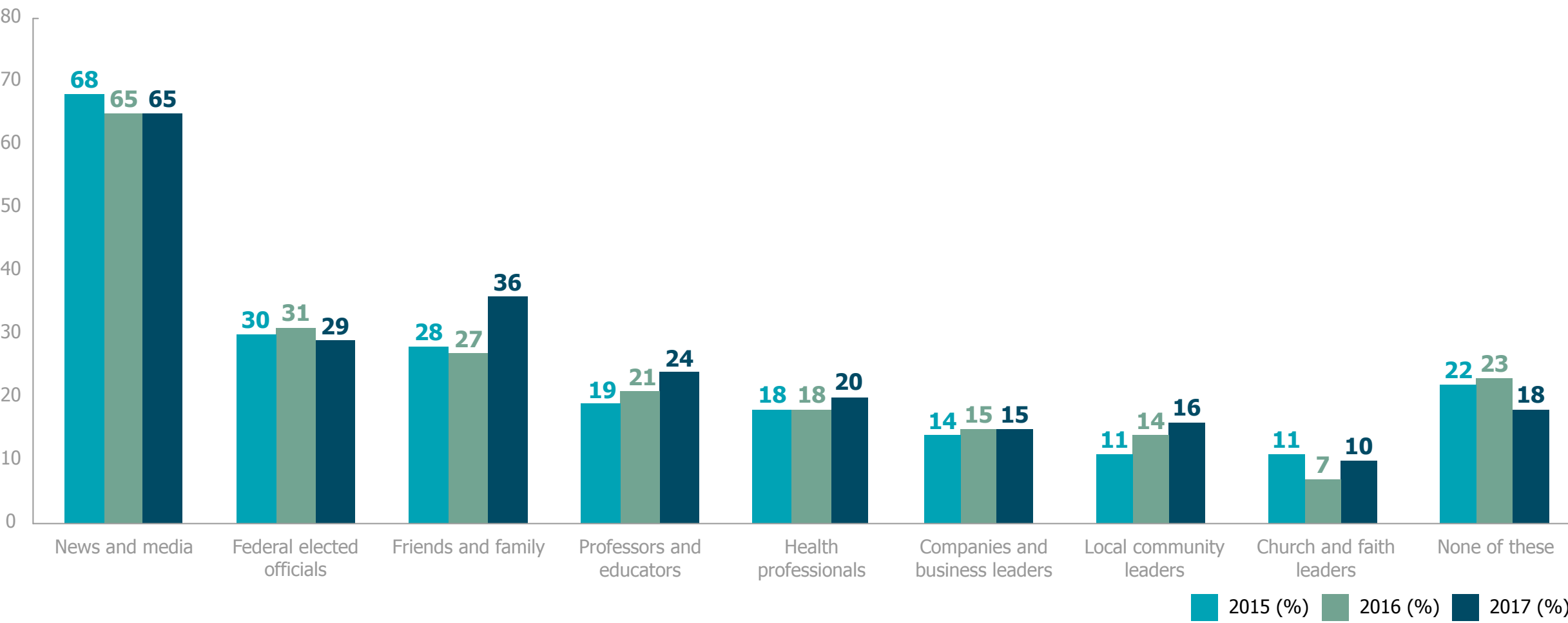


SOURCES OF CLIMATE INFORMATION

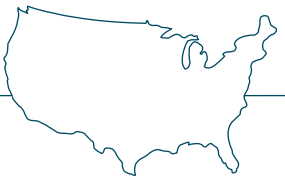
Americans hear about climate change most often from the media, but are increasingly hearing from friends and family.



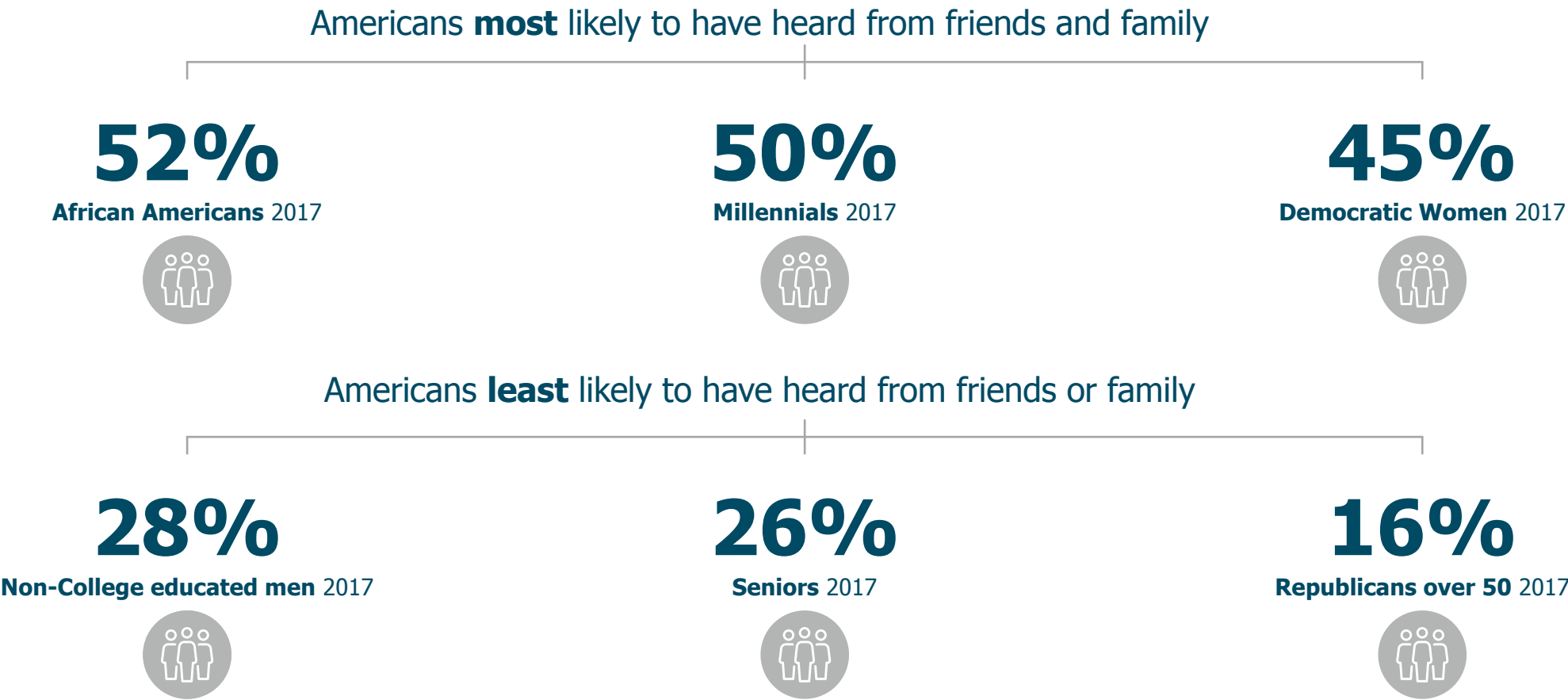
Most Americans **receive information about climate change** via news and media:

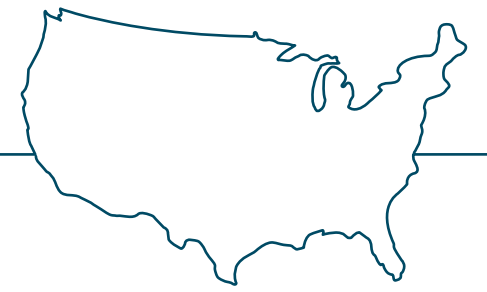


Question: Have you heard or read anything recently about climate change from any of the following? (percent total agree)



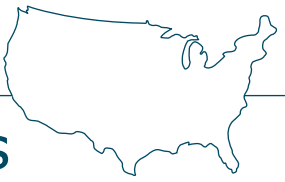
African Americans, Millennials, and Democratic women are **most likely hearing about climate change from friends and family**, Republicans are among the least likely:



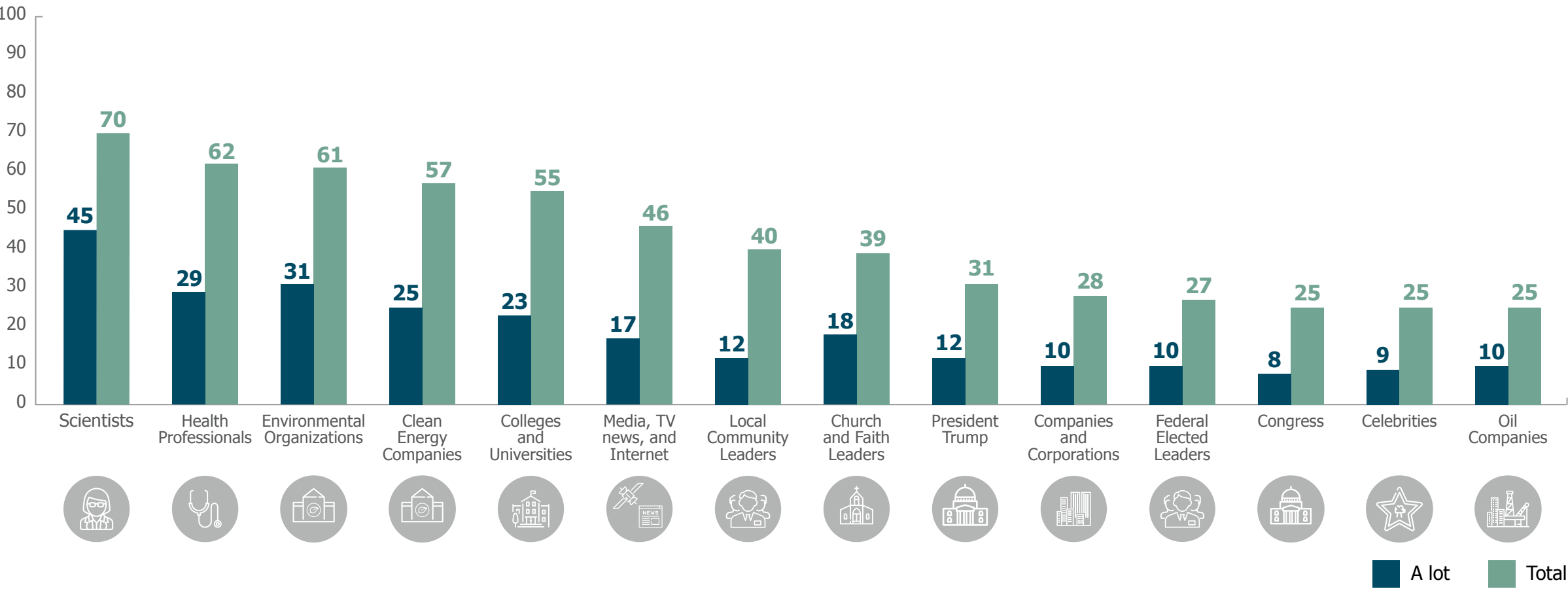


TRUSTED MESSENGERS

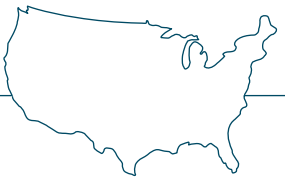
Americans increasingly trust a variety of climate messengers, while trust for the President has waned.



Americans **trust scientists the most on climate**, followed by health professionals and environmental organizations:



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



Trust in key messengers is increasing, such as in local community leaders:

40%

**Trust local
community leaders**
2017

+14 points from 2015



28%

**Trust companies
and corporations**
2017

+13 points from 2015



25%

Trust celebrities
2017

+13 points from 2015



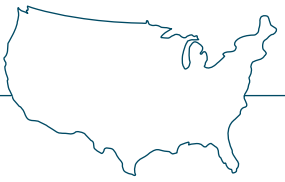
25%

Trust Congress
2017

+11 points from 2015



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



However, **trust in the President has notably declined:**

41%

President Obama 2016

+7 points from 2015



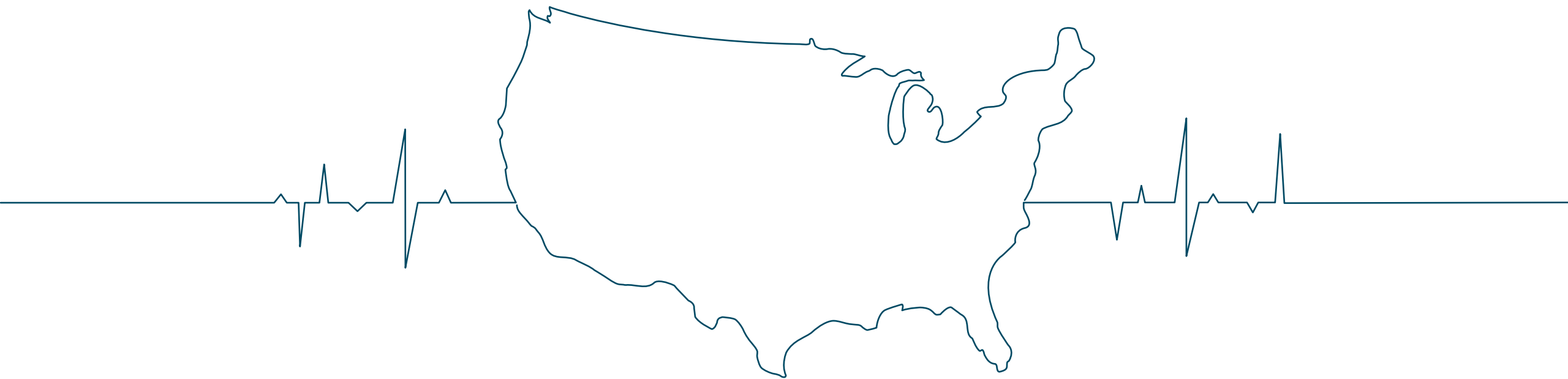
31%

President Trump 2017

-10 points from 2016



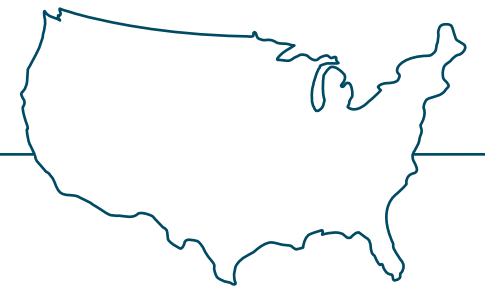
Question: As a source of information about climate change, how much do you trust each of the following? The President. (percent total trust, the President)



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 25-27, 2017. The survey yielded a total of 802 adult responses. 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 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%

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