

Climate Attitudes Differ in Rural, Suburban, and Urban Living

American Climate Perspective 2019, Vol II - Toplines
 Fielded September 14-18th, 2018

	U.S. 2018 (%)	Rural (%)	Suburban (%)	Urban (%)
N=	800	205	282	313

Introduction

Q1. Now you are going to see a series of statements. Please indicate if you agree or disagree with each one.

We have a moral responsibility to create a safe and healthy climate for ourselves and our children.

Strongly agree	71	68	70	75
Not so strongly agree.....	17	19	17	14
Not so strongly disagree.....	6	10	6	4
Strongly disagree	3	3	3	4
Not sure.....	3	0	4	3
Agree	88	87	87	90
Disagree	9	13	9	8

Climate Consensus: It's Happening. We Need More Clean Energy and to Act Now

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.....	80	75	79	84
No, climate change is not happening.....	9	9	9	8
Not sure.....	11	16	12	8

Q3. Have you noticed more severe weather or changing seasonal weather patterns over the last several years, or not?

Yes.....	81	80	79	82
No	15	15	16	13
Not sure.....	5	5	5	4

Q4. Now you are going to see a series of statements. Please indicate if you agree or disagree with each one.

We need to take action now to reduce the pollution that is causing climate change.

Strongly agree	62	57	59	69
Not so strongly agree.....	18	22	20	13
Not so strongly disagree.....	8	10	7	8
Strongly disagree	7	6	8	6
Not sure.....	5	6	6	4
Agree	80	78	79	82
Disagree	15	16	15	14

U.S. 2018 Rural Suburban Urban
(%) (%) (%) (%)

Q5. For each of the following, please indicate if you think the United States should be producing much more, somewhat more, somewhat less, much less, or the same amount of energy from each source as it is today.

Coal

Much more	11	7	10	15
Somewhat more	18	19	19	15
Somewhat less	22	25	22	20
Much less	39	37	41	38
Same as today.....	11	12	8	12

More	29	27	28	30
Less	61	61	63	58

Wind and solar

Much more	69	73	66	68
Somewhat more	20	18	22	20
Somewhat less	4	3	3	5
Much less	3	2	4	2
Same as today.....	5	4	5	6

More	89	90	88	88
Less	6	5	7	7

Urban Americans Report Highest Impact, Believe It Will Harm Those Around Them

Q6. For each of the following issues, please indicate how much they are personally affecting you.

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

A lot.....	35	33	31	42
Some.....	24	24	26	23
A little.....	20	26	22	14
Not at all.....	18	13	19	19
Not sure.....	3	5	2	2

A lot/Some	60	57	57	64
A little/Not at all.....	38	39	41	34

Increased hardships for poorer families

A lot.....	28	28	24	30
Some.....	25	24	24	26
A little.....	18	18	19	18
Not at all.....	22	21	25	20
Not sure.....	7	8	8	6

A lot/Some	52	52	48	57
A little/Not at all.....	41	40	44	37

	U.S. 2018 (%)	Rural (%)	Suburban (%)	Urban (%)
More damage and harm from extreme weather (storms, hurricanes, tornados)				
A lot.....	24	18	23	28
Some.....	25	27	24	25
A little.....	23	28	22	19
Not at all.....	25	24	28	24
Not sure.....	3	3	4	3
A lot/Some	49	45	47	53
A little/Not at all.....	48	52	50	43

Q7. How much do you think climate change will harm each of the following:

People in your community

A great deal.....	25	16	24	32
A moderate amount	35	37	32	37
Only a little	22	29	23	17
Not at all.....	12	13	13	11
Not sure.....	5	5	7	3
A great deal/Moderate amount.....	61	53	57	69
Only a little/Not at all.....	34	42	36	28

Your family

A great deal.....	25	16	24	31
A moderate amount	32	33	32	31
Only a little	23	28	21	21
Not at all.....	15	16	18	13
Not sure.....	6	8	6	4
A great deal/Moderate amount.....	56	49	55	62
Only a little/Not at all.....	38	44	39	34

You personally

A great deal.....	22	16	22	27
A moderate amount	30	30	28	33
Only a little	25	30	24	22
Not at all.....	18	17	21	15
Not sure.....	5	7	5	3
A great deal/Moderate amount.....	53	46	49	60
Only a little/Not at all.....	43	47	46	37

	U.S. 2018 (%)	Rural (%)	Suburban (%)	Urban (%)
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Urban Americans: Most Concerned, Believe Few Others Around Share Their Concern

Q8. How personally concerned are you about climate change?

Very concerned.....	40	30	39	48
Somewhat concerned	32	39	28	32
A little concerned.....	14	15	19	10
Not concerned at all	13	16	14	10
 Concerned.....	 73	 68	 67	 80
Not concerned.....	27	32	33	20

Q9. How concerned do you think other people around you are about climate change?

Very concerned.....	17	12	17	19
Somewhat concerned	40	37	42	40
A little concerned.....	30	32	27	30
Not concerned at all	14	18	14	11
 Concerned.....	 57	 49	 59	 59
Not concerned.....	43	51	41	41

Propensity for Advocacy Increases with Urban Living

Q10. How important is it to you to personally speak out to each of the following about climate change?

Your family

Very important	35	31	31	41
Somewhat important.....	24	20	26	26
A little important.....	18	24	16	15
Not important at all.....	19	22	22	14
Not sure.....	4	2	5	3
 Important.....	 59	 51	 57	 67
Not important.....	37	47	38	30

Elected officials

Very important	35	24	35	42
Somewhat important.....	20	21	19	20
A little important.....	17	17	15	17
Not important at all.....	23	31	23	17
Not sure.....	6	7	8	4
 Important.....	 55	 45	 54	 61
Not important.....	39	48	39	34

	U.S. 2018 (%)	Rural (%)	Suburban (%)	Urban (%)
You friends				
Very important	28	23	26	32
Somewhat important.....	26	19	25	31
A little important.....	20	27	19	18
Not important at all.....	22	28	24	16
Not sure.....	4	2	6	3
Important.....	54	43	52	63
Not important.....	42	55	43	34
Your co-workers				
Very important	20	14	18	26
Somewhat important.....	20	17	17	24
A little important.....	20	21	21	19
Not important at all.....	30	35	32	24
Not sure.....	10	12	12	6
Important.....	40	32	35	50
Not important.....	50	56	54	44

Q11. How empowered do you feel to help advance solutions to climate change within each of the following?

My friends and family

Very empowered.....	23	18	23	25
Somewhat empowered	30	30	26	33
A little empowered.....	23	23	25	21
Not at all empowered	18	20	19	15
Not sure.....	7	8	8	6
Empowered.....	52	48	49	58
Not empowered.....	40	43	44	36

My community

Very empowered.....	16	9	14	21
Somewhat empowered	23	17	22	29
A little empowered.....	27	32	29	21
Not at all empowered	26	32	26	22
Not sure.....	8	10	9	6
Empowered.....	39	27	36	50
Not empowered.....	53	63	56	44

	U.S. 2018 (%)	Rural (%)	Suburban (%)	Urban (%)
Nationally				
Very empowered.....	15	11	14	19
Somewhat empowered.....	19	15	20	21
A little empowered.....	24	19	25	26
Not at all empowered.....	34	45	35	27
Not sure.....	8	9	7	8
Empowered.....	34	26	34	40
Not empowered.....	58	64	59	52
My employer				
Very empowered.....	12	5	12	15
Somewhat empowered.....	14	12	10	18
A little empowered.....	20	16	22	21
Not at all empowered.....	37	47	36	31
Not sure.....	18	19	20	14
Empowered.....	25	17	22	34
Not empowered.....	57	63	58	52

Health Professionals, Media and Local Leaders Are Best Suited to Offer Guidance

Q12. As a source of guidance about climate change, how much do you trust each of the following?

Health professionals

A lot.....	28	30	24	31
Some.....	34	35	30	36
A little.....	23	21	28	19
Not at all.....	11	9	13	9
Not sure.....	5	4	5	6
A lot/Some	62	65	55	66
A little/Not at all.....	33	31	41	28

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

A lot.....	9	9	9	9
Some.....	31	23	27	41
A little.....	31	32	32	29
Not at all.....	24	30	28	16
Not sure.....	5	6	5	5
A lot/Some	40	32	36	50
A little/Not at all.....	55	62	60	45

	U.S. 2018 (%)	Rural (%)	Suburban (%)	Urban (%)
Local community leaders				
A lot.....	7	5	9	6
Some.....	26	23	20	33
A little.....	34	38	38	27
Not at all.....	25	23	27	24
Not sure.....	9	11	8	10
A lot/Some	33	28	28	40
A little/Not at all.....	58	62	64	50
The President				
A lot.....	8	8	10	7
Some.....	15	28	11	9
A little.....	13	13	9	16
Not at all.....	57	42	64	60
Not sure.....	8	8	6	9
A lot/Some	23	36	21	15
A little/Not at all.....	69	55	73	76
Federal elected officials				
A lot.....	4	2	2	7
Some.....	15	19	9	17
A little.....	30	22	37	30
Not at all.....	46	51	47	41
Not sure.....	6	6	6	5
A lot/Some	18	21	10	24
A little/Not at all.....	76	73	83	71

	U.S. 2018 (%)	Rural (%)	Suburban (%)	Urban (%)
DEMOGRAPHICS				
Political Party				
Republican.....	34	41	39	26
Independent	12	17	10	12
Democrat	44	30	43	54
Other	6	9	4	6
Age				
18 - 24.....	12	11	9	14
25 - 29.....	10	6	8	14
30 - 34.....	9	9	9	10
35 - 39.....	8	6	11	8
40 - 44.....	8	7	8	9
45 - 49.....	8	6	9	10
50 - 54.....	7	8	7	6
55 - 59.....	10	16	8	8
60 - 64.....	9	12	11	5
65 - 69.....	10	14	10	8
70 - 74.....	5	3	7	6
Over 74.....	3	3	4	3
Gender				
Male.....	49	41	52	51
Female	51	59	48	48
Region				
New England.....	5	6	5	4
Middle Atlantic.....	13	12	16	11
East North Central.....	14	15	15	12
West North Central.....	7	11	3	8
South Atlantic.....	20	22	24	14
East South Central.....	6	7	3	8
West South Central.....	12	11	10	14
Mountain.....	7	5	7	8
Pacific.....	16	9	16	21
Race or Ethnicity				
White/Caucasian.....	65	75	68	56
Black/African American	12	8	9	17
Hispanic/Latino.....	16	10	17	19
Asian/Pacific Islander	5	1	7	6
Native American/American Indian.....	3	7	1	3
Other	3	1	2	5

Methodology

ecoAmerica and Lake Research Partners designed and administered this survey, which was conducted online September 14-16, 2018. The survey yielded a total of 800 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 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%.

Suggested Citation

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