



Climate Education Partners
.....SAN DIEGO REGION
For San Diego's Future

San Diegans' Attitudes Toward Climate Change

*Key Findings From a Survey of San Diego Residents
Conducted December 9-19, 2012*

320-545

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

DAVE METZ & LORI WEIGEL



**PUBLIC OPINION
STRATEGIES**

FM3

Methodology

- 1,211 telephone interviews with residents of San Diego County
 - *Interviews conducted between December 9-19, 2012*
 - *Interviews on both landlines and cell phones*
 - *Interviewing in English and Spanish*
- Margin of sampling error of +/- 2.8%
- Some percentages may not sum to 100% due to rounding
- Comparisons to 2011 San Diego survey (with modifications to question order) as well as 2012 national “Six Americas” survey
- Bipartisan research team of Fairbank, Maslin, Maullin, Metz & Associates (D) and Public Opinion Strategies (R)

Key Findings

- San Diegans continue to believe that climate change is happening, and most (more than elsewhere in the country) view it as a serious concern.
- A plurality of San Diegans – though fewer than is the case nationally – think that climate change is mainly caused by human activities.
- Most San Diegans say that recent extreme weather has increased their concern about climate change – though primarily among those who were already concerned about the issue.
- Only about one-third of San Diegans identify strongly as “a part of the community that is concerned about climate change.”
- About half of San Diegans – slightly fewer than last year – feel strongly that their actions can make a difference on climate change, with the leading example being their confidence that they can reduce their water and energy use.
- Receiving additional information about climate change tends to increase concern among younger residents, people of color, women, Democrats and lower-income residents.



Existing Attitudes and Beliefs About Climate Change

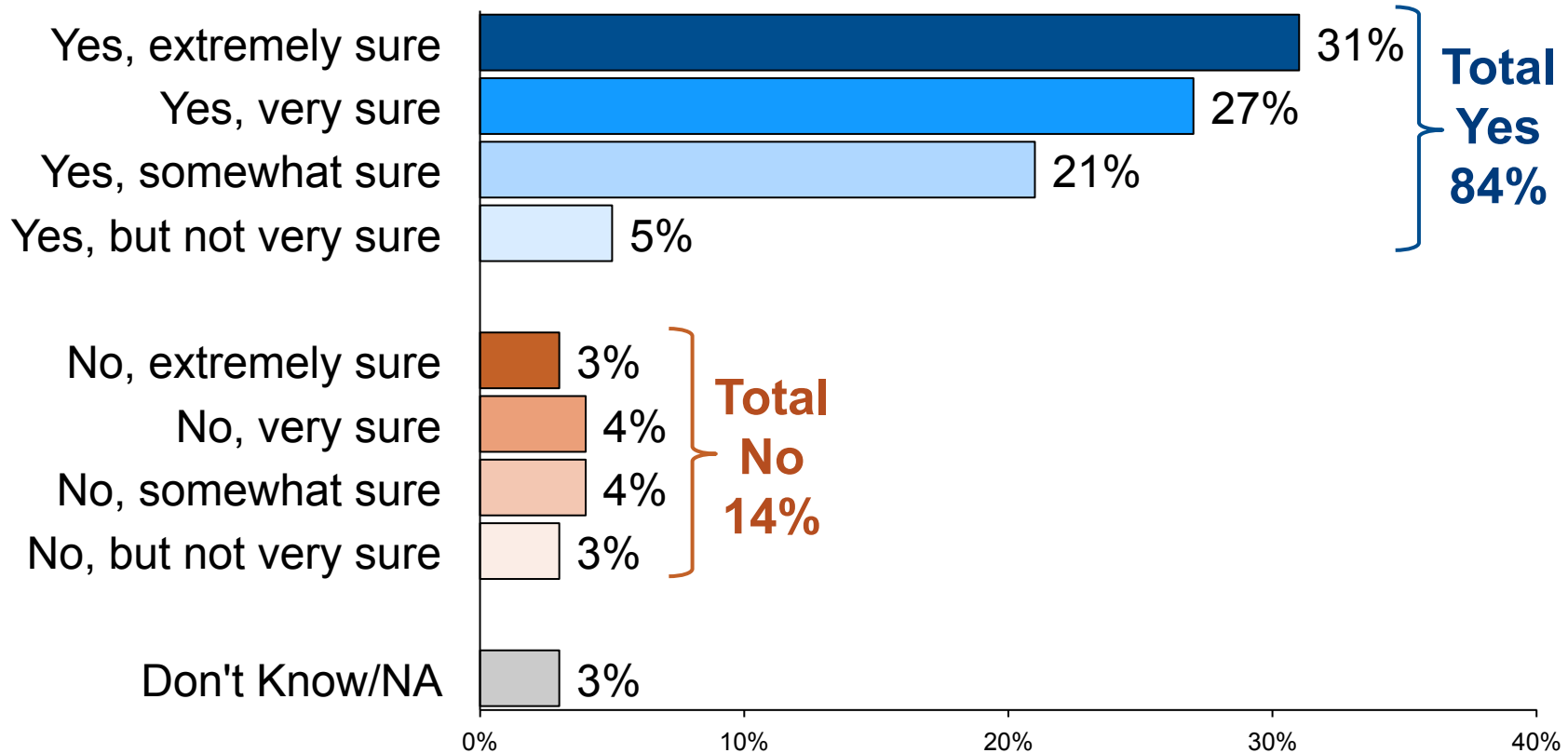
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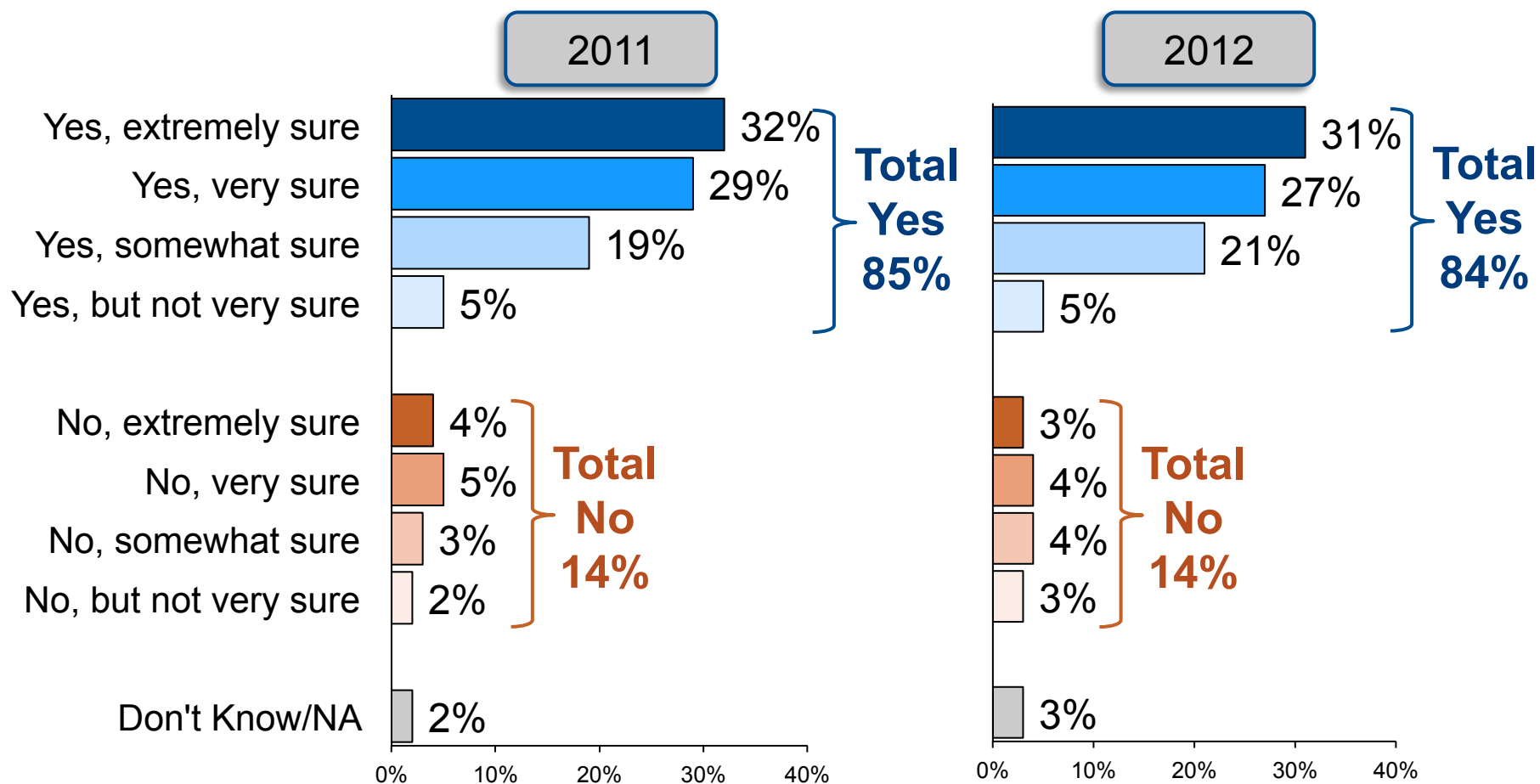
Overall, San Diegans agree climate change is happening.

Do you think climate change is happening? Would you say you are extremely sure it IS/ISN'T happening, very sure, somewhat sure, or not at all sure?



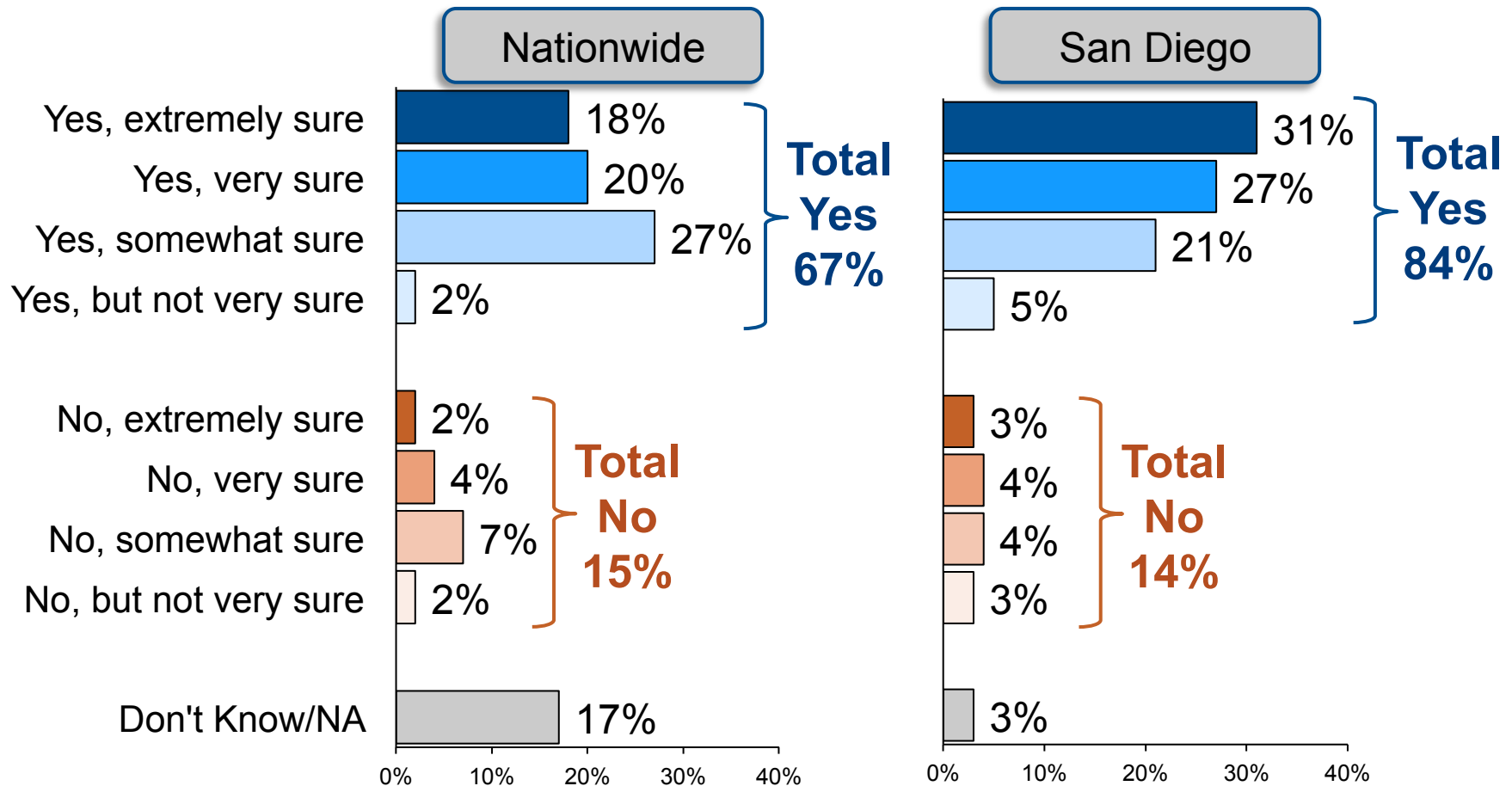
Perceptions of climate change have not changed at all over the past year.

Do you think climate change is happening? Would you say you are extremely sure it **IS/ISN'T** happening, very sure, somewhat sure, or not at all sure?



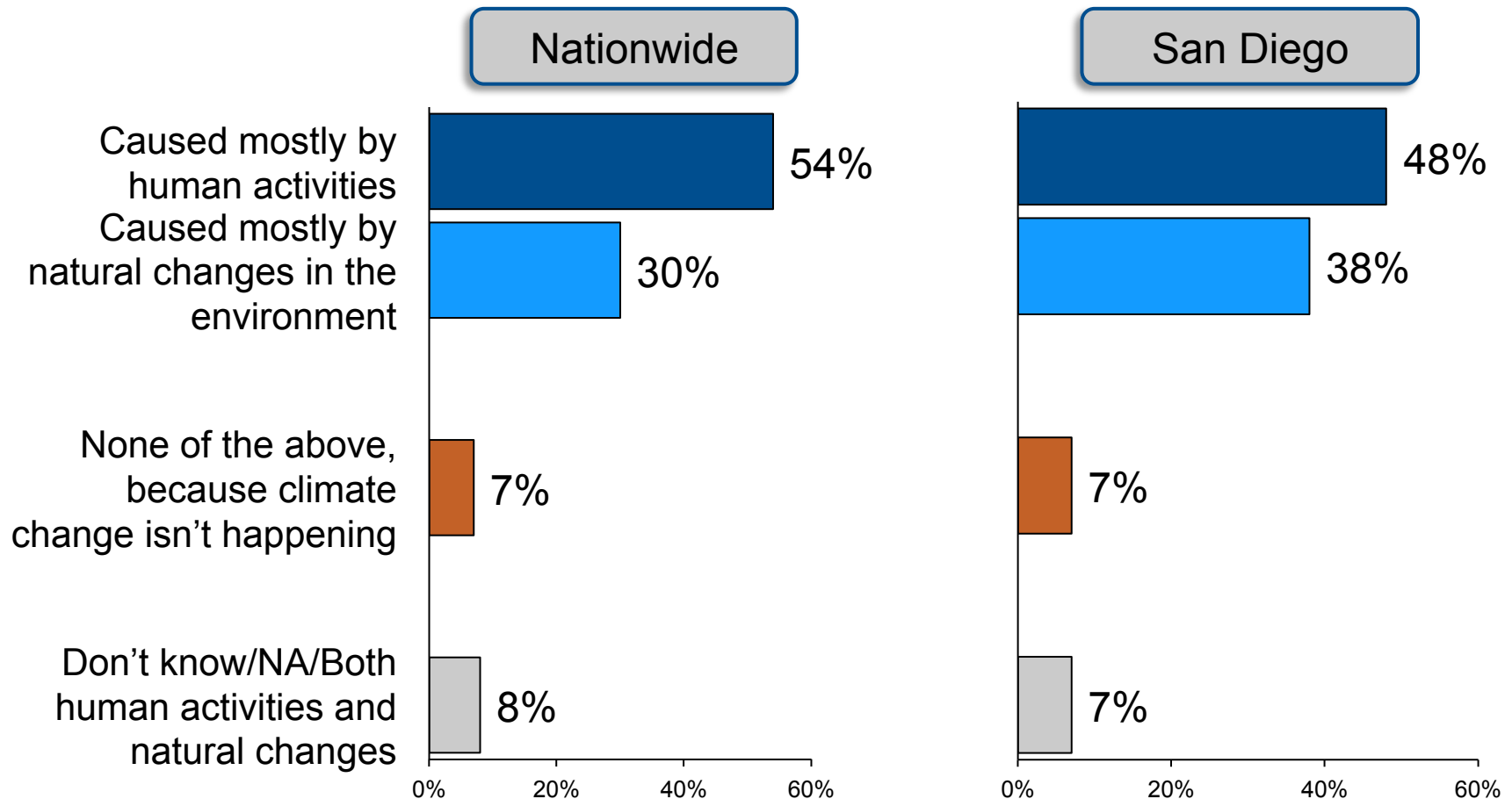
Recognition of climate change remains much higher in San Diego than nationally.

Do you think climate change is happening? Would you say you are extremely sure it IS/ISN'T happening, very sure, somewhat sure, or not at all sure?



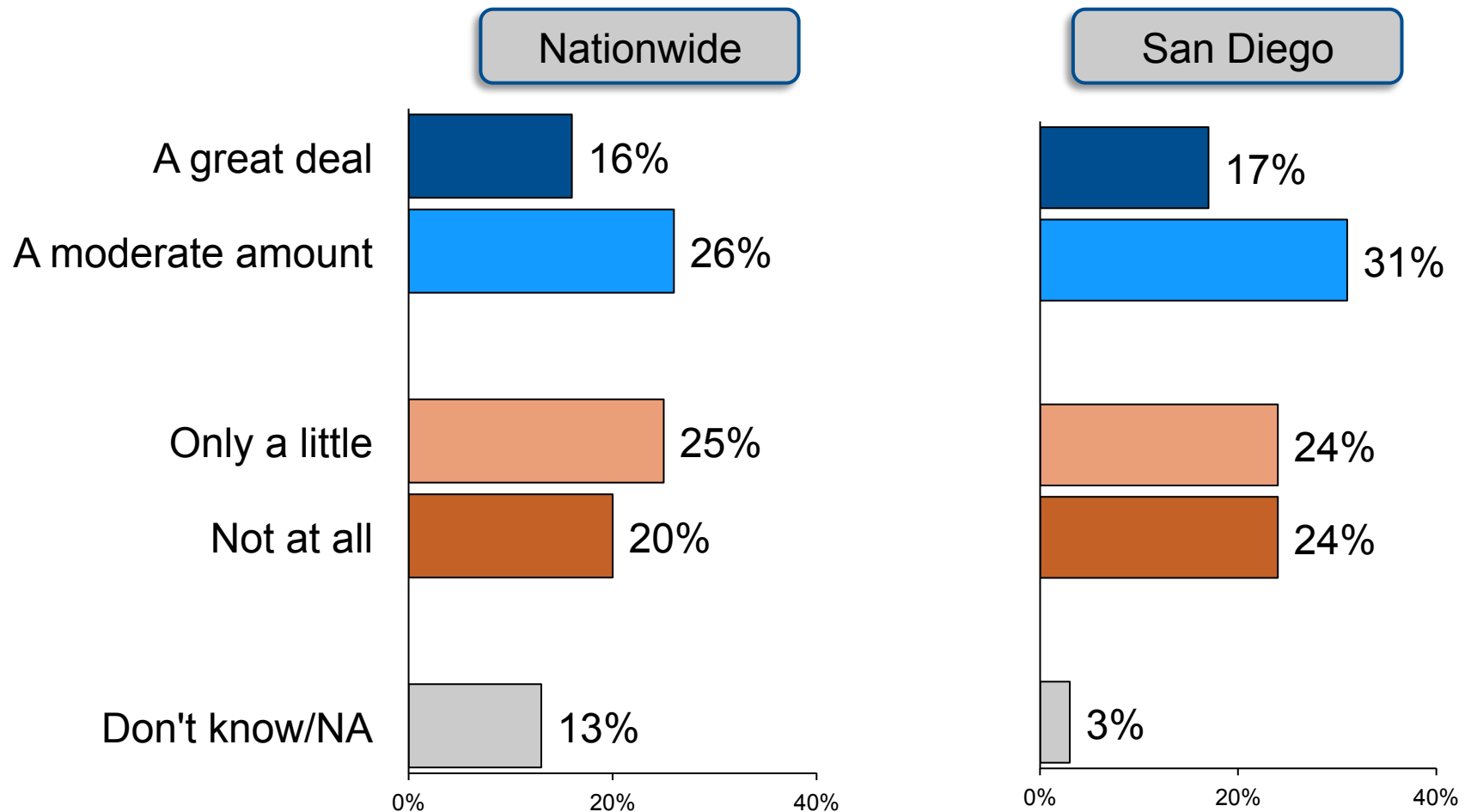
Voters in San Diego are somewhat less likely than those nationally to say it is caused by human activities, however.

Assuming that climate change is happening, do you think it is...



Half of San Diego voters think climate change will cause them at least "moderate" harm.

How much do you think climate change will harm you personally?





Impact of Extreme Weather on Concern About Climate Change

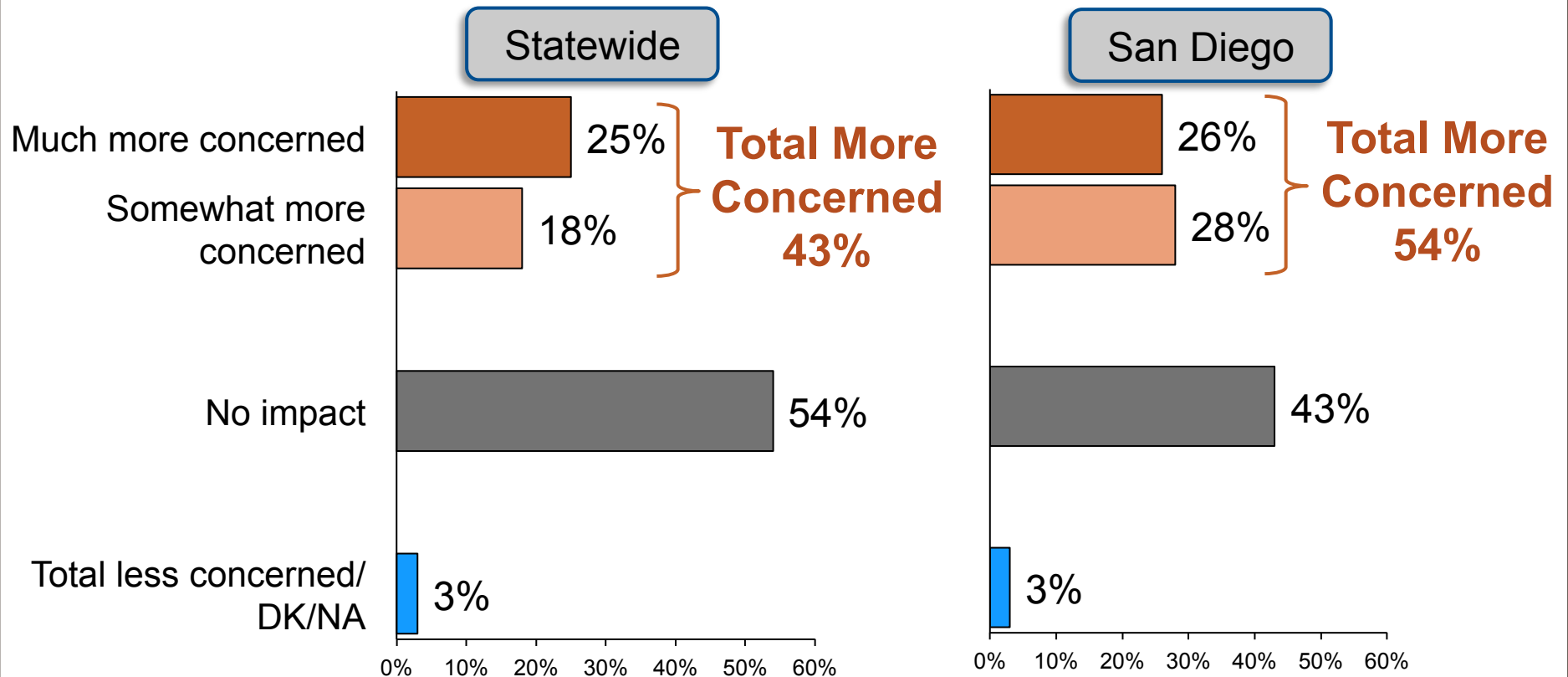
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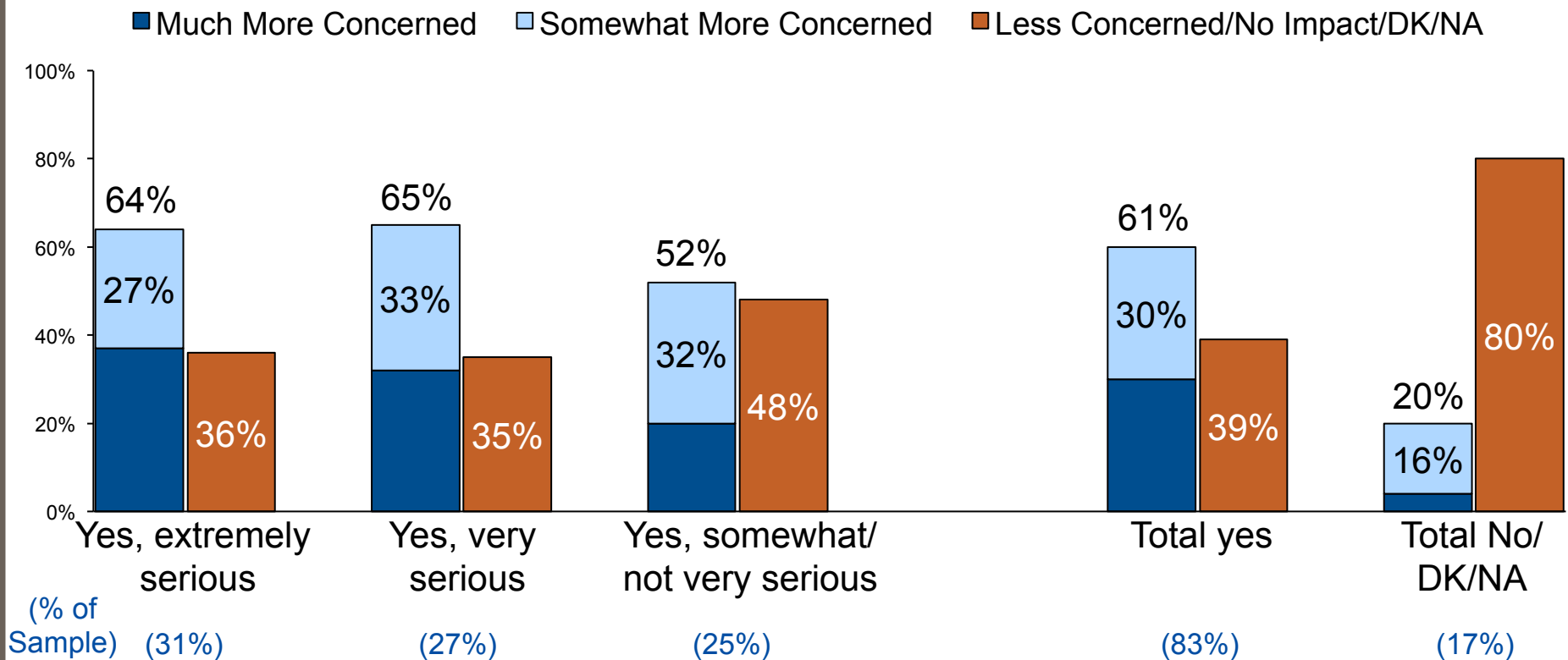
Extreme weather events have created a higher level of concern about global warming in San Diego than in the rest of the state.

Now let me ask you about another issue. Thinking about the future impact climate change will have on California, have Hurricane Sandy and other recent extreme weather events made you more concerned about the impact of climate change, made you less concerned about it, or not really had any impact on your concern?



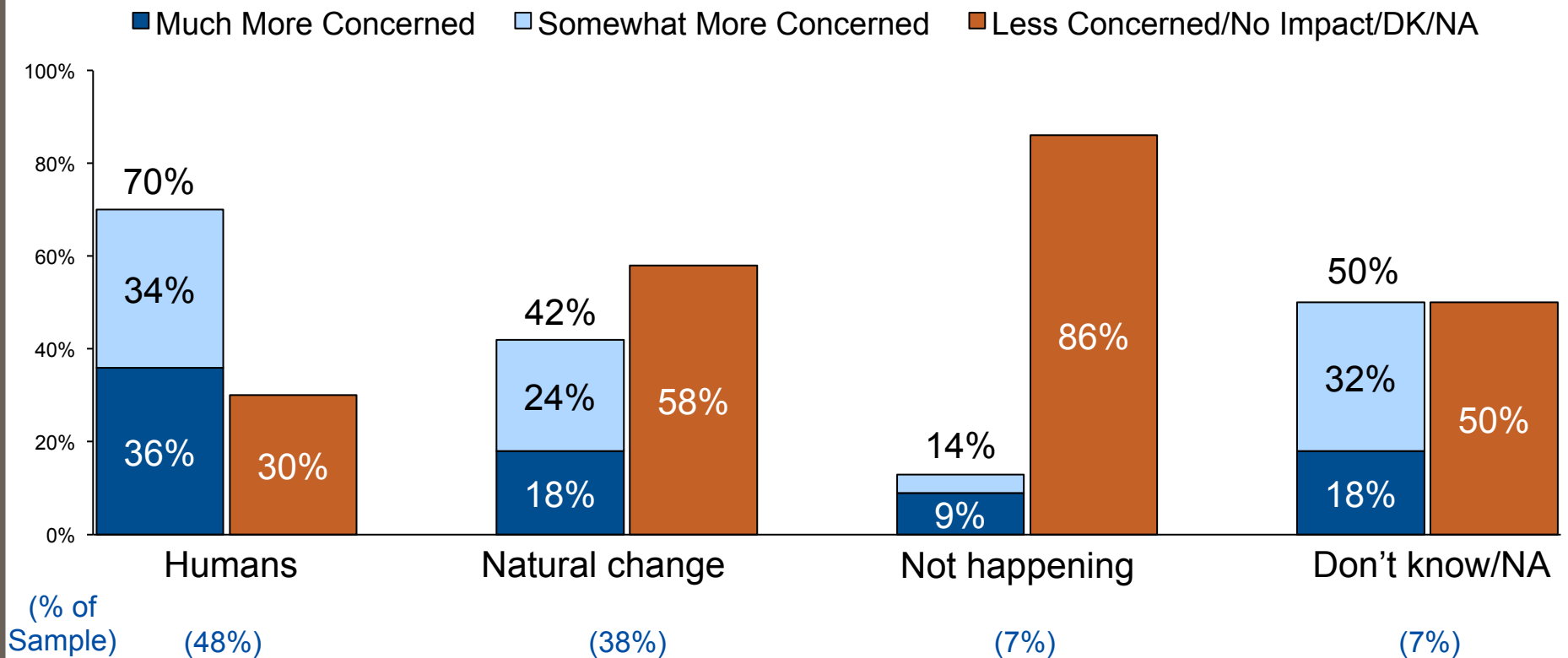
It is mainly those who are already concerned about the issue that say extreme weather has impacted their opinion.

Impact of Extreme Weather on Concern About Climate Change by Belief That Climate Change is Happening



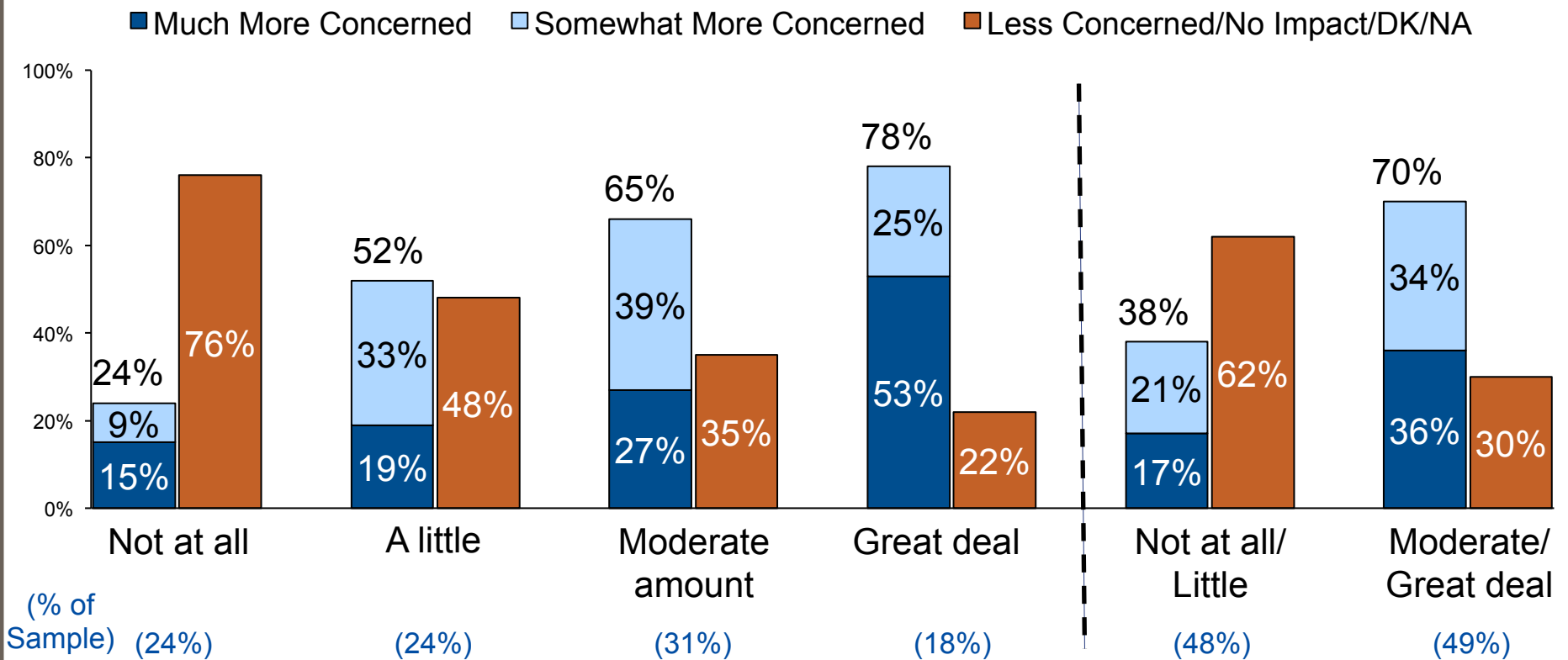
Those who think climate change is caused by human activity are more likely to say extreme weather has increased their concern.

Impact of Extreme Weather on Concern About Climate Change by Belief That Climate Change is Caused by...



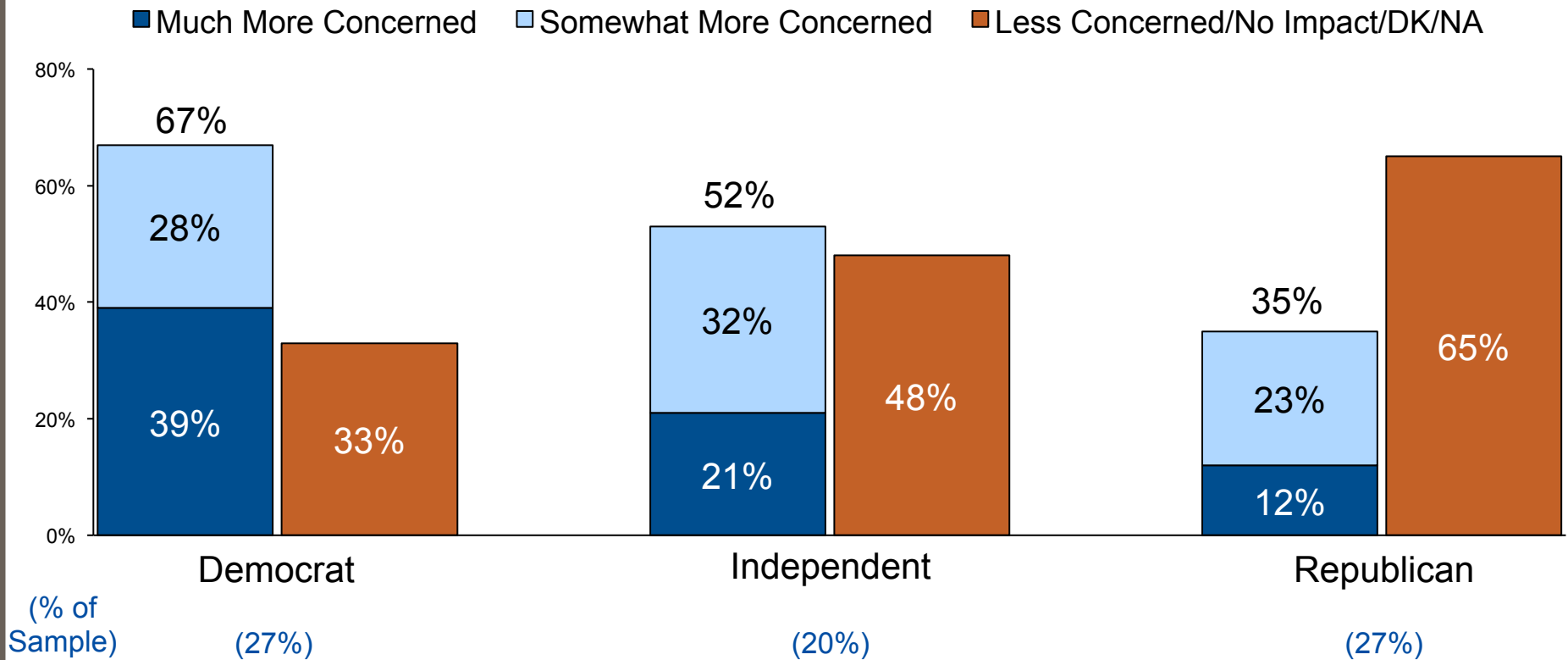
Not surprisingly, there is a direct connection between seeing a personal impact from climate and heightened concern from extreme weather.

Impact of Extreme Weather on Concern About Climate Change by Impact of Climate Change on You Personally



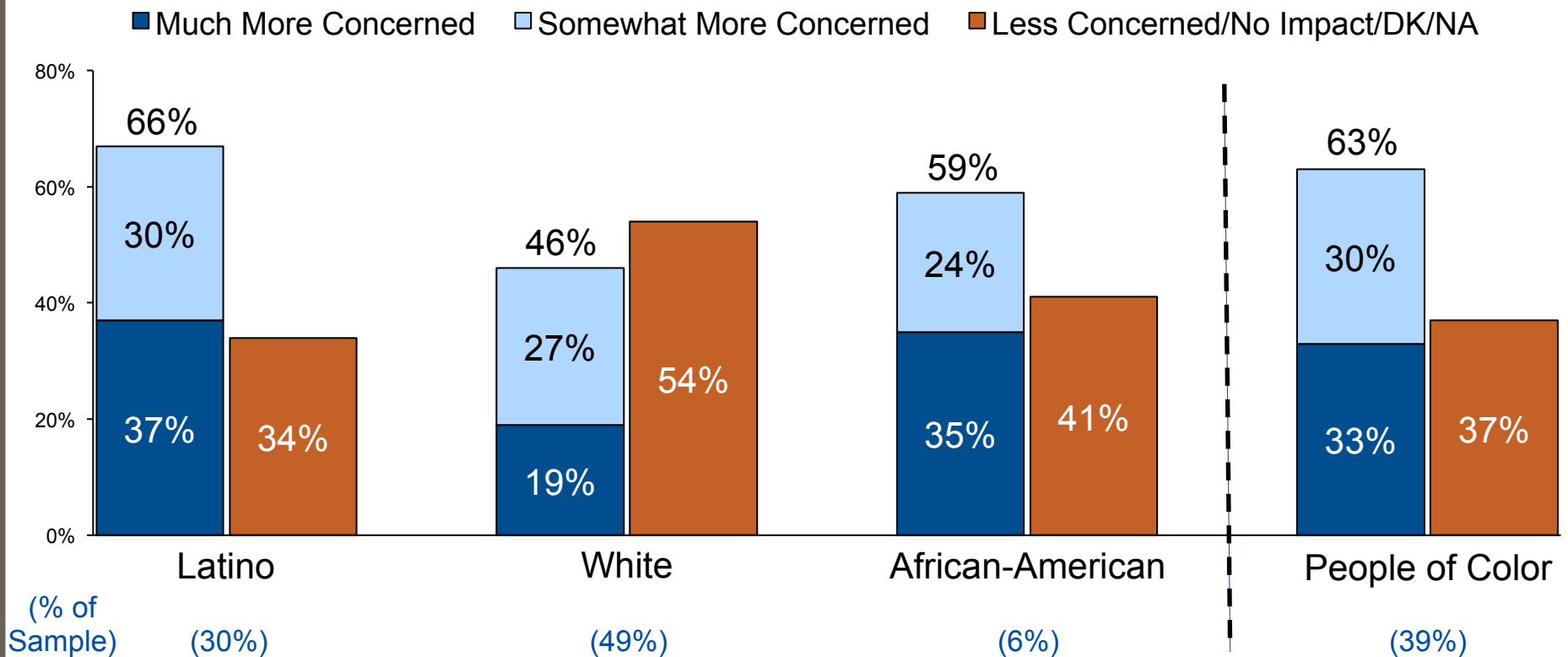
As with all issues related to climate change, there is a partisan dimension.

Impact of Extreme Weather on Concern About Climate Change by Party



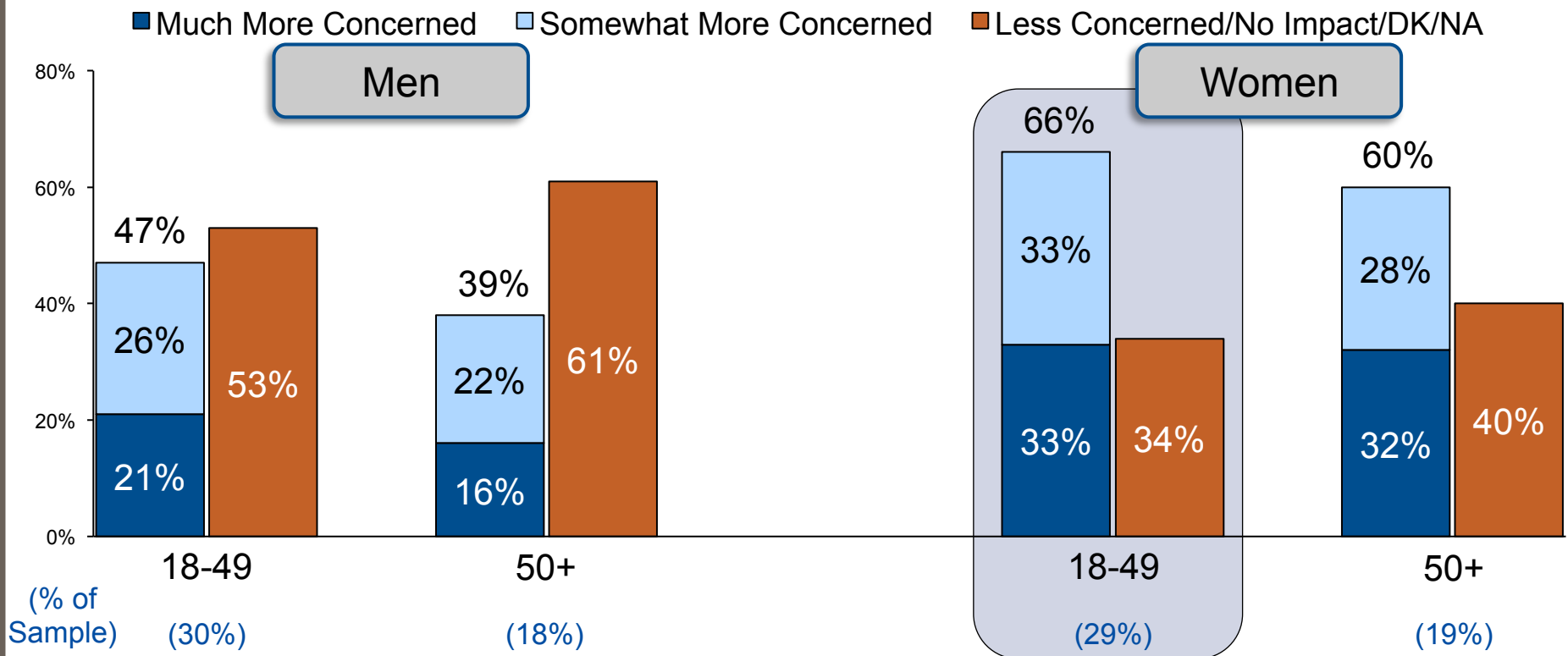
Communities of color express far more concern than do whites.

Impact of Extreme Weather on Concern About Climate Change by Ethnicity



Concern about extreme weather is concentrated among younger women.

Impact of Extreme Weather on Concern About Climate Change by Gender by Age





Climate Change as a Community Issue

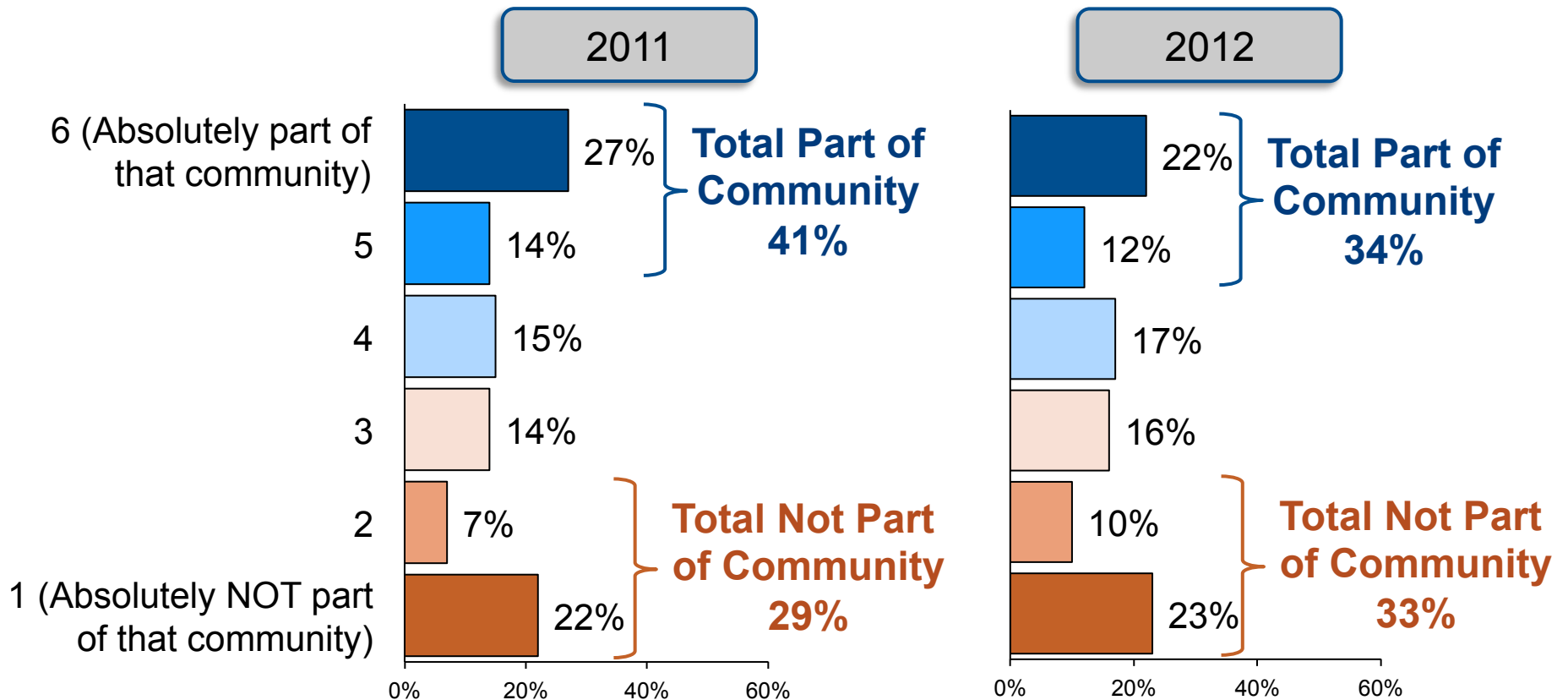
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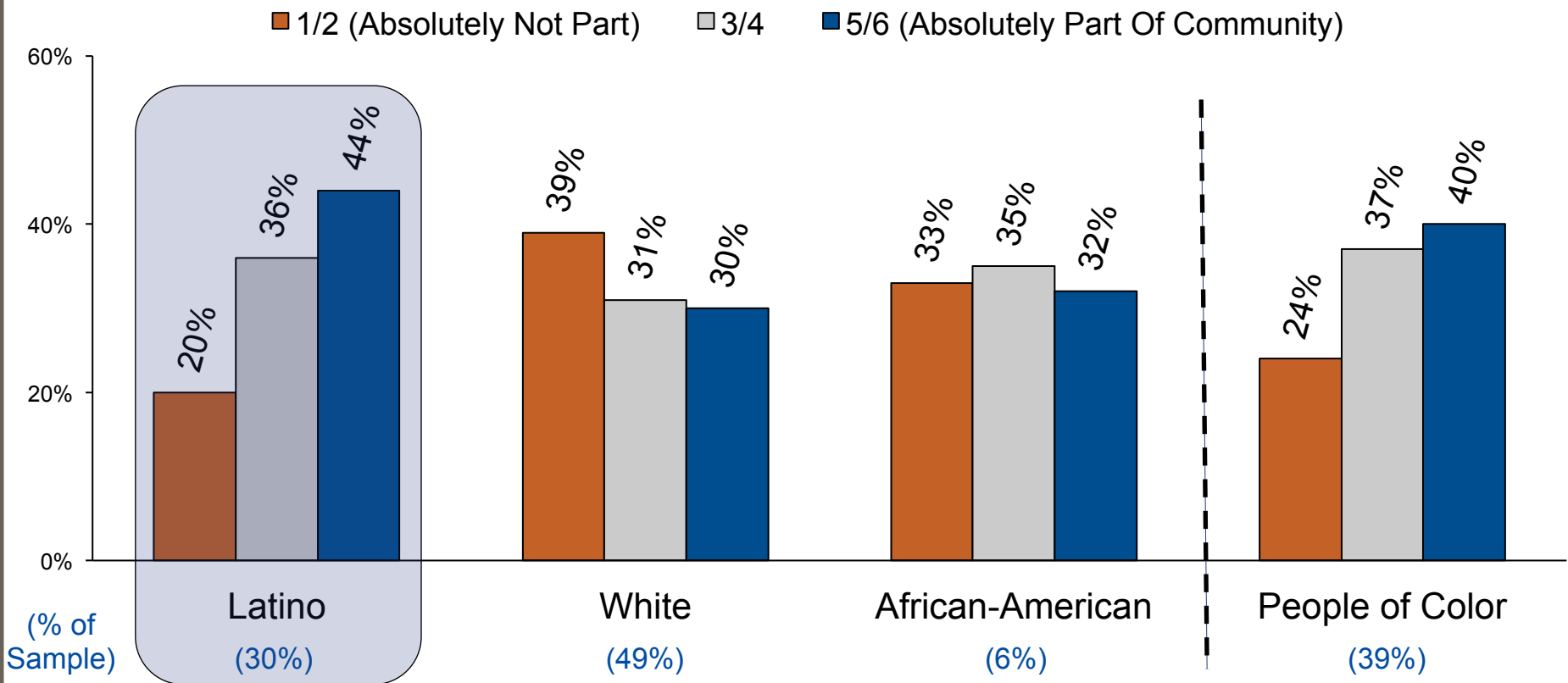
There has been a slight decline in the proportion of voters considering themselves a part of the community concerned about climate change.

There are a number of people in the San Diego region who are concerned about climate change. Would you say you identify yourself as part of the local community that is concerned about climate change?



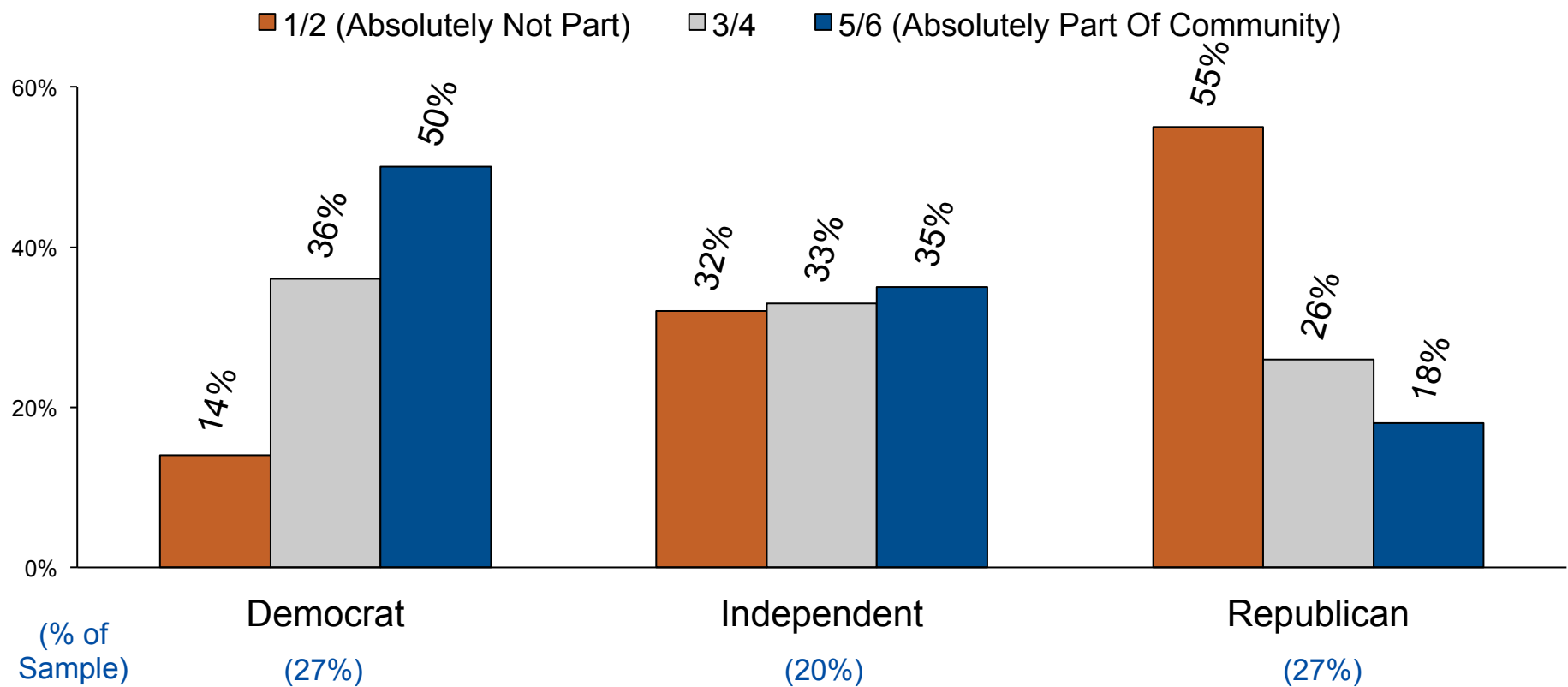
Latinos are particularly likely to see themselves as part of that community.

Identify Self as Part of Community Concerned About Climate Change by Ethnicity



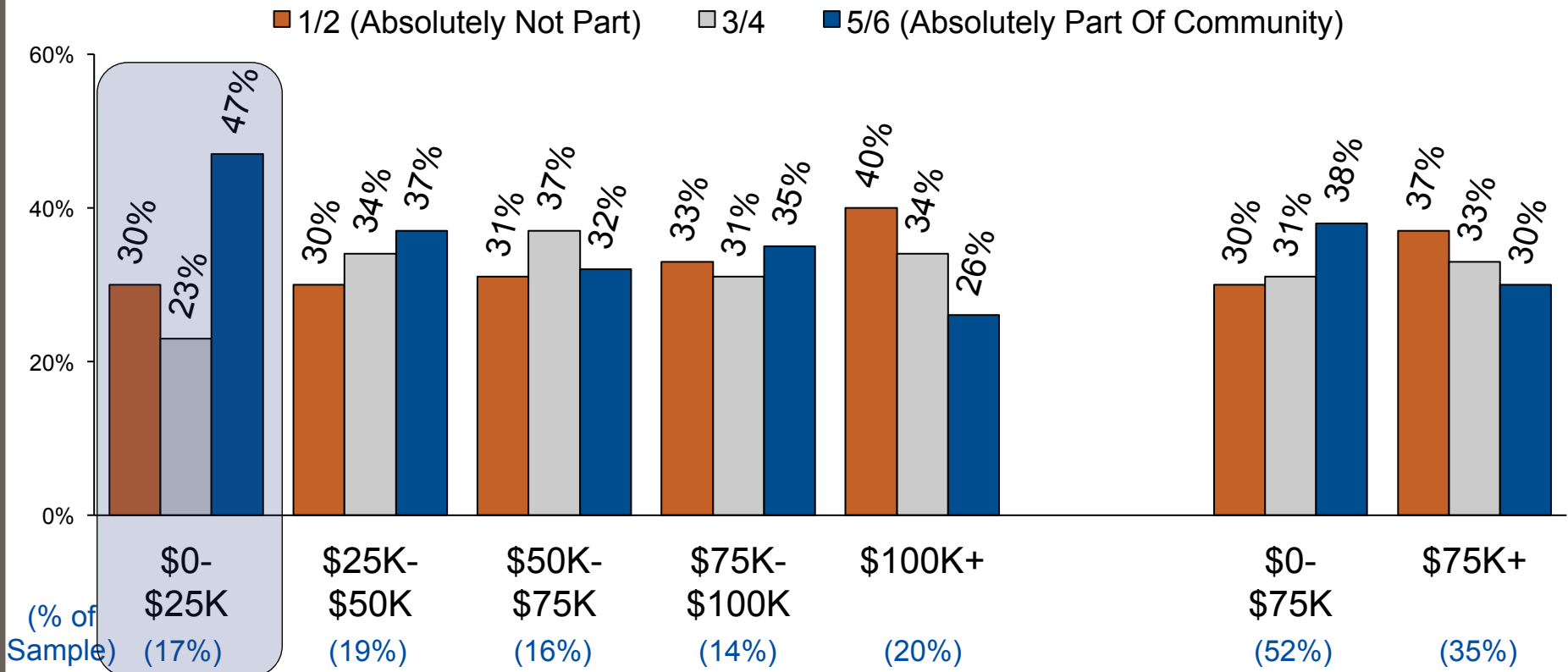
There is a strong overlap between partisanship and identification as part of the community concerned about climate change.

Identify Self as Part of Community Concerned About Climate Change by Party



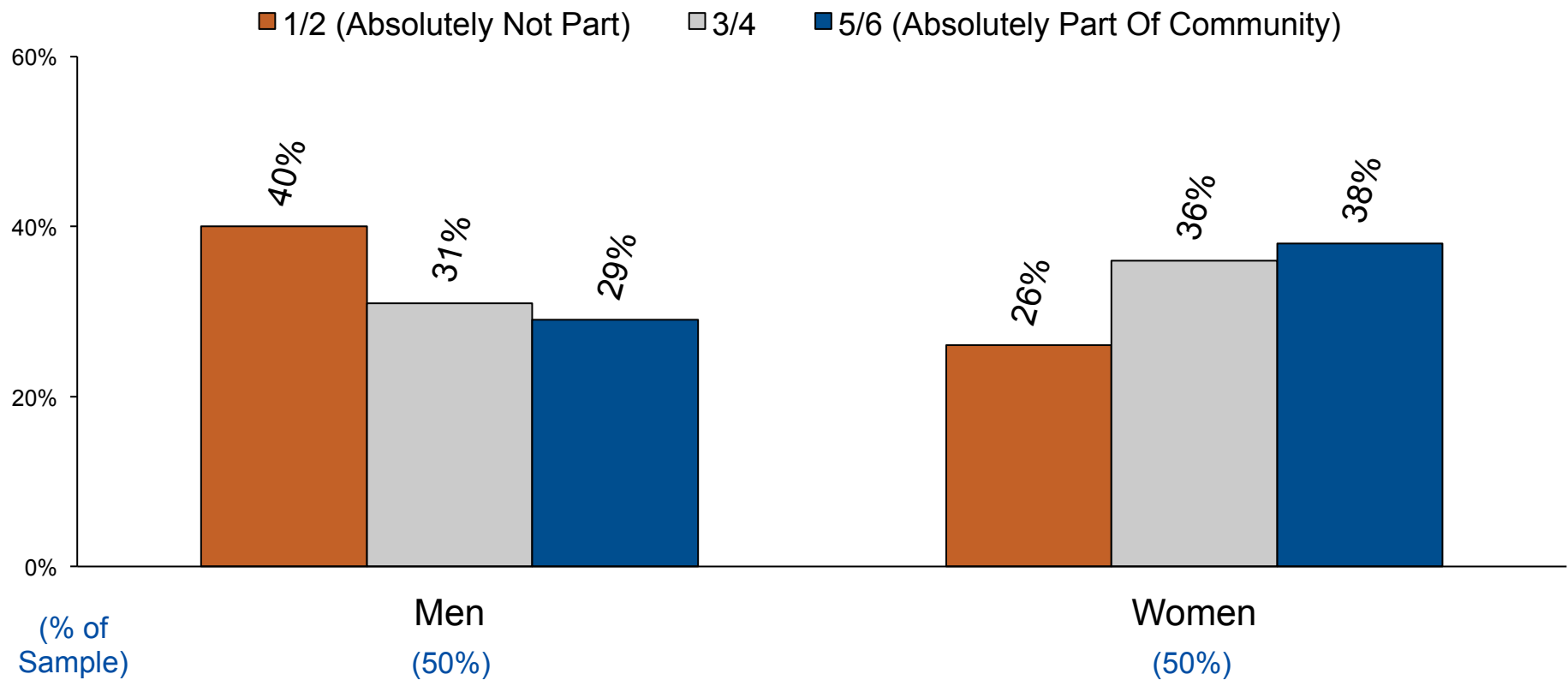
The lowest-income voters are more likely to identify as part of that community.

Identify Self as Part of Community Concerned About Climate Change by Income



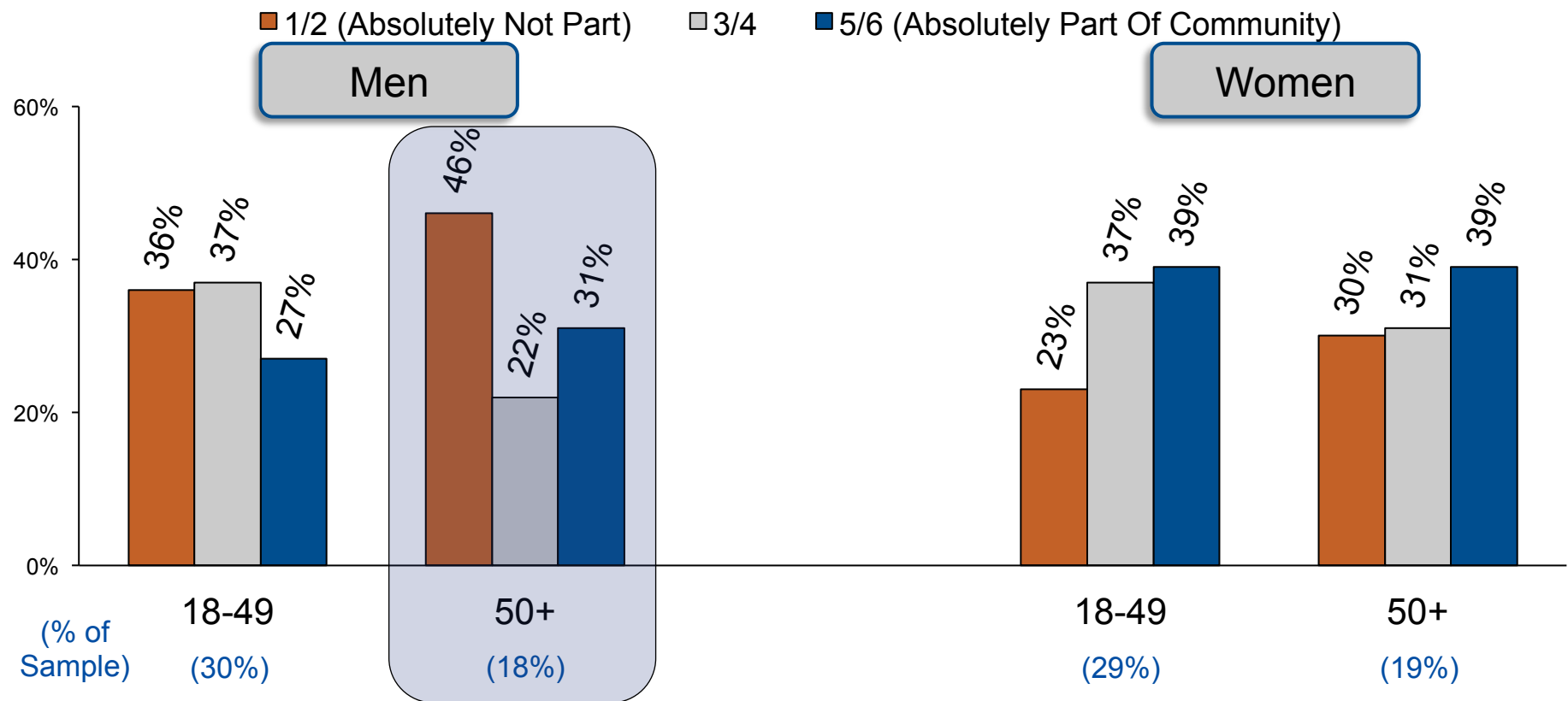
Men are less likely to identify themselves as part of that community...

Identify Self as Part of Community Concerned About Climate Change by Gender



...particularly if they are age 50 or over.

Identify Self as Part of Community Concerned About Climate Change by Gender by Age

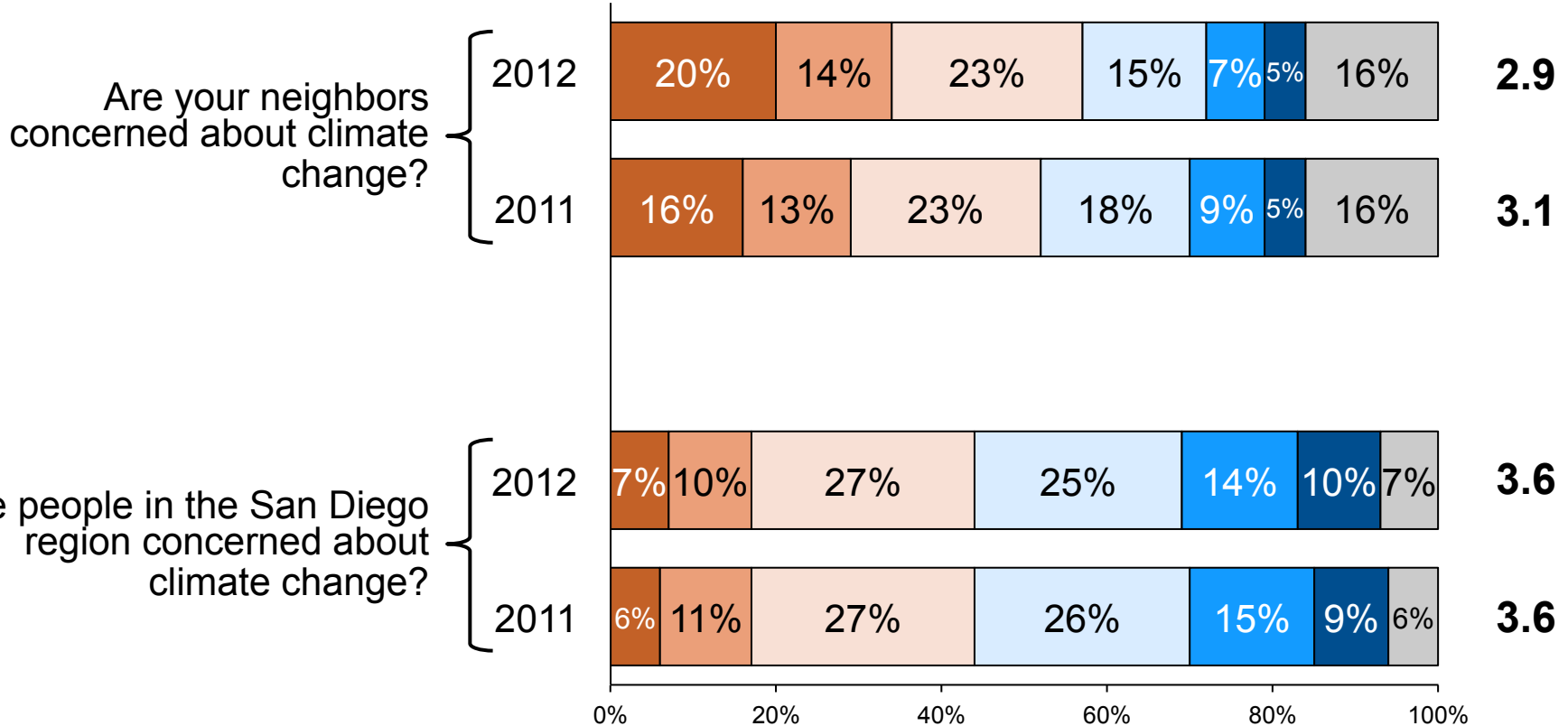


San Diegans have grown slightly less likely to say that their neighbors are concerned about climate change.

On a scale from one to six, where one means **NOT AT ALL** concerned, and six means **VERY** concerned, to what extent _____?

1 (Not At All Concerned) 2 3 4 5 6 (Very Concerned) Not Sure

Mean Score





San Diegans' Perceptions of Their Own Efficacy on Climate Change

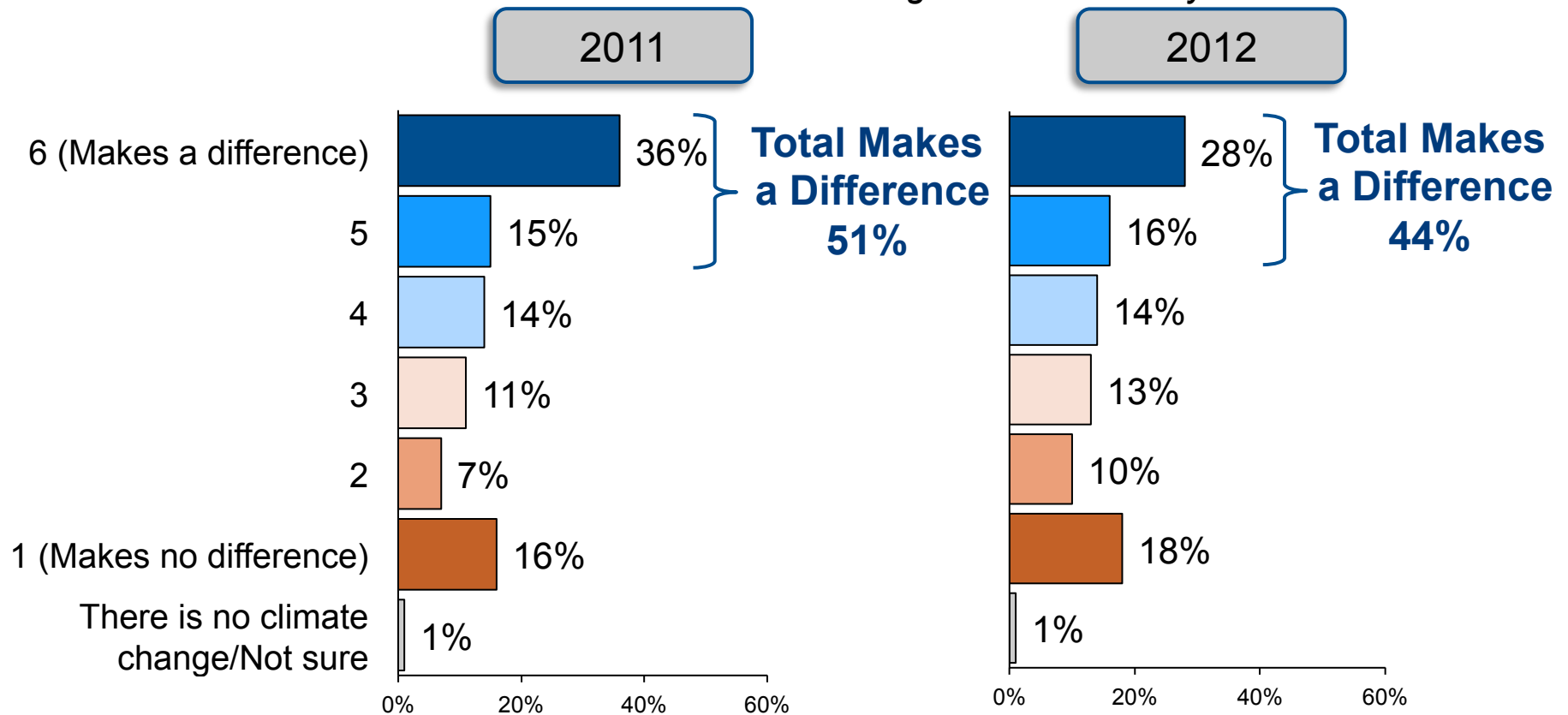
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Over the past year, voters have lost some confidence that their actions can make a difference on climate change.

On a scale from one to six, where one means your personal behavior can NOT make a difference, and six means your personal behavior CAN make a difference, do you feel changes in your personal behavior can reduce the negative outcomes associated with climate change in the next 40 years?



The decline in perceived efficacy has been most acute among Republicans and white residents...

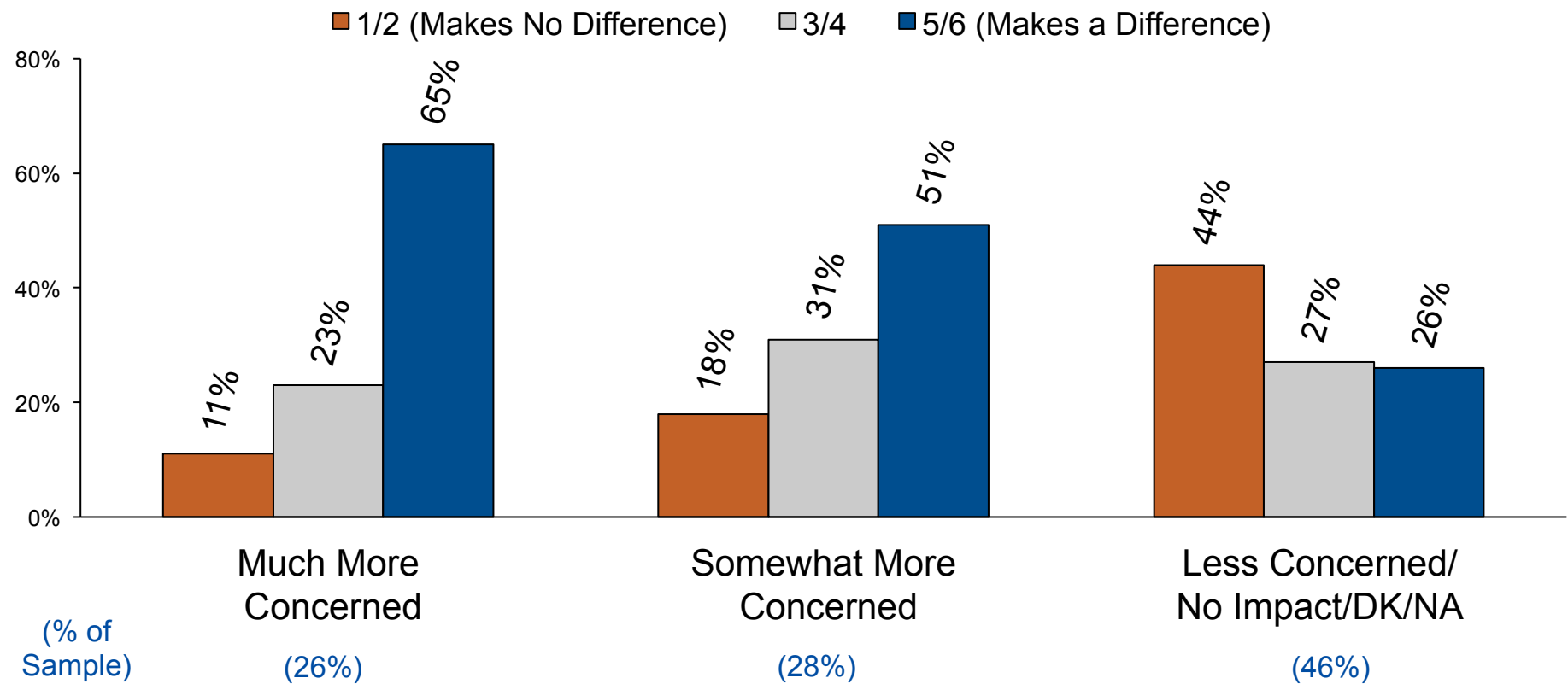
Demographic Group	Total Makes a Difference 2011	Total Makes a Difference 2012	Difference
Gender			
Men	30%	22%	-8%
Women	41%	34%	-7%
Party			
Democrat	41%	42%	+1%
Independent	37%	28%	-9%
Republican	29%	15%	-14%
Ethnicity			
Latino	43%	37%	-6%
White	33%	21%	-12%
African-American	43%	42%	-1%
People of Color	40%	34%	-6%

...as well as by those on each end of the scale on income and education.

Demographic Group	Total Makes a Difference 2011	Total Makes a Difference 2012	Difference
Education			
High School or Less	44%	31%	-13%
Some College	37%	30%	-7%
College Graduate	27%	25%	-2%
Post-Graduate	34%	22%	-12%
Non-College	41%	31%	-10%
College+	29%	24%	-5%
Income			
\$0-\$25K	48%	36%	-12%
\$25K-\$50K	30%	25%	-5%
\$50K-\$75K	37%	32%	-5%
\$75K-\$100K	34%	33%	-1%
\$100K+	36%	20%	-16%
Climate Change Caused Mostly by . . .			
Humans	46%	37%	-9%
Natural Change	20%	20%	N/C
Not Happening	18%	8%	-10%

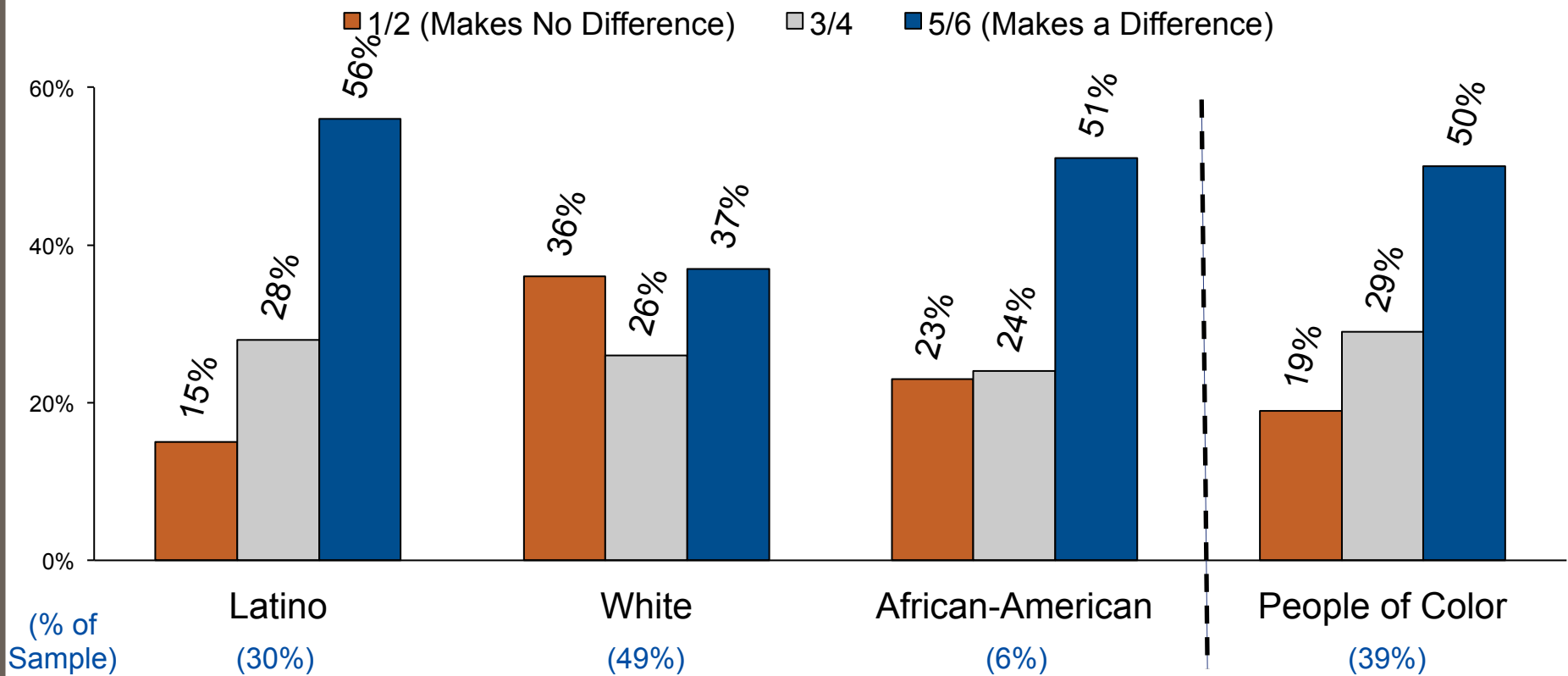
Those who say extreme weather has increased their concern are more likely to think they can make a difference.

Perception of Ability to Make a Difference by Concern About Impact of Extreme Weather



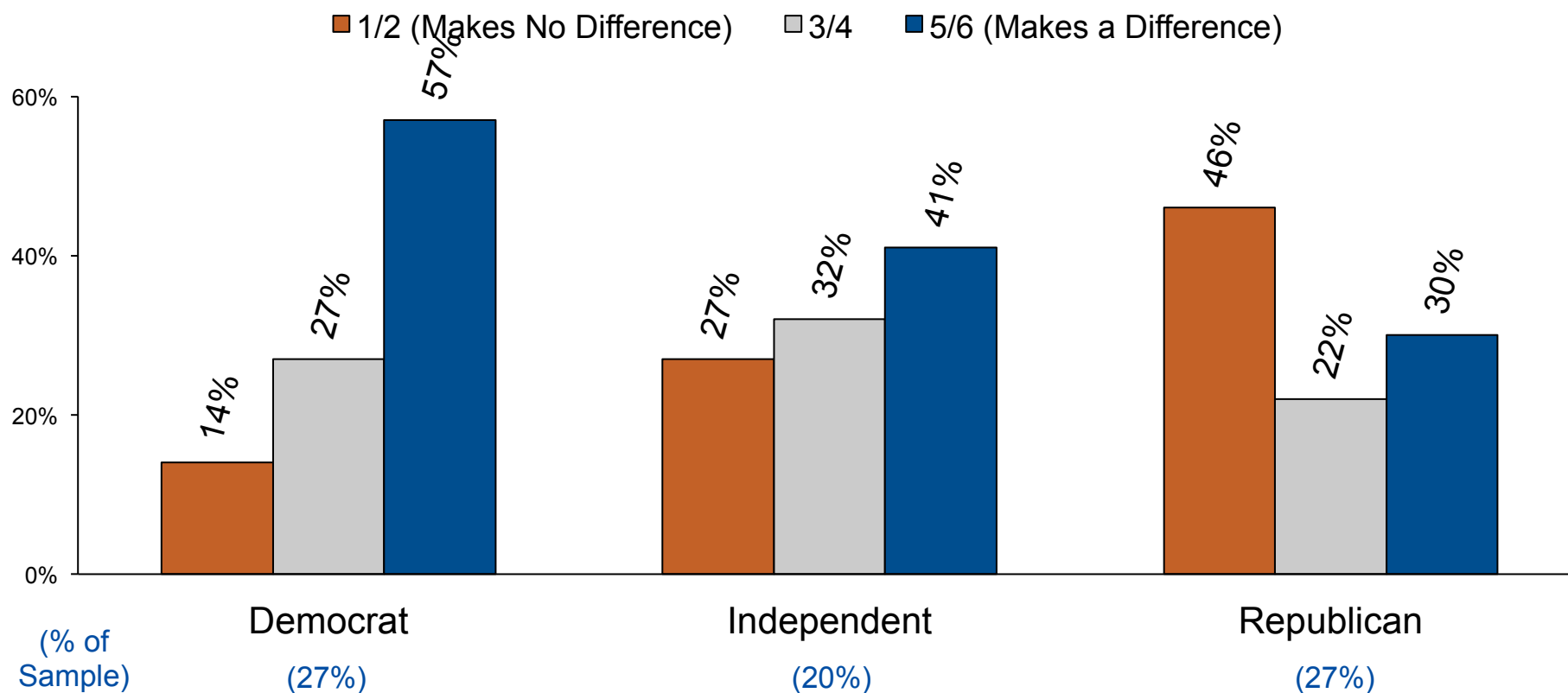
People of color show much more concern than do whites.

Perception of Ability to Make a Difference by Ethnicity



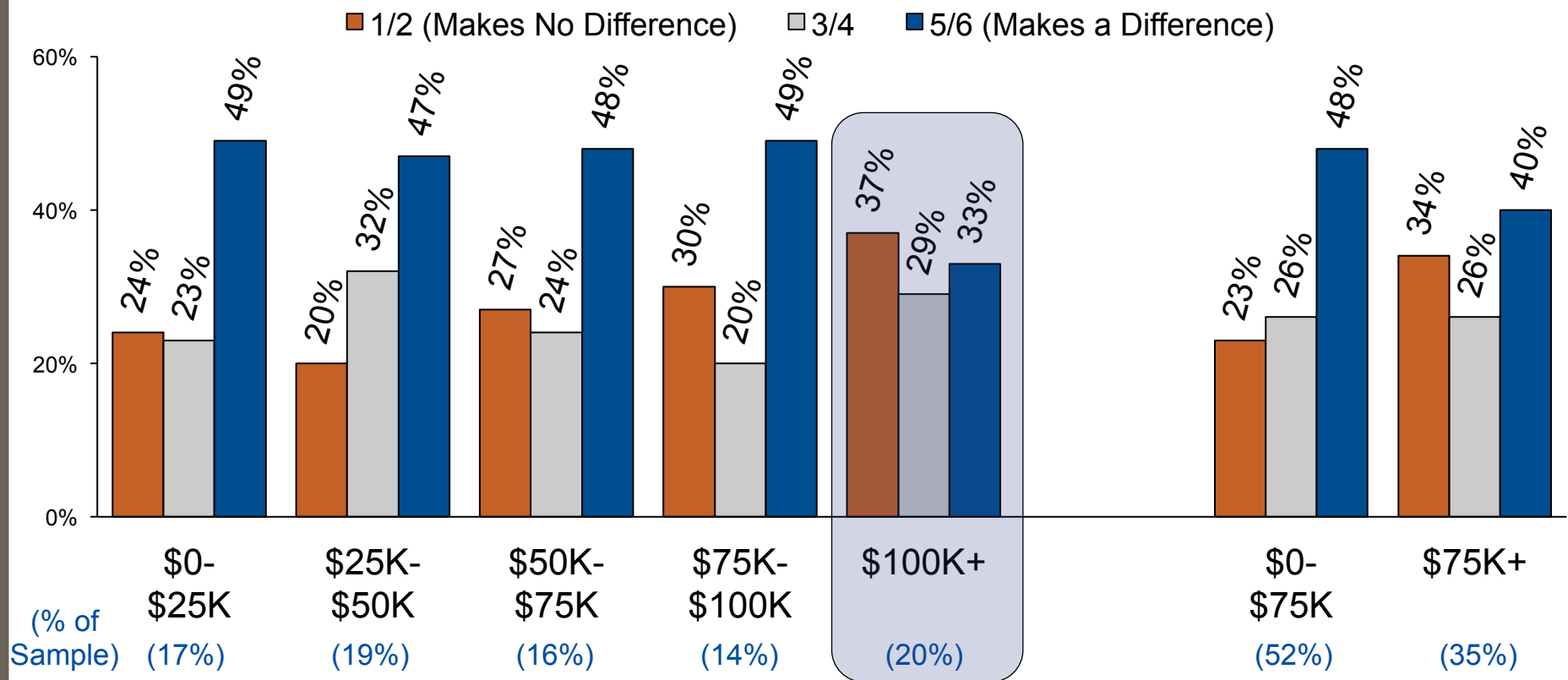
Democrats feel a much greater sense of efficacy than do Republicans.

Perception of Ability to Make a Difference by Party



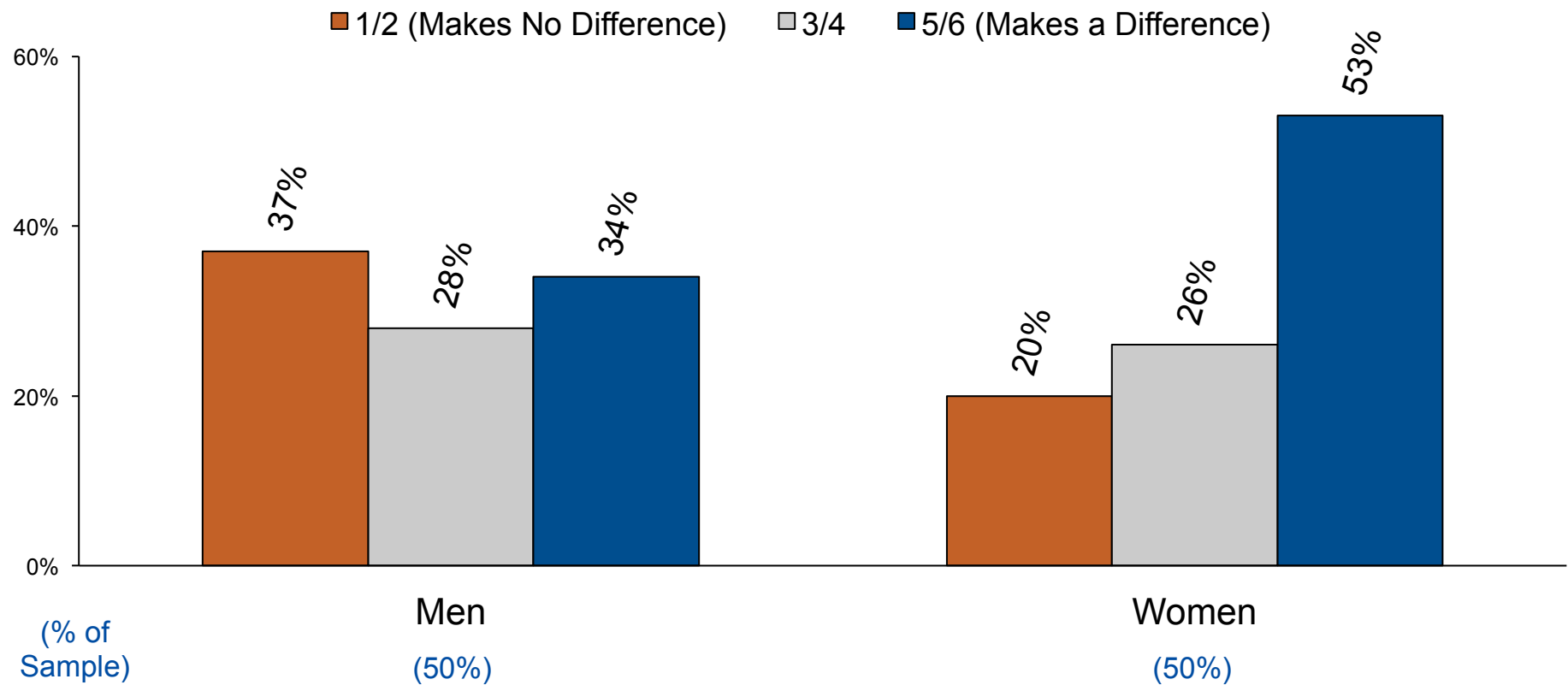
The highest-income residents are less likely to think that they can make a difference.

Perception of Ability to Make a Difference by Income



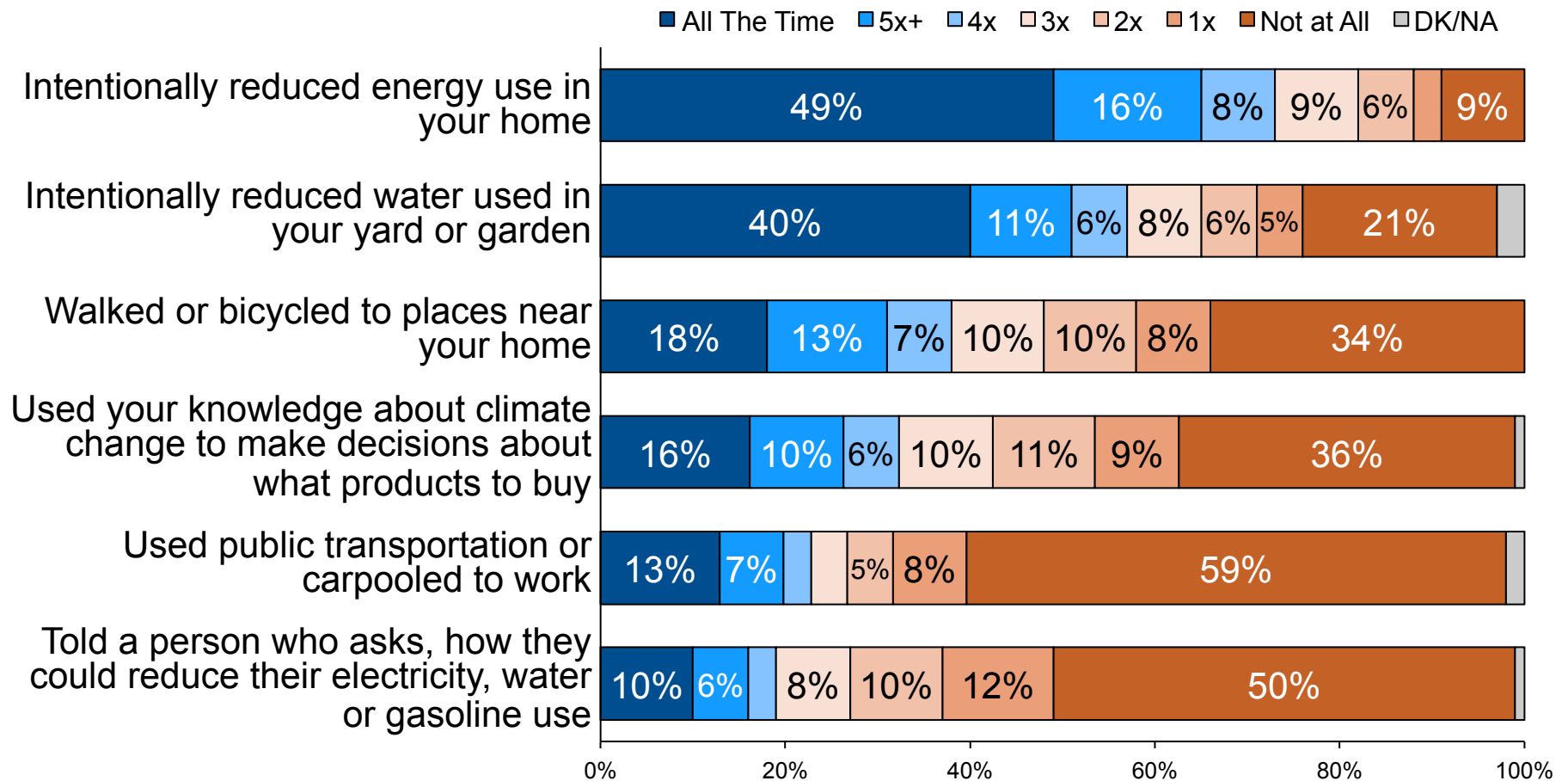
Women's belief that they can make a difference is a full 19 points higher than men's.

Perception of Ability to Make a Difference by Gender



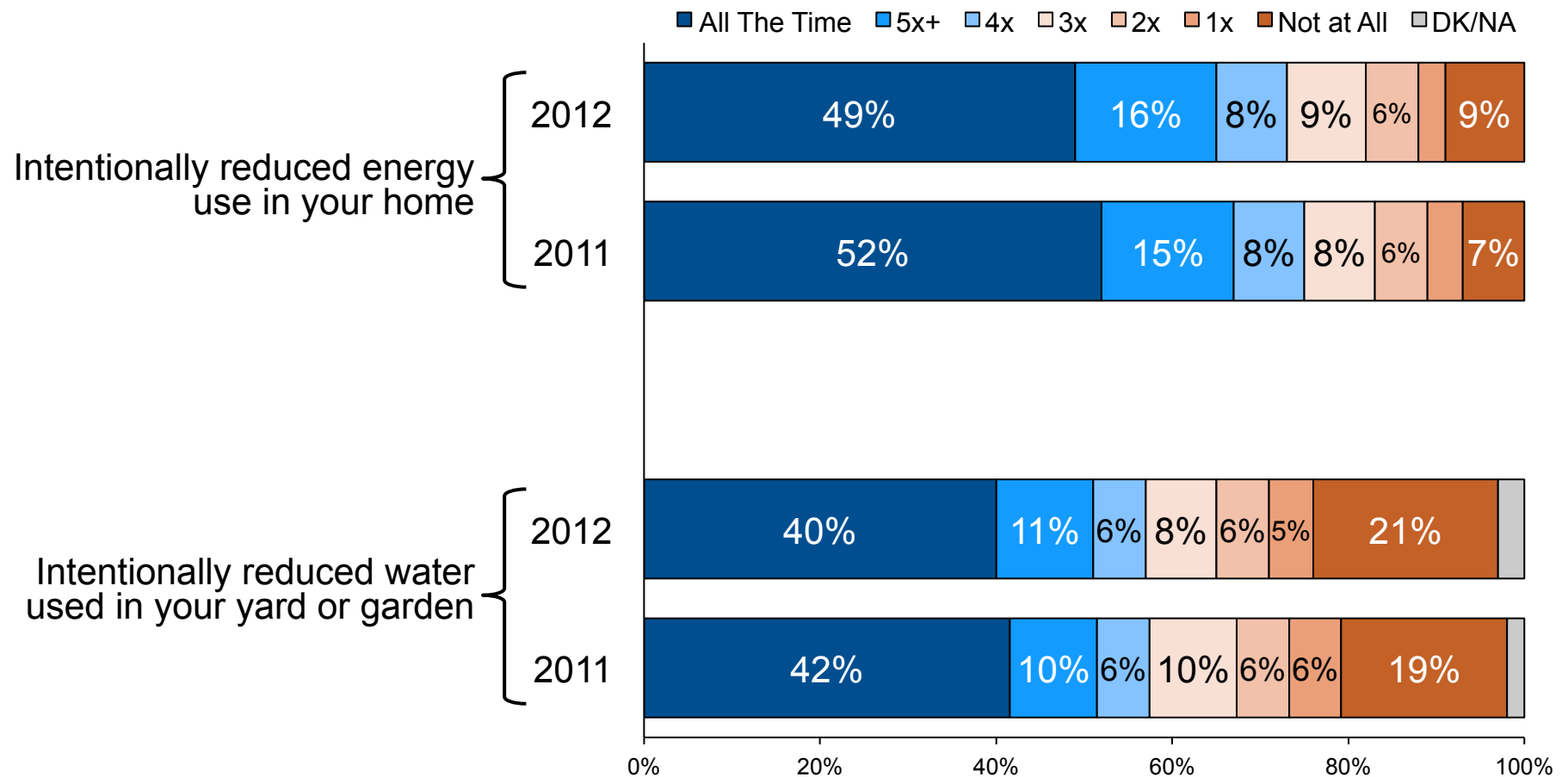
San Diegans are most likely to say they have reduced water or energy use.

In the last two weeks, how often have you _____: Not at all, once, twice, three times, four times, five or more times, or do you do this all of the time?

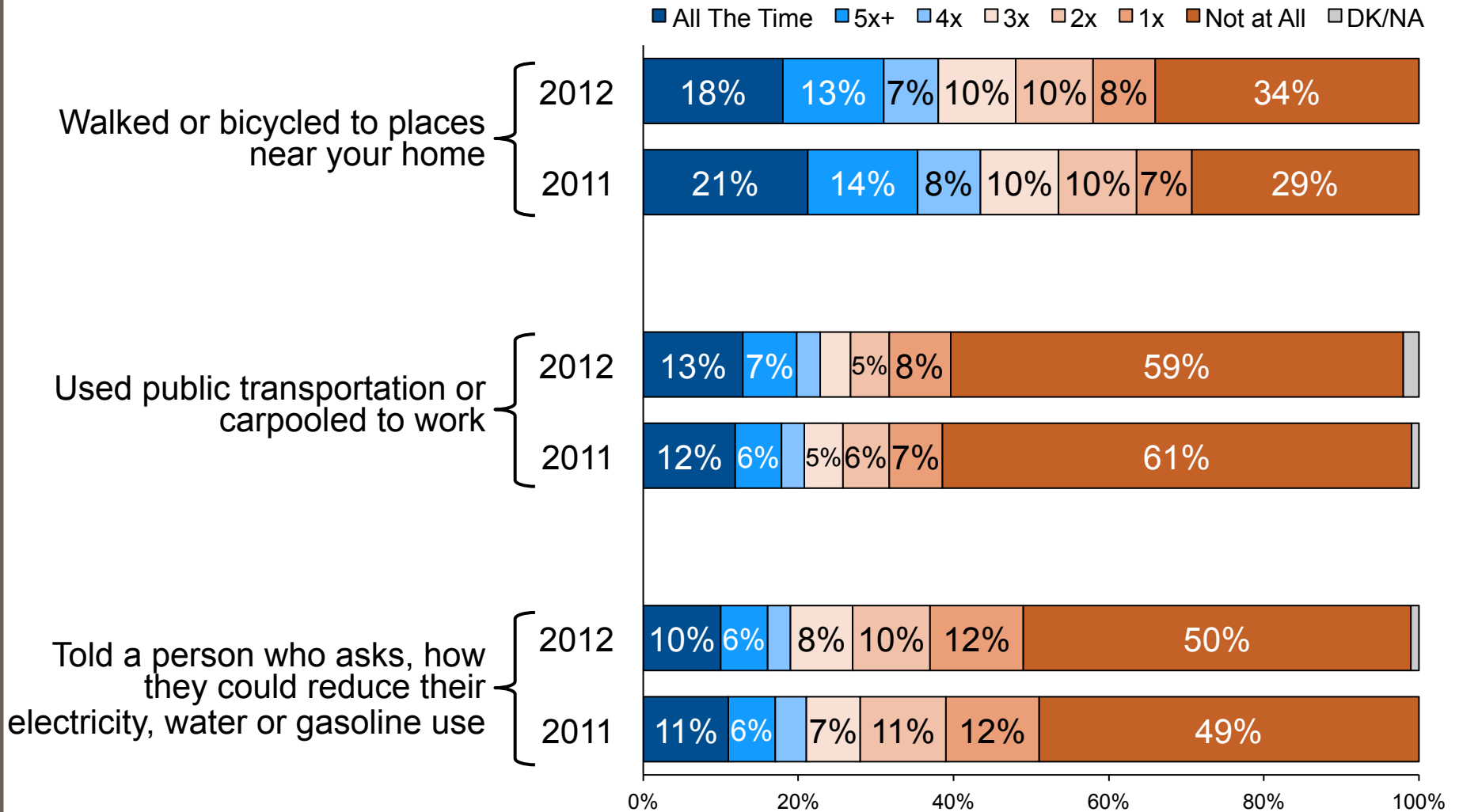


Rates of participation in conservation activities have not changed since last year...

In the last two weeks, how often have you _____: Not at all, once, twice, three times, four times, five or more times, or do you do this all of the time?



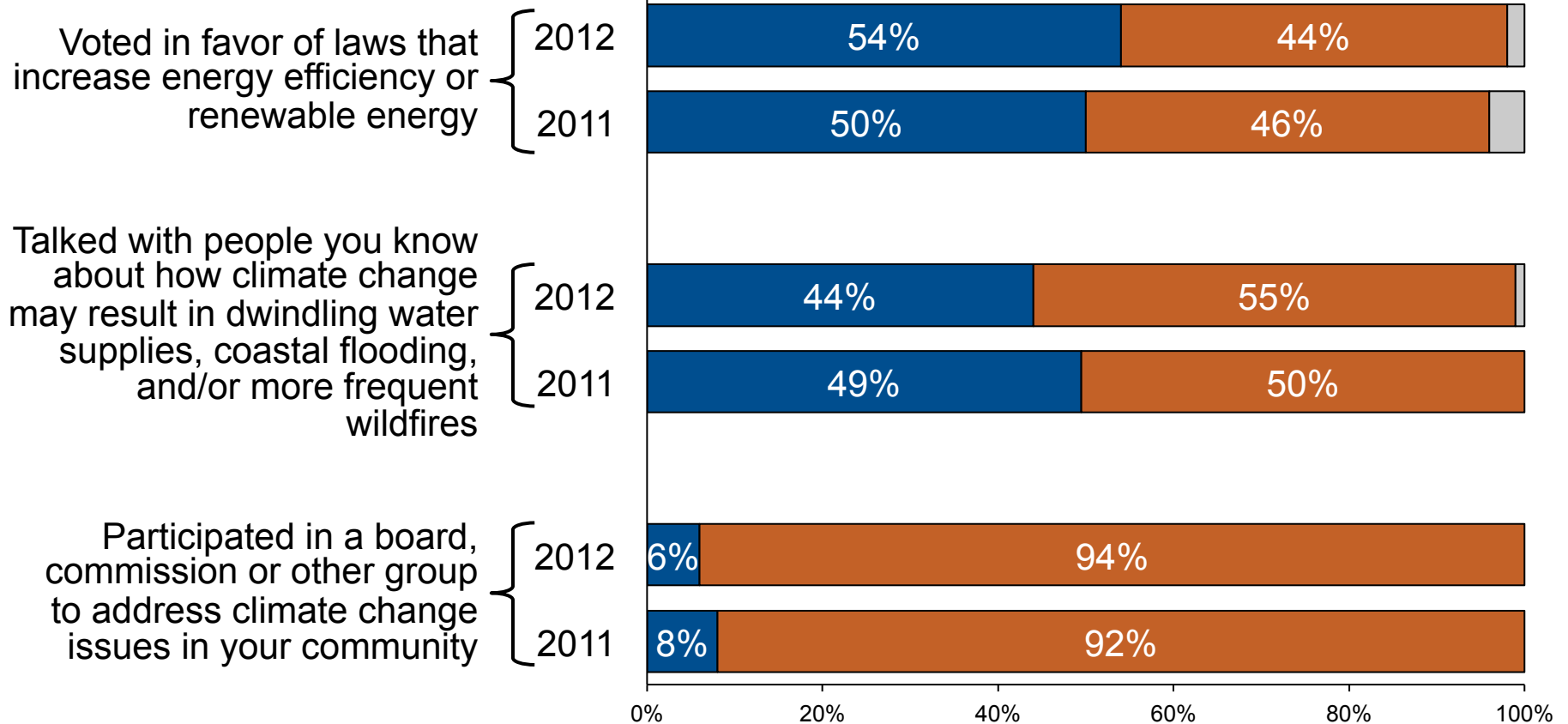
...and the same holds true for other behaviors as well.



Half of San Diegans say they voted in favor of laws to increase renewable energy over the past year.

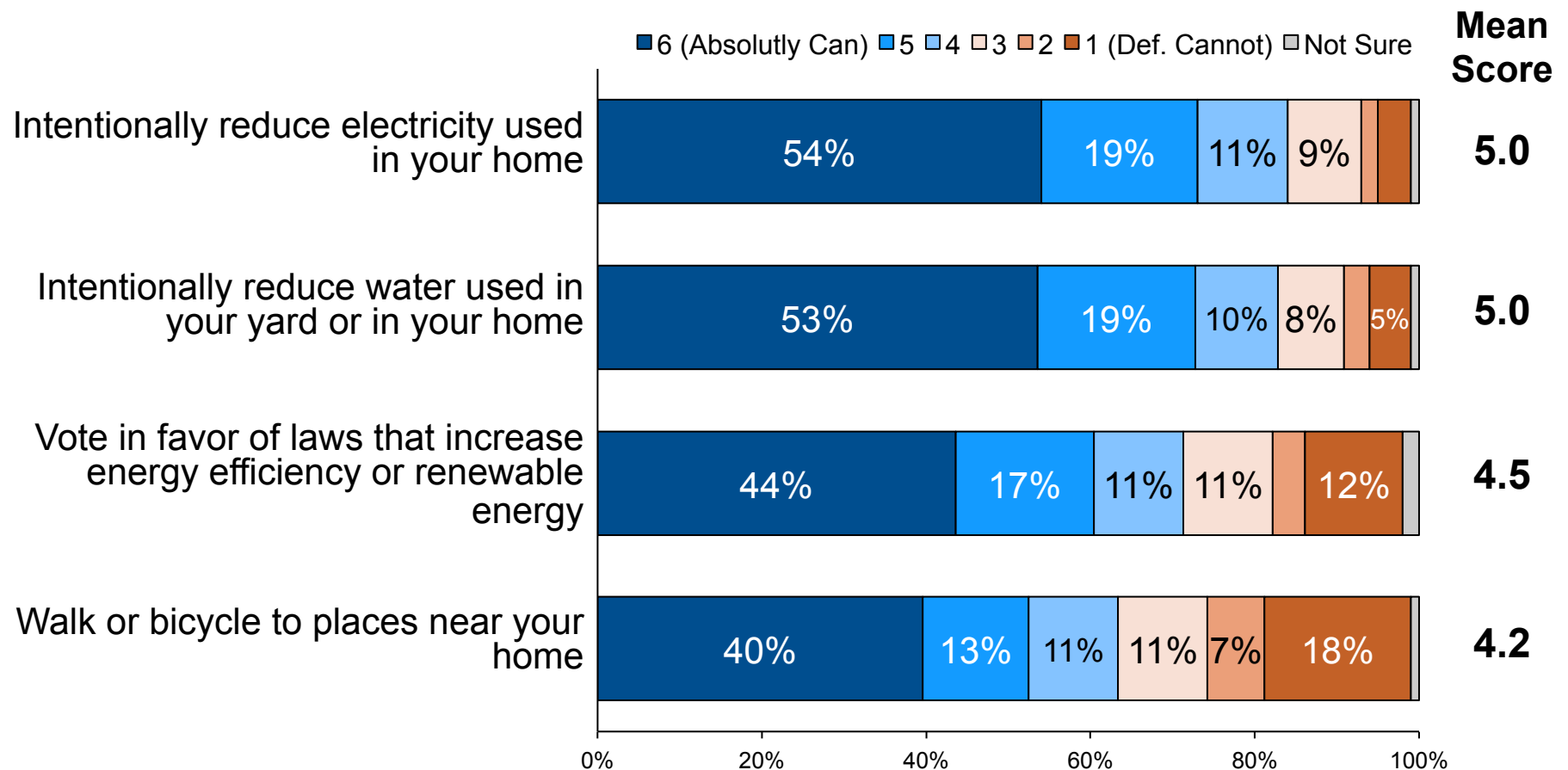
In the past year, have you _____?

■ Yes ■ No ■ Not Sure

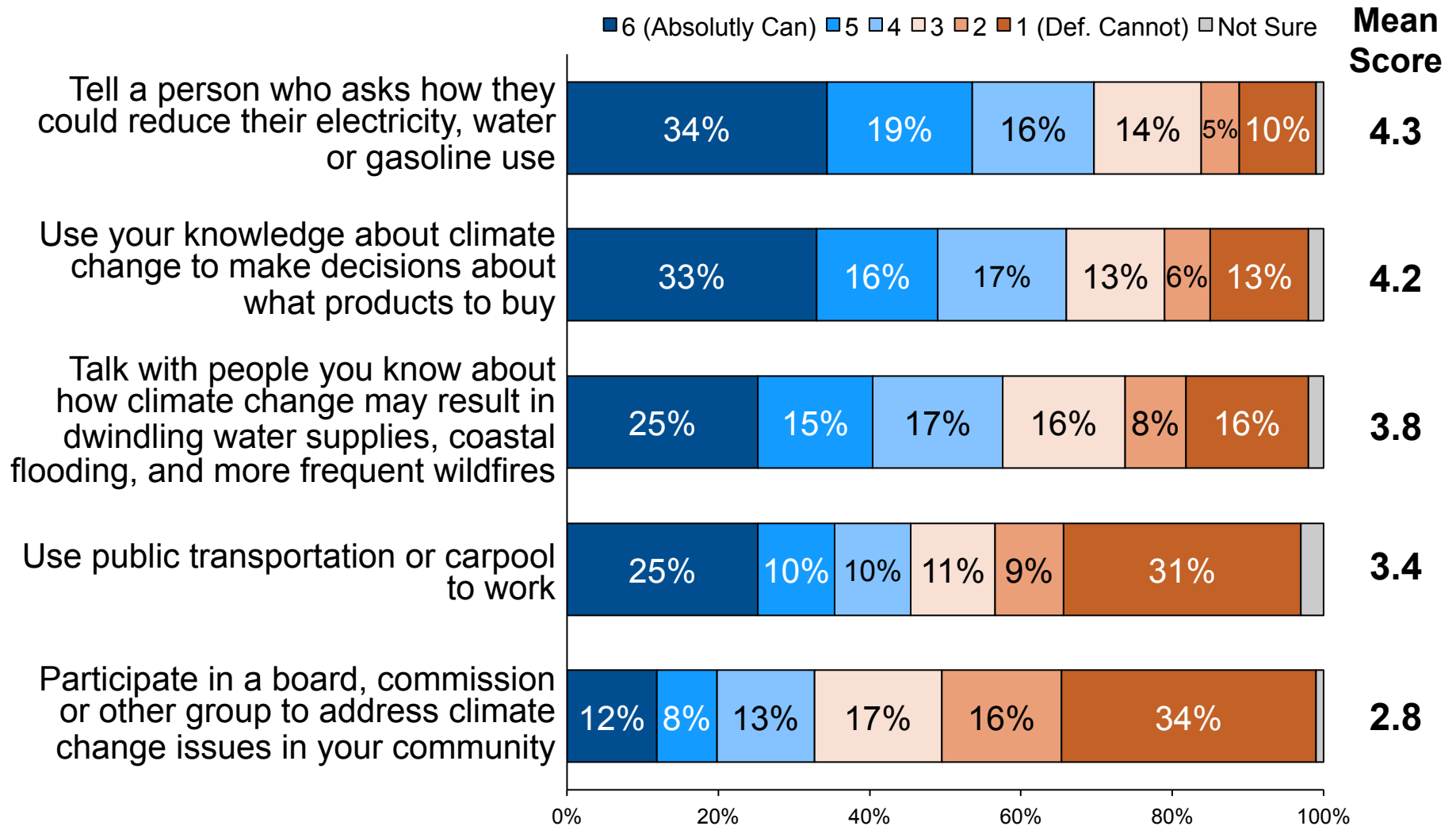


Looking forward, San Diegans are confident that they can reduce water and energy use.

Taking into consideration all the responsibilities you have, where you live and your life circumstances, to what extent do you feel you can do the following?



They are less likely to believe they can take a more active public role on the issue.



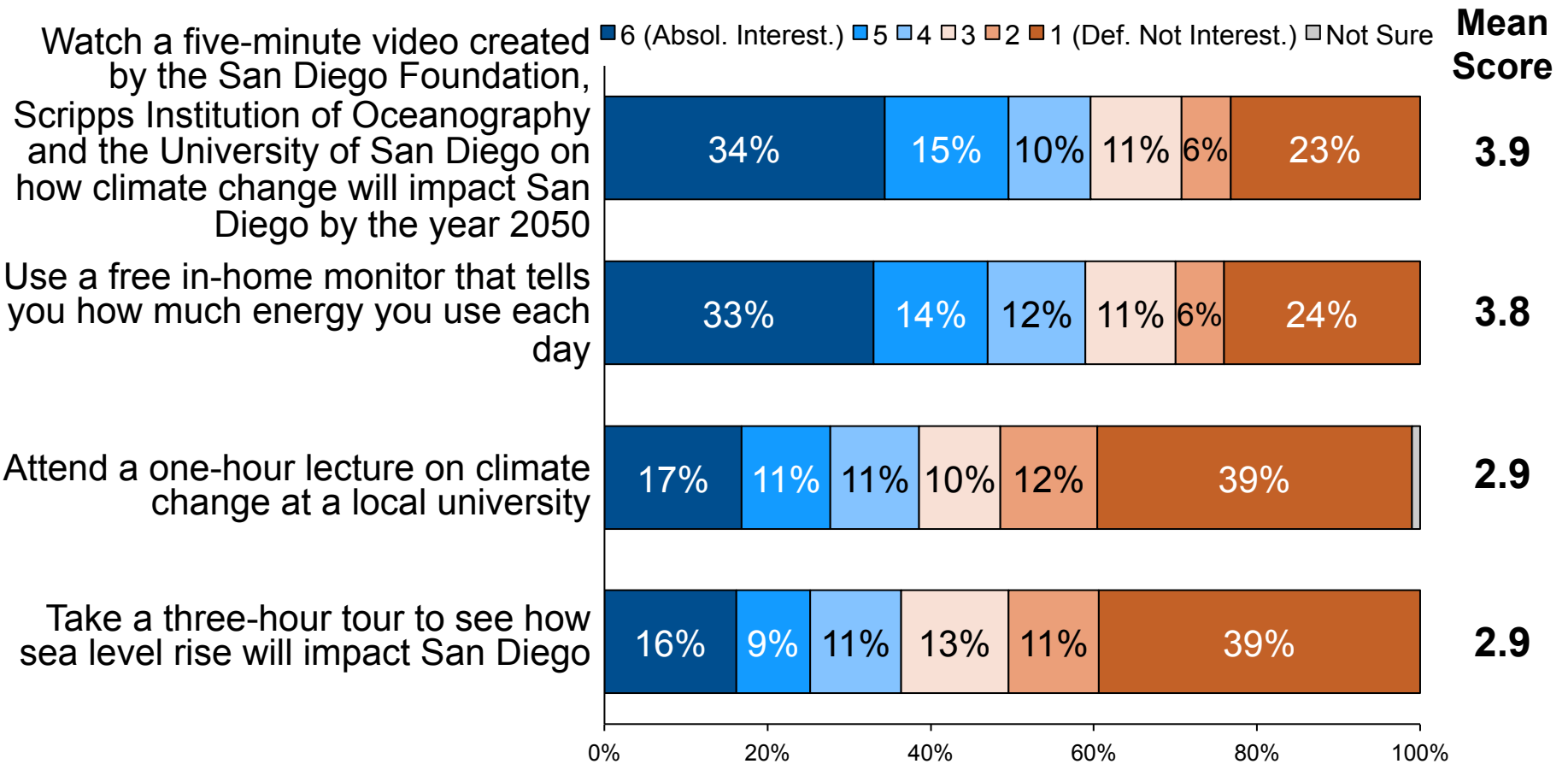
San Diegans' belief that they can participate in these activities has not changed significantly.

(Total 5/6)

Statement	Can Do 2011	Can Do 2012	Difference
Intentionally reduce water used in your yard or in your home	69%	72%	3%
Vote in favor of laws that increase energy efficiency or renewable energy	58%	61%	3%
Use public transportation or carpool to work	34%	35%	1%
Intentionally reduce electricity used in your home	73%	73%	N/C
Walk or bicycle to places near your home	53%	53%	N/C
Tell a person who asks how they could reduce their electricity, water or gasoline use	53%	53%	N/C
Participate in a board, commission or other group to address climate change issues in your community	22%	20%	-2%
Talk with people you know about how climate change may result in dwindling water supplies, coastal flooding, and more frequent wildfires	43%	40%	-3%

San Diegans also express interest in learning more about the issue – particularly through watching a video or using an energy monitor.

Taking into consideration all the responsibilities you have, where you live and your life circumstances, to what extent would you be interested in doing the following?



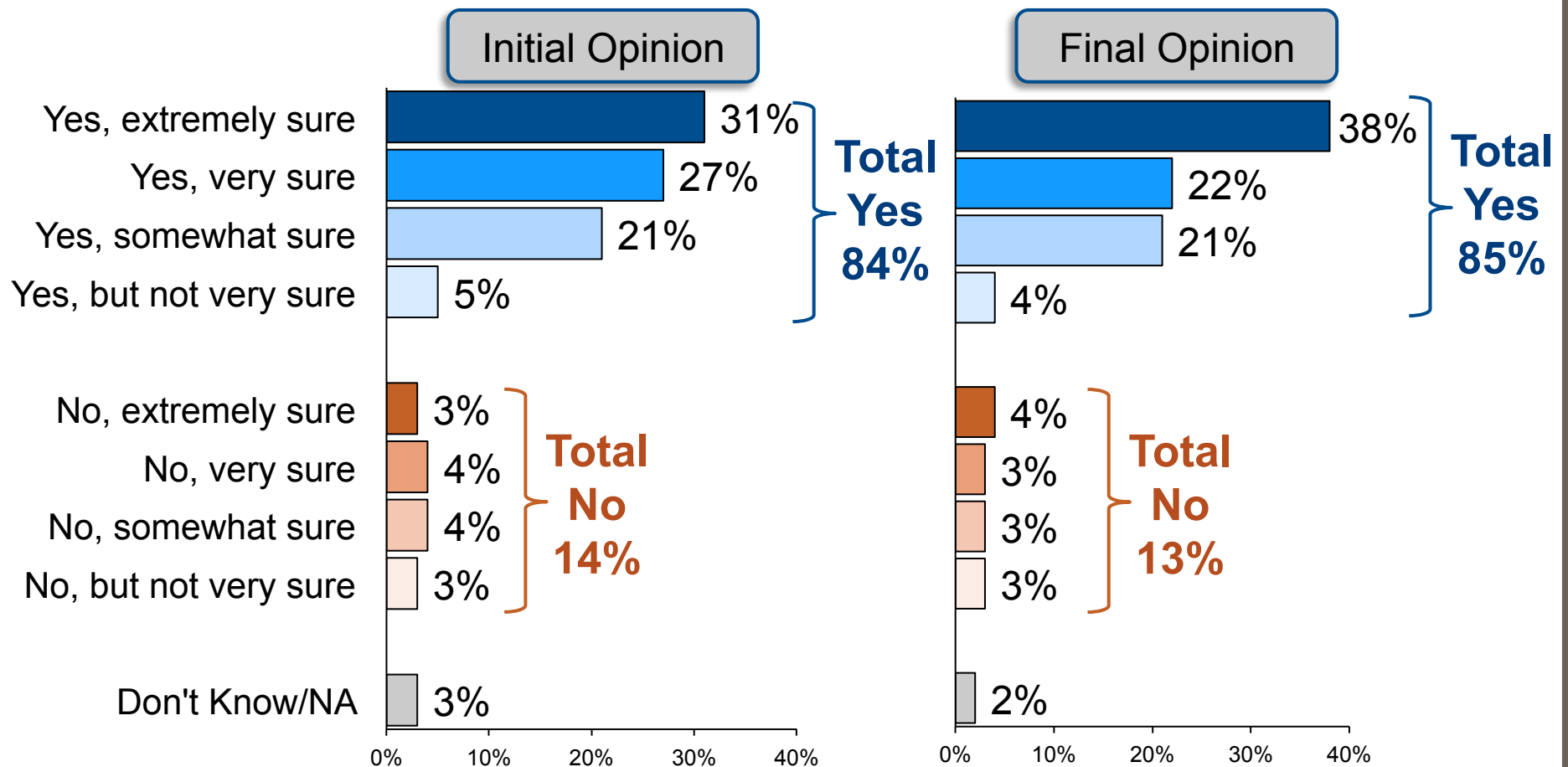


Messaging

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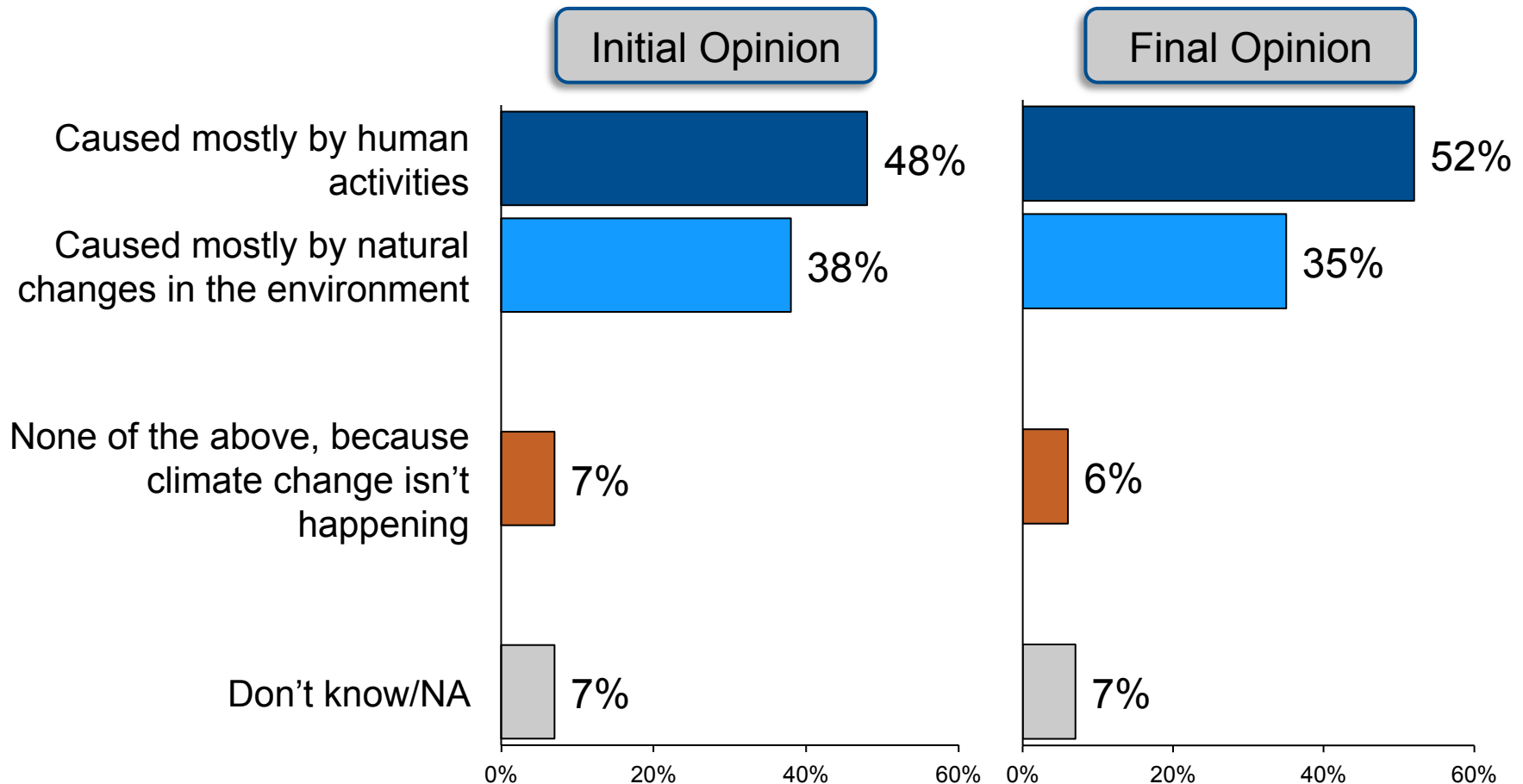
After hearing more information, voters were more likely to say climate change was happening...

Do you think climate change is happening? Would you say you are extremely sure it **IS/ISN'T** happening, very sure, somewhat sure, or not at all sure?



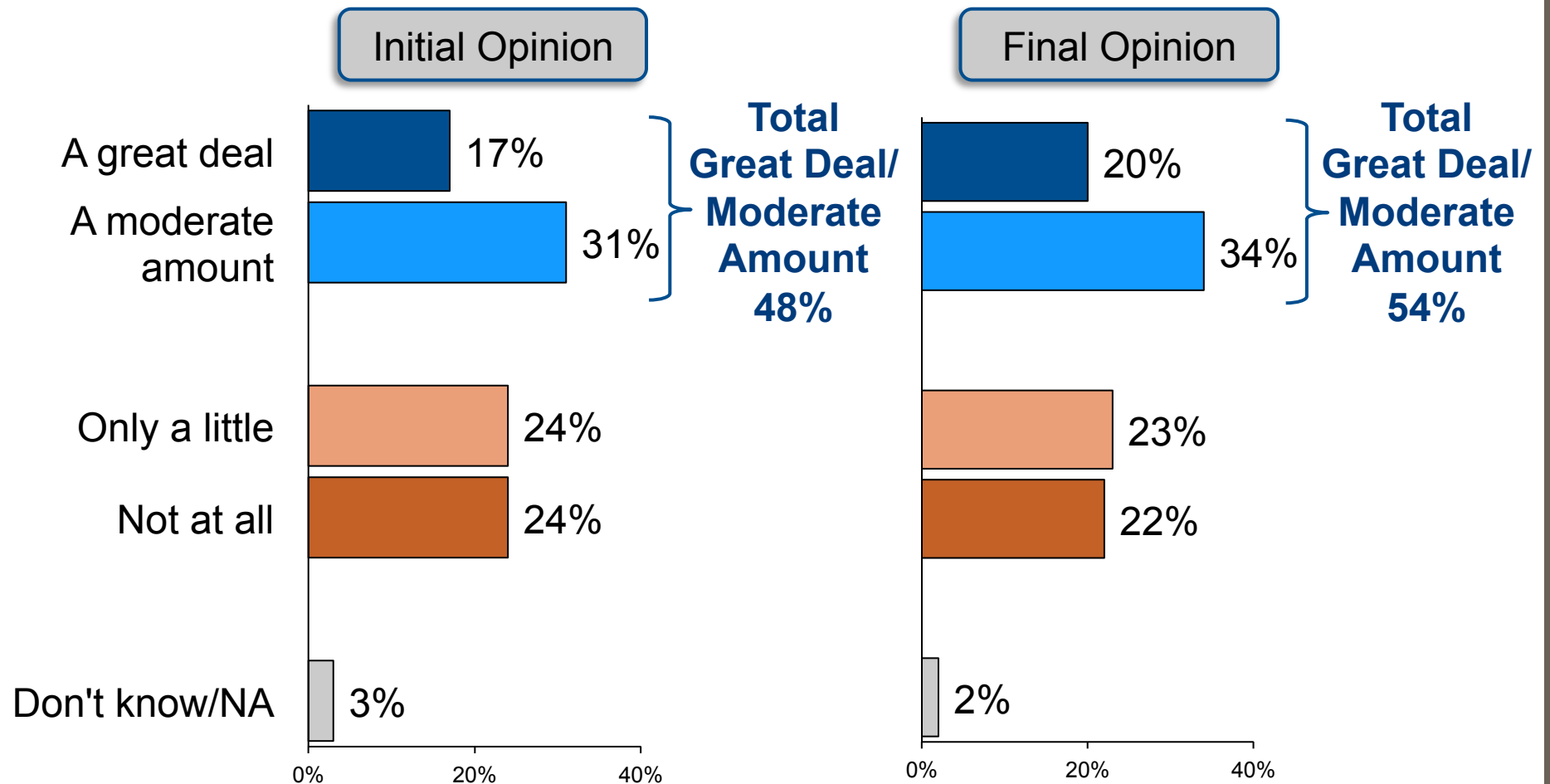
...there was also a slight increase in the proportion saying climate change is caused by human activities...

Assuming that climate change is happening, do you think it is...



...and an increase in voters who say climate change will harm them personally.

How much do you think climate change will harm you personally?

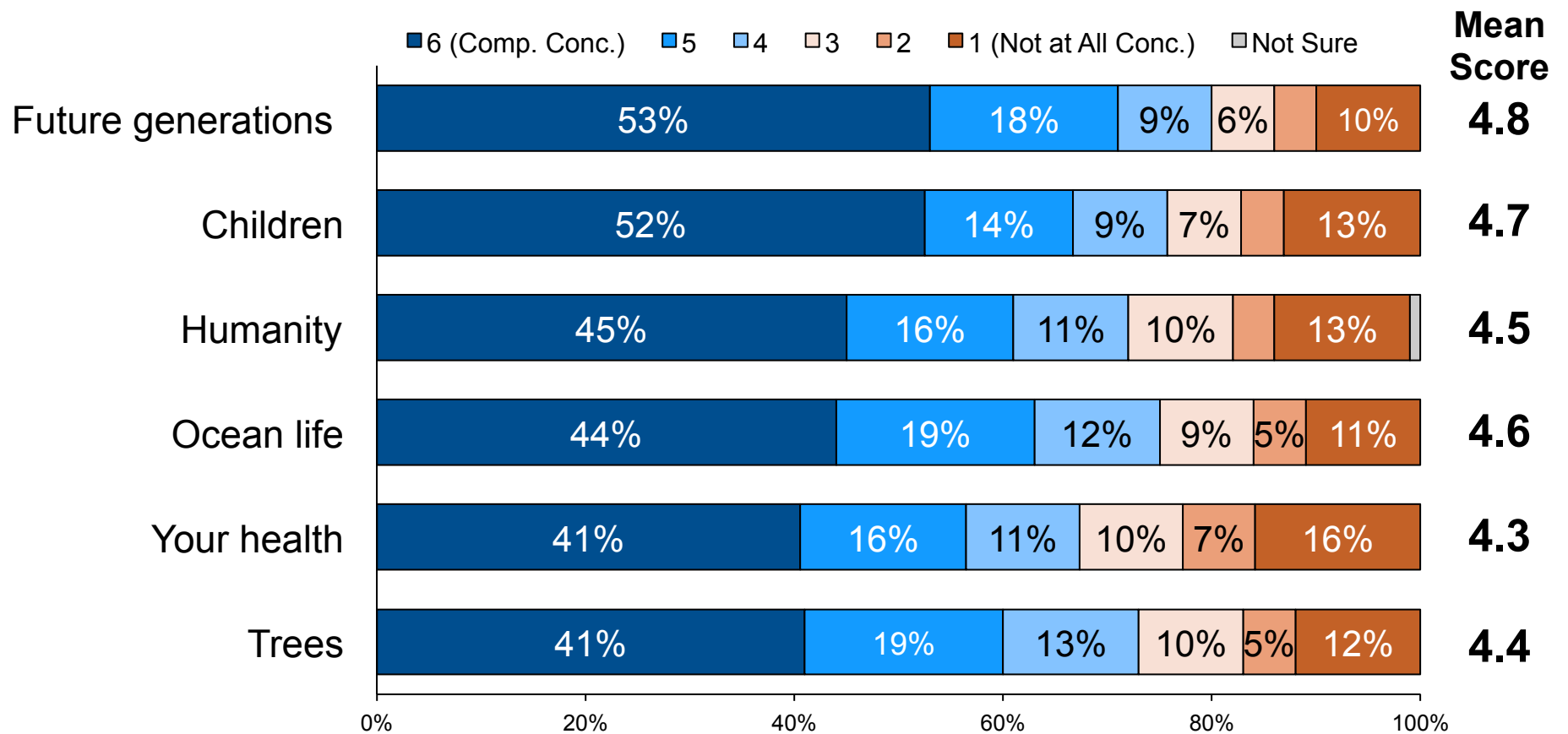


More than three in five residents were “movers” who shifted their opinion on at least one of these issues.

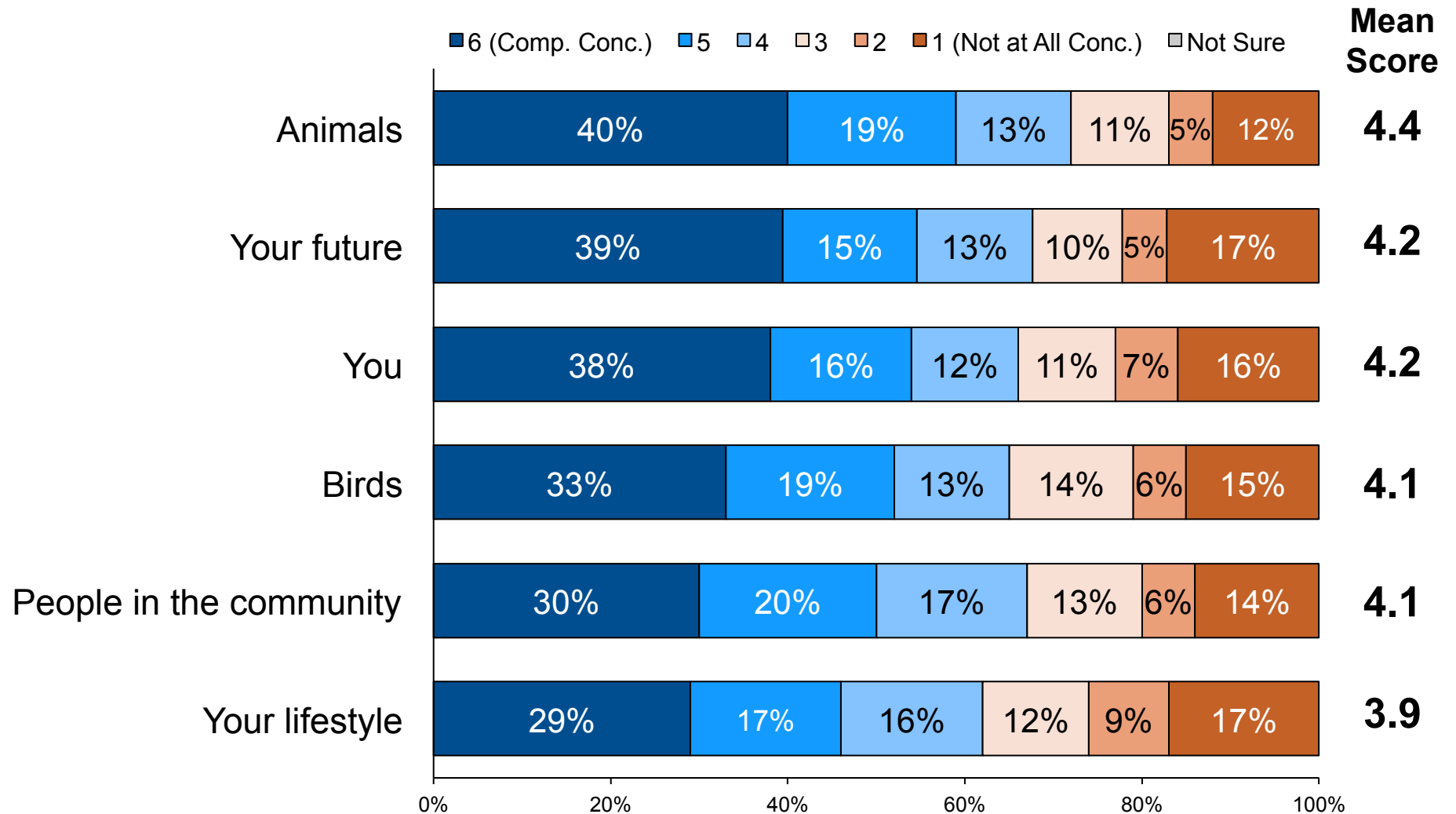
Demographic Group	% That Are “Movers”	% of County
OVERALL	61%	100%
Democrats	77%	27%
City of Escondido	75%	6%
Latinos	69%	30%
Women Age 18-49	69%	29%
Non-Voters	69%	23%
College-Educated Women	68%	23%
Less Than 10 years in San Diego	68%	23%
Income \$75K-\$100K	68%	14%
People of Color	67%	44%
Income Under \$25K	67%	17%
Single	66%	34%
Age 30-39	66%	18%
Women	65%	50%
Renters	65%	40%
Age 18-29	65%	23%

The primary concerns about climate change impacts are generational.

I am going to read you a list of people or things in your local community. Please indicate how concerned you are about the effect that climate change may have on each one.



San Diegans are much less concerned about impacts on their community or lifestyle.



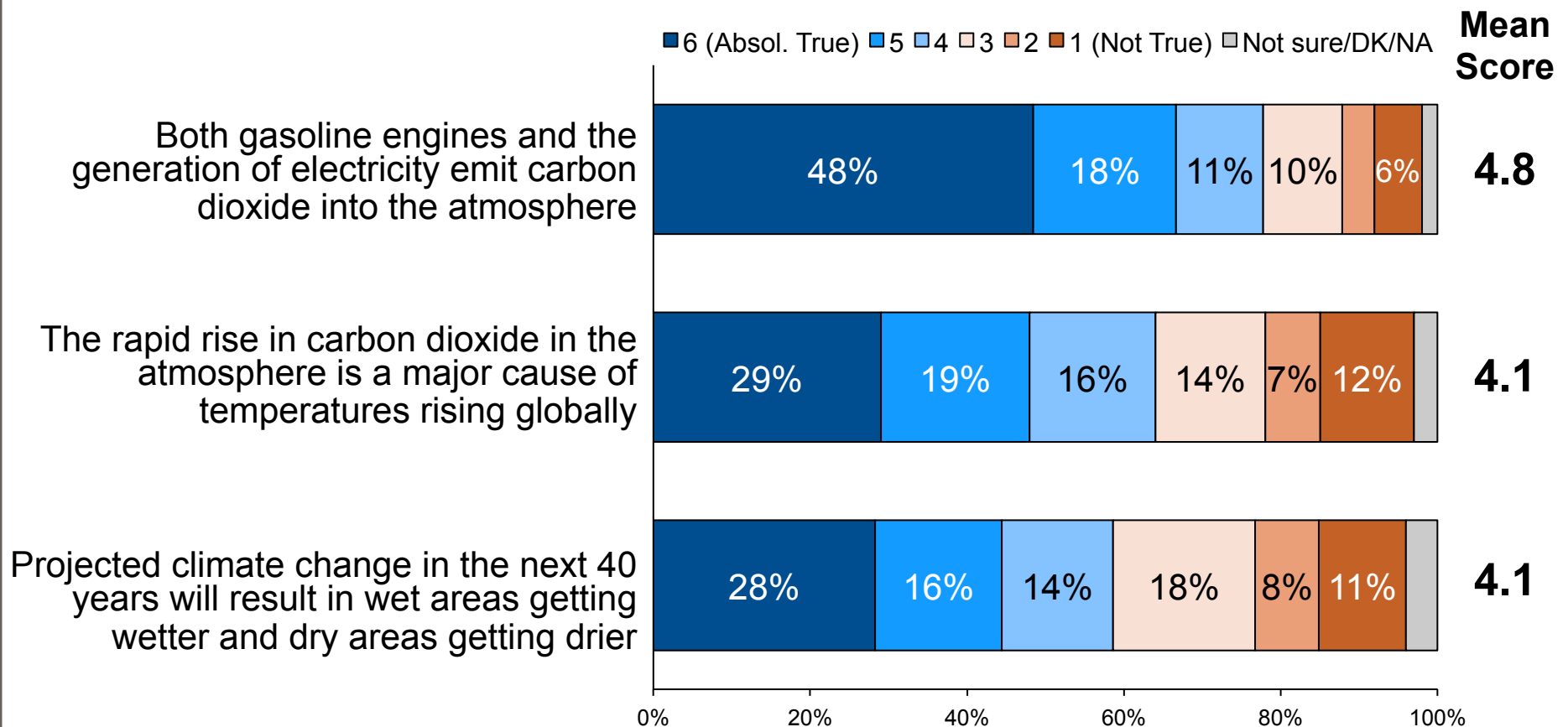
However, concern about impacts on the community increased greatly since last year's survey.

(Total 5/6)

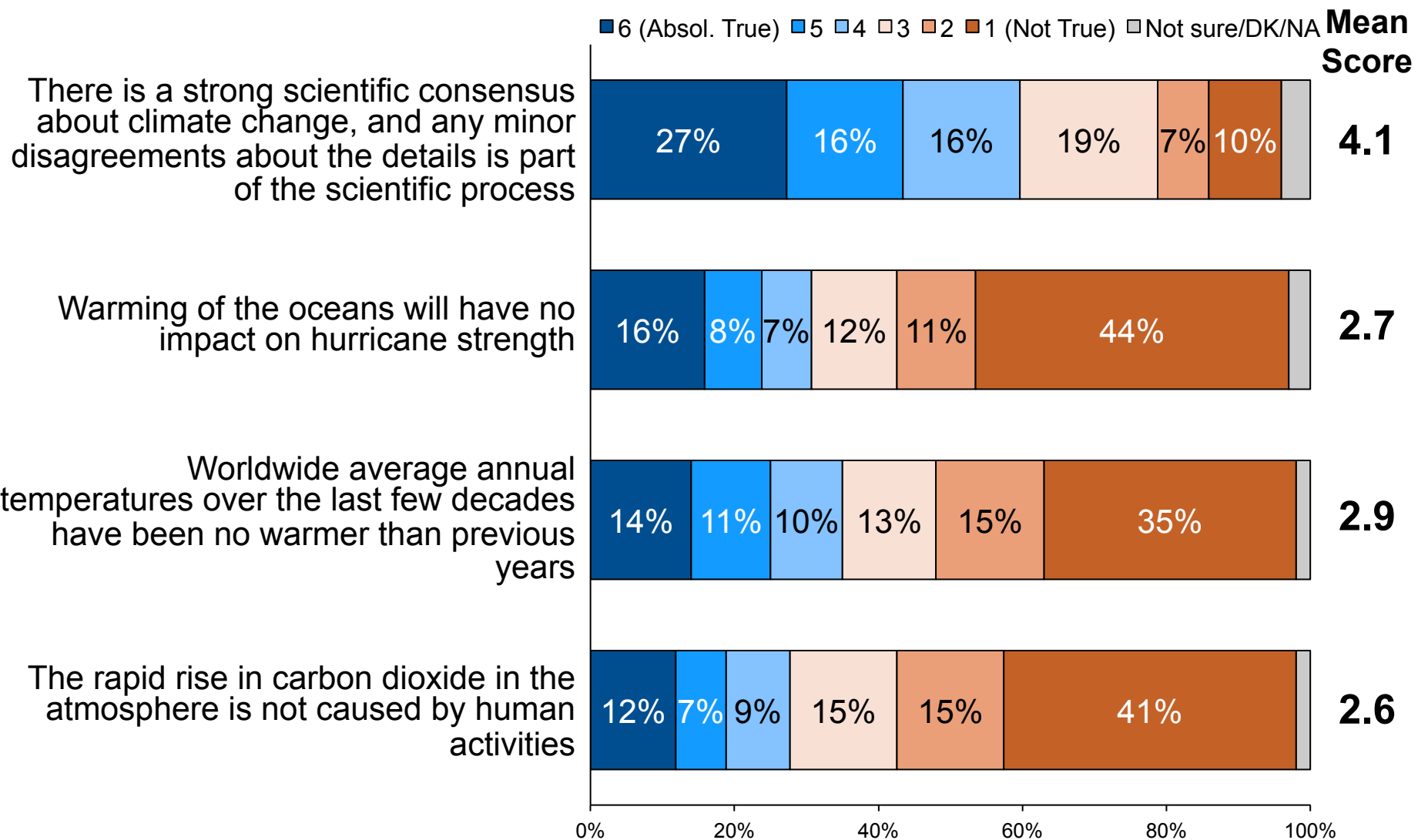
	Effect of Climate Change 2011	Effect of Climate Change 2012	Difference
People in the community	34%	50%	+16%
Future generations	71%	71%	N/C
Trees	61%	60%	-1%
Animals	61%	59%	-2%
Ocean life	65%	63%	-2%
Children	69%	66%	-3%
Birds	55%	52%	-3%
Humanity	65%	61%	-4%
Your health	63%	57%	-6%
Your lifestyle	52%	46%	-6%
Your future	61%	54%	-7%
You	61%	54%	-7%

San Diegans have the clearest understanding of the connection between both gas and electricity and climate change.

Climate Change on a Global Scale



San Diegans reject the idea that climate change will have minimal impact.



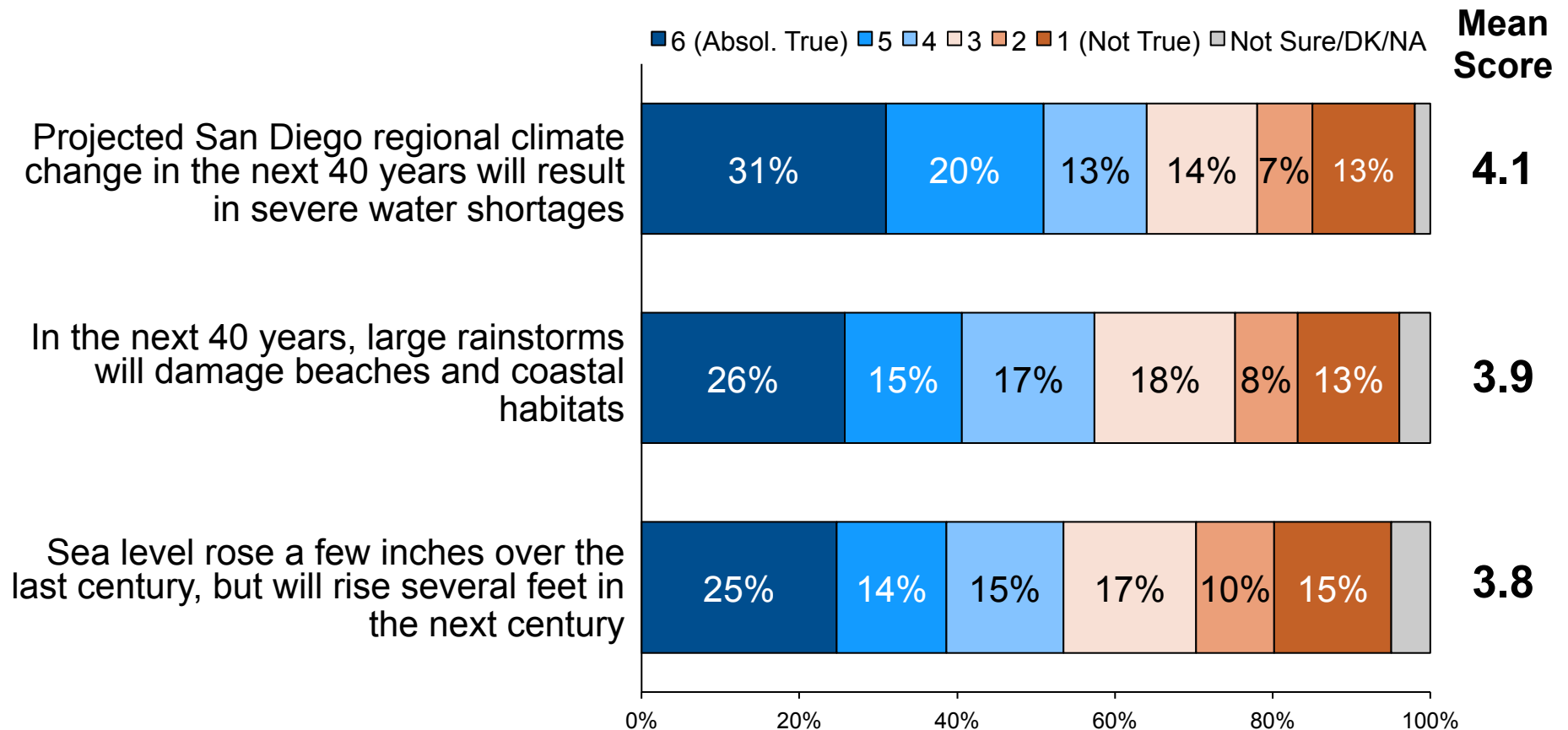
These beliefs are also prevalent among persuadable subgroups.

(Total Perceiving Each Statement as “True” - 4/5/6)

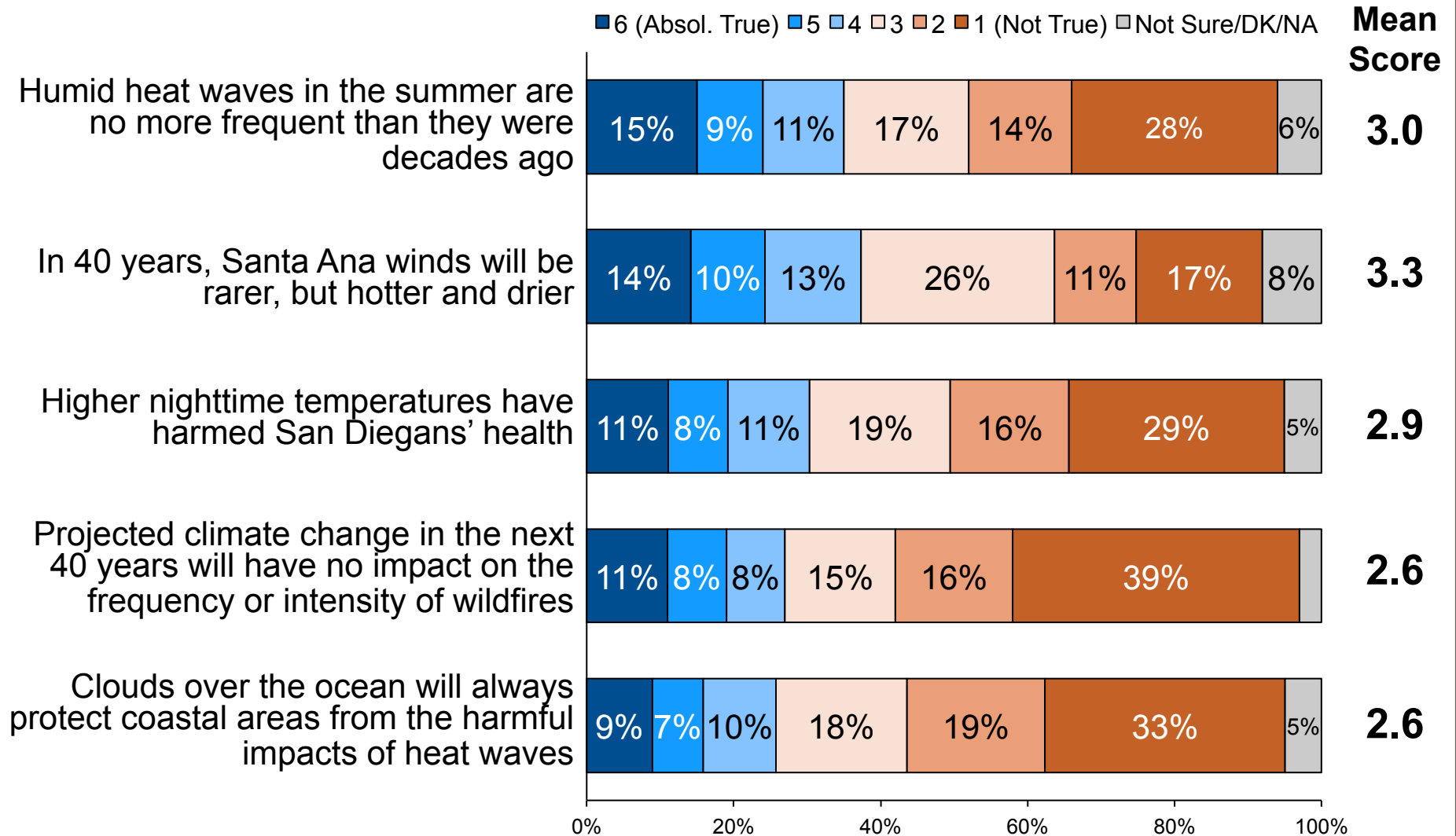
Statement	All San Diegans	Somewhat Sure/Not Very Sure Climate Change is Happening	Moderate Amount of Personal Harm	Climate Change Cause by Natural Change	Movers
Gas Engines Emit CO ₂	77%	78%	82%	74%	84%
Rapid CO ₂ Rise Major Cause	64%	60%	74%	44%	79%
Strong Scientific Consensus	59%	57%	66%	47%	67%
Wetter & Drier In 40 Years	58%	59%	65%	51%	68%
Average Temp No Warmer	35%	44%	32%	41%	32%
Ocean Warmth No Impact	31%	37%	27%	35%	64%
CO ₂ Rise Not Human Cause	28%	35%	28%	36%	27%

Most see it as highly credible that climate change will lead to local water shortages.

Climate Change in the San Diego Region



However, they reject many other assertions about impacts – both true and false ones.



Again, these perceptions generally hold true for persuadable subgroups.

(Total Perceiving Each Statement as “True” - 4/5/6)

Statement	All San Diegans	Somewhat Sure/Not Very Sure Climate Change is Happening	Moderate Amount of Personal Harm	Climate Change Caused by Natural Change	Movers
Water Shortage In 40 Years	64%	64%	77%	49%	75%
Rainstorms Damage Beaches	58%	58%	65%	45%	69%
Sea Level Will Rise	54%	53%	66%	39%	66%
Santa Ana Winds Rarer	37%	44%	41%	35%	42%
Humid Heat No More Frequent	35%	41%	30%	43%	31%
Nighttime Temp Harm Health	30%	34%	36%	22%	41%
No Impact On Wildfire Frequent	27%	34%	23%	31%	23%
Clouds Will Protect Coast	26%	35%	24%	28%	25%

For more information, contact:

Fairbank, Maslin, Maullin, Metz & Associates - FM3

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