

2013 BOULDER CITY/COUNTY CLIMATE ISSUES SURVEY

Presented February 20, 2014



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OBJECTIVES

- The objective of this study is to better understand residents' attitudes related to climate change beliefs and attitudes with the goal of understanding how to better engage residents in behavior change initiatives.

METHODOLOGY

Talmey-Drake Research & Strategy, Inc. conducted the 2013 Boulder City-County Climate Attitude Issues Survey off a purchased random digit dial sample (RDD) consisting of both landline and cell phone numbers.

- Interviews for the County survey were conducted December 2 - 10; those for the City, December 2 - 17.
- Results are based on 400 telephone interviews with residents across Boulder County; as well as 436 within the City of Boulder, including the 132 City of Boulder respondents called as part of the County survey.
- Of the 400 Boulder County and 436 City of Boulder interviews, 48% and 56% respectively, were conducted on respondents' cell phones.
- Sample sizes of 400 and 436 result in margins of error of plus or minus 4.9% and 4.7% respectively, about any one reported percentage.

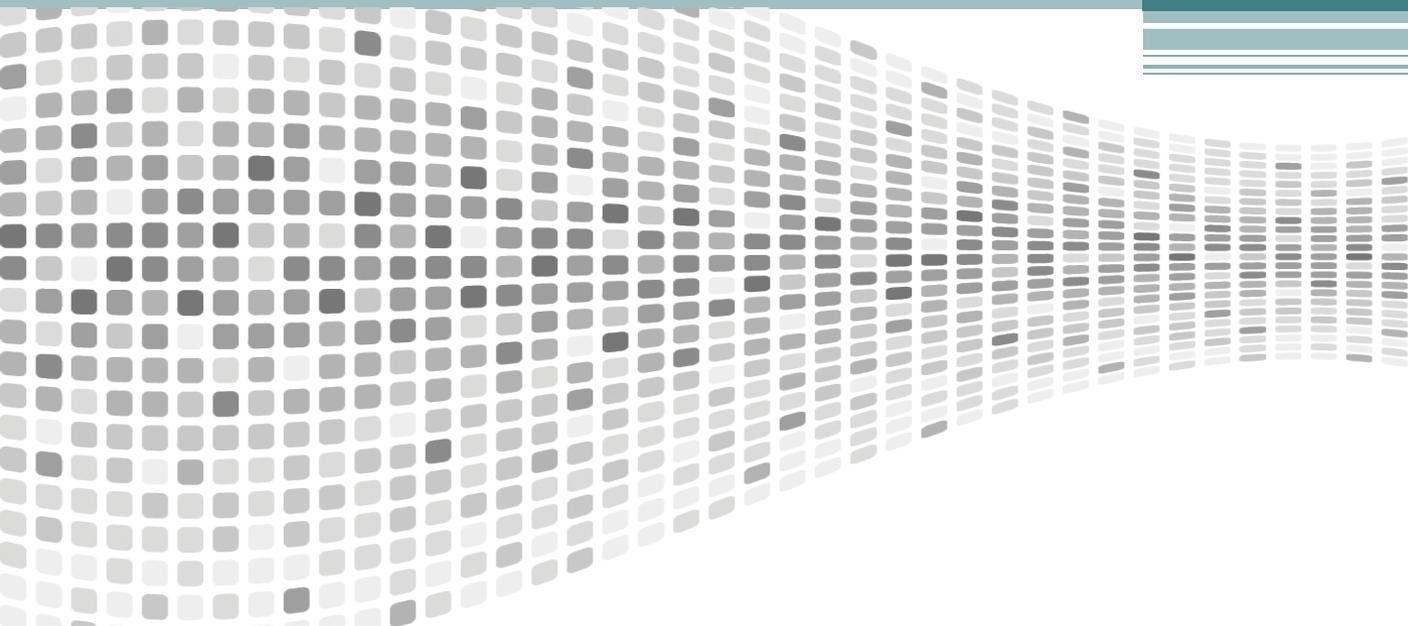
KEY FINDINGS

- What motivates people to take action on climate change?
 - 1) Concern about future generations
 - 2) It's simply the right thing to do
- Despite conventional wisdom, in terms of motivating factors driving participation in government sustainability programs, cost-savings rank lower than the above as motivating factors.

- Residents seem to equate sustainability with environmental initiatives.
- The term “resiliency” should be given special attention, however, because there appears to be no common understanding for what it means in the city or the county (more on this later).
- There are differences between city residents and county residents. City residents are more worried about climate change, more supportive of climate action initiatives and report higher participation rates in sustainability efforts.

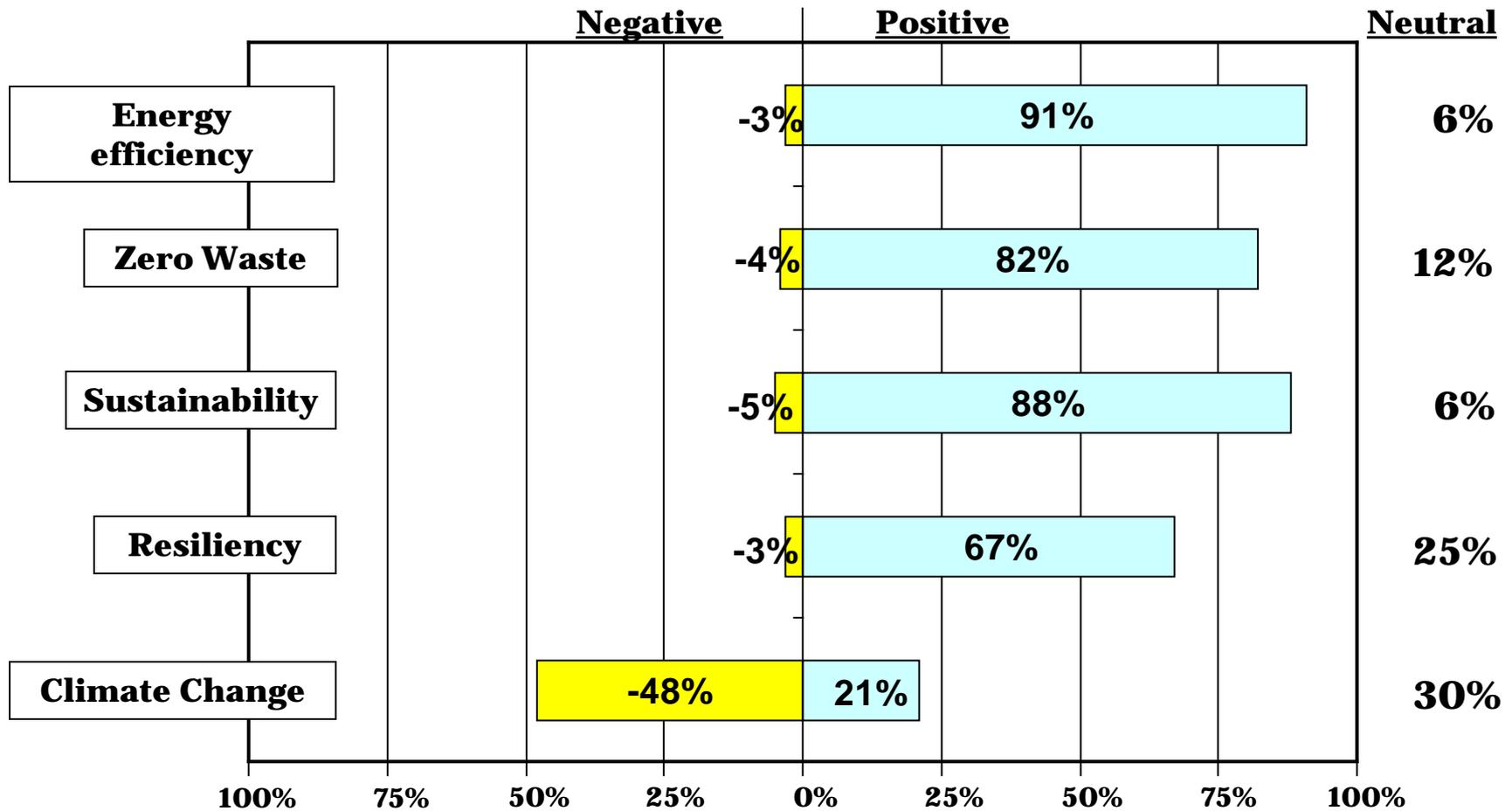
- Zero waste programs rank particularly high.
- There are significant opportunities around transportation.
- Several questions underscored significant public support and optimism about the power of collective action versus individual behavior change.

A CLOSER LOOK AT THE DATA



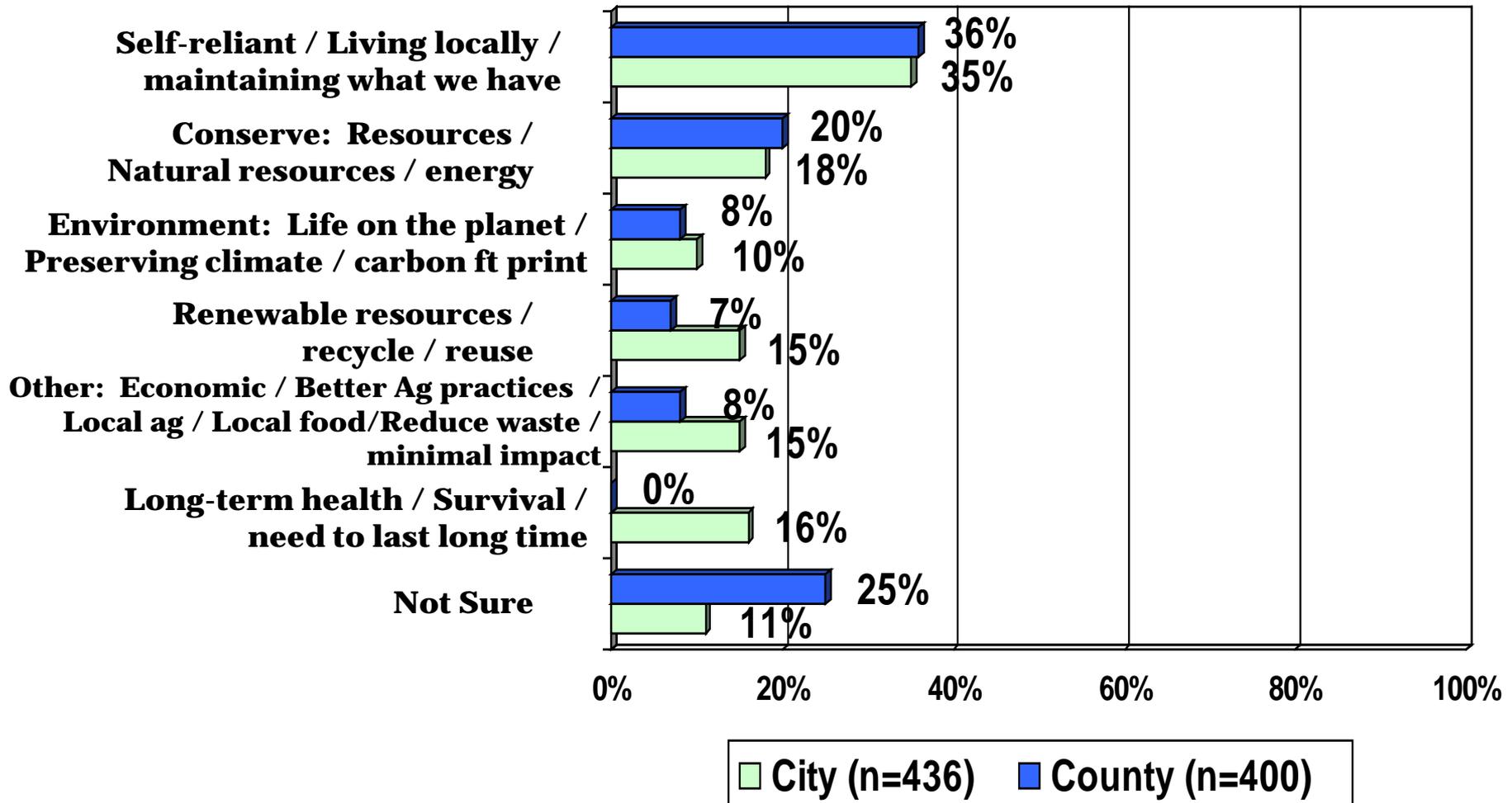
Positive/Negative Associations with Terms or Phrases

-Results for City of Boulder- [n=436]

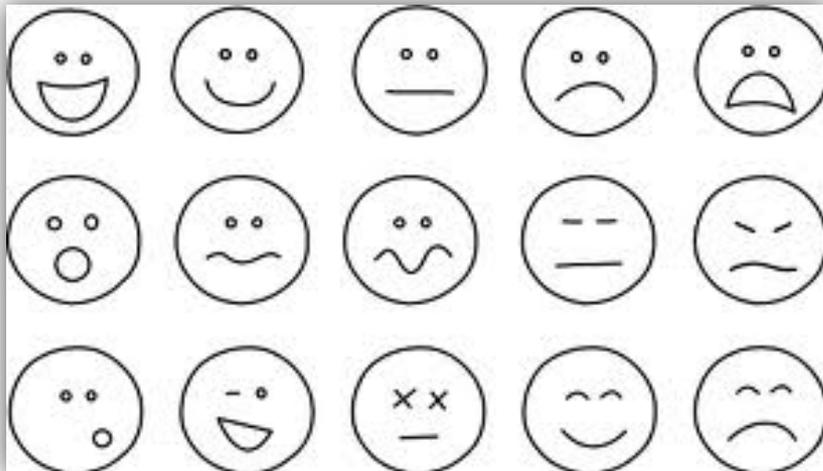


Don't Know responses not charted

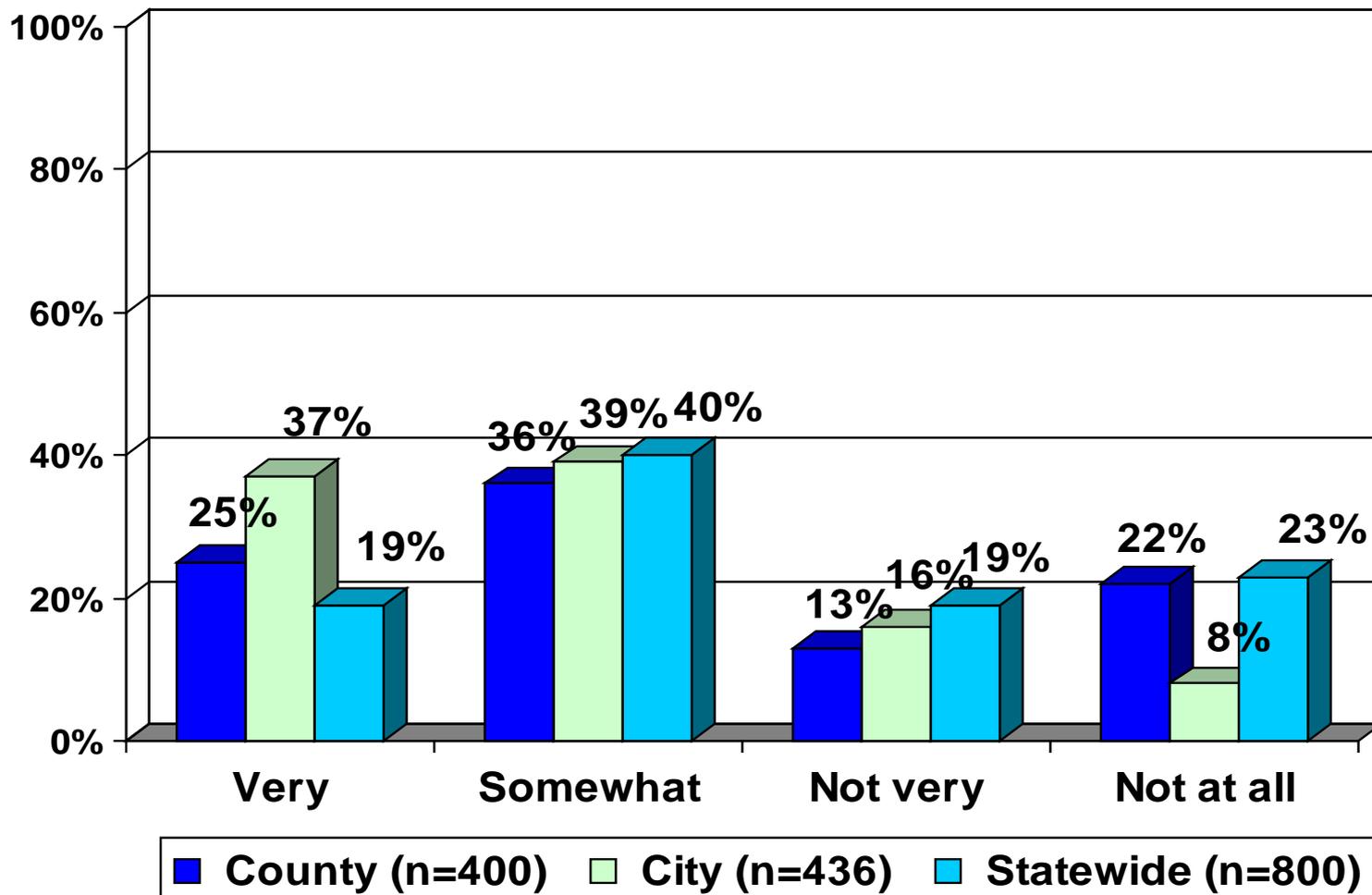
What Does the Term Sustainability Mean to You?



ATTITUDES TOWARD CLIMATE CHANGE

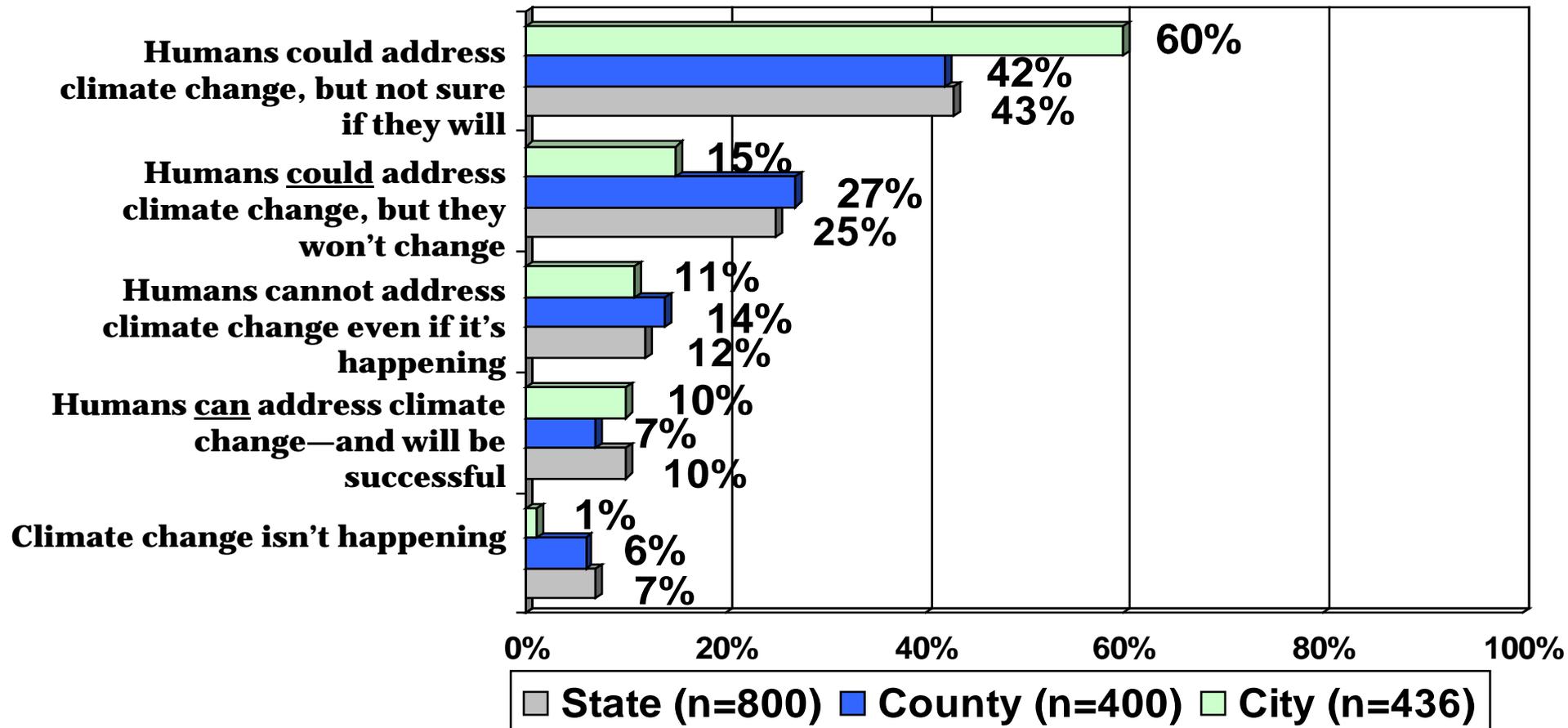


How Worried Are You About Climate Change?



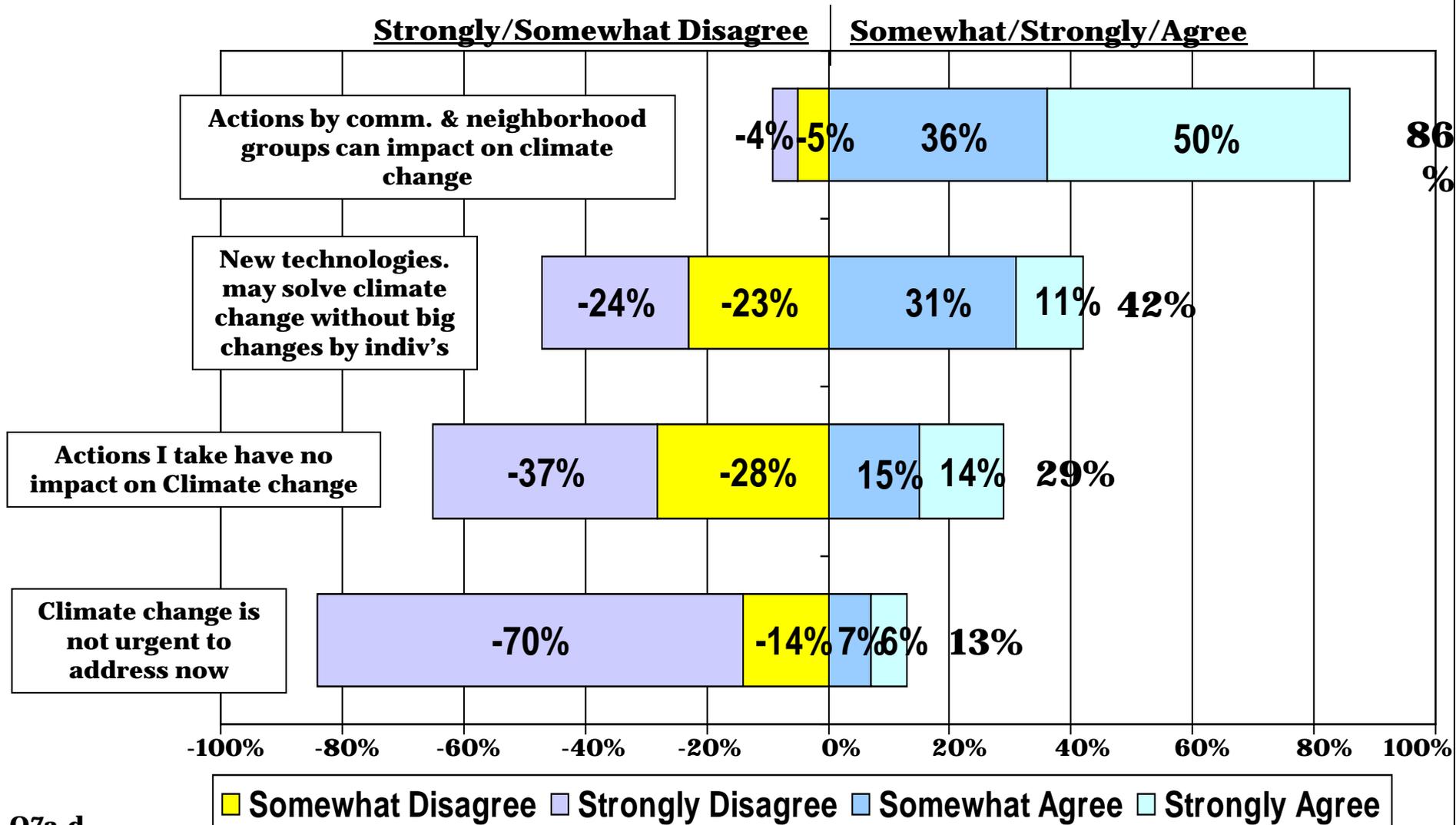
"Don't Know" responses are NOT charted in the graph.

Which Statement Comes Closest to Your View?



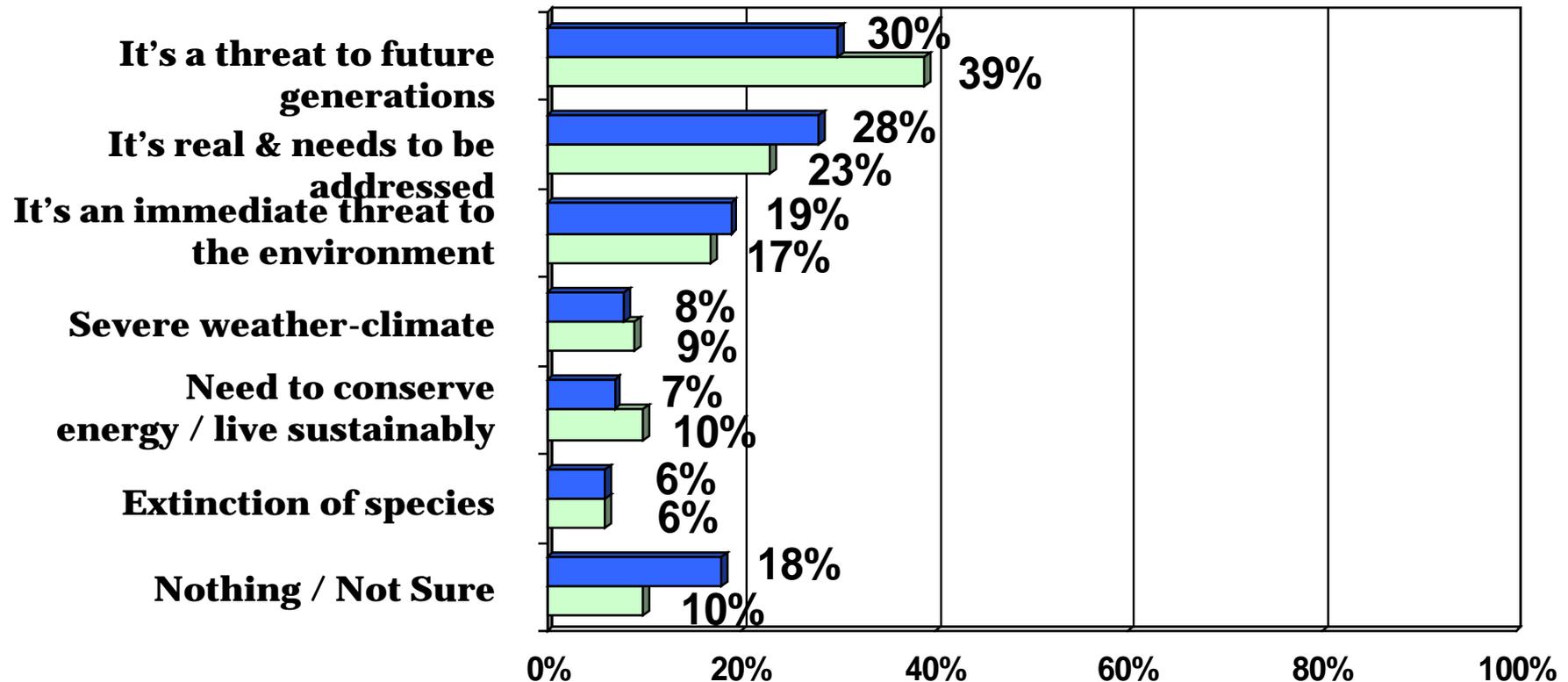
Agree/Disagree on Addressing Climate Change

-Results for City of Boulder- [n=436]



What is it About Climate Change That Motivates you to Take Some Form of Action?

- Asked of those who feel that they can make a difference - [County n=324; City n=403]



Only responses greater than 4% are charted



WALKING THE WALK ON CLIMATE ACTION



Frequency of Participating in the Following Activities

[County n=400; City n=436]

| TYPES OF ACTIVITIES | Almost all the Time | | Often | | Occas'ly | | Almost Never | | Never | |
|-------------------------------------------------------------------------------|---------------------|------|-------|------|----------|------|--------------|------|-------|------|
| | CTY | CITY | CTY | CITY | CTY | CITY | CTY | CITY | CTY | CITY |
| Recycle | 71% | 88% | 13% | 7% | 11% | 4% | 1% | <1% | 3% | <1% |
| Take actions to reduce home energy costs (thermostat / insulation / caulking) | 43% | 47% | 27% | 27% | 15% | 11% | 7% | 7% | 6% | 7% |
| Compost food scraps | 35% | 49% | 5% | 6% | 9% | 10% | 5% | 8% | 41% | 25% |
| Walk or bike more; not drive | 12% | 16% | 13% | 17% | 26% | 32% | 18% | 16% | 30% | 13% |
| Use public transportation / car pool | 9% | 10% | 11% | 14% | 26% | 42% | 14% | 15% | 39% | 18% |
| Conserve indoor water | 56% | 62% | 19% | 25% | 9% | 6% | 3% | 3% | 12% | 2% |
| Conserve outdoor water ¹ | 69% | 62% | 18% | 23% | 7% | 6% | <1% | 1% | 5% | 4% |
| Consider the environmental impact of a purchase before making it | 28% | 30% | 20% | 31% | 25% | 23% | 11% | 10% | 16% | 5% |

¹Results shown in this row are for just homeowners

Shading indicates there is a statistical difference High Low

If It Became Easier to Do, Would You Do These Activities More Often / Make No Difference?

- Ask just of those saying “Almost Never” or “Never” -

| [County / City] | TYPES OF ACTIVITIES | More Often | | About Same | | Not Sure | |
|-----------------|---------------------------------------------------------|------------|------|------------|------|----------|------|
| | | COUNTY | CITY | COUNTY | CITY | COUNTY | CITY |
| [n=22/3] | Recycle | 51% | 52% | 37% | 48% | 12% | -- |
| [n=64/60] | Reduce home energy costs | 60% | 50% | 25% | 30% | 15% | 20% |
| [n=199/144*] | Compost food scraps | 36% | 50% | 53% | 33% | 7% | 14% |
| [n=195/132] | Walk or bike more; not drive | 41% | 40% | 51% | 43% | 5% | 15% |
| [n=224/147] | Use public transport./ car pool | 35% | 42% | 54% | 50% | 10% | 6% |
| [n=36/11] | Conserve indoor water | 59% | 11% | 23% | 69% | 18% | 20% |
| [n=17/18] | Conserve outdoor water | 60% | 53% | 40% | 44% | -- | 1% |
| [n=119/65] | Consider environmental. impact before making a purchase | 31% | 49% | 56% | 40% | 13% | 11% |

*Those with larger sample sizes is where you get the greatest bang for the buck.

Agree/Disagree on Lifestyle Choices

[County n=400; City n=436]

| LIFESTYLE CHOICES | Strongly Agree | | Somewhat Agree | | Somewhat Disagree | | Strongly Disagree | |
|-----------------------------------------------------------------------------------------------|----------------|------|----------------|------|-------------------|------|-------------------|------|
| | CTY | CITY | CTY | CITY | CTY | CITY | CTY | CITY |
| Public transportation is inconvenient, too expensive or doesn't fit my needs | 37% | 19% | 22% | 30% | 10% | 19% | 20% | 22% |
| I wouldn't feel safe riding a bicycle to work or around town | 16% | 16% | 18% | 13% | 20% | 26% | 39% | 41% |
| There are too many choices and programs and I feel overwhelmed | 10% | 5% | 17% | 18% | 27% | 34% | 31% | 29% |
| I resent local gov't trying to get me to do things so they can meet their environmental goals | 18% | 9% | 18% | 9% | 11% | 21% | 42% | 52% |

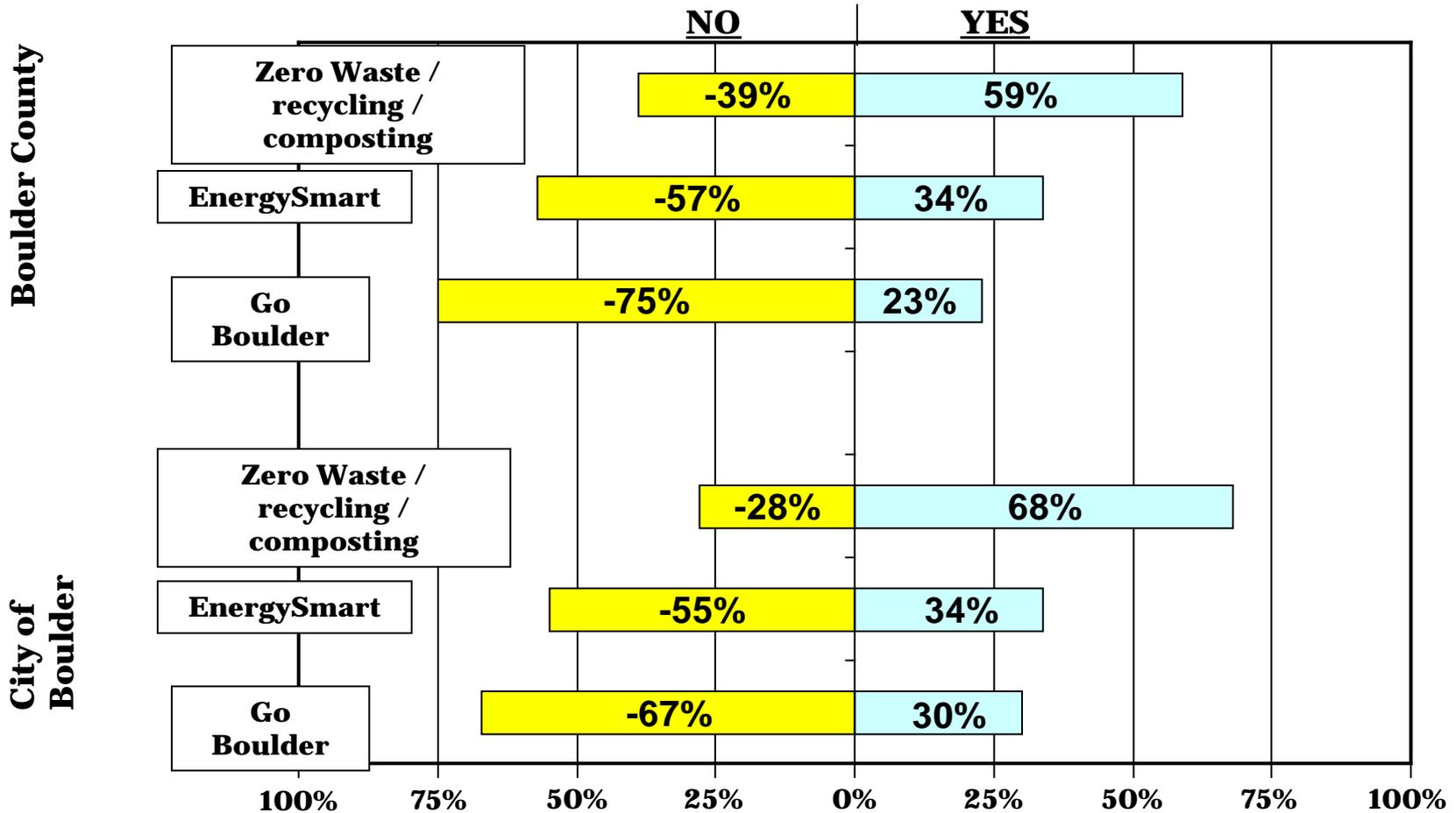
Shading indicates there is a statistical difference High Low

GOVERNMENT SUSTAINABILITY SERVICES



Have You Participated in Each of These Three Programs?

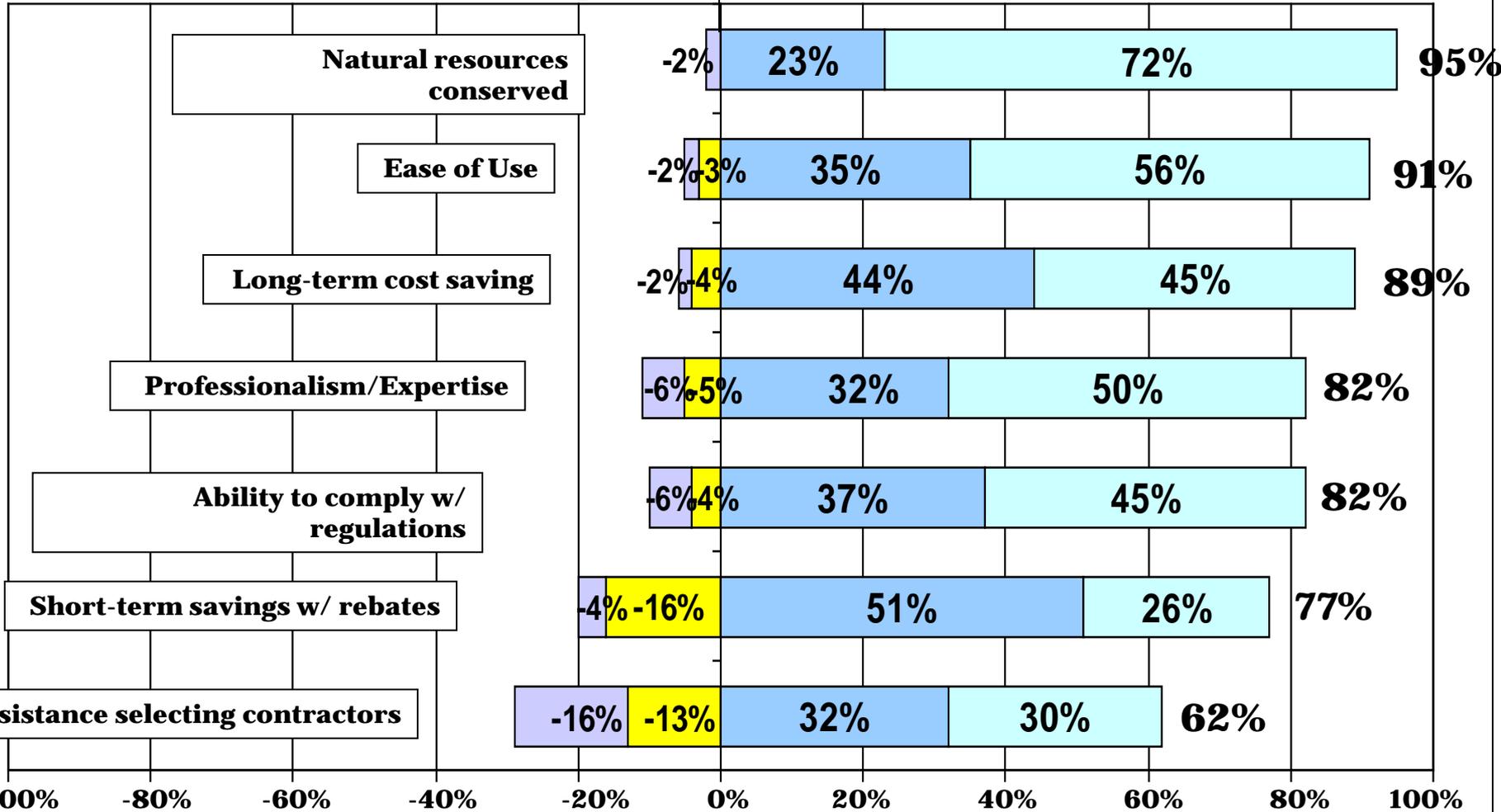
[County n=400; City n=436]



Importance of Aspects of Sustainable Services

-Results for City of Boulder- [n=436]

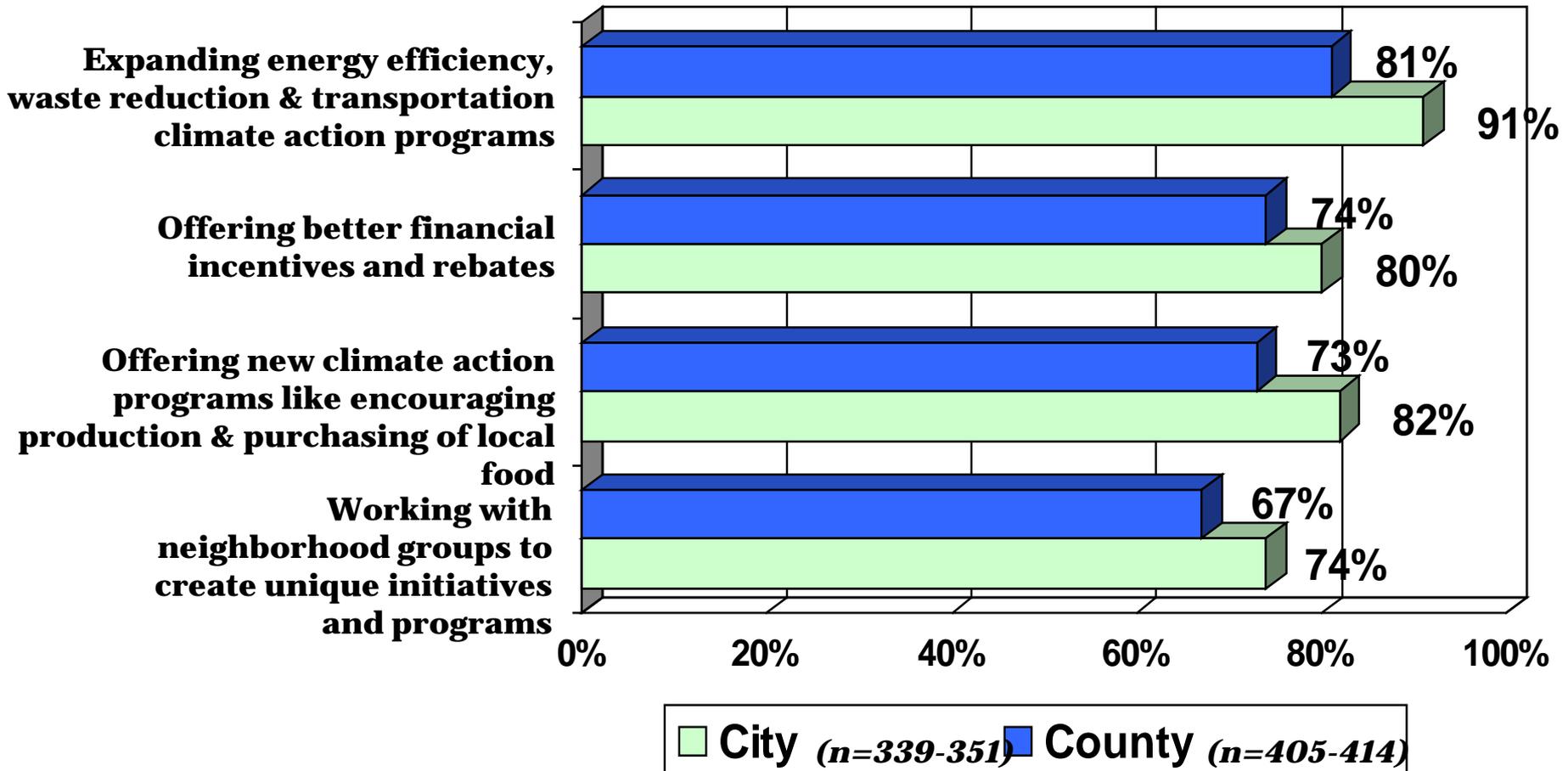
Not at all / Not too Important | **Somewhat / Very Important**



■ Not too important
 ■ Not at all important
 ■ Fairly important
 ■ Very important

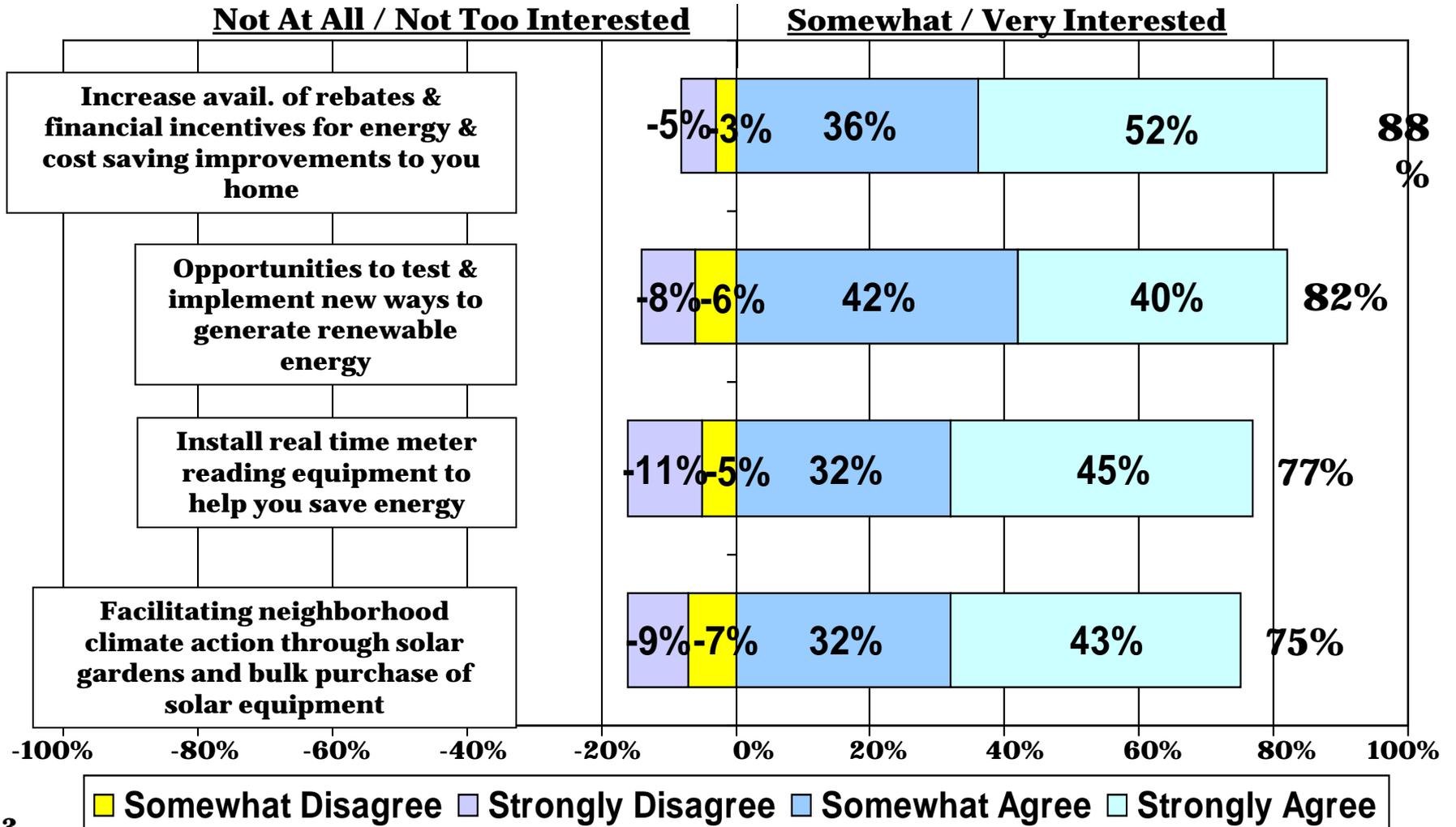
Are These Sustainable Action Programs a Good or Bad Use of Gov't Resources?

- Percent shown is for those saying it's a "Good Use" -



Interest in Energy Services a Municipal Utility Could Provide

-Asked of just City of Boulder- [n=436]



QUESTIONS AND COMMENTS

