



Global Warming: Knowledge and Attitudes in Skagit County, Washington

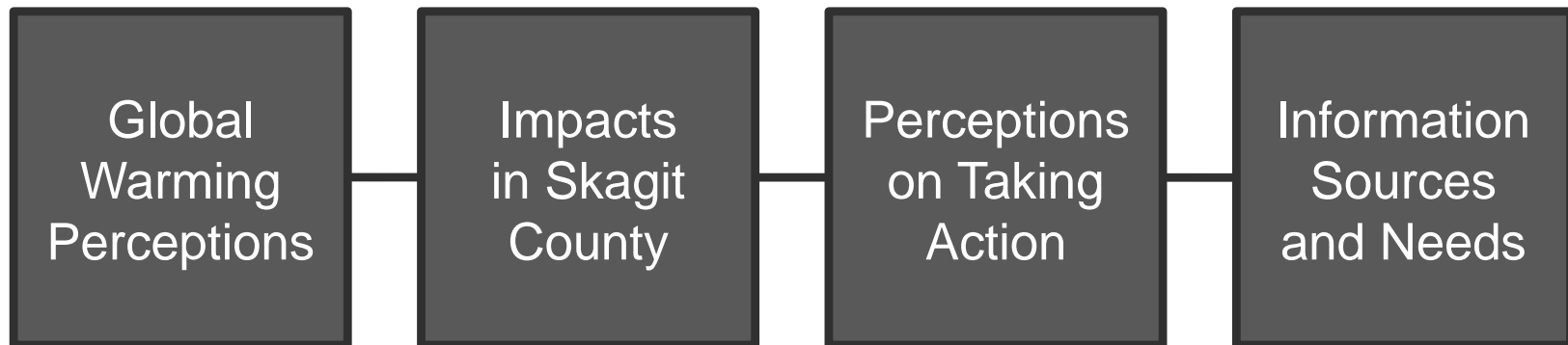
KEY FINDINGS

2015



Report Structure

- Survey Partners and Purpose
- Survey Method
- Global Warming / Climate Change
- Key Findings:



- Summary

Survey Partners

Skagit Climate Science Consortium (SC²)

Yale Program for Climate Change Communications



YALE PROGRAM ON
**Climate Change
Communication**

Survey Purpose

SC²: Work with a well-renowned public polling entity to understand Skagit County specifics related to:

- Overall perception of global warming
- Overall perceptions of risk
- Better targeting of SC² information and efforts

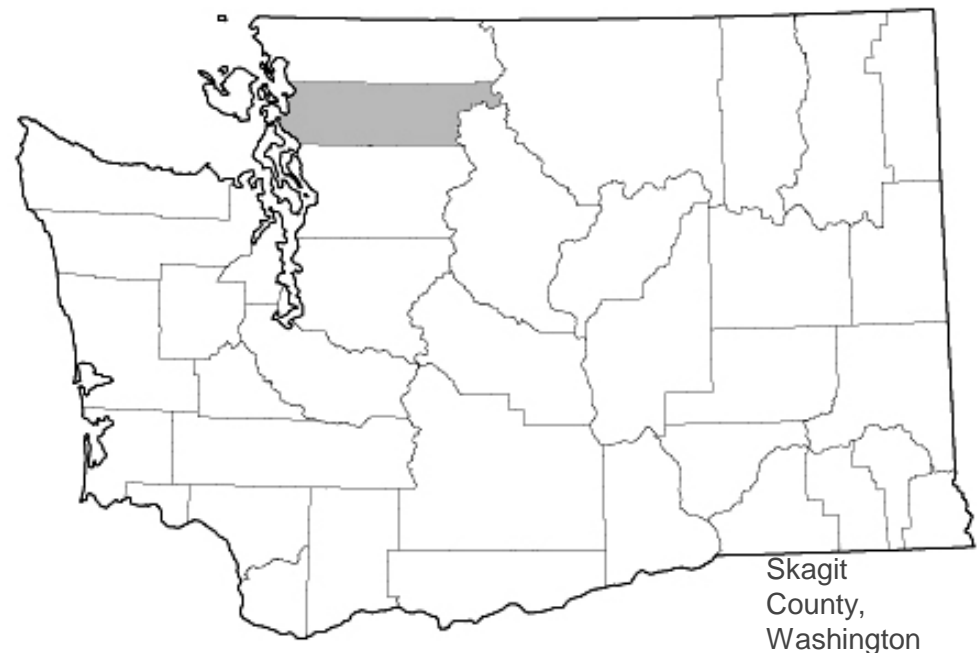
Yale: County validation for national model

<http://environment.yale.edu/poe/v2014/>

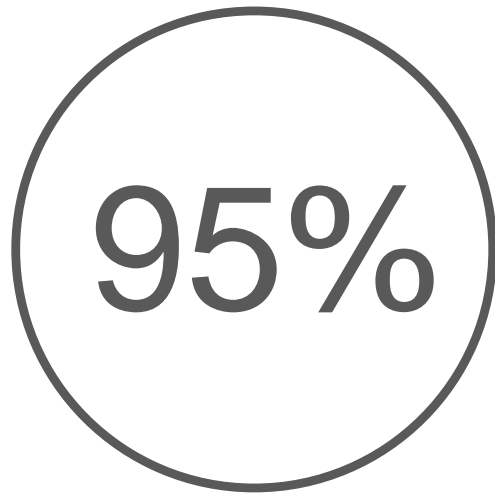
Note: Yale has not updated the national model based on Skagit County information yet – planned update in 2016

Sample Surveyed

- County-wide survey of Skagit County residents
- 1,000 random digit dial telephone interviews
- Conducted in May 2015
- Offered in Spanish
- Average interview length: 24 minutes



Confidence Interval



Confidence level

Projectable at 95% confidence level
to total Skagit County population

Confidence interval of +/- 3% margin of error

Subgroups will have larger margin of error

Global Warming / Climate Change



Long-term trend
of a global rising
temperature



Changes in the climate
resulting from a long-term
trend of increasing
average temperature

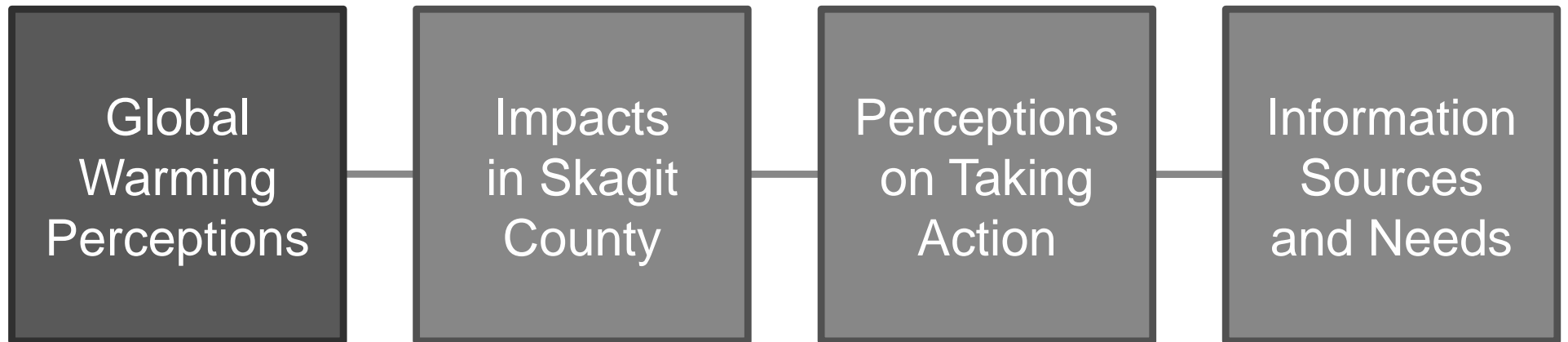
Often used interchangeably in daily communication, technically slightly different.

Global warming is the term Yale uses in surveys and it is the term used and heard most commonly by the public.

FINDINGS

The following findings are highlights of survey results.

Key Survey Findings



Skagit County residents, to a striking degree more than the general U.S. population, think:

- Global warming is happening and human-caused
- Most scientists think global warming is happening
- Global warming is harming people in the USA right now

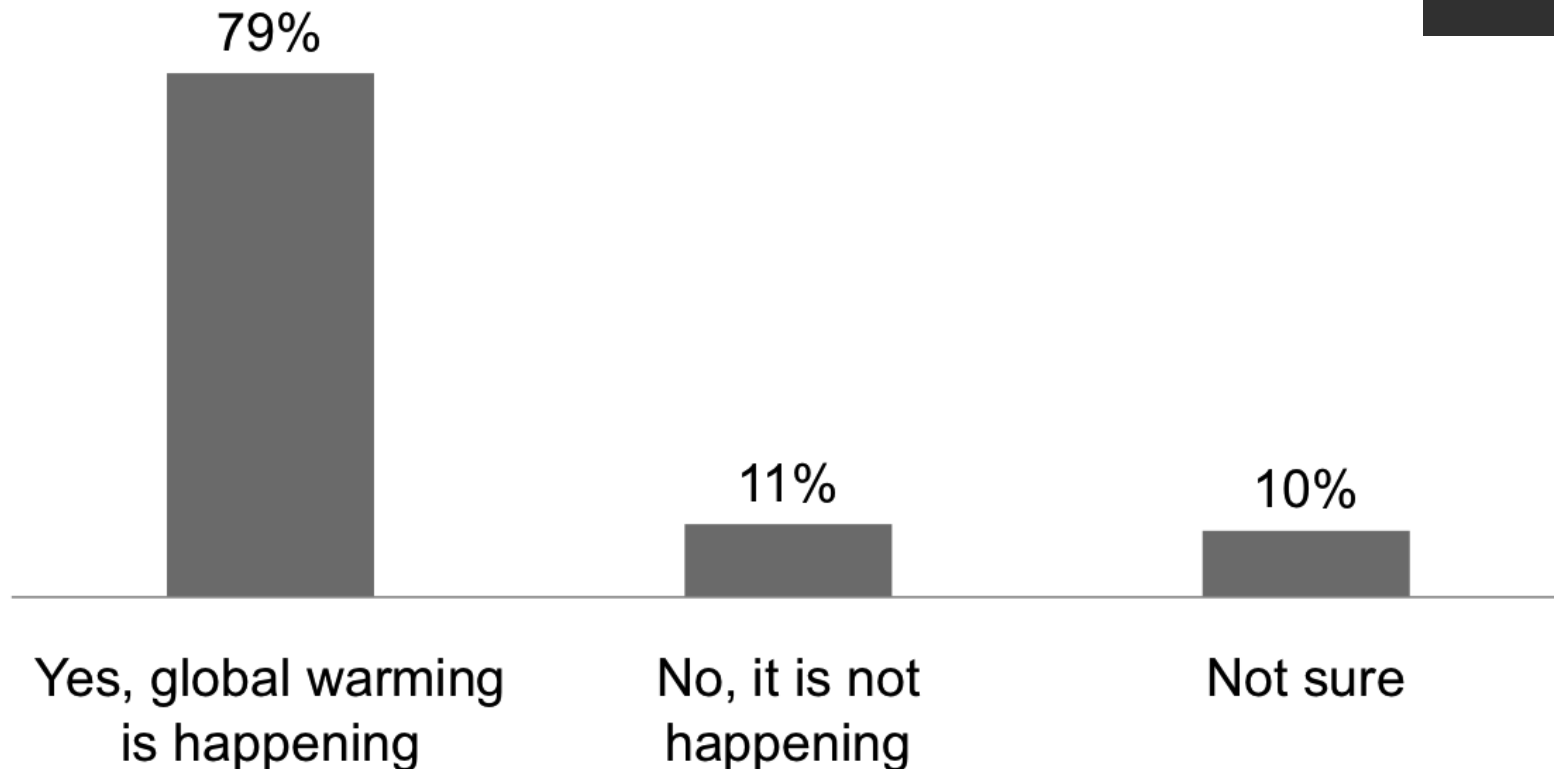
Skagit County residents, to a striking degree more than the general U.S. population, also are:

- “Very worried” about global warming

GLOBAL WARMING PERCEPTIONS: DETAILS

8 in 10 Skagit County residents think global warming is happening

NATIONALLY:
2 in 3

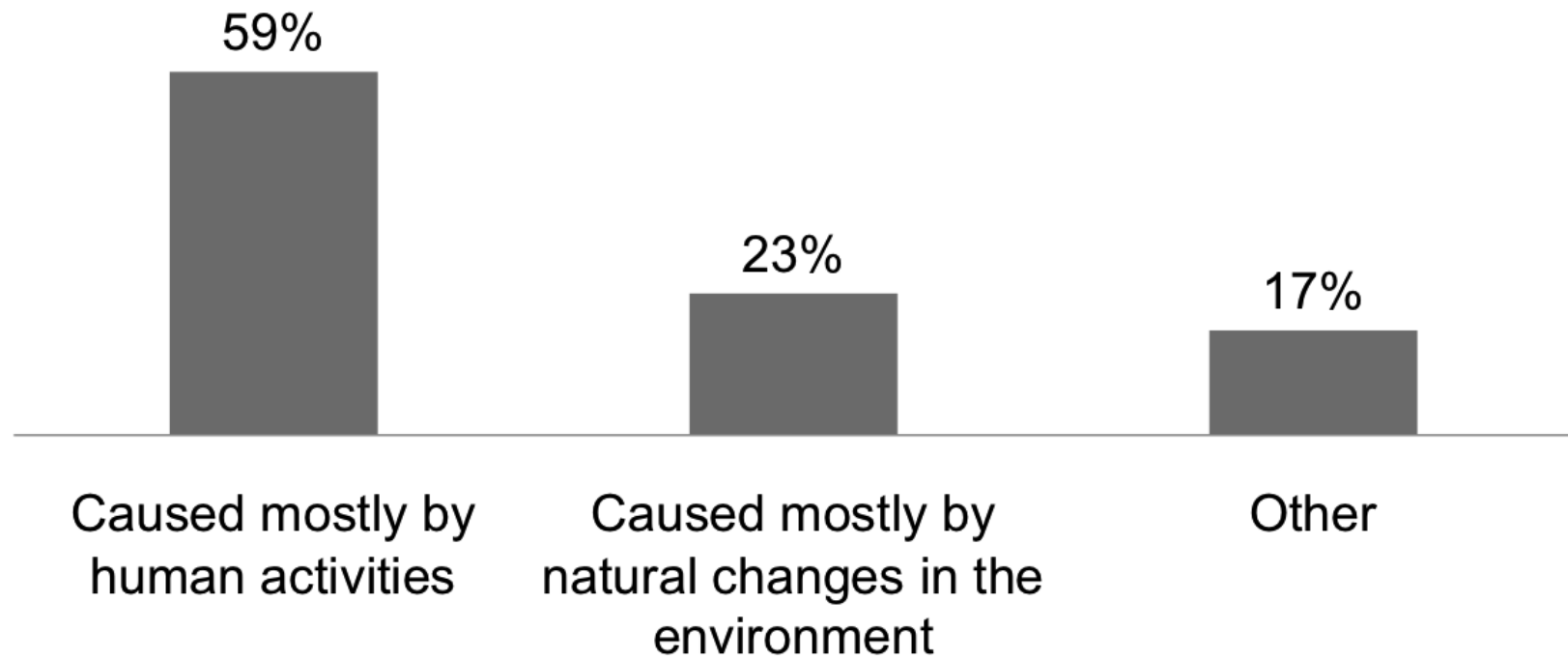


What do you think: Do you think that global warming is happening, or not? If you're not sure, just let me know.
Base: Total respondents (n=1000).

GLOBAL WARMING PERCEPTIONS: DETAILS

6 in 10 Skagit County residents think global warming is mostly caused by human activity

NATIONALLY:
5 in 10

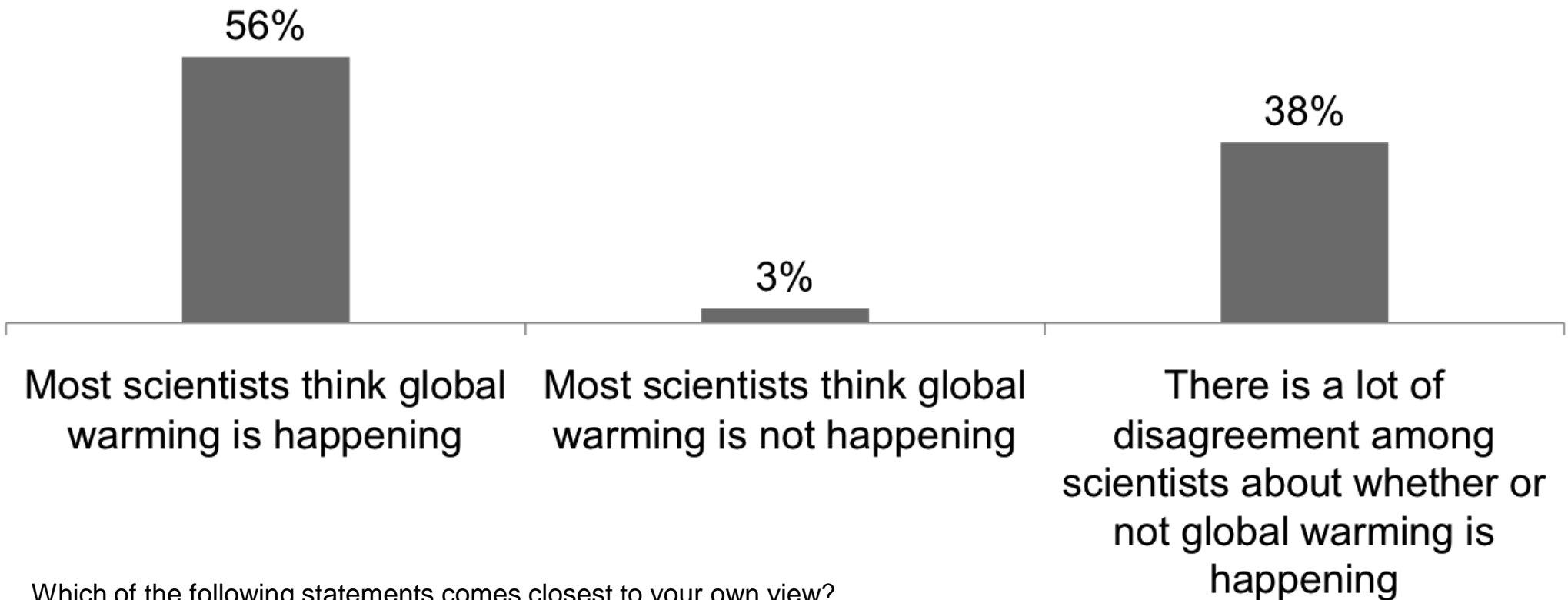


Assuming global warming is happening, do you think it is...
Base: Total respondents (n=1000).

GLOBAL WARMING PERCEPTIONS: DETAILS

Over half of Skagit County residents understand most scientists think global warming is happening

NATIONALLY:
1 in 3

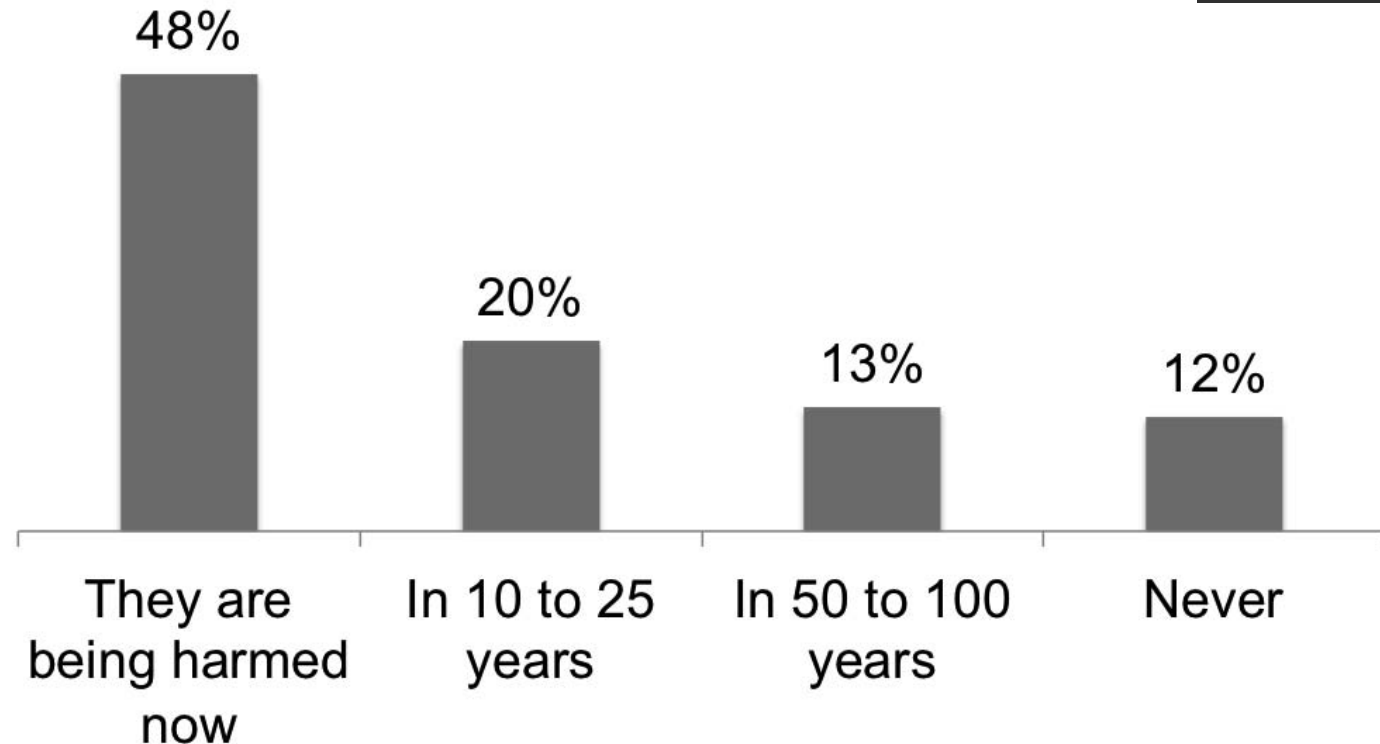


Which of the following statements comes closest to your own view?
Base: Total respondents (n=1000).

GLOBAL WARMING PERCEPTIONS: DETAILS

Almost half of Skagit County residents think global warming is harming people in the U.S. now

NATIONALLY:
1 in 3

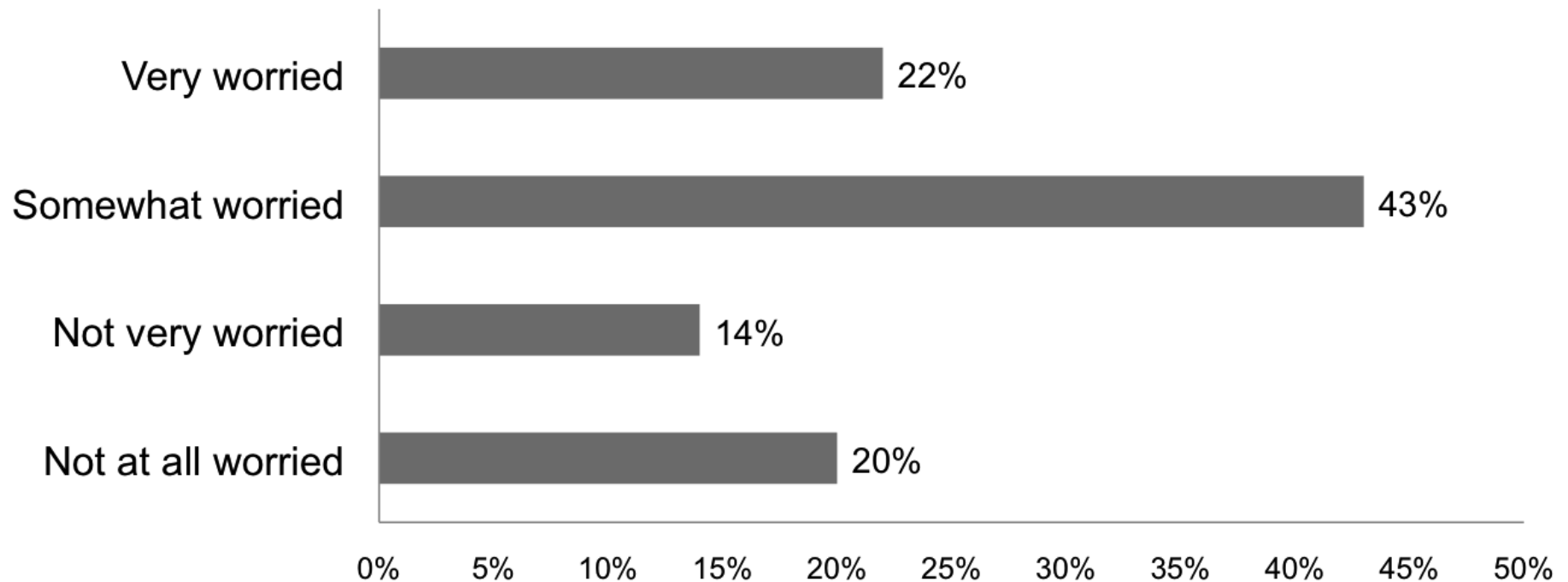


When do you think global warming will start to harm people in the United States? Would you say...
Base: Total respondents (n=1000).

GLOBAL WARMING PERCEPTIONS: DETAILS

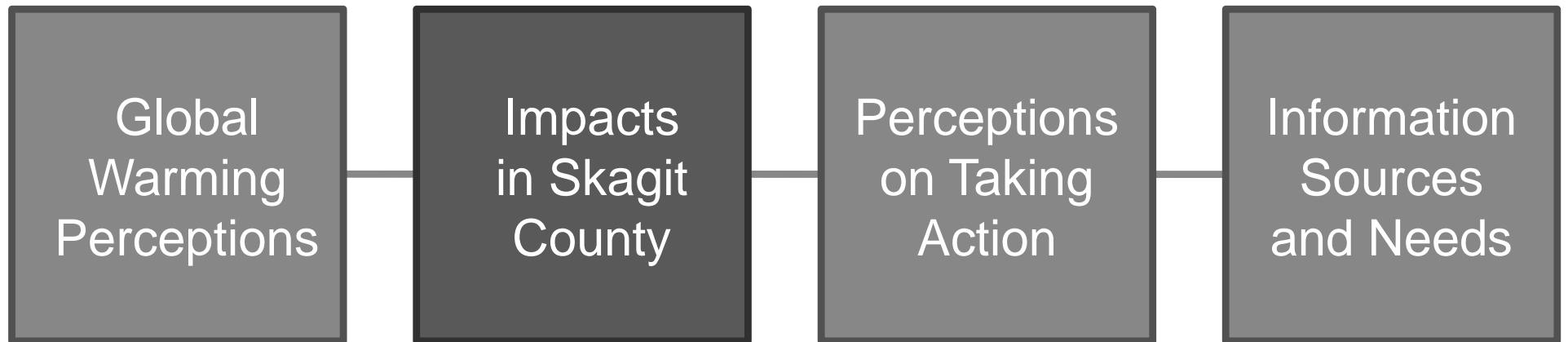
6 in 10 Skagit County residents are worried about global warming; 2 in 10 are very worried

NATIONALLY:
5 in 10;
1 in 10



How worried are you about global warming – very worried, somewhat worried, not very worried, or not at all worried?
Base: Total respondents.

Key Findings

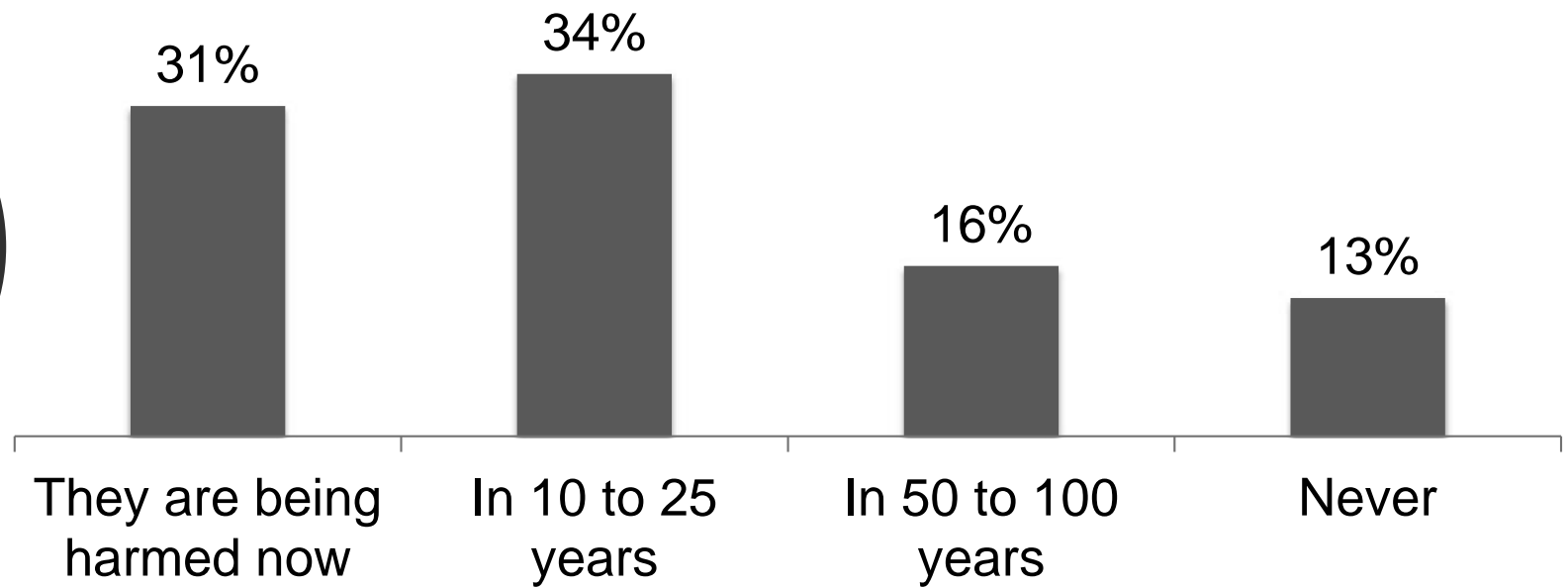


IMPACTS IN SKAGIT COUNTY: SUMMARY

- 2 in 3 Skagit County residents, think global warming will harm those in Skagit County within 25 years
- Many residents perceive severity of key impacts is increasing
- Skagit County residents see personal risk in many likely global warming impacts
- Low income people perceive greater risk

IMPACTS IN SKAGIT COUNTY: DETAILS

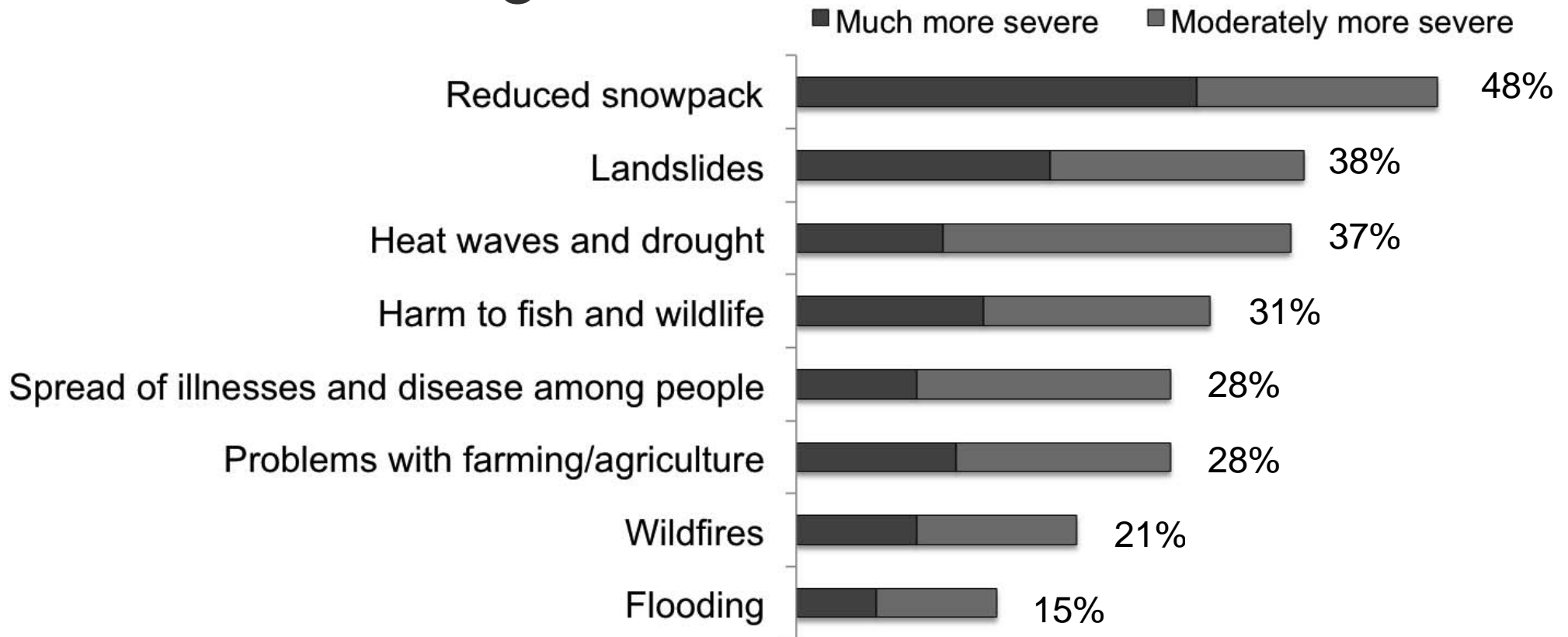
2 in 3 Skagit County residents think global warming will harm *Skagit County residents* within 25 years



When do you think global warming will start to harm people in Skagit County? Would you say...
Base: Total respondents.

IMPACTS IN SKAGIT COUNTY: DETAILS

Many perceive severity of key impacts is increasing



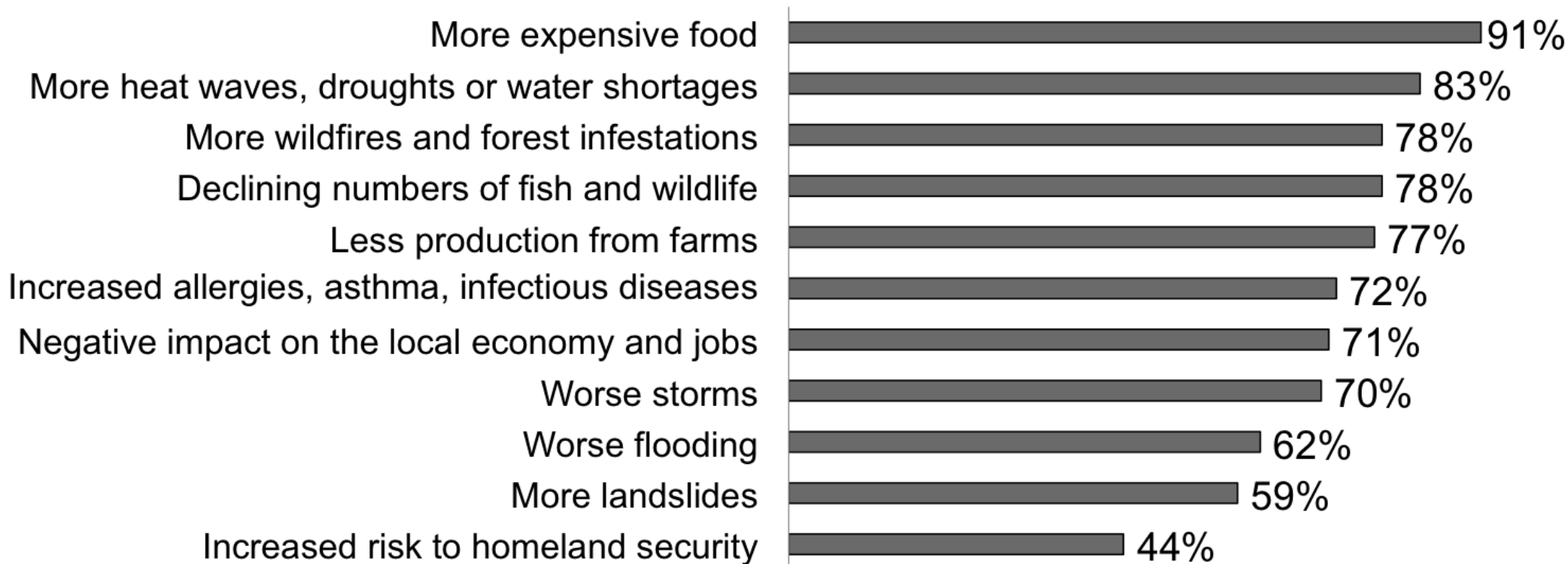
In your opinion, have each of following become more severe, less severe, or stayed about the same in the Skagit County over the past several years?

Base: Skagit Co. residents (n=1,000)

IMPACTS IN SKAGIT COUNTY: DETAILS

Skagit County residents See Personal Risk in Many Global Warming Impacts

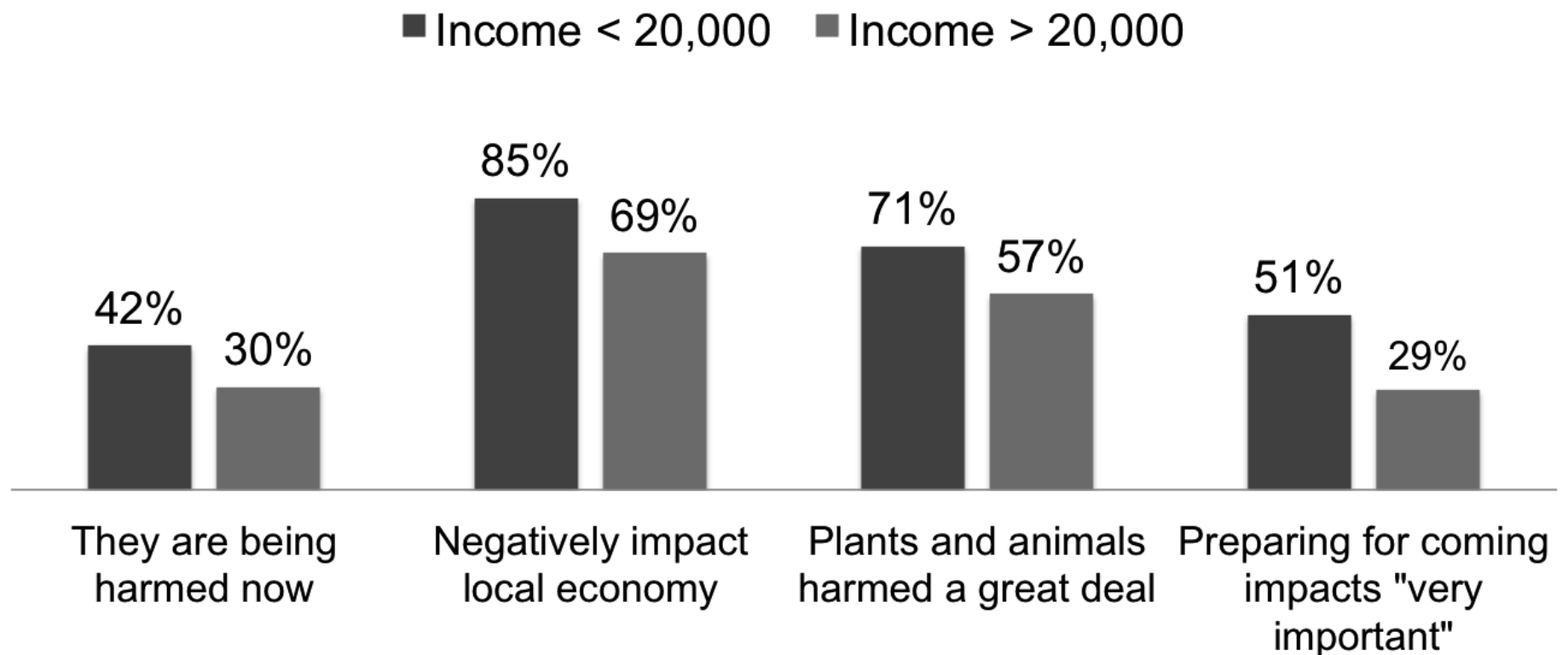
% who say very / somewhat likely to have personal impact



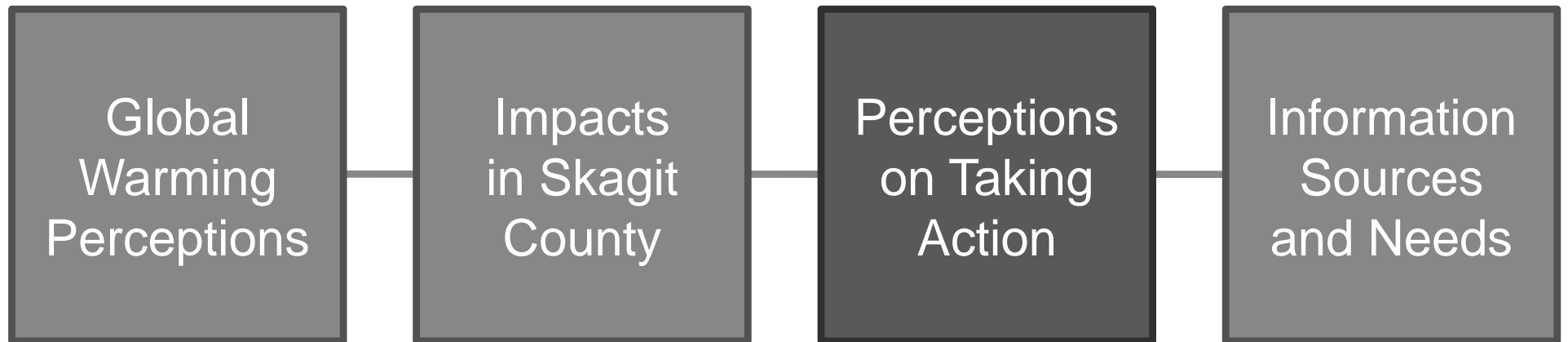
In your opinion, how likely is it that each of the following would directly impact you or your family in Skagit County? First...
Base: Total Skagit Co. residents who think global warming is happening (n=788).

IMPACTS IN SKAGIT COUNTY: DETAILS

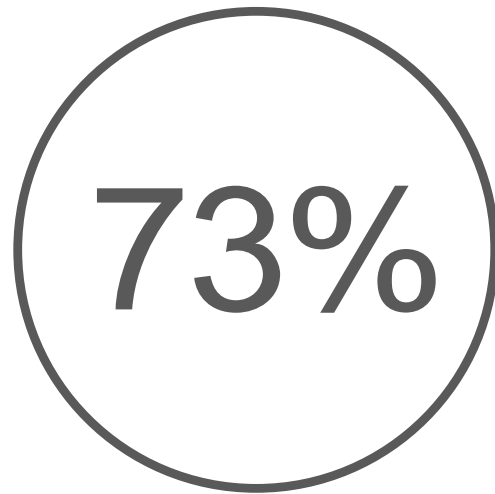
Residents with incomes less than \$20,000/yr perceive greater threat from global warming



Key Findings



PERCEPTIONS ON TAKING ACTION



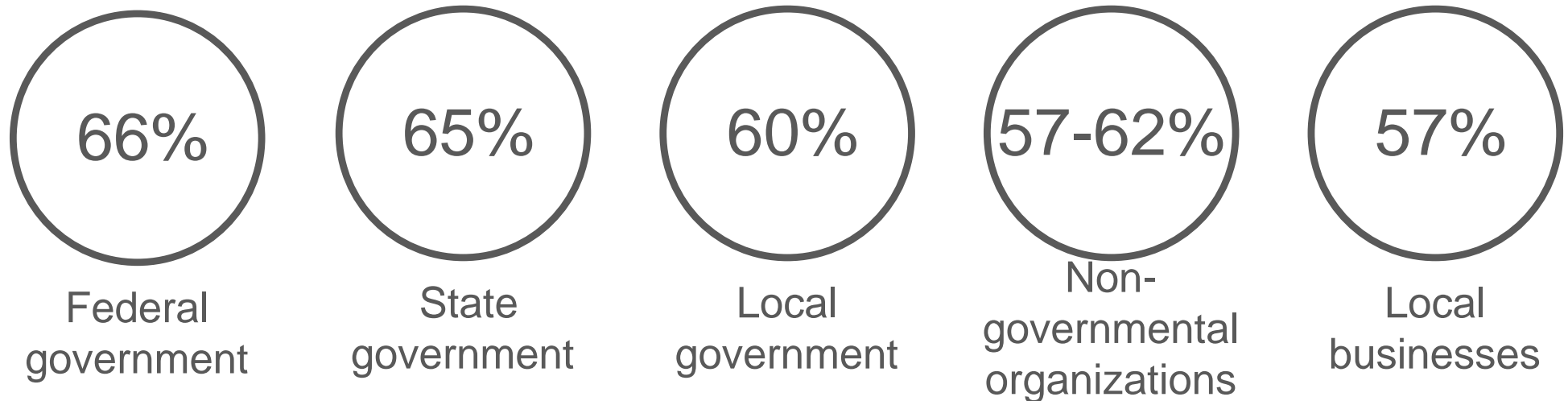
Important to
prepare

35% of Skagit County residents feel it is very important to prepare Skagit County for the impacts from global warming and an additional 38% feel it is moderately important for a total of 73%.

Please tell me, in your opinion, whether the following are very important, moderately important, not very important, not at all important...To prepare for the potential impacts of global warming in Skagit County? *Base: Skagit Co. residents (n=1,000)*

PERCEPTIONS ON TAKING ACTION

The majority of Skagit County residents think these entities should do more to protect Skagit County from global warming:



Do you think the following should be doing much more, more, less much less, about the same as it is doing now to prepare for the potential impacts of global warming in Skagit County? *Base: Skagit Co. residents (n=1,000)*

PERCEPTIONS ON TAKING ACTION



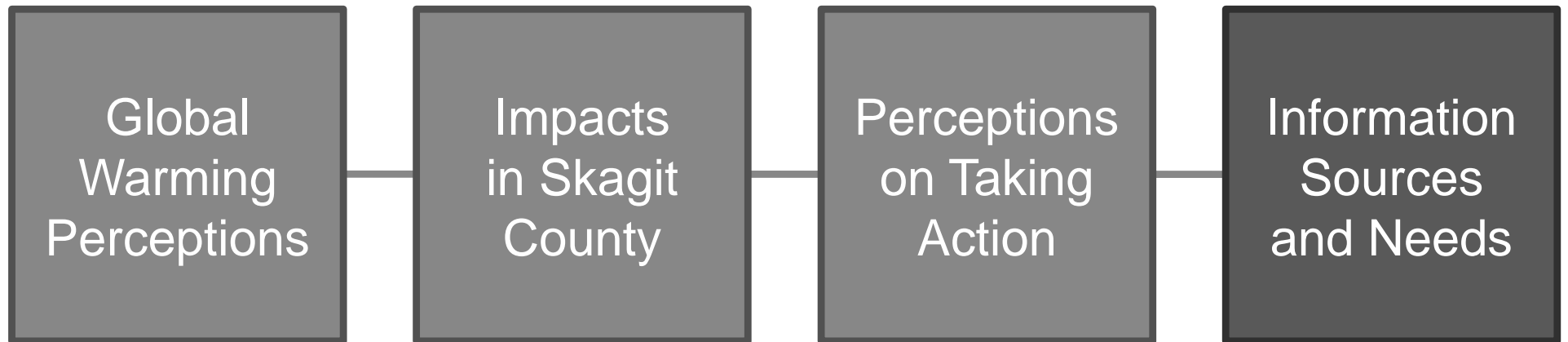
65%

Individuals
should do more

The majority of Skagit County residents think individuals in Skagit County (65%) should do more to prepare for the impacts from global warming

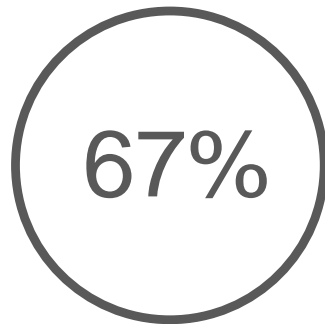
Do you think the following should be doing much more, more, less much less, about the same as it is doing now to prepare for the potential impacts of global warming in Skagit County? *Base: Skagit Co. residents (n=1,000)*

Key Findings

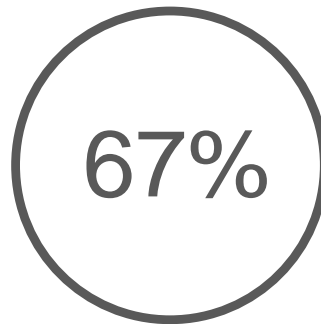


INFORMATION SOURCES AND NEEDS: SUMMARY

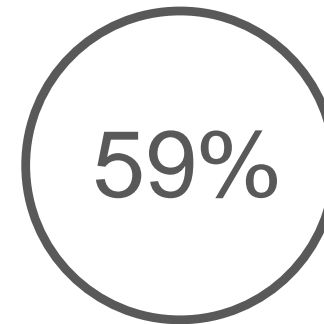
The majority of Skagit County residents get global warming information from:



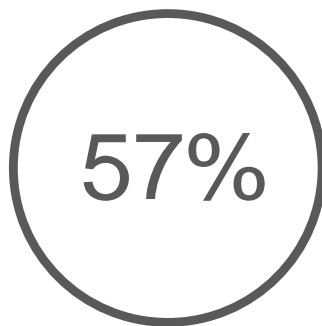
Local TV news
or radio



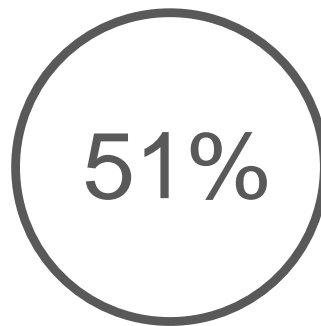
National
network news



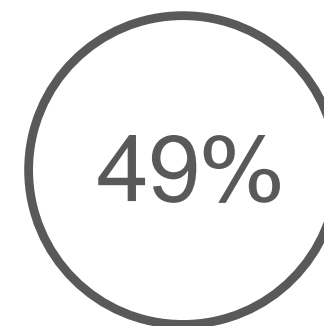
PBS



National cable
news TV



Local
weathercasters



Skagit Valley
Herald

Please tell me whether or not you ever get information about global warming from the following. First...

Base: Total Skagit Co. residents (n=1000).

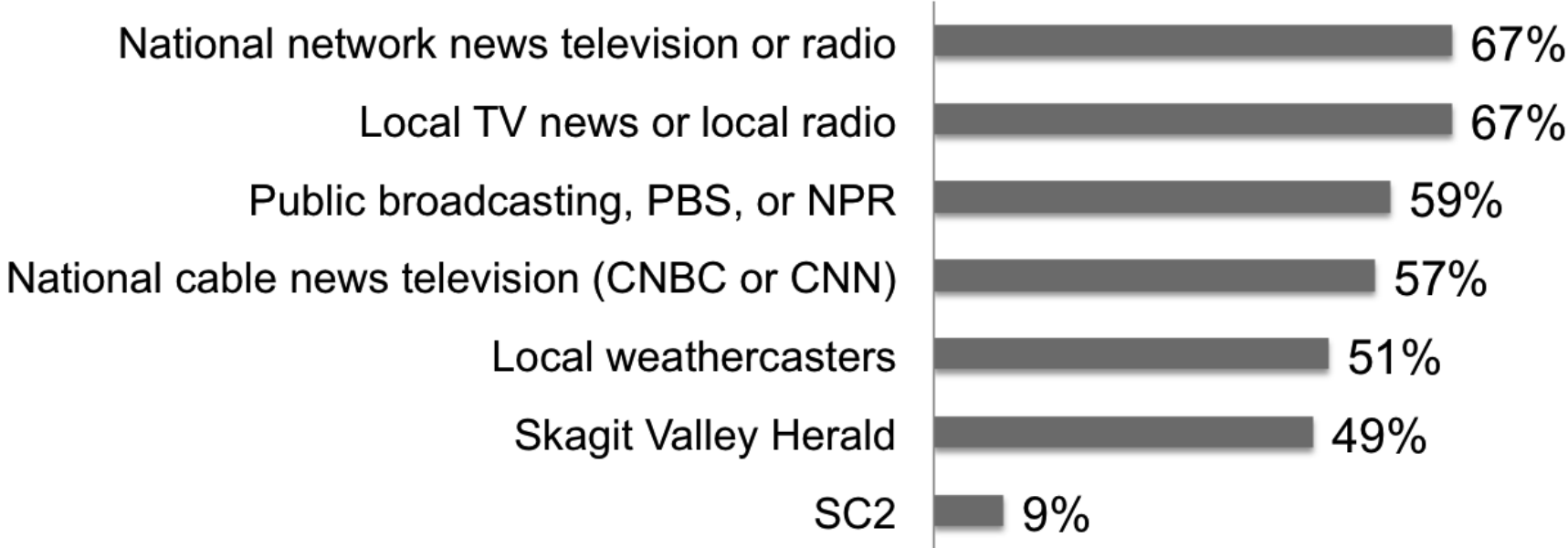
INFORMATION SOURCES AND NEEDS: SUMMARY

9% of Skagit County residents get their global warming information from SC²



Please tell me whether or not you ever get information about global warming from the following. First...
Base: Total Skagit Co. residents (n=1000).

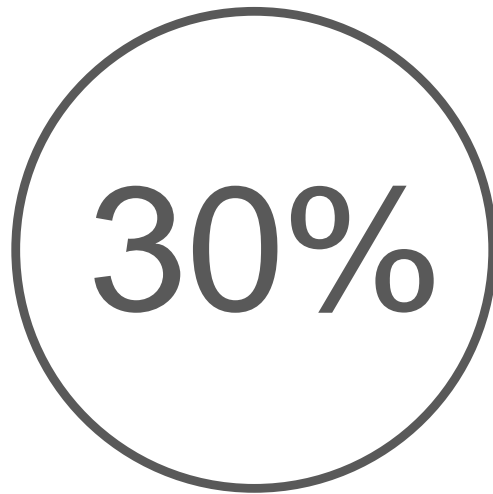
Skagit County residents get global warming information from a range of sources



NOTE: Range of other responses not provided

Please tell me whether or not you ever get information about global warming from the following. First...
Base: Skagit Co. residents (n=1,000)

INFORMATION SOURCES AND NEEDS



Need more
information

30% of Skagit County residents say they need more information to protect themselves when they consider flooding, water supply, landslides and other natural issues

INFORMATION SOURCES AND NEEDS



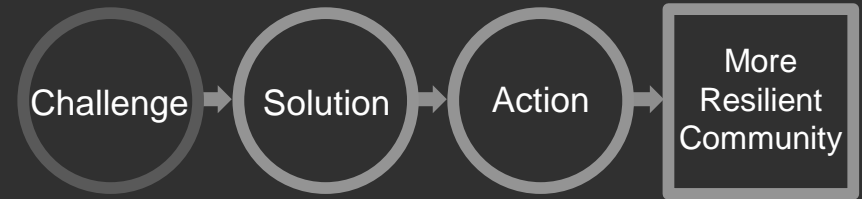
54%

54% of those who felt they needed more information to protect themselves and their family did not finish high school

Summary: Improving Resiliency in Skagit County



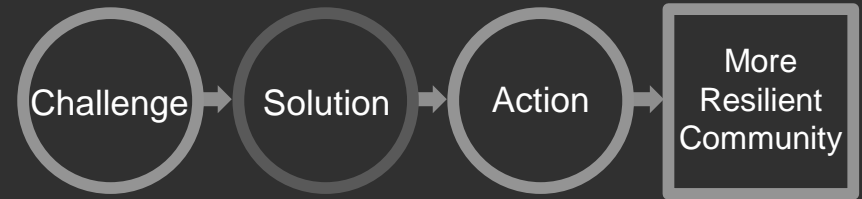
Summary: Challenge



Skagit County residents are well aware of the challenge:

- Large majorities believe global warming is real (79%) and human-caused (59%)
- Most are worried about global warming (65%) and believe Skagit County will be harmed within 25 years (65%)
- About 1/3 think the Skagit County area and its residents are already being harmed (31%)

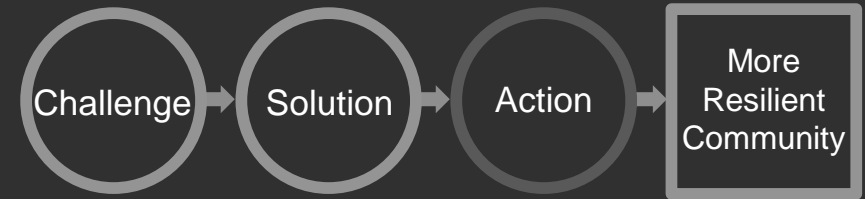
Summary: Solution



Most Skagit County residents believe it is important to prepare, to find solutions:

- Large majorities believe it is important to prepare for the effects of global warming (73%)

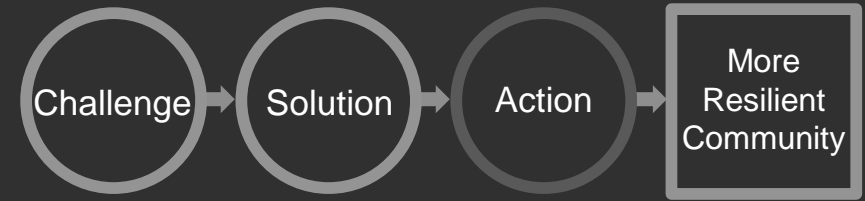
Summary: Action



Majorities think entities should do more to protect Skagit County:

- Federal (66%), state (65%) and local government (60%) should act
- Businesses (57%) should act
- Non-governmental organizations (57-62%) should act

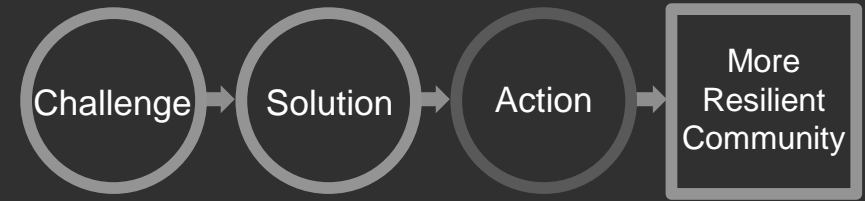
Summary: Action



Majorities think individuals should do more to protect Skagit County:

- Individuals (65%) should act

Summary: Action



Action usually requires confidence in the challenge and solution:

- 1/3 of people said they needed more information (30%)

For more information, contact Carol MacIlroy at
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www.skagitclimatescience.org



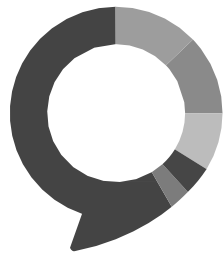
Thank You



United States
Environmental Protection
Agency



CITY OF
Anacortes
WASHINGTON



YALE PROGRAM ON
Climate Change
Communication



Seattle
City Light

This project has been funded in part by the United States Environmental Protection Agency under assistance agreement 00J30901-0 to the Swinomish Indian Tribal Community. The contents of this website do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does mention of trade names or commercial products constitute endorsement or recommendation for use. Additional support has graciously been provided by the Yale Program on Climate Change Communication, City of Anacortes and Seattle City Light.