



PREPARED FOR:

CITY OF EUGENE

Climate Change and Consumption Survey

November 2011

**PREPARED BY:
DHM RESEARCH**

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1. INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in the City of Eugene. The primary objective of the survey was to measure attitudes towards climate change and behaviors related to greenhouse gas emissions and consumption. The survey results are part of a larger project to advance Eugene's Climate and Energy Action Plan, and will inform follow-up focus groups and a communication strategy.

Survey questions were developed in close collaboration between Policy Interactive and DHM Research, with feedback from the City of Eugene and Carlson Communications.

Research Methodology: Between November 5 and 8, 2011, DHM Research conducted a 14 minute telephone survey of 300 residents in the City of Eugene. This is a sufficient sample size to assess voters' opinions generally and to review findings by multiple subgroups, including gender, age, political ideology, and area of the city.

Residents were contacted through random digit dialing (RDD), including cellphones. In gathering the responses, a variety of quality control measures were used, including questionnaire pre-testing and validation. Quotas were set by age and gender to ensure a representative sample

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, residents of Eugene). For a sample size of 300, if respondents answered a particular question in the proportion of 90% one way and 10% the other way, the margin of error would be +/-3.4%, at the 95% confidence level. If they answered 50% each way, the margin of error would be +/-5.6%.

These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

DHM Research: We have been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

PolicyInteractive: An Oregon based non-profit public opinion research organization. www.policyinteractive.org

2. SUMMARY & OBSERVATIONS

By and large, Eugene residents accepted that climate change is occurring, that it is caused by human activity, and that it is a serious problem.

- 77% of Eugene residents agreed that climate change is occurring because of human causes like burning fossil fuels. Another 71% of residents agreed that the long-term impacts will likely be catastrophic.
- Opinions about climate change varied most by political ideology, with self-identified liberals and moderates being more concerned, and more certain that human activity plays a role. Conservatives were skeptical, but not antagonistic. For example, more conservatives agreed (47%) than disagreed (36%) that climate change is occurring from human causes like burning fossil fuels.

Eugene residents believed that individuals can make a difference in addressing climate change and that action is necessary.

- 81% *agreed* that climate change requires us to entirely rethink our behavior, and 74% *disagreed* that individuals are incapable of solving climate change and that their own actions won't make a difference.
- Liberals and moderates overwhelmingly supported government action regarding climate change, but conservatives were split. For example, 56% of conservatives agreed that, with regards to climate change, the government should get out of the way and let citizens make their own decisions. On the other hand, 50% of conservatives also agreed that climate change requires much stronger regulations of greenhouse gas emissions.

Most residents were already taking steps to reduce their impact on climate change, but there are opportunities to change more behaviors.

- Residents reported that they are committed recyclers – 94% said that they always (67%) or often (27%) recycle as much household waste as the system will accept.
- Eighty-five percent (85%) also said that they always (45%) or often (40%) reduce winter heating costs by lowering the inside temperatures of their homes.
- However, about one-third of Eugene residents said that they never or infrequently avoid impulse buying, reduce driving, choose food that has been grown locally and in season, or consider the environmental impact of a product before purchasing it.

Biggest barriers were purchasing energy efficient appliances and vehicles, and increasing the use of public transportation.

- Almost a majority (49%) agreed that they can't afford more efficient cars and appliances. Not surprisingly, these feelings varied by income. A majority (50%-64%) of those making less than \$75,000 agreed that they cannot afford energy efficient cars and appliances compared to 29% of residents with higher incomes.
- 57% agreed that riding the bus isn't convenient; it's too long, too expensive, or doesn't fit their needs – a big perception challenge to overcome.
- On the other hand, majorities *disagreed* that they wouldn't feel safe riding a bicycle, that buying green products is sales hype, that their life is too complicated to take action, or that there are too many choices and it's difficult to do what's right.

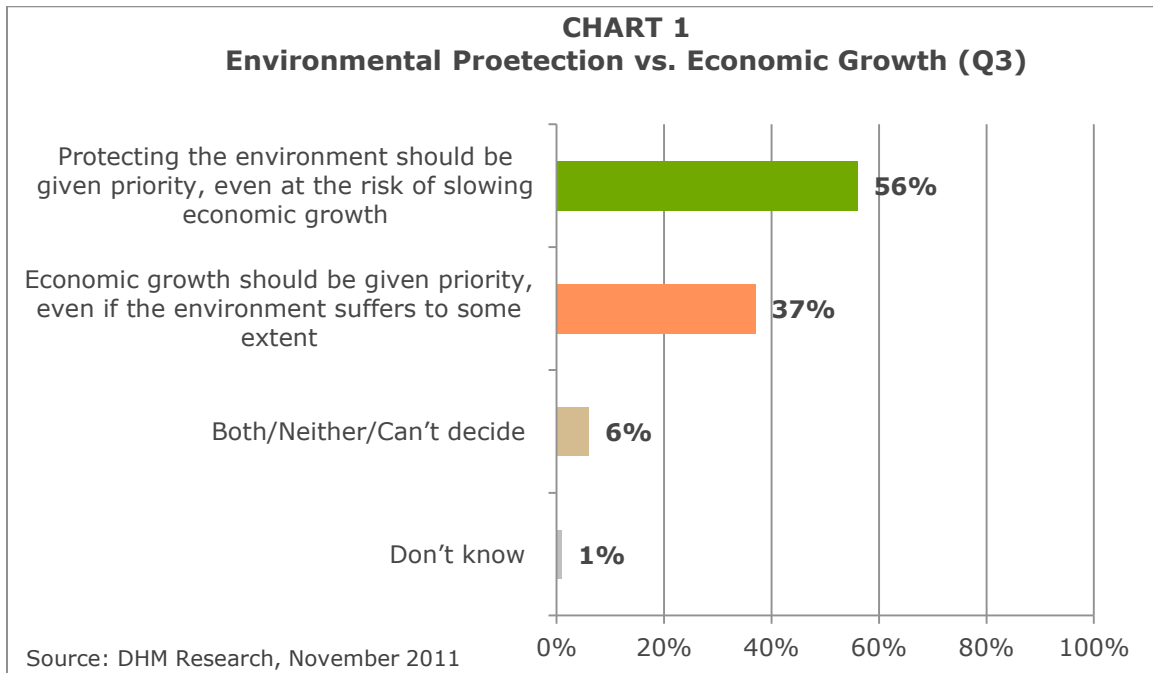
Eugene residents were interested in taking a variety of actions – large and small – that would reduce their greenhouse gas emissions and lessen their impact on climate change.

- Of the actions tested, residents were most interested in choosing a car that gets more than 30 miles per gallon. As noted earlier, the challenge is that many residents don't feel that they can afford a more fuel efficient car.
- Forty-percent (40%) said they are very interested in supporting local businesses that implement low environmental impact practices, but only 11% are doing so now. This difference represents an opportunity to engage environmentally-minded local businesses and encourage them to promote their sustainability practices.
- A majority of residents expressed at least some interest in actions ranging from buying in bulk, purchasing durable goods even if they cost more, purchasing used goods, sharing tools, and community gardening.
- Unlike attitudes about climate change, interest in taking actions that would reduce greenhouse gas emissions was generally consistent across the political spectrum. The differences that did exist were found by income, gender, and age, although even these differences were small.

3. KEY FINDINGS

3.1 | Baseline Questions

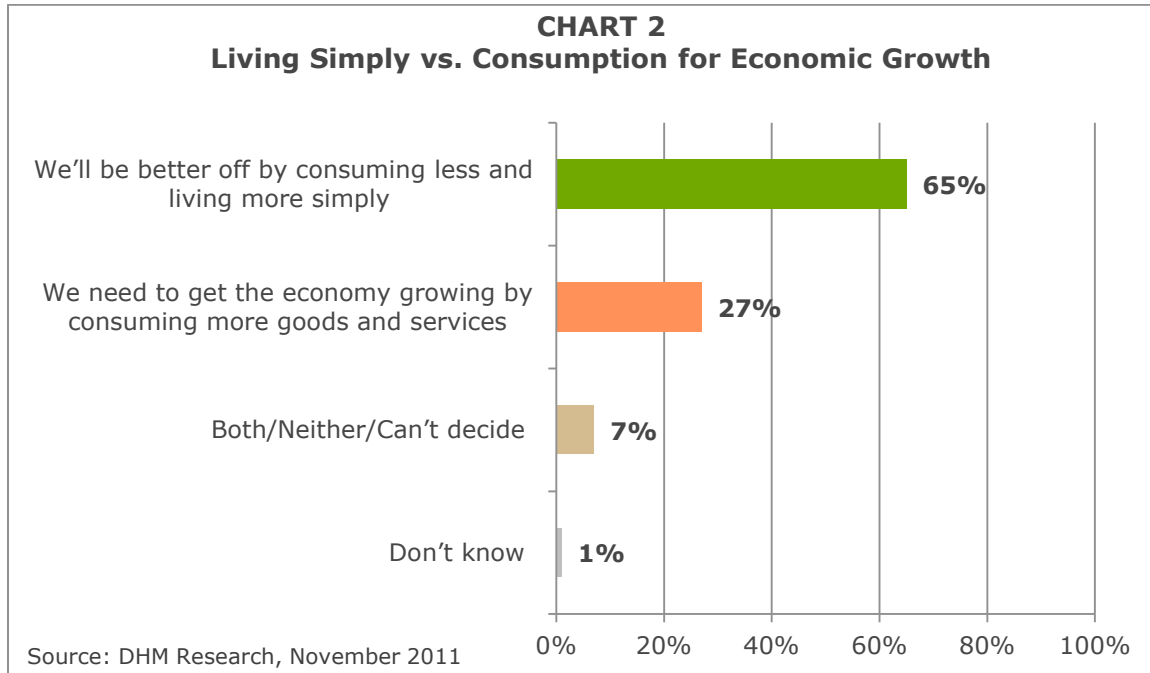
The survey started by asking the respondents to choose between pairs of statements about balancing environmental protection, economic growth, and consumption. The first of these statements asked respondents to choose between: **economic growth OR protecting the environment** (Q3).



A majority (56%) agreed with the statement that protecting the environment should be given priority compared to 37% who said that economic growth should be given priority.

Demographic Differences: The largest subgroup differences were by political ideology. Self-identified liberals (70%) and moderates (51%) were more likely to prioritize the environment. Conservatives, on the other hand, were more likely to prioritize economic growth (59%). There were also differences by age, with those 18-34 (68%) and 35-54 (56%) prioritizing protecting the environment. Older residents were evenly split, with 44% prioritizing environmental protection and 46% prioritizing economic growth.

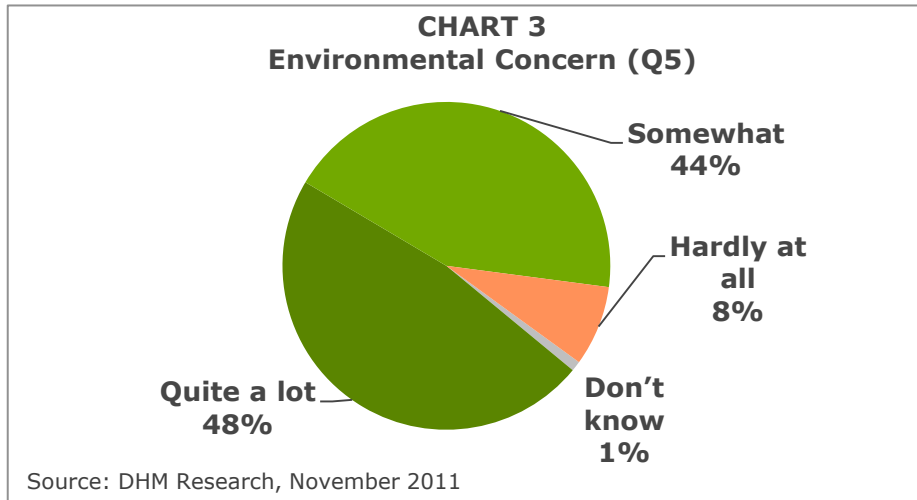
The second statement pair was: **get the economy growing by consuming goods and services OR we'll be better off by consuming less and living simply** (Q4).



Nearly two-thirds (65%) felt that we'll be better off by consuming less and living more simply.

Demographic Differences: While all demographic groups aligned themselves more closely with the statement "we'll better off by consuming less and living more simply," females and college graduates were the most likely to feel this way. More than seven out of 10 (72%) women chose this statement compared to 58% of males, and 74% of college graduates chose this option compared to 55%-57% of those with less education.

The third baseline question asked residents if environmental issues concern them hardly at all, somewhat, or quite a lot (Q5).

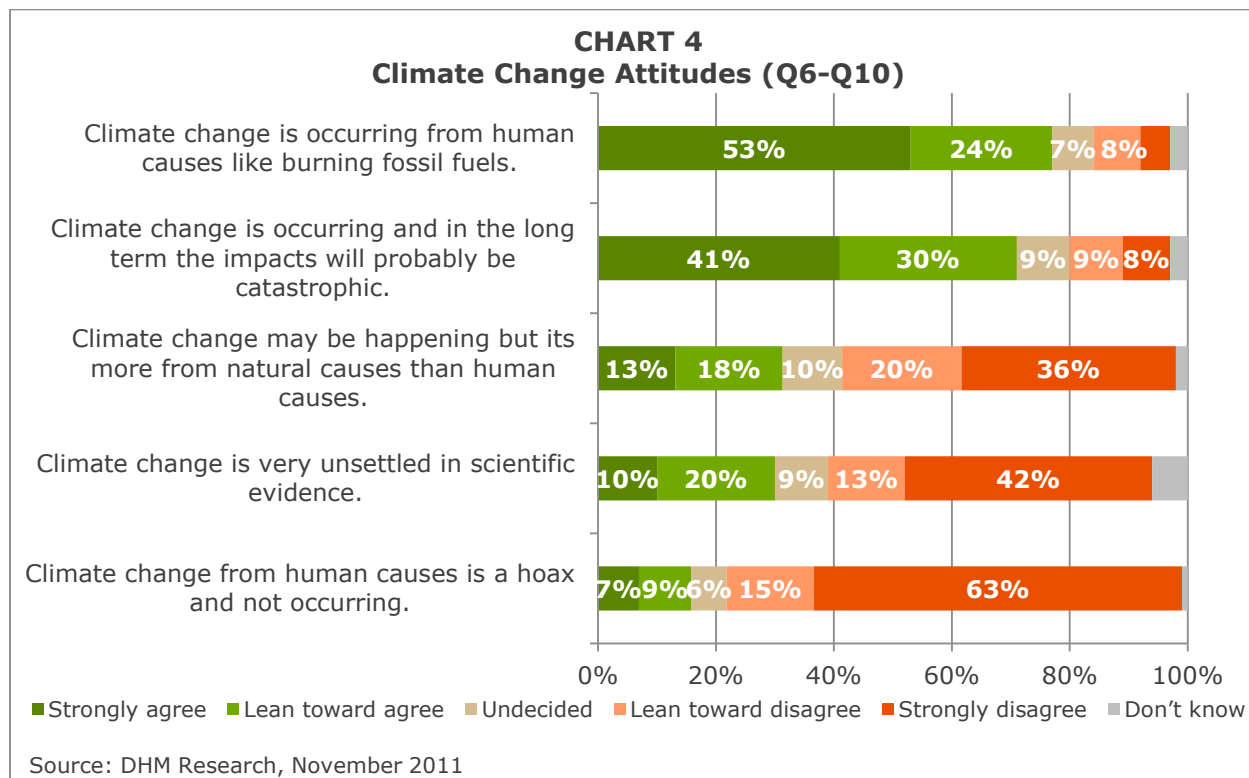


Nearly all the residents said that they are concerned about the environment, with 44% who said they are concerned “somewhat” and 48% who answered “quite a lot.” Only 8% said they are “hardly at all concerned.”

Demographic Differences: Despite what stereotypes might exist about environmental concern and age, those 18-34 were more likely to say they are “somewhat” concerned (54%), while those 35 and older were more likely to say that they are concerned “quite a lot” (35-54: 57%; 55+: 52%). College graduates (59%) were considerably more likely to say they are concerned “quite a lot” than those with some college/2-year degree (41%) and high school degrees (29%). As with the previous questions, liberals were more environmentally concerned than their counterparts. Sixty-three percent (63%) of liberals said that they are concerned “quite a lot,” compared to 38% of moderates and just 24% of conservatives.

3.2 | Climate Change Attitudes

The next set of questions measured residents' attitudes toward climate change – its existence, cause, and consequences (Q6-Q10).



Eugene residents were largely convinced that climate change is a real and significant problem. A large majority strongly agreed (53%) or leaned toward agreeing (24%) that **climate change is occurring from human causes like burning fossil fuels** (Q9). Conversely, 88% strongly disagreed (63%) or leaned toward disagreeing (15%) that **climate change from human causes is a hoax and not occurring** (Q6).

Within the broader national conversation, there has been an erosion of confidence in the validity of climate change science. However, among Eugene residents, nearly two-thirds (55%) strongly disagreed (42%) or leaned toward disagreeing (13%) that **climate change is very unsettled in scientific evidence** (Q7). Similarly, most (56%) disagreed that **climate change may be happening but it's more from natural causes than human causes** (Q8).

Eugene residents were also worried about the consequences of climate change. Seven in 10 (71%) strongly agreed (41%) or leaned toward agreeing (30%) that **climate change is occurring and in the long term the impacts will probably be catastrophic** (Q10).

Demographic Differences: There were consistent subgroup variations among these five statements about climate change, with conservatives and those with less education more

skeptical about the existence and cause of climate change, and liberals and those with higher education being more certain.

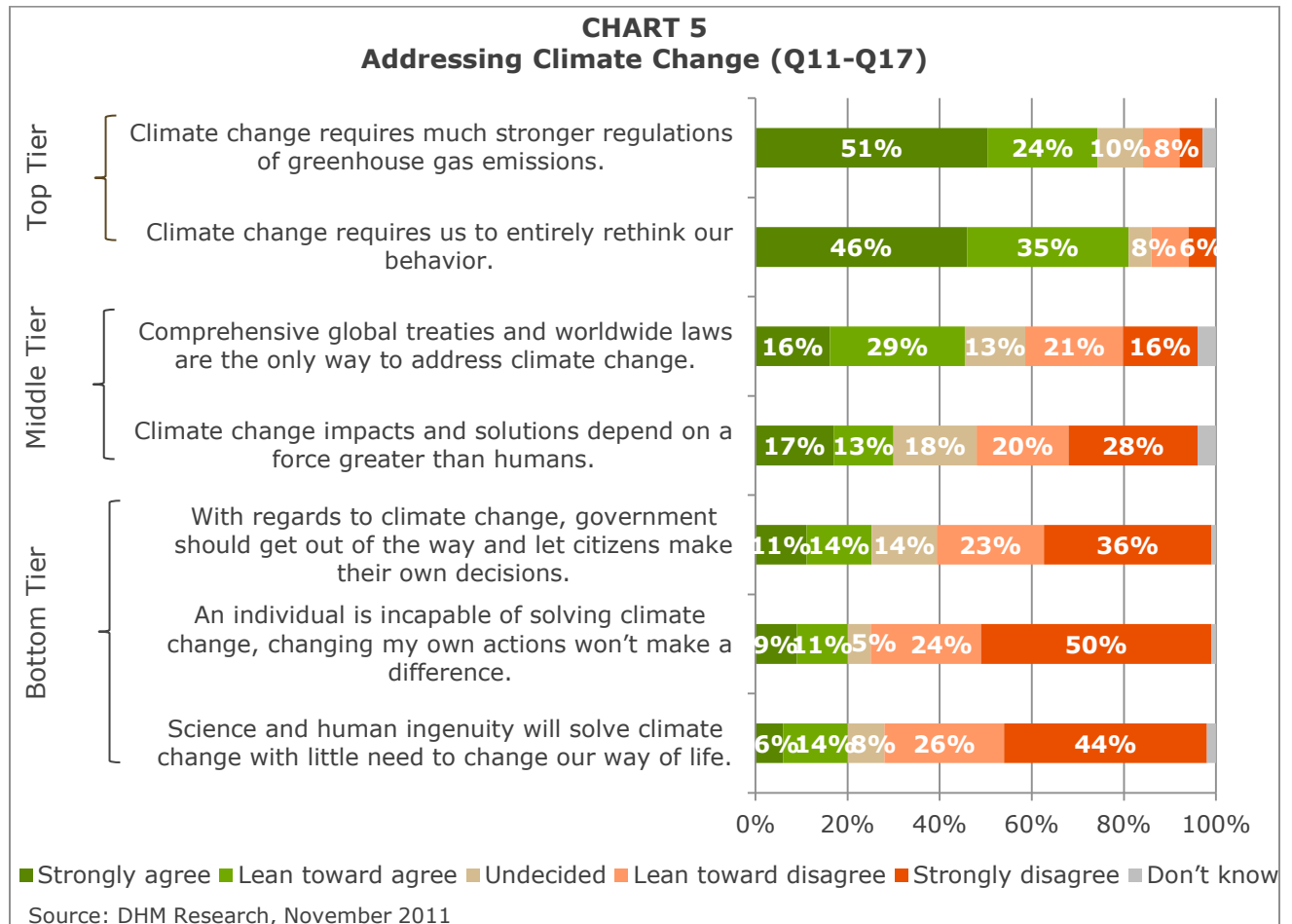
The differences could be quite stark at times. For instance, 87% of self-identified liberals agreed that the long-term impacts of climate change will probably be catastrophic compared to 43% of conservatives, a difference of 44 percentage-points. The gap was similar for the statement that climate change is occurring from human causes like burning fossil fuels where 90% of liberals agreed versus 47% of conservatives, a difference of 43 percentage-points.

Another item with large ideological differences was that climate change may be happening but its more from natural causes than human causes. For this, just 17% of liberals agreed versus 59% of conservatives, a difference of 42 percentage-points. It is worth noting that this is the only item in this question set with which a majority of conservatives agreed.

The differences by education weren't as stark, but the pattern was similar. Residents with less than a college degree were less certain than their more educated counterparts that climate change is caused by human activity and that the long-term consequences will be catastrophic. The two items with the largest difference of agreement by education were that climate change is occurring from human causes like burning fossil fuels (4-year degree: 87%; some college: 72%; high school: 57%) and that the long-term consequences of climate change will probably be catastrophic (4-year degree: 77%; some college: 69%; high school: 55%).

3.3 | Addressing Climate Change

Next, the survey tested seven different views on addressing climate change (Q11-Q17), both specific policies and general values, and asked for the level of agreement. Based on the level of agreement, these views were sorted into three tiers.



Top Tier

The one item that had a majority (51%) of residents who strongly agreed was **climate change requires much stronger regulations of greenhouse gas emissions** (Q12). Another 24% leaned towards agree for a combined 75% agreement.

Another high agreement was **climate change require us to entirely rethink our behavior** (Q16). Eighty-one percent (81%) agreed either strongly (46%) or leaned towards agreeing (35%) with this statement.

Demographic Differences: For both of these top tier views, there was overwhelming agreement among liberals and those with college degrees. Specifically, 90% of liberals and 86% of those with college degrees agreed that climate change will require much stronger regulations of greenhouse gas emissions, compared to 50% of conservatives and 64% with

a high school degree or less. Similarly, 93% of liberals and 84% with a college degree agreed that climate change will require us to entirely rethink our behavior versus 57% of conservatives and 73% of those with a high school degree or less.

Second Tier

Two items fell into the second tier based on their level of agreement. The first of these was **climate change impacts and solutions depend on a force greater than humans** (Q15), with which 29% either agreed strongly (17%) or leaned toward agreeing (13%). Nearly a majority (48%), however, strongly disagreed (28%) or leaned toward disagreeing (20%) with this statement. The other item in this tier was **comprehensive global treaties and worldwide laws are the only way to address climate change** (Q17), with which a combined 46% agreed (strongly 16% and leaned toward agreeing 29%), and 37% disagreed strongly (16%) or leaned toward disagreeing (21%).

Demographic Differences: There were considerable differences by political ideology to both views. For climate change impacts and solutions depending on a force greater than humans, a majority (61%) of liberals disagreed while a majority (54%) of conservatives agreed. Conversely, a majority (57%) of liberals agreed that comprehensive global treaties and worldwide laws are the only way to address climate change while a majority (60%) of conservatives disagreed.

Bottom Tier

Three views fell into the bottom tier:

- **With regards to climate change, government should get out of the way and let citizens make their own decisions** (total agree: 25%) (Q13)
- **An individual is incapable of solving climate change, changing my own actions won't make a difference** (total agree: 20%) (Q14)
- **Science and human ingenuity will solve climate change with little need to change our way of life** (total agree: 20%) (Q11)

Demographic Differences: Consistent with other findings, the largest subgroup differences were by ideology, with some differences by level of education and area of the city.

Just 10% of liberals and 24% of moderates agreed that, with regards to climate change, government should get out of the way and let citizens make their own decisions, versus a majority (56%) of conservatives who agreed. By education, 16% of college graduates agreed with this statement compared to 30%-38% of those with less education who agreed. The zip code with highest percentage of agreement was 97402 (37%) and the lowest was 97405 (16%).

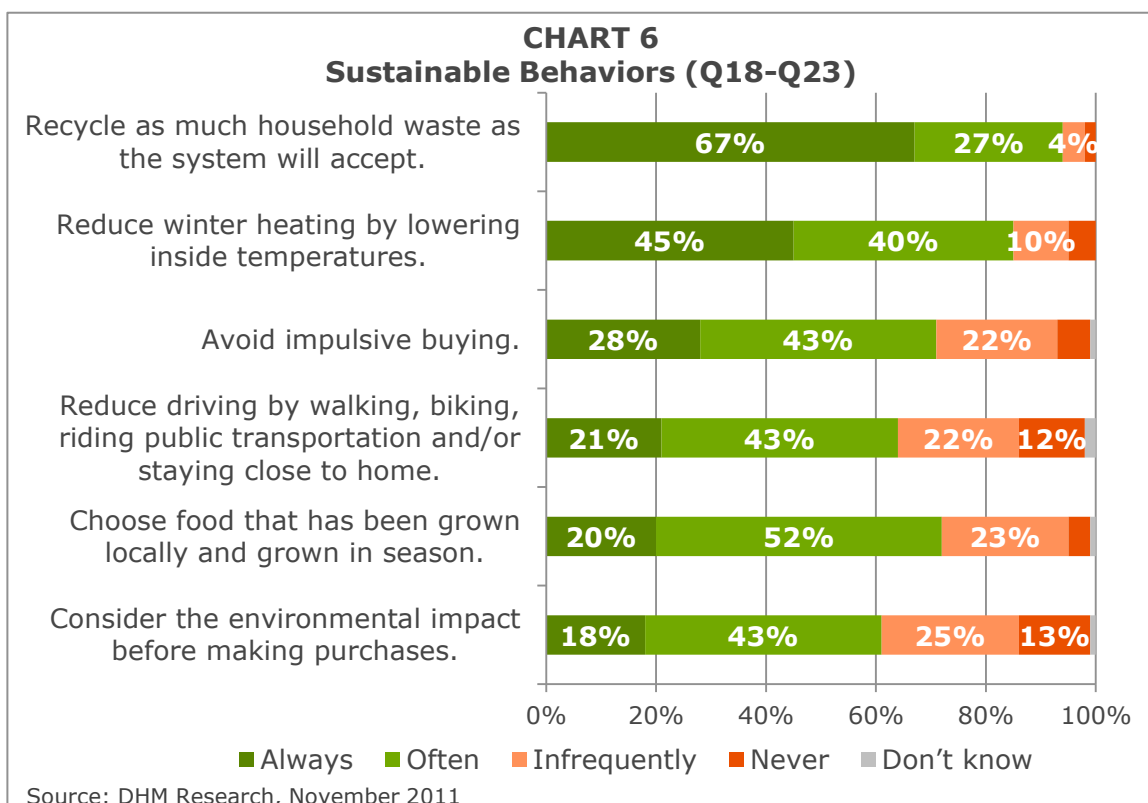
Although smaller, there were also statistically significant differences by ideology with regards to residents' beliefs that an individual's actions won't make a difference. Thirty-percent (30%) of conservatives agreed with this statement compared to 21% of moderates

and 16% of liberals. It is notable that there was not a majority of any demographic group who agreed with this statement.

The subgroup most likely to agree that science and human ingenuity will solve climate change with little need to change our way of life was conservatives (39%). Only 9% of liberals agreed with this and 31% of residents in zip code 97402.

3.4 | Sustainable Behaviors

To help provide guidance on priorities for the City, the survey asked residents about six behaviors that, if put into practice, would reduce their impact on climate change (Q18-Q23). Residents were asked the frequency of these behaviors. In addition to learning how frequently Eugene residents practice these behaviors now, the results will serve as a baseline to track behavior changes over time.



Two behaviors stand out as being practiced regularly. Two-thirds (67%) of Eugene residents reported that they always **recycle as much household waste as the system will accept** (Q19) and another 27% reported doing so often. This was the only behavior tested that a majority said they always do. The second most frequently practiced behavior was **reducing winter heating by lowering inside temperatures** (Q23). Forty-five percent (45%) said that they do this always and 40% do so often.

Demographic Differences: Recycling rates were lowest among those with a high school degree or less (55%), 18-34 year olds (57%), conservatives (59%), and males (60%).

For reducing winter heating, there were few demographic differences, with all subgroups practicing the behavior with similar frequencies.

Four behaviors could be improved. Between 27%-38% reported never or infrequently taking these steps:

- **Consider the environmental impact before making purchases** (38%) (Q21)
- **Reduce driving by walking, biking, riding public transportation and/or staying close to home** (34%) (Q22)
- **Avoid impulse buying** (28%) (Q20)
- **Choose food that has been grown locally and grown in season** (27%) (Q18)

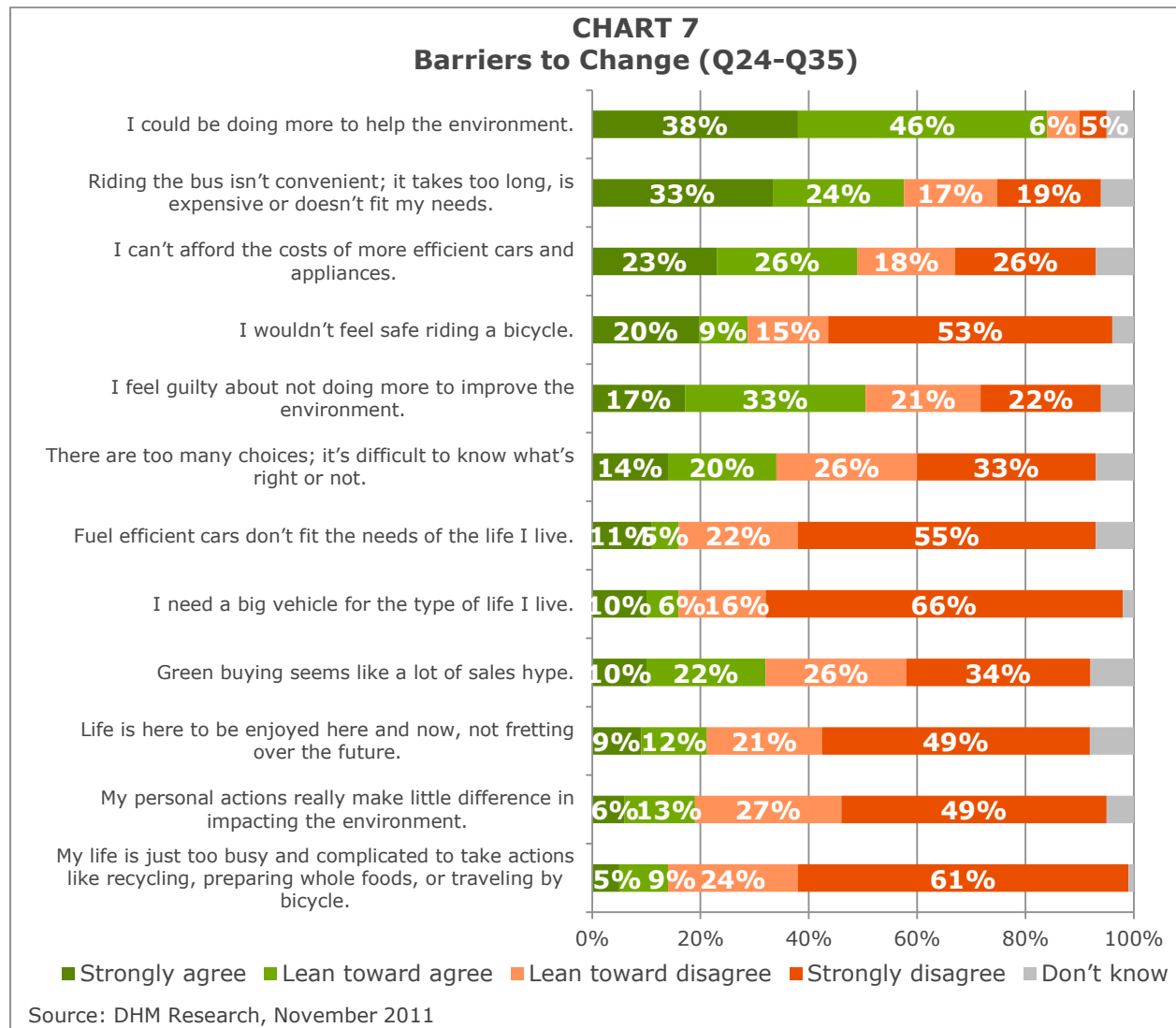
Demographic Differences: Younger residents with higher education and incomes were the least likely to avoid impulse buying. By age, 20%-27% of residents younger than 55 years said that they avoid impulse buying always compared to 38% of older residents. By education level, 34%-36% of those with less than a college degree said they avoid impulse buying always compared to 21% of college graduates. And by income, 32%-38% of those making less than \$50,000 avoided impulse buying always compared to 19%-25% of those making more.

Residents with higher incomes were the least likely to report that they always reduced their driving by walking, biking, or riding public transportation. Nearly four in 10 (38%) residents making less than \$30,000 said they always ride public transportation, compared to 8%-20% of those with higher incomes.

The demographic groups least likely to consider the environmental impacts of purchases were conservatives and those with a high school degree or less. Fifty-six percent (56%) of conservatives and 52% of those with a high school degree or less said that they never or infrequently consider the environmental impacts of their purchases. On the other hand, liberals and those with a college education were very likely to consider the environmental impacts of their purchases. Seventy-one percent (71%) of liberals and those with at least a college degree (70%) said they consider the environmental impacts of their purchases often or always.

3.5 | Barriers to Change

To better understand the concerns and challenges of behavior change, the survey questioned residents about 12 barriers to change (Q24-Q35). Each barrier was presented as a statement and the respondents were asked if they strongly disagree, lean toward disagree, lean toward agree, or strongly agree.



A large majority (84%) *agreed* with the statement **I could be doing more to help the environment** (Q35), while similar percentages *disagreed* that **my personal actions really make little difference in impacting the environment** (Q24) (75%) and that **my life is just too busy and completed to take actions like recycling, preparing whole foods, or traveling by bicycle** (Q25) (85%).

For transportation, cost and convenience were the two most significant barriers. A majority (57%) agreed that **riding the bus isn't convenient; it takes too long, is expensive or**

doesn't fit my needs (Q26). A near majority (49%) also agreed that **I can't afford the costs of more efficient cars and appliances** (Q31). On the other hand, a large majority *disagreed* that **I wouldn't feel safe riding a bicycle** (Q27) (68%), that **fuel efficient cars don't fit the needs of the life I live** (Q29) (77%), and that **I need a big vehicle for the type of life I live** (Q30) (82%).

In other DHM qualitative research, some people expressed skepticism over green products, with many feeling that it is simply a marketing ploy. However, 60% of Eugene residents *disagreed* with the statement that **green buying seems like a lot of sales hype** (Q33).

Also, in qualitative research, we have often heard that trying to be sustainable is stressful because there are too many choices to make and that people would rather focus on today rather than worry about the future. Most Eugene residents, however, did not share these opinions. Majorities *disagreed* with the statements: **there are too many choices** (Q32) (59%) and **life is to be enjoyed in the here and now, not fretting over the future** (Q28) (71%).

Demographic Differences: Similar to the survey's earlier questions, there were consistent differences by ideology. The differences, however, were more a matter of degree than direction. For instance, to the statement, my personal actions really make little difference in impacting the environment, 84% of liberals *disagreed* versus 59% of conservatives (and 78% of moderates). Although this is a difference of 25 percentage-points, still a clear majority across all ideologies *disagreed*. Another example was the responses to the statement, I could be doing more to help the environment. Here, 92% of liberals, 82% of moderates, and 67% of conservatives *agreed*. The difference between liberals and conservatives was 25 percentage-points, but still two-thirds of conservatives *agreed* with the statement.

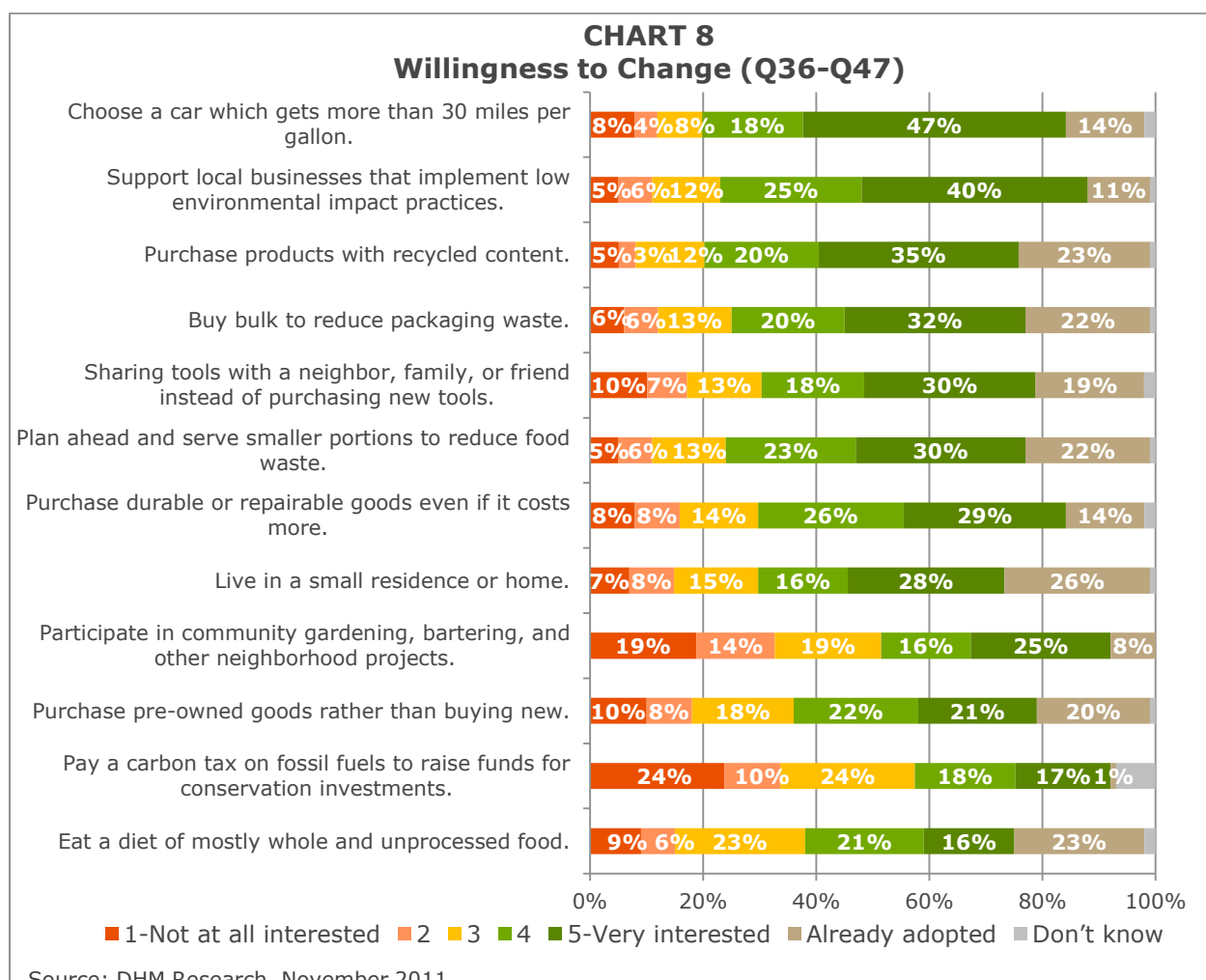
Income and education had the most impact on purchasing decisions. Two-thirds (68%) of respondents earning more than \$75,000 *disagreed* that they cannot afford the cost of more efficient cars and appliances compared to 32%-47% of those earning less. Similarly, a majority (52%) of college graduates *disagreed* with this statement versus 37%-38% of respondents with less education.

Age and gender had the most impact on opinions of bicycle safety. About three-fourths of 18-34 (78%) and 35-54 year olds (74%) *disagreed* that they wouldn't feel safe riding a bicycle compared to 50% of those 55 and older. Likewise, 74% of males *disagreed* with this statement versus 62% of females. Although these differences are statistically significant, it is notable that a majority of all demographic groups *disagreed* with this statement.

3.6 | Willingness to Change

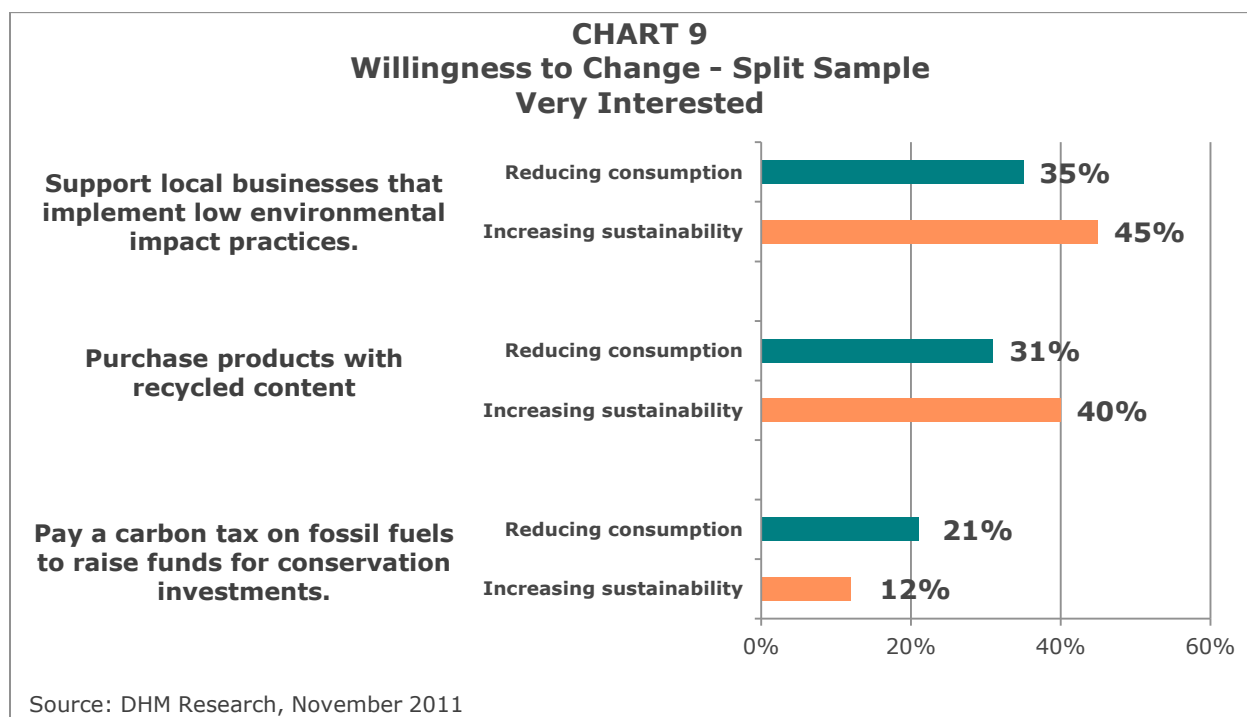
The survey concluded by asking residents about 12 actions that, if taken, would limit their greenhouse gas emissions and impact on climate change (Q36-Q47). The primary purpose was to identify what specific steps residents are ready to engage in, and provide the City with guidance for developing its outreach programs.

A secondary purpose was to help with communications. Past research has shown the importance of framing. Therefore, one-half of the survey respondents were asked about “reducing consumption” and the other half were asked about “increasing sustainability.” For each of the 12 actions, the survey respondents were asked to rate their interest in taking the steps on a 1 to 5 scale, where 1 meant “not at all interested” and 5 meant “very interested.” They were also instructed to indicate if they had already adopted the action.



Eugene residents were interested in all 12 actions tested. Between 59%-77% rated their interest as three or greater for each of the items on the 1 to 5 scale. The two actions that residents expressed the most interest in taking were **choosing a car which gets more than 30 miles per gallon** (Q40) and **support local businesses that implement low**

environmental impact practices (Q38). Nearly one-half (47%) of residents said that they were “very interested” in choosing a fuel efficient car, and 40% said they were “very interested” in supporting environmentally friendly local businesses. Excluding paying a carbon tax, it is noteworthy that these actions had the largest percentage difference between “very interested” and “already adopted” responses. For fuel efficient cars the difference was 33 percentage-points and for supporting local businesses the difference was 29-percentage points.



Relatively speaking, the actions that residents had the least interest in were **paying a carbon tax on fossil fuels to raise funds for conservation investments** (Q37) and **eating a diet of mostly whole foods and unprocessed foods** (Q36). Even for these, however, between 59%-60% rated their interest as a least a three on the five-point scale.

Overall, framing the actions as “reducing consumption” or “increasing sustainability” had little impact. Comparing “very interested” responses, when framed as reducing consumption versus increasing sustainability, there was greater interest in paying a carbon tax. On the other hand, when framed as increasing sustainability over reducing consumption there was more interest in supporting local businesses that implement low environmental practices and purchasing products with recycled content.

Demographic Differences: Compared to the earlier attitudinal questions on climate change, subgroup differences were relatively muted when it came to interest in taking specific actions. In particular, there were few differences by ideology. Most of the variations were related to gender, age, and income.

For gender, the largest difference was that 31% of females compared to 19% of males said that they were very interested in community gardening, bartering, and other neighborhood projects. Significantly more females than males also said they were very interested in living in a smaller residence (33% vs. 22%), purchasing pre-owned goods (26% vs. 16%), and eating a diet of mostly whole and unprocessed foods (20% vs. 11%).

The largest difference by age was with community gardening, bartering, and other neighborhood projects. Thirty-one percent (31%) of those 55+ years old said they were very interested in this compared to 26% of those between 35-54 and 18% of those 18-34.

Income differences were largest with community gardening, bartering, and neighborhood projects, with lower income individuals significantly more likely to be very interested. Thirty-seven percent (37%) of residents making less than \$30,000 said they were very interested while 19%-20% of those with higher incomes said the same. Lower income residents were also more likely to be very interested in living in a smaller residence or home. Forty-two percent (42%) of residents making less than \$30,000 said that they were very interested in downsizing versus 19%-24% with higher incomes.

Although there were few differences by ideology, there was one notable exception with regards to carbon taxes. While 22% of liberals said that they were very interested in a carbon tax, just 15% of moderates and 7% of conservatives said the same. Conversely, 51% of conservatives compared to 22% of moderates and 11% of liberals said that they were not at all interested in a carbon tax.

Eugene Climate Change and Consumption Survey
November 5-8 2011; N=300 general population City of Eugene
Survey Length 14 minutes
Margin of Error: N=300 +/-5.7%, N=150+/-8.0%
DHM Research & PolicyInteractive

INTRODUCTION

Hi, my name is ____ and I'm with an RDD an opinion research firm. This is not a sales call. I have some questions about issues that impact your neighborhood and community. You were selected at random and this survey is completely anonymous.

1. What is your age?

Response Category	N=300
18-24	14%
25-34	24%
35-54	30%
55-64	15%
65+	17%

2. Gender

Response Category	N=300
Male	48%
Female	52%

3. Sometimes tough choices have to be made in balancing economic growth and protecting the environment. Even though most people want to have both protection and growth, which of these two statements comes closer to your view even if neither represents your view exactly. (Rotate statements)

Response Category	N=300
A. Economic growth should be given a priority, even if the environment suffers to some extent	37%
B. Protecting the environment should be given priority, even at the risk of slowing economic growth	56%
C. Both/Neither/Can't decide	6%
D. Don't know	1%

4. Here is another pair of statements, which comes closest to your view even if neither represents your view exactly? (Rotate statements)

Response Category	N=300
A. We need to get the economy growing by consuming more goods and services	27%
B. We'll be better off by consuming less and living more simply	65%
C. Both/Neither/Can't decide	7%
D. Don't know	1%

5. I'm going to ask some questions about environmental issues in a moment, but first I'd like to ask you if environmental issues concern you hardly at all, somewhat, or quite a lot.

Response Category	N=300
Hardly at all	8%
Somewhat	44%
Quite a lot	48%
Don't know	1%

CLIMATE CHANGE ATTITUDES

Here are some views we hear about climate change. For each statement please tell me if you strongly disagree, lean toward disagree, are undecided, lean toward agree, or strongly agree. (Randomize Q6-Q10) (Listed in order of "Strongly Agree")

Response Category	Strongly Disagree	Lean toward Disagree	Undecided	Lean toward Agree	Strongly Agree	Don't know
9. Climate change is occurring from human causes like burning fossil fuels.	5%	8%	7%	24%	53%	3%
10. Climate change is occurring and in the long-term the impacts will probably be catastrophic.	8%	9%	9%	30%	41%	3%
8. Climate change may be happening but its more from natural causes than human causes.	36%	20%	10%	18%	13%	2%
7. Climate change is very unsettled in scientific evidence.	42%	13%	9%	20%	10%	6%
6. Climate change from human causes is a hoax and not occurring.	63%	15%	6%	9%	7%	1%

ADDRESSING CLIMATE CHANGE

Now here are views some people have about addressing climate change. For each statement please tell me if you strongly disagree, lean toward disagree, are undecided, lean toward agree, or strongly agree. (Randomize Q11-Q17) (Listed in order of "Strongly Agree")

Response Category	Strongly Disagree	Lean toward Disagree	Undecided	Lean toward Agree	Strongly Agree	Don't know
12. Climate change requires much stronger regulations of greenhouse gas emissions.	5%	8%	10%	24%	51%	3%
16. Climate change requires us to entirely rethink our behavior.	6%	8%	5%	35%	46%	0%
15. Climate change impacts and solutions depend on a force greater than humans.	28%	20%	18%	13%	17%	4%
17. Comprehensive global treaties and worldwide laws are the only way to address climate change.	16%	21%	13%	29%	16%	4%

Response Category	Strongly Disagree	Lean toward Disagree	Undecided	Lean toward Agree	Strongly Agree	Don't know
13. With regards to climate change, government should get out of the way and let citizens make their own decisions.	36%	23%	14%	14%	11%	1%
14. An individual is incapable of solving climate change, changing my own actions won't make a difference.	50%	24%	5%	11%	9%	1%
11. Science and human ingenuity will solve climate change with little need to change our way of life.	44%	26%	8%	14%	6%	2%

BEHAVIORS

I'm going to read from a list of daily choices about activities we do. From this list, tell me if you never, infrequently, often, or always do these things. (Randomize Q18-Q23) (Listed in in order of "Always")

Response Category	Never	Infrequently	Often	Always	Don't know
19. Recycle as much household waste as the system will accept.	2%	4%	27%	67%	0%
23. Reduce winter heating by lowering inside temperatures	5%	10%	40%	45%	0%
20. Avoid impulsive buying.	6%	22%	43%	28%	1%
22. Reduce driving by walking, biking, riding public transportation and/or staying close to home.	12%	22%	43%	21%	2%
18. Choose food that has been grown locally and grown in season.	4%	23%	52%	20%	1%
21. Consider the environmental impact before making purchases.	13%	25%	43%	18%	1%

BARRIERS TO CHANGE

Here is a list of statements we hear people say about making certain lifestyle choices. For each statement as it applies to you, please tell me if you strongly disagree, lean toward disagree, don't know, lean toward agree, or strongly agree with each. (Randomize Q24-Q35) (Listed in order of "Strongly Agree")

Response Category	Strongly Disagree	Lean toward Disagree	Lean toward Agree	Strongly Agree	Don't know
35. I could be doing more to help the environment.	5%	6%	46%	38%	5%
26. Riding the bus isn't convenient; it takes too long, is expensive or doesn't fit my needs.	19%	17%	24%	33%	6%
31. I can't afford the costs of more efficient cars and appliances.	26%	18%	26%	23%	7%
27. I wouldn't feel safe riding a bicycle.	53%	15%	9%	20%	4%
34. I feel guilty about not doing more to improve the environment.	22%	21%	33%	17%	6%
32. There are too many choices; it's difficult to know what's right or not.	33%	26%	20%	14%	7%
29. Fuel efficient cars don't fit the needs of the life I live.	55%	22%	5%	11%	7%
33. Green buying seems like a lot of sales hype.	34%	26%	22%	10%	8%
30. I need a big vehicle for the type of life I live.	66%	16%	6%	10%	2%
28. Life is here to be enjoyed here and now, not fretting over the future.	49%	21%	12%	9%	8%
24. My personal actions really make little difference in impacting the environment.	49%	27%	13%	6%	5%
25. My life is just too busy and complicated to take actions like recycling, preparing whole foods, or traveling by bicycle.	61%	24%	9%	5%	1%

WILLINGNESS TO CHANGE

I'll read from a list of possible activities related to ["reducing consumption" Sample A, n=150] / ["increasing sustainability" Sample B, n=150], please tell me how you feel about yourself adopting these as common practice. Use a 1 to 5 scale where 1 means "not at all interested" and 5 means "very interested." You can also tell me if you already mostly adopted these actions or if you're not sure, or don't know. (Randomize Q36-Q47) (Listed in order of "Very Interested")

Response Category	Sample	1				5		
		Not at all Interested	2	3	4	Very Interested	Already adopted	Don't know
40. Choose a car which gets more than 30 miles per gallon.	A	9%	3%	9%	17%	49%	13%	0%
	B	7%	5%	6%	19%	45%	15%	4%
	Total	8%	4%	8%	18%	47%	14%	2%
38. Support local businesses that implement low environmental impact practices.	A	5%	8%	15%	25%	35%	11%	1%
	B	5%	4%	9%	26%	45%	10%	1%
	Total	5%	6%	12%	25%	40%	11%	1%
47. Purchase products with recycled content.	A	5%	5%	13%	20%	31%	24%	1%
	B	5%	1%	10%	20%	40%	22%	1%
	Total	5%	3%	12%	20%	35%	23%	1%
45. Buy bulk to reduce packaging waste.	A	7%	6%	12%	21%	32%	21%	1%
	B	4%	5%	14%	20%	31%	24%	1%
	Total	6%	6%	13%	20%	32%	22%	1%
46. Sharing tools with a neighbor, family, or friend instead of purchasing new tools.	A	12%	7%	13%	18%	30%	19%	1%
	B	9%	7%	13%	19%	31%	19%	3%
	Total	10%	7%	13%	18%	30%	19%	2%
44. Plan ahead and serve smaller portions to reduce food waste.	A	5%	6%	13%	21%	29%	25%	1%
	B	5%	6%	13%	25%	30%	20%	0%
	Total	5%	6%	13%	23%	30%	22%	<1%
43. Purchase durable or repairable goods even if it costs more.	A	9%	8%	13%	26%	27%	15%	2%
	B	7%	7%	15%	25%	31%	13%	1%
	Total	8%	8%	14%	26%	29%	14%	2%
41. Live in a small residence or home.	A	4%	6%	17%	13%	29%	29%	1%
	B	9%	9%	13%	19%	26%	22%	1%
	Total	7%	8%	15%	16%	28%	26%	1%
39. Participate in community gardening, bartering, and other neighborhood projects.	A	20%	14%	17%	18%	24%	7%	0%
	B	17%	15%	20%	14%	25%	9%	0%
	Total	19%	14%	19%	16%	25%	8%	0%
42. Purchase pre-owned goods rather than buying new.	A	10%	10%	20%	19%	18%	22%	1%
	B	10%	7%	15%	25%	24%	17%	1%
	Total	10%	8%	18%	22%	21%	18%	1%
37. Pay a carbon tax on fossil fuels to raise funds for conservation investments.	A	25%	9%	22%	13%	21%	1%	9%
	B	24%	11%	26%	22%	12%	0%	5%
	Total	24%	10%	24%	18%	17%	<1%	7%

Response Category	Sample	1				5		
		Not at all Interested	2	3	4	Very Interested	Already adopted	Don't know
36. Eat a diet of mostly whole and unprocessed food.	A	5%	7%	27%	21%	13%	24%	2%
	B	12%	5%	20%	21%	18%	23%	2%
	Total	9%	6%	23%	21%	16%	23%	2%

DEMOGRAPHICS

These last few questions are for statistical purposes only.

48. What is your ZIP code?

Response Category	N=300
97401	47%
97402	25%
97403	3%
97404	4%
97405	17%
97408	4%

49. Do you expect to be living in Eugene for the next five years?

Response Category	N=300
No or probably not	14%
Yes, probably or hope so	81%
Don't know	5%

50. What is the highest level of education you have had the opportunity to complete?

Response Category	N=300
Less than high school	2%
High school degree or GED	17%
Some college/2 year degree	33%
4 year college degree	26%
Graduate degree	21%
Don't know/Refused	1%

51. Just your best guess, what was your total household income before taxes in 2010?

Response Category	N=300
Less than \$30,000	25%
\$30,000 - \$49,999	20%
\$50,000 - \$74,999	24%
\$75,000 - \$99,999	9%
\$100,000 or more	12%
Don't know/Refused	10%

52. How would you describe your general political outlook, would you say that you are very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Response Category	N=300
Very liberal	20%
Lean toward liberal	25%
Moderate	23%
Lean toward conservative	17%
Very conservative	7%
Don't know/Refused	9%