

Survey Says!

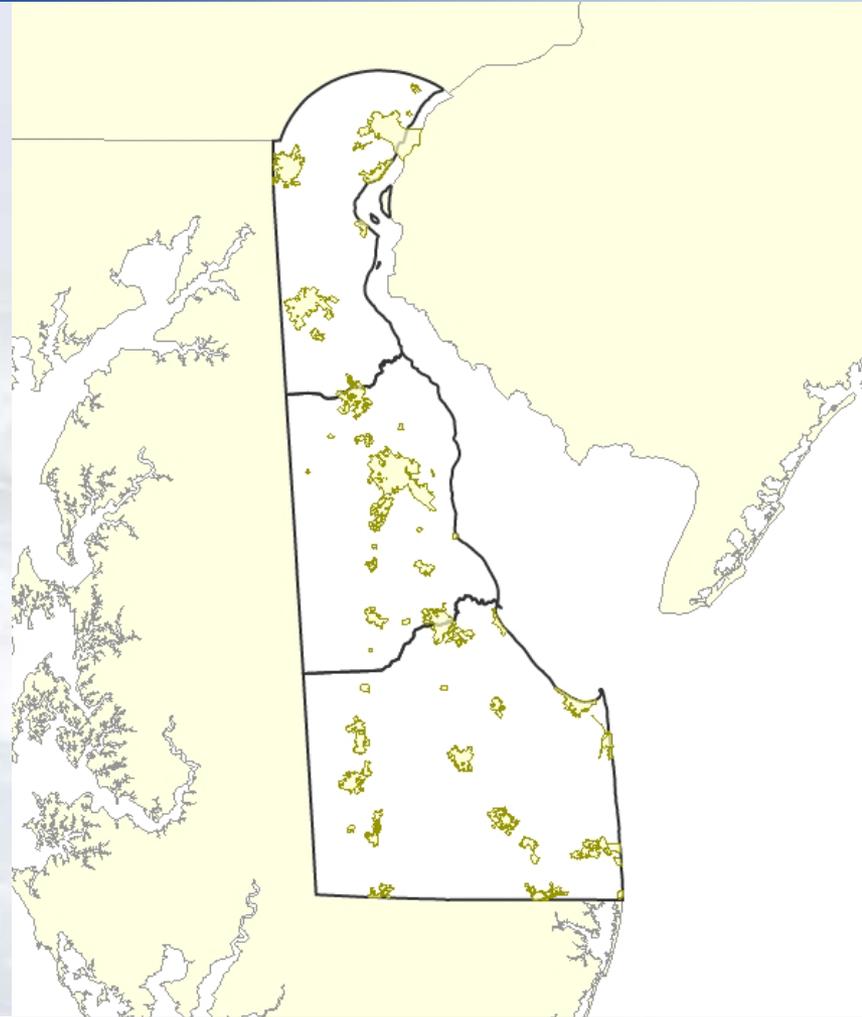
Delaware's Statewide Survey of Residents' Opinions of Climate Change and Sea Level Rise

Presentation for MARCO
December 11, 2012



Dela~where?

- 3 Counties (yes, 3!)
- 2000 square miles
- 989,000 residents
- 459 persons per square mile
- 15% pop increase
2000-2010
- 396,000 households



Coastal Resources

- Industrial/Chemical Complex
- Port of Wilmington
- Expansive Tidal Marshes
- Ocean & Bay Beaches
- World renown wildlife habitat
- History & Culture

No part of Delaware is more than 14 miles from a tidal waterbody



Delaware's Sea Level Rise Initiative

- Building the Foundation for Adaptation
 - Implementation Actions (Pilot Projects)
 - Scientific – Technical and Support Actions
 - Communication, Training, and Public Involvement Actions
 - Coordinated SLR Policy Development



Delaware Survey Goals

- **Understand (then use):**
 - ✓ Basic level of belief, knowledge and understanding of CC & SLR
 - ✓ Importance of CC & SLR with respect to other issues and in their own lives
 - ✓ Perceptions about taking action to mitigate or adapt
- **Decipher differences in audiences**
 - ✓ Location
 - ✓ Gender
 - ✓ Education Level



Survey Methods

■ Telephone Survey

- ✓ N=1,505
- ✓ Cell and Landlines
- ✓ Random Digit Dialing
- ✓ Five callback design
- ✓ 168 questions
- ✓ Crosstab analysis
- ✓ Nonparametric analysis for behavioral and demographic characteristics

Mommy, the government wants to ask you some questions!



The results

- Delaware Residents believe that climate change and sea level rise is real and that they have experienced it
 - ✓ 70% of DE residents are mostly or completely convinced that climate change is happening;
 - ✓ 63% of DE residents are mostly or completely convinced that sea level rise is happening
 - ✓ 62% agree that SLR of 1-3 feet by 2100 is a reasonable prediction
 - ✓ 22% believe they have already felt the impacts of sea level rise



More results

- Delaware Residents believe that action should be taken
 - ✓ 80% believe that action should be taken before impacts occur
 - ✓ 84% believe that building codes and regs should be changed
 - ✓ 84% believe that we should avoid siting structures in at risk areas



Non-parametric Analysis - Gender

- Women show higher levels of concern and believe impacts will begin sooner
- Men less likely to believe that SLR is occurring and more likely to believe that they know a great deal



Non-parametric Analysis ~ Age and Education

- 35 – 64 year olds have more concern about CC and SLR than other age groups
- B.A. and higher more likely to know a great deal and to be completely convinced that it is happening



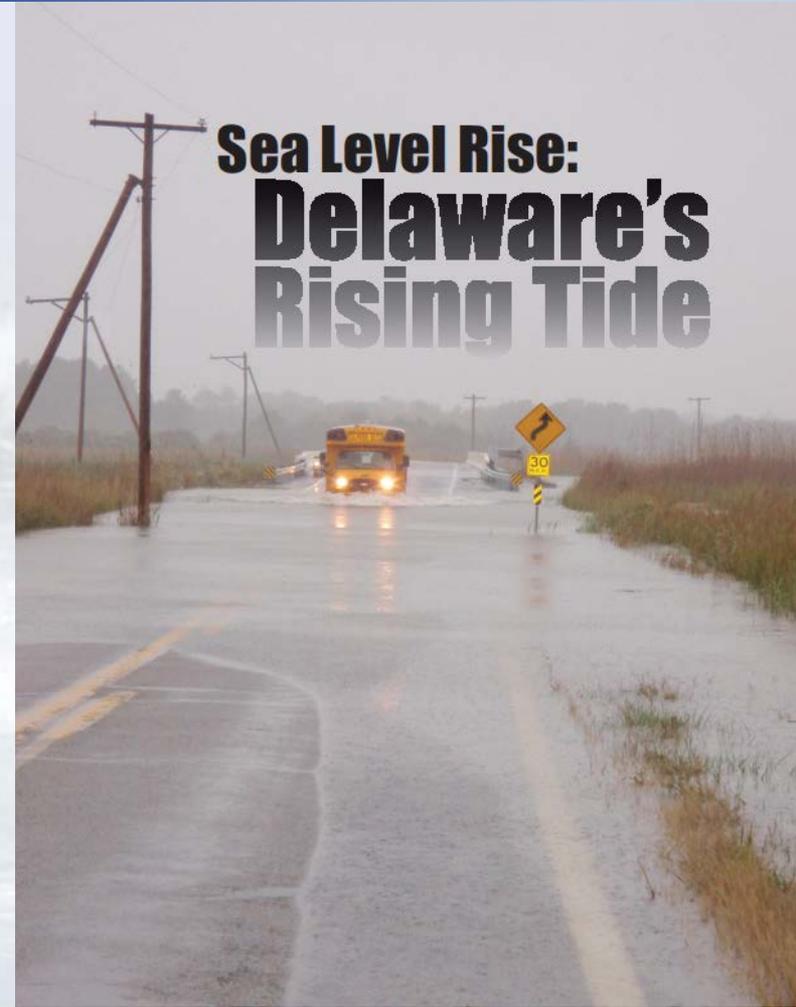
Non-parametric Analysis - Geography

- Coastal residents more likely to:
 - ✓ worry about impacts of SLR
 - ✓ strongly agree that they have experienced the impacts of sea level rise
 - ✓ Consider sea level rise a threat to themselves personally



Messaging Implications - Resources

- Focus education/outreach efforts on the impacts of CC & SLR on resources Delawareans care most about, rather than as a stand alone
 - ✓ DE residents are more concerned about many resources that will be affected by SLR & CC, than about SLR & CC itself



Messaging Implications - Geography

- Coastal Residents more likely to believe in SLR, more likely to have experienced it
- Coastal Residents more likely to think that government should be doing more to prepare



Test your Coastal IQ Exhibit,
Coast Day 2009

Messaging Implications – Responsible Planning

- Proactive, responsible planning is a theme that resonates with Delawareans
- Emphasizing responsible governance and wise-use of tax dollars has proven particularly useful in presentations to various audiences



Using the Data

- Support for convening a Sea Level Rise Advisory Committee, and potential E.O. for Climate Change
- Support for research, funding & adaptation options
- Outreach to Legislators
 - ✓ And regular people too
- Outreach Materials



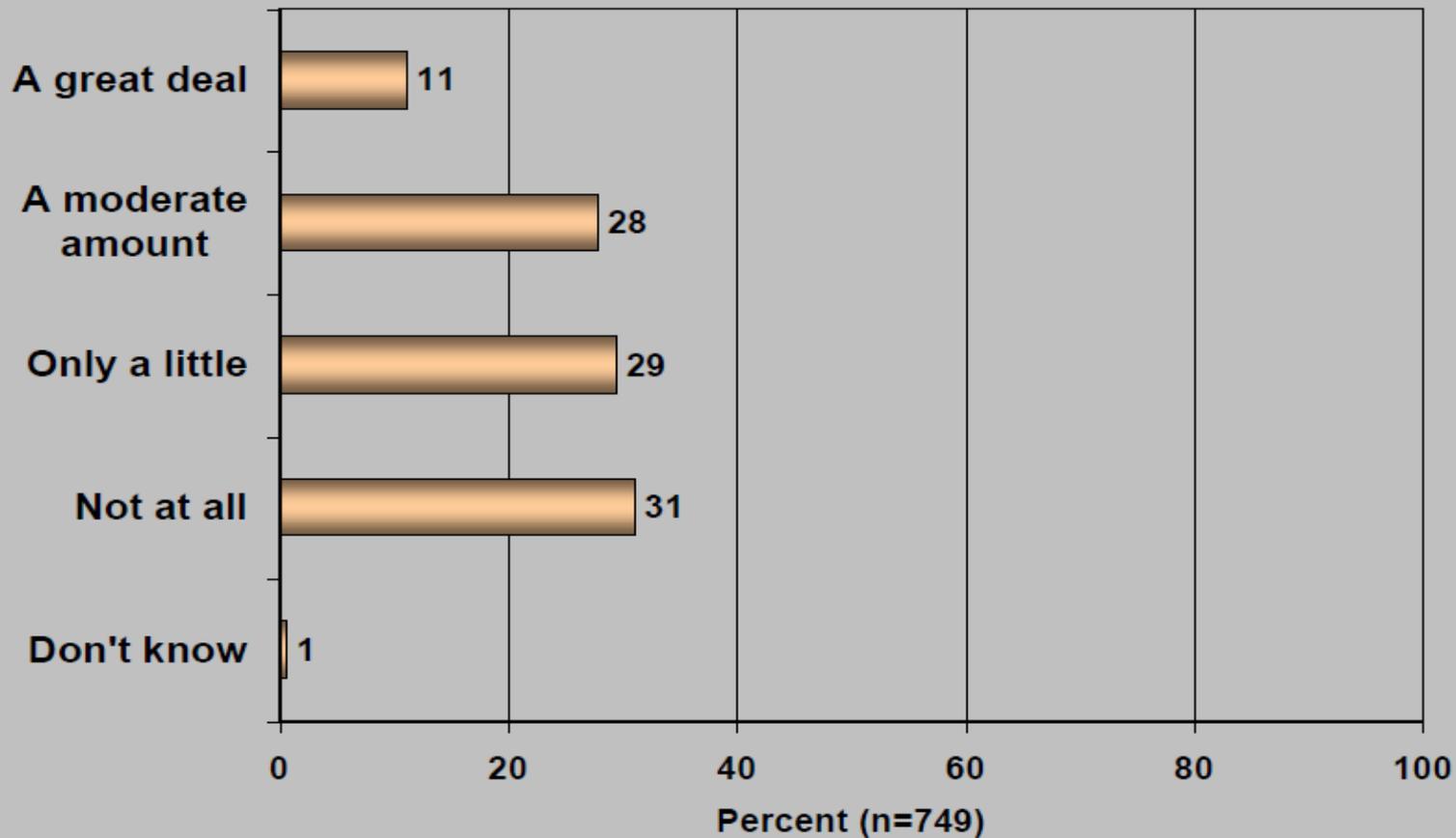
Thank you!

Questions?

Contact Info:
Susan.Love@state.de.us
(302) 739-9283



How much do you personally worry about sea level rise?



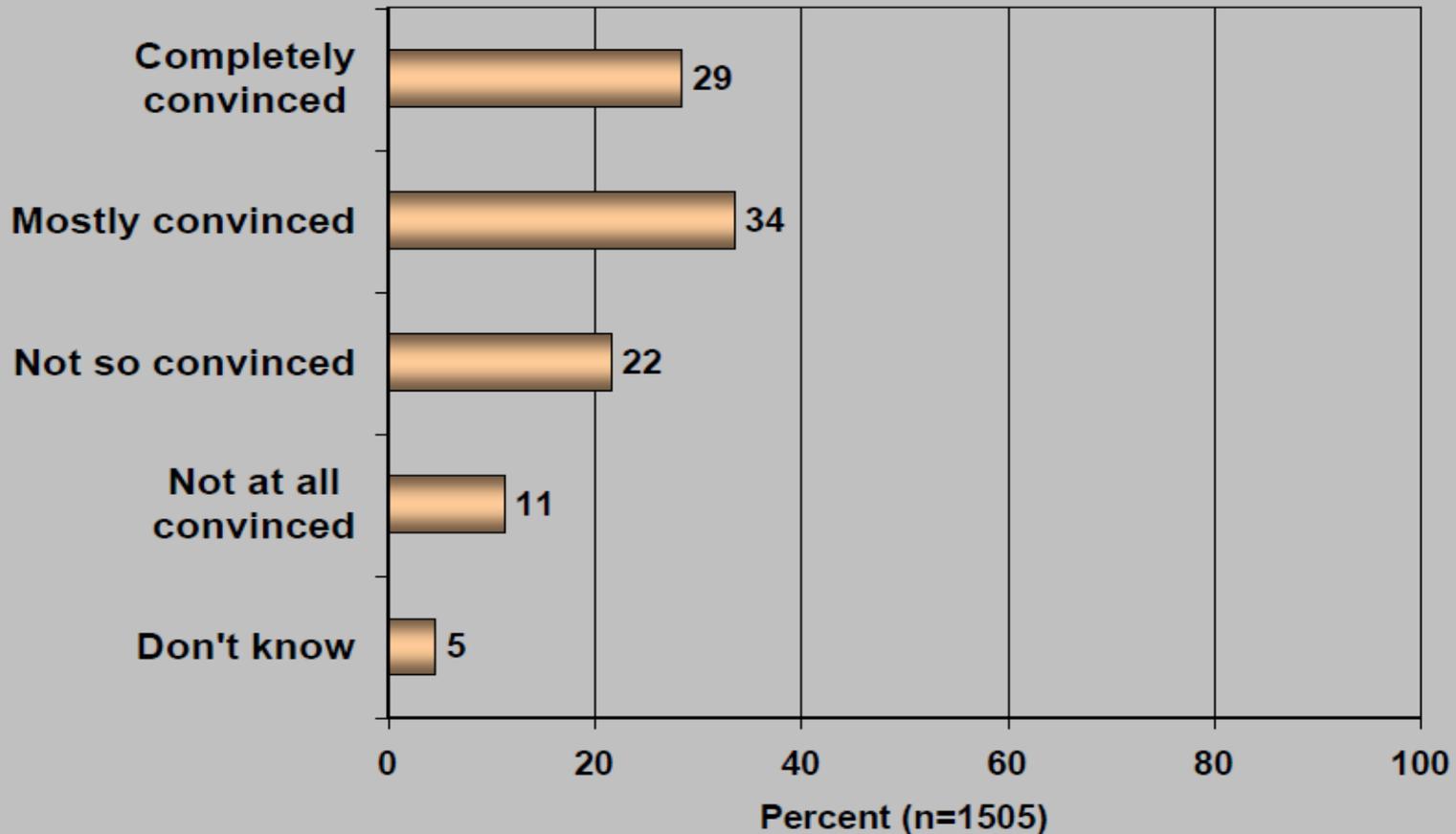
Responsive Management



Delaware's Sea Level Rise Initiative



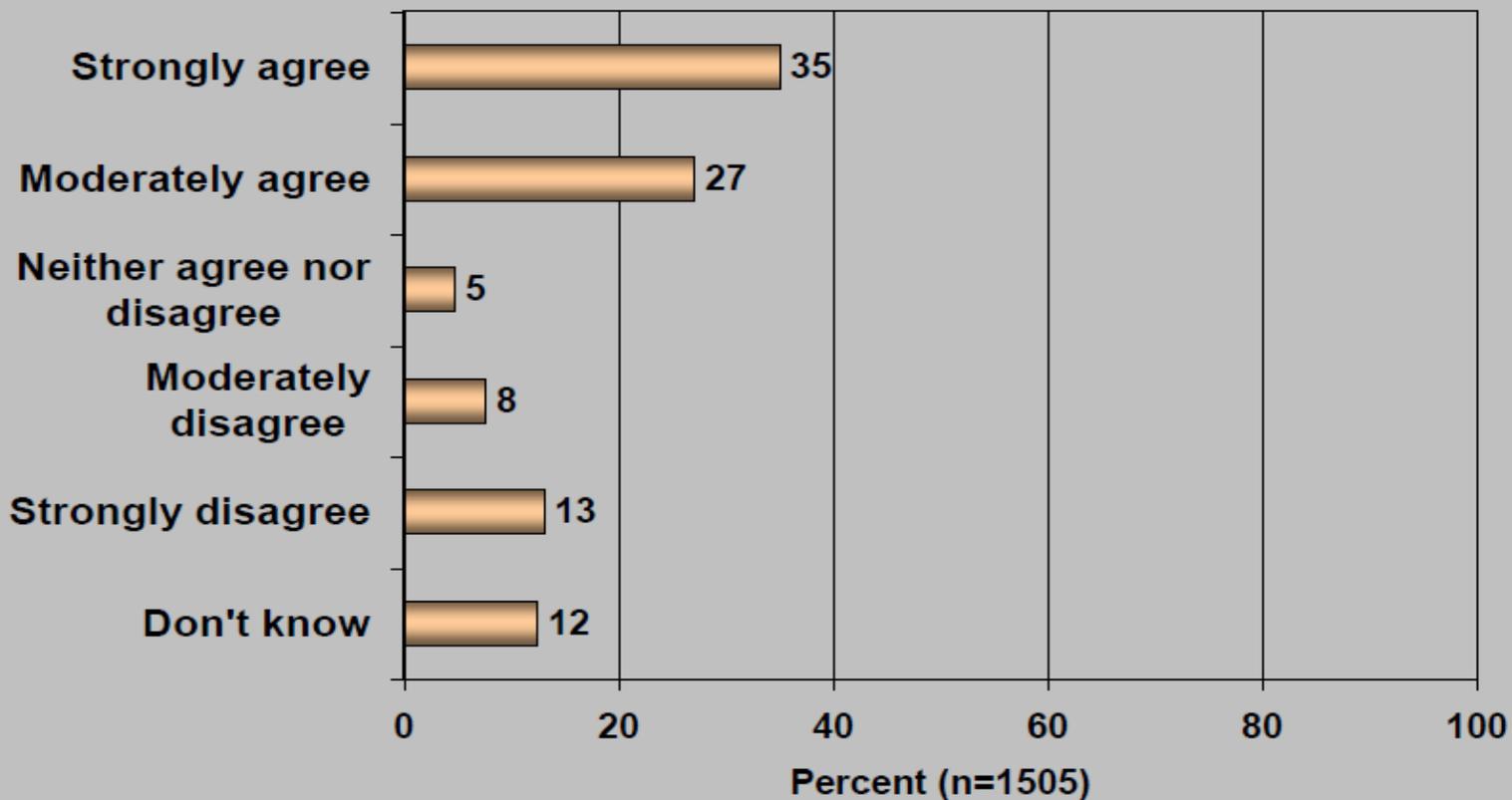
How convinced are you that sea levels are rising?



Responsive Management



Scientists predict that sea levels will rise at least 1 to 3 feet in the next 100 years. Do you agree or disagree that this is a reasonable prediction?



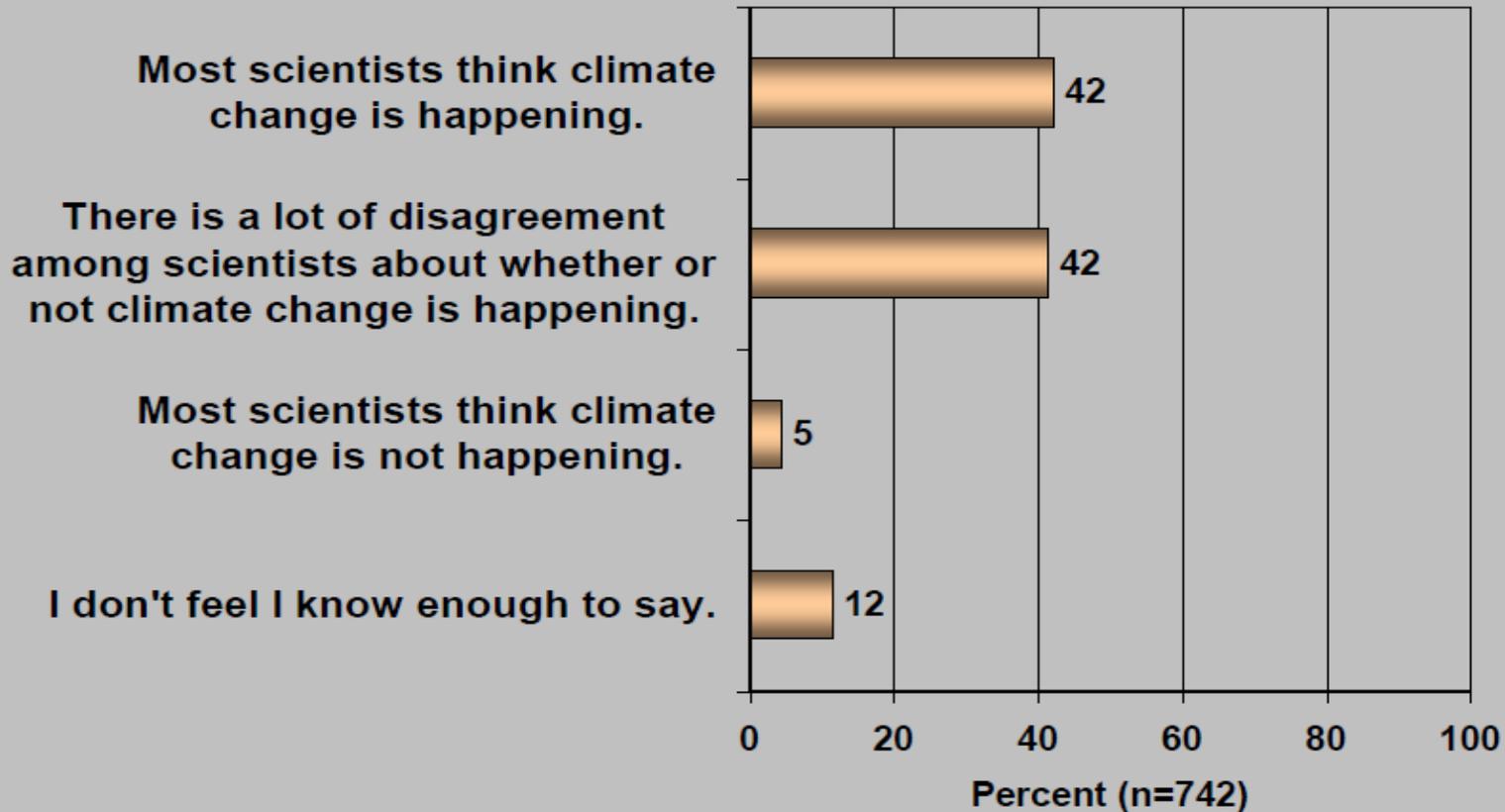
Responsive Management



Delaware's Sea Level Rise Initiative



Which of the following statements best describes your own view of climate change?



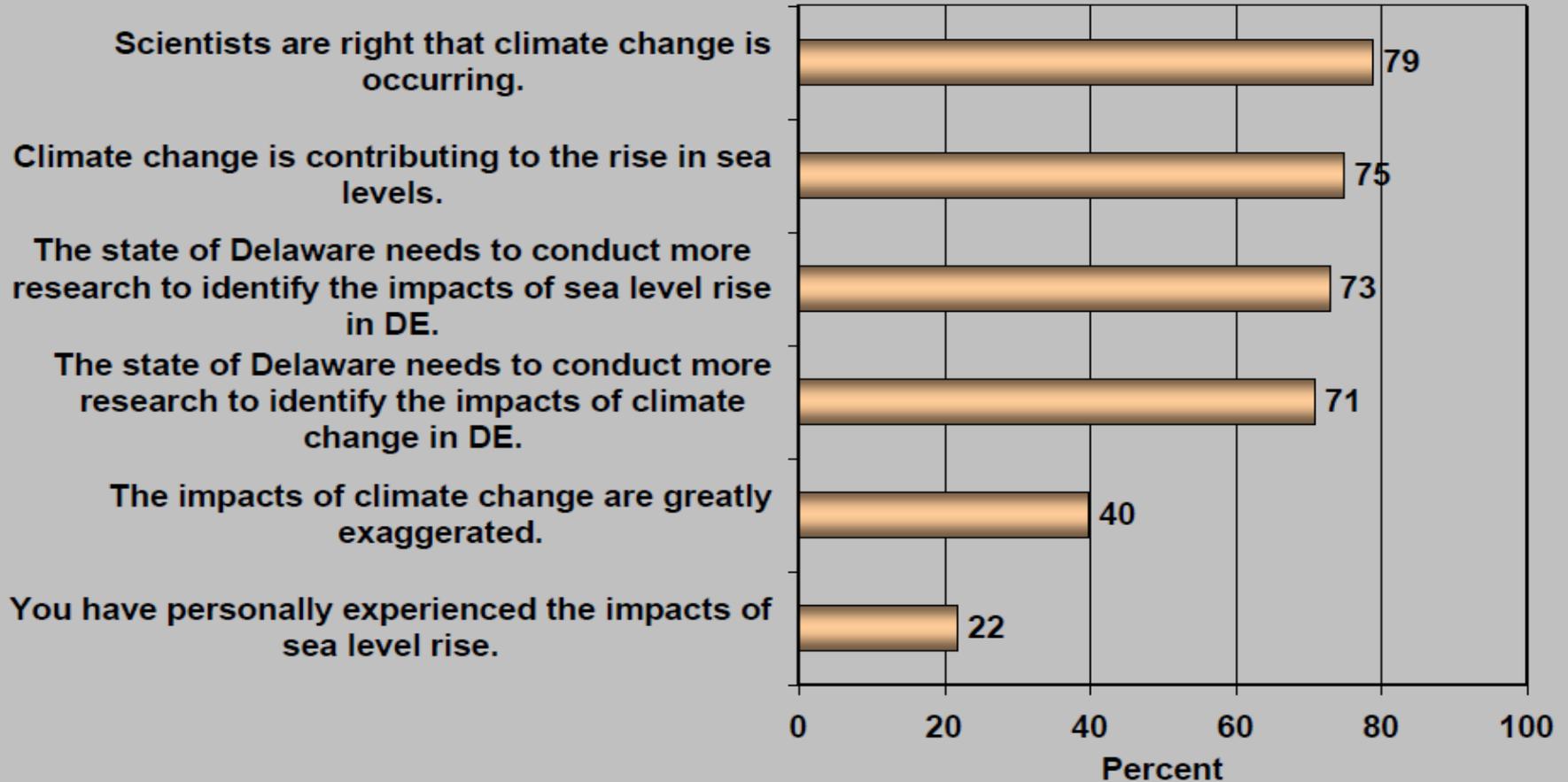
Responsive Management



Delaware's Sea Level Rise Initiative



Percent who strongly or moderately agree with the following statements about climate change and sea level rise.



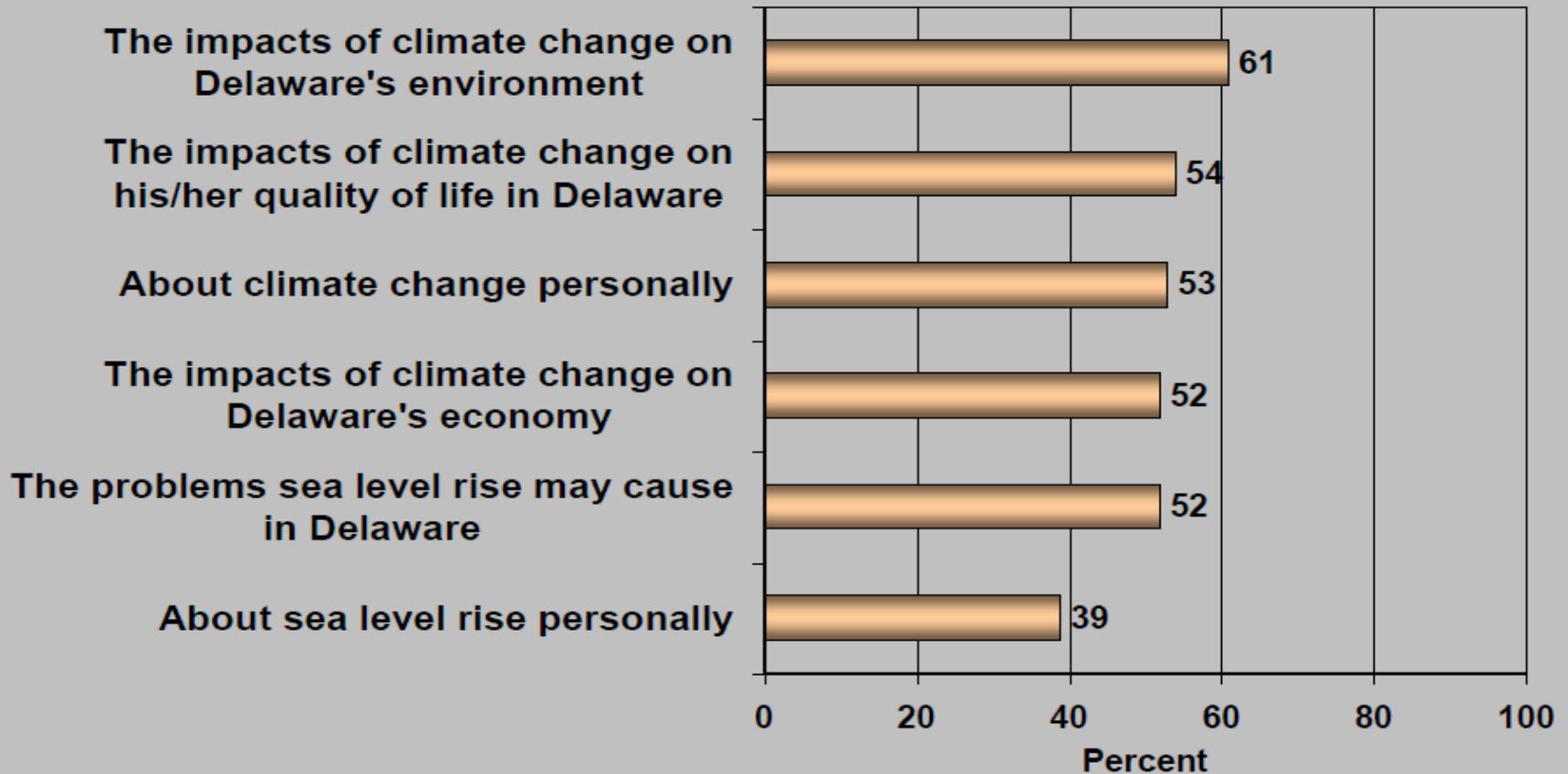
Responsive Management



Delaware's Sea Level Rise Initiative



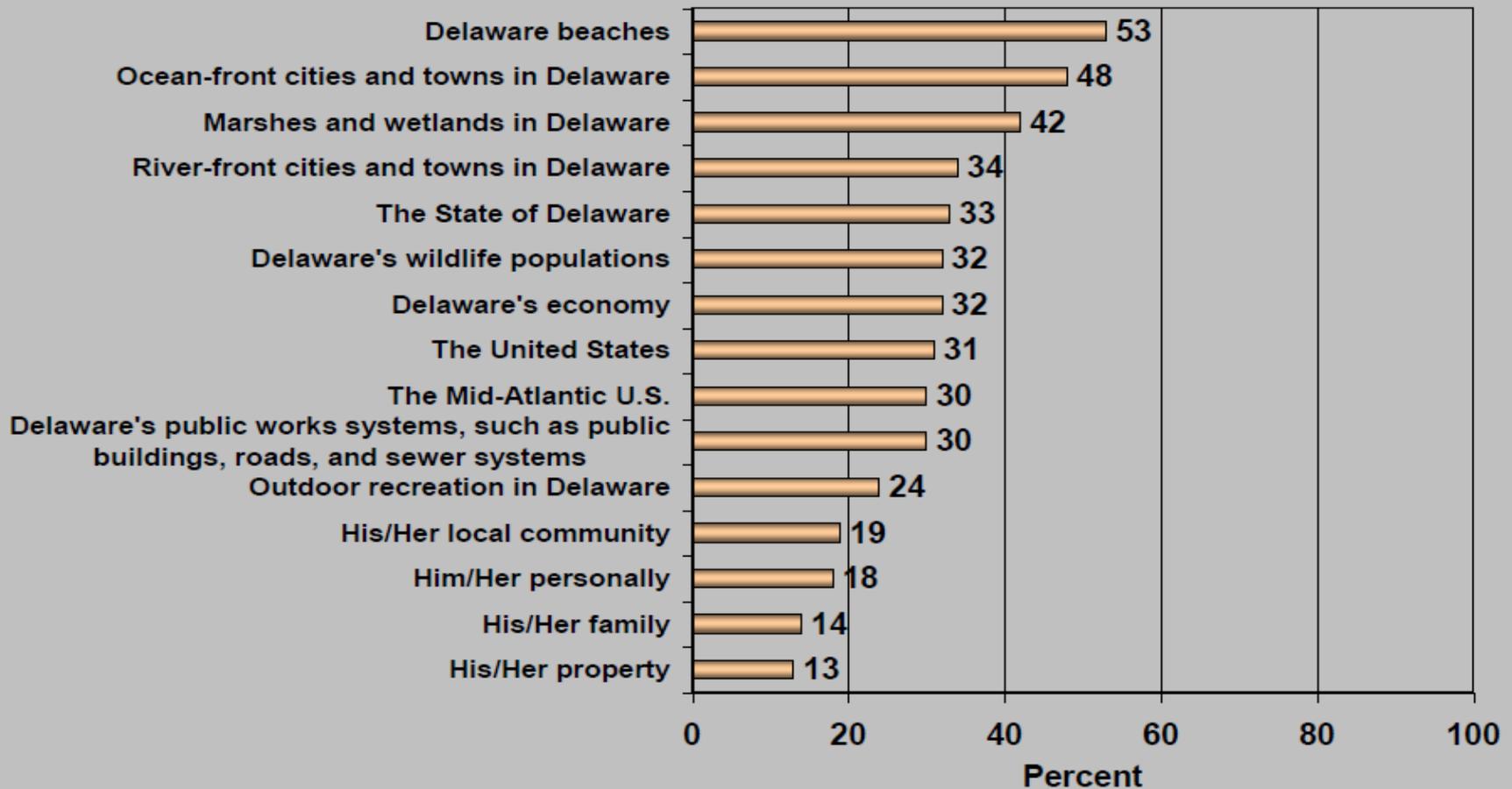
Percent who worry a great deal or a moderate amount about the following issues concerning climate change and sea level rise.



Responsive Management



Percent who think sea level rise is a very serious threat to the following.



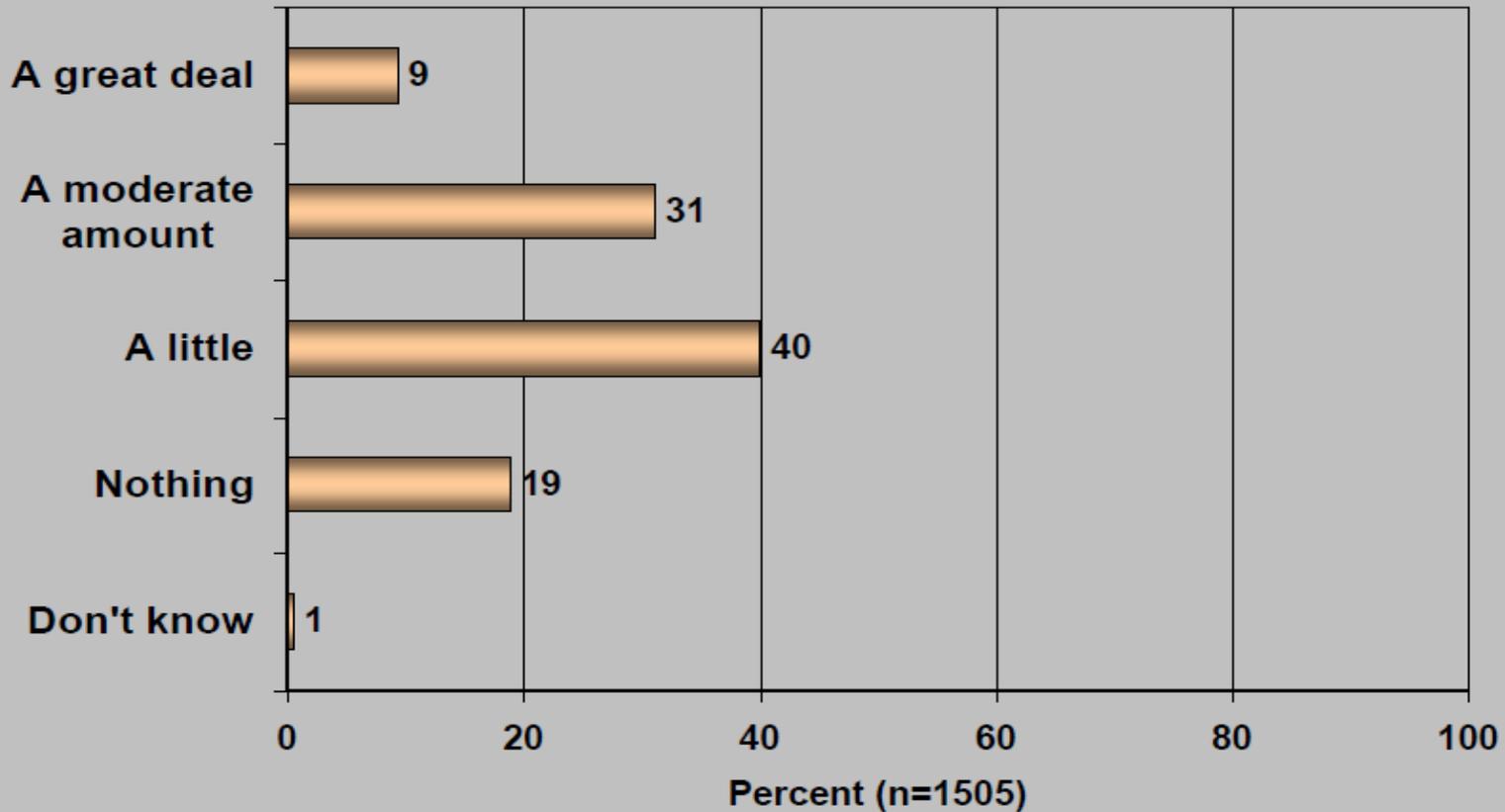
Responsive Management



Delaware's Sea Level Rise Initiative



How much would you say you know about sea level rise?



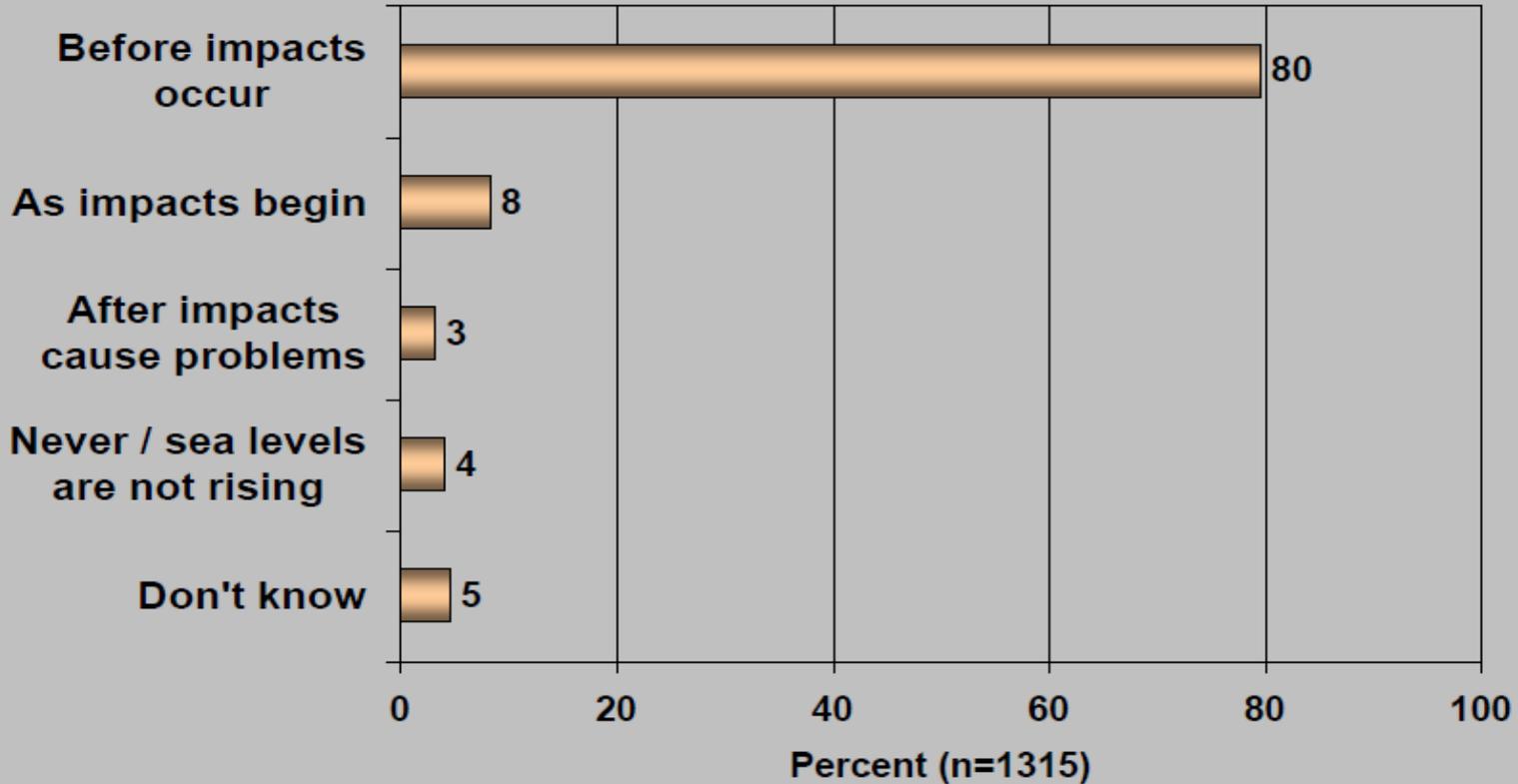
Responsive Management



Delaware's Sea Level Rise Initiative



When do you think action should be taken to address or reduce the impacts of sea level rise in the area where you live in Delaware? (Asked of those who think sea level rise will start to have impacts on the area where they live in Delaware.)



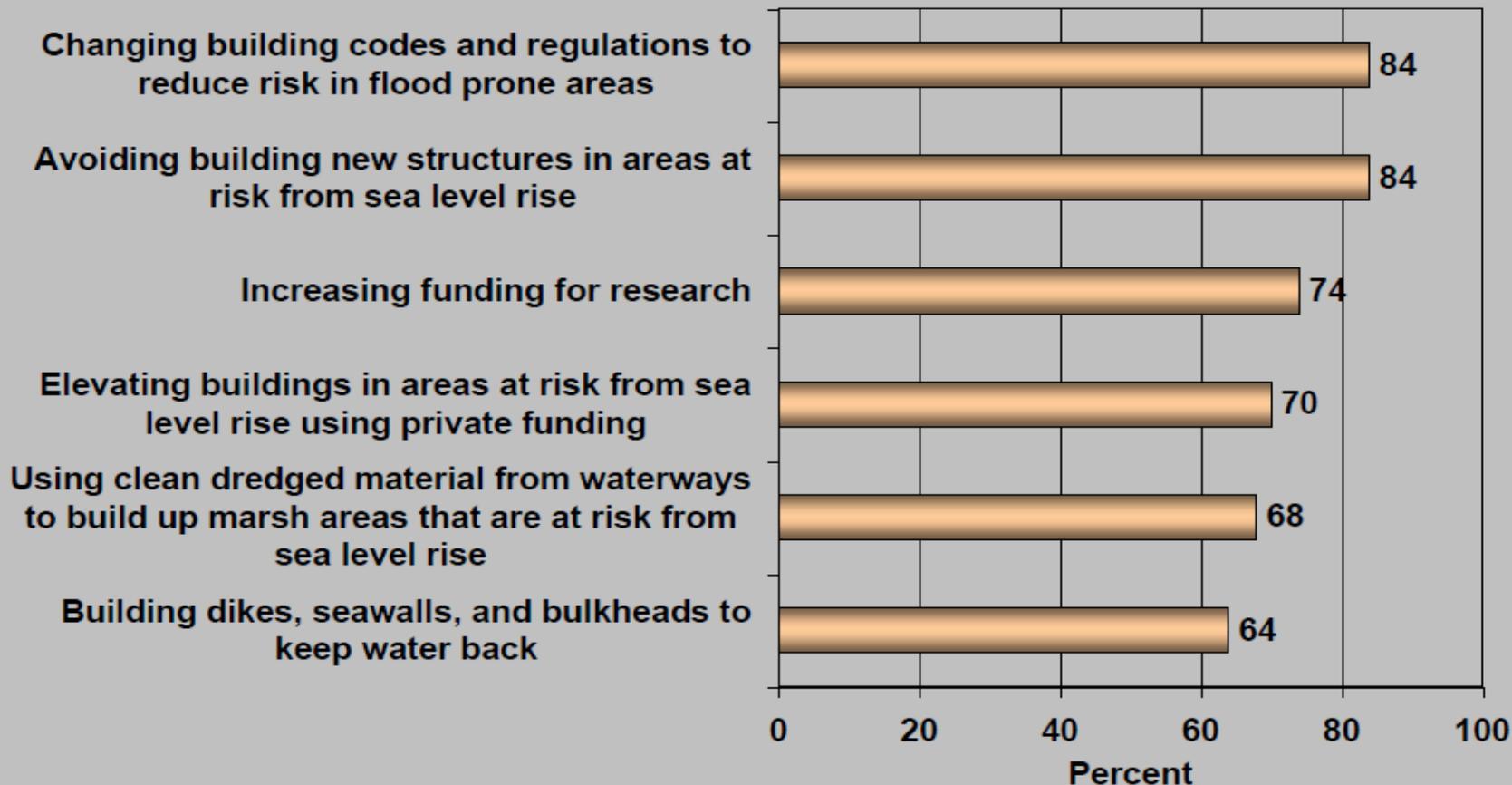
Responsive Management



Delaware's Sea Level Rise Initiative



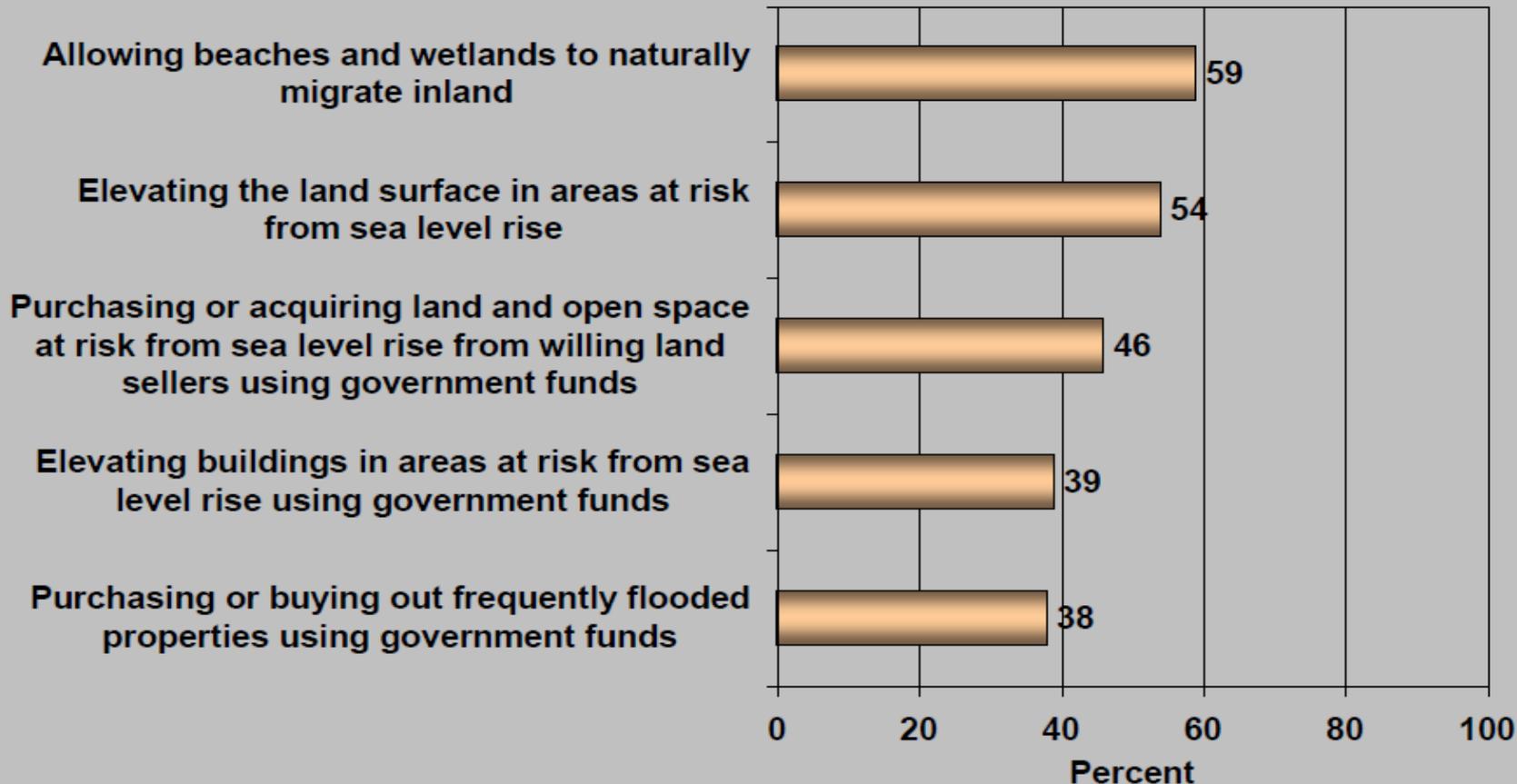
Percent who strongly or moderately support the following potential actions that could be taken to address sea level rise in Delaware or reduce its impacts. (Part 1)



Responsive Management



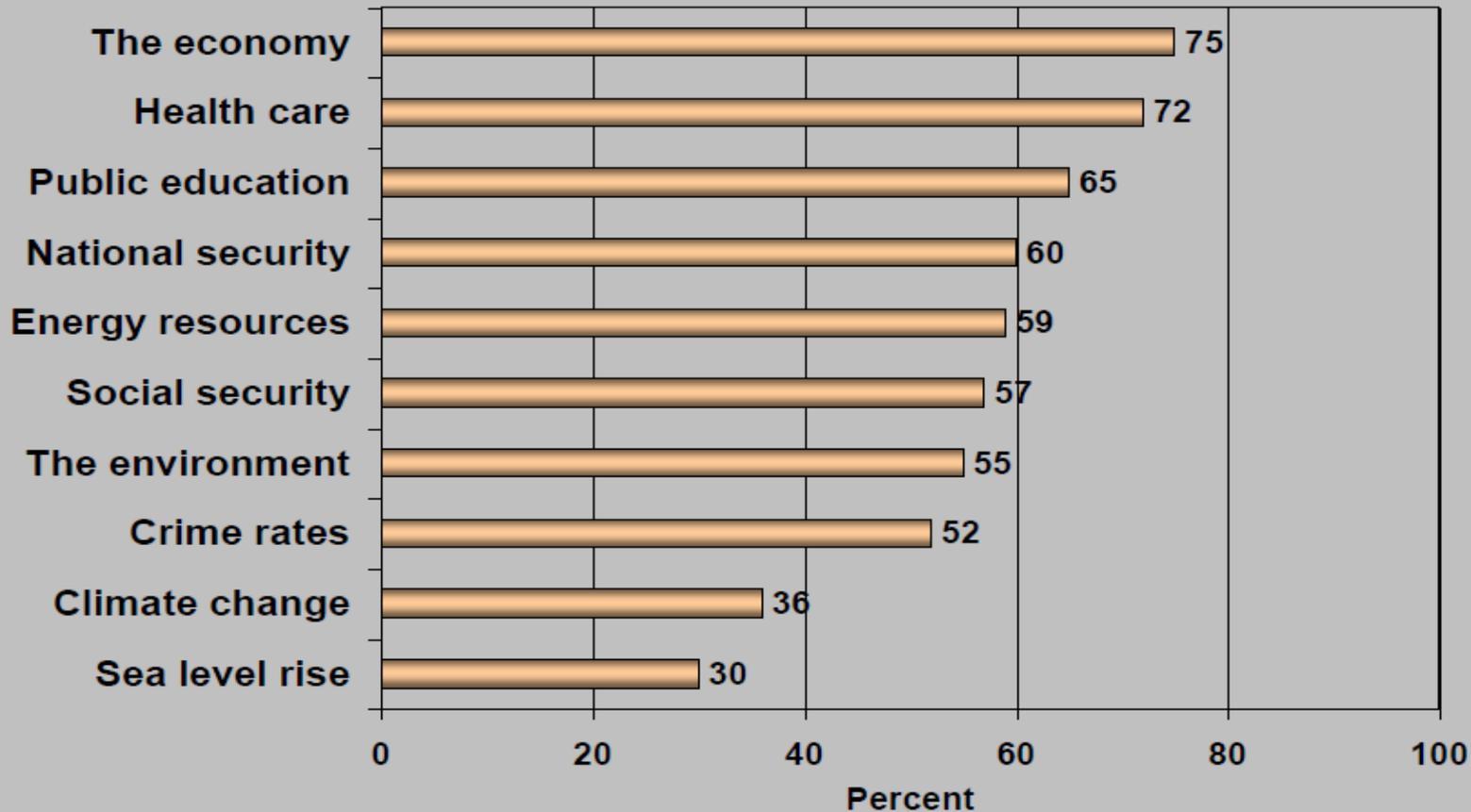
Percent who strongly or moderately support the following potential actions that could be taken to address sea level rise in Delaware or reduce its impacts. (Part 2)



Responsive Management



Percent who are very concerned about the following issues that the country faces.



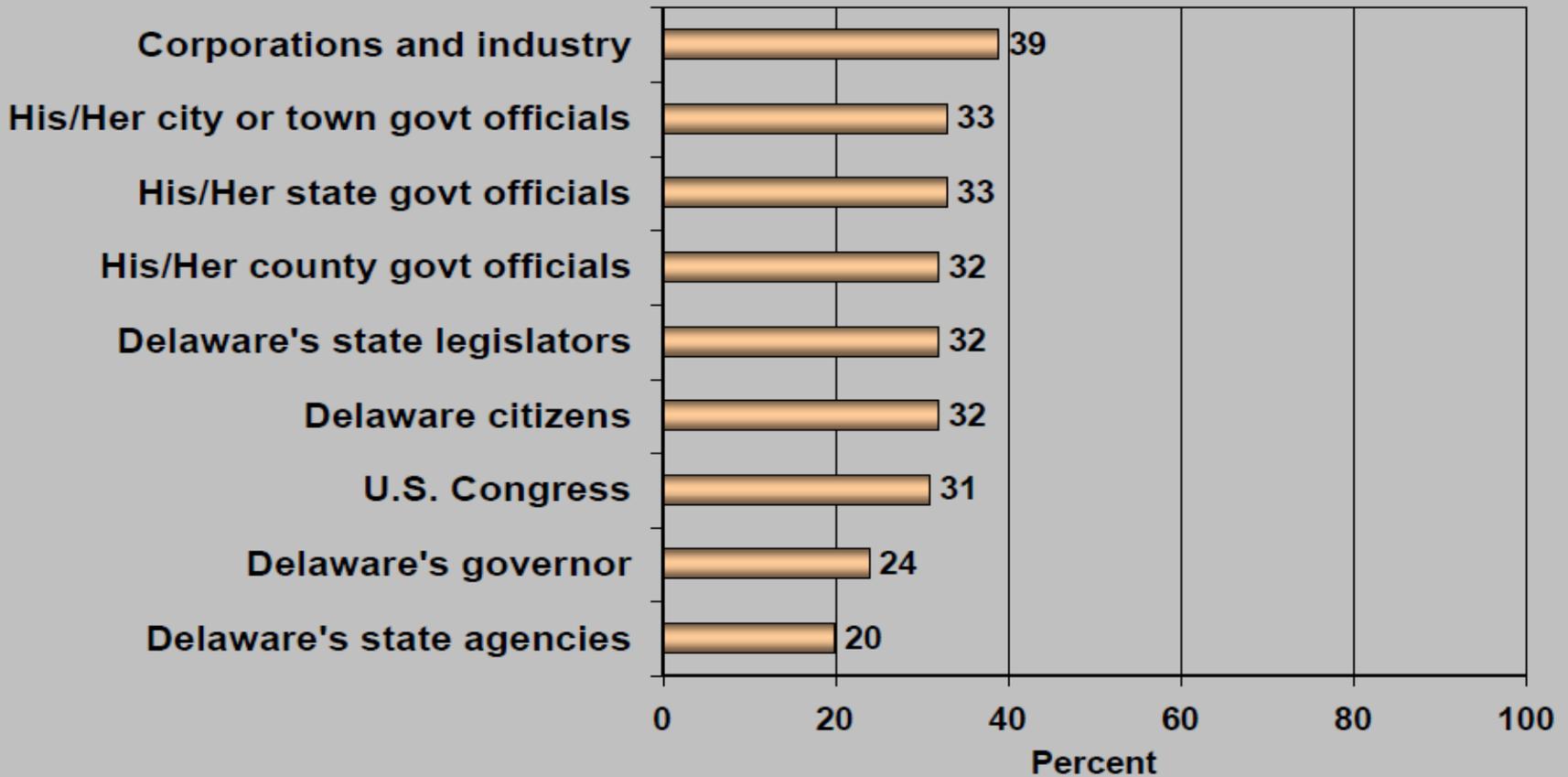
Responsive Management



Delaware's Sea Level Rise Initiative



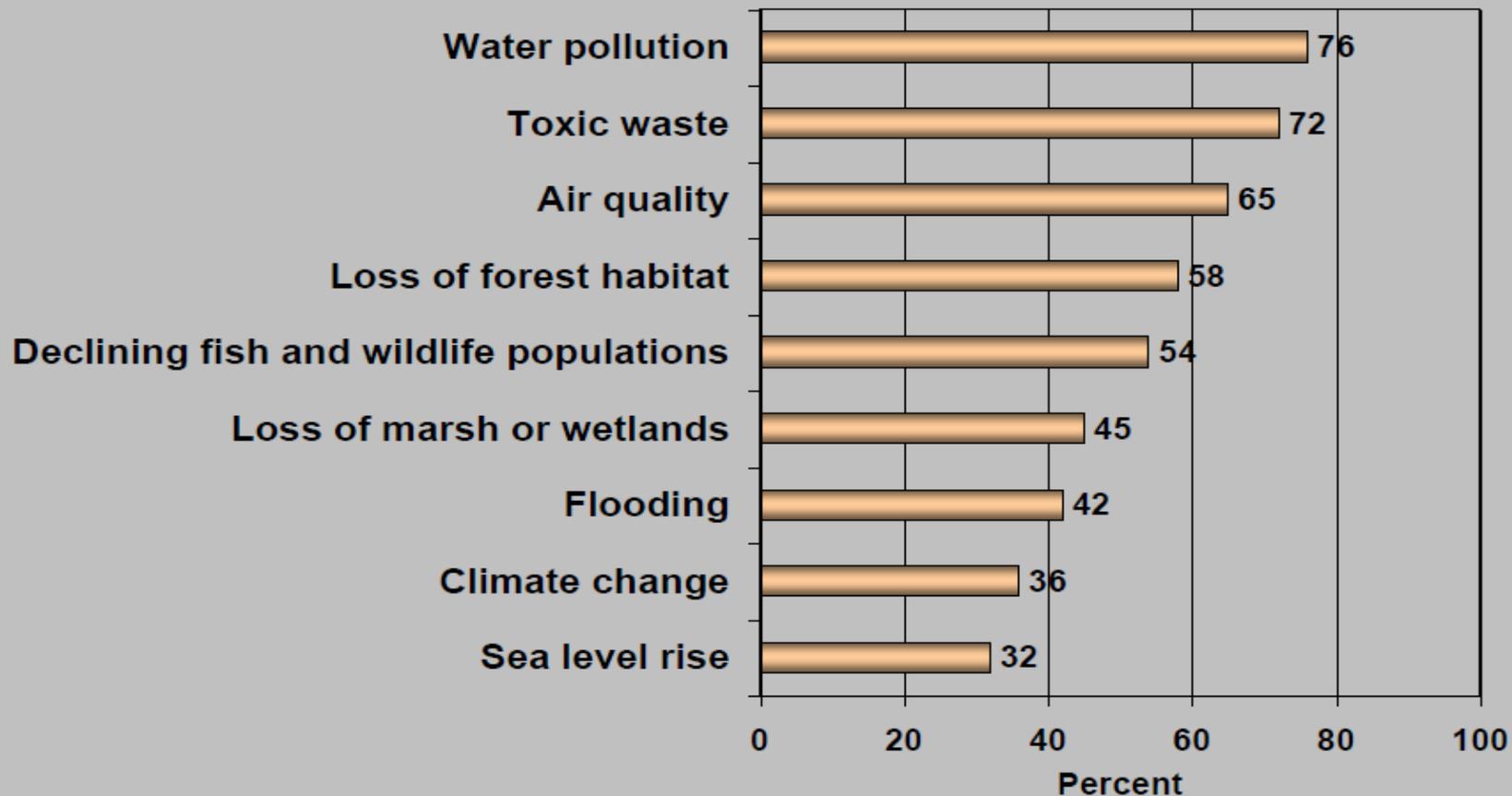
Percent who think the following should be doing much more to address or reduce the impacts of sea level rise in Delaware.



Responsive Management



Percent who are very concerned about the following environmental issues in Delaware.



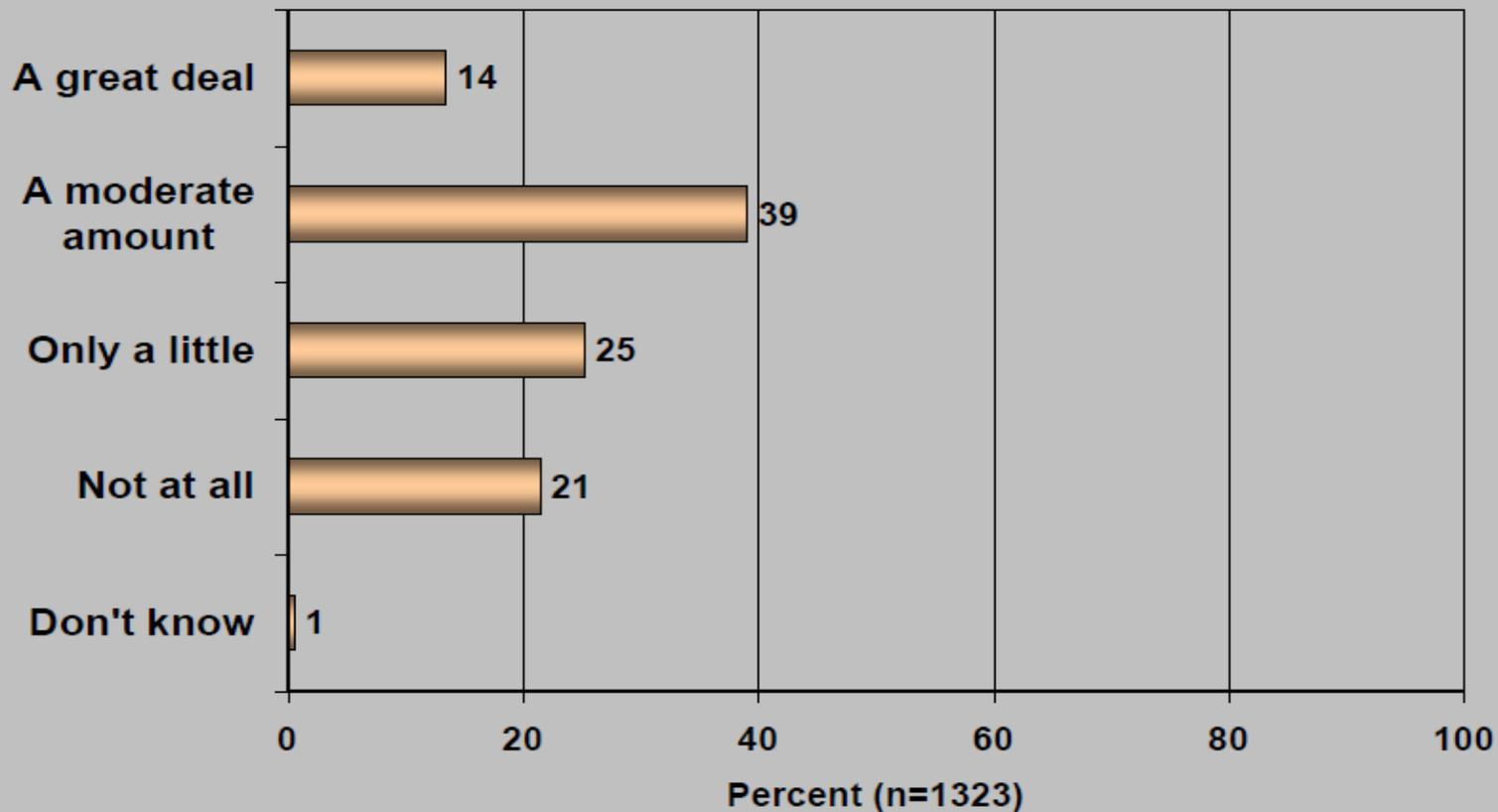
Responsive Management



Delaware's Sea Level Rise Initiative



How much do you personally worry about climate change?



Responsive Management



Delaware's Sea Level Rise Initiative

