

SURVEY FACT SHEET

High Level Insights

- Over half of residents (54%) are familiar with the term climate change and have personal experience with extreme weather events.
- Over half of residents (54%) report taking 3-6 actions to mitigate the effects of climate change.
 - Among these respondents, 60% said they would reduce energy use at home and 59% said they would reduce waste by recycling, reusing or composting.
- Among residents who report taking a high number of climate mitigation actions (7-13), installing solar panels (71%) and subscribing to green energy from power grid (61%) are top two actions they'd be willing to take.
- Top concerns related to climate hazards among all respondents are extreme heat, more severe storms, poor air quality, weather-related power interruptions and blackouts and poor health related to heat or air quality.
- Respondents agree strongly that businesses (82%) and government (79%) should do more to preserve the planet.
- Over half of all respondents (54%) say affordability is a barrier to addressing climate change, 41% say that the most important actions that could be taken are outside of their control.
- The top climate change mitigation measures that residents consider to be the most beneficial to the community are:
 - Planting more trees
 - Reducing waste sent to landfills by recycling and composting
 - Promoting land conservation
 - Increasing renewable energy generation (i.e. solar)

People of Knoxville MSA

- When asked, more women report caring about issues related to climate change compared to men. More women report:
 - Being impacted by climate hazards
 - An openness to climate change mitigation actions
 - Concern for a wider variety of potential future climate change hazards
 - Higher importance scores to the 'reasons why' we should build a more sustainable future overall
- Compared to women, more men are familiar with terms like "climate change," "renewable energy," "alternative fuels," and others.
- Less affluent people report caring about issues related to climate change and place a high level of importance on sustainability initiatives; they report a lack of reliable access to food and poor health related to heat and air quality; and they feel community actions are beneficial when addressing climate change.

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- More affluent respondents report experiencing weather related disruptions to businesses, whereas less affluent respondents reported experience with financial losses as an impact of climate change.
- More college graduates identify climate change as one of the most important issues facing their community. Less educated respondents place a high level of importance on sustainability incentives.
- Both Gen Z and Baby Boomers are more likely to identify climate change as one of the most important issues facing their communities.
- Young adults feel that community actions are beneficial when addressing climate change.
- Young respondents and respondents without college degrees show a strong agreement with building a more sustainable future overall.
- A high percentage of LIDAC respondents (63%) strongly agree that climate change is a threat to future generations. Also, a high number of LIDAC respondents (71%) feel knowledgeable when discussing climate change and related terms.

County by County Insights

- Across the Knoxville MSA, residents most often practice sustainability by:
 - Reducing energy use at home
 - Reducing waste
 - Setting higher temperatures in the summer and lower in the winter
- Top concerns vary by county:
 - Homelessness in Knox and Campbell Counties
 - Job availability in Morgan and Campbell Counties
 - Education in Campbell County
 - Air pollution in Grainger County
 - Grainger County regards 'improving public health' as very important when considering a sustainable future.
- In Knox County, a higher number of residents have adopted climate mitigation actions.
- More residents in Morgan (20%), Union (17%) and Loudon (16%) Counties do not believe climate change is real.

Climate Change Impacts/Barriers and Challenges

- Over half of all respondents (54%) strongly agree that climate change is a threat to future generations.
- Respondents answered that climate change is low on importance —climate change ranks 11th.
- The top barriers to addressing climate change are affordability (54%) and accessibility (36%), the perception that impacting climate change is beyond their control (41%), and that they don't know what actions will have the most positive impact (34%)
- Few respondents (15%) report that someone in their household has been impacted by climate change.

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