

## Online Survey – Key West Climate Change Action Plan Project



**INTRODUCTION:** The City of Key West is currently conducting public opinion research on the issue of climate change. As part of the City’s research effort, the City is reaching out to residents and business owners at public events, parks, meetings, fairs and festivals to find out what they think about climate change as it relates to Key West. This short survey will take less than 10 minutes to complete and will be divided in four categories – solid waste, transportation, water and energy. As a thank you for completing the survey and providing your valuable feedback, each respondent will receive a free home energy survey courtesy of KEYS Energy.

### Demographics

1. What is your current employment status?
  - Paid employee
  - Self-employed
  - On temporary layoff
  - Looking for work
  - Not working - retired
  - Not working - disabled
  - Not working - other
2. What is your ethnicity?
  - White, non-Hispanic
  - Black, non-Hispanic
  - Other, non-Hispanic
  - Hispanic
  - Mixed, non-Hispanic
3. What is your marital status?
  - Married
  - Widowed
  - Divorced
  - Separated
  - Never married
  - Living with partner
4. Do you own or rent your home?
  - Owned / being bought
  - Rented for cash
  - Occupied without pay
5. What type of housing do you live in?
  - One-family detached
  - Duplex or townhouse
  - Apartment
  - A mobile home
  - Boat, RV, van, etc.
6. Are you the head of your household?
  - Yes
  - No
7. How many people are in your household?
  - 1
  - 2
  - 3
  - 4
  - 5
  - 6+
8. What is your zip code?
  - ANSWER:

*Now, let's talk a little bit about climate change. We really appreciate you taking your time to give the City of Key West your valuable feedback.*

### **Benchmarking Current Awareness**

1. How worried are you about the United States running out of natural resources?
  - Extremely worried
  - Very worried
  - Somewhat worried
  - Not at all worried
  
2. How worried are you about global warming?
  - Very worried
  - Somewhat worried
  - Not very worried
  - Not at all worried
  
3. How certain are you that global warming is happening?
  - Extremely certain
  - Very certain
  - Somewhat certain
  - Not at all certain
  - I do not believe global warming is happening
  
4. Assuming global warming is happening, do you think it is...
  - Caused mostly by human activities
  - Caused by human activities and natural changes
  - Caused mostly by natural changes in the environment
  - Neither because global warming is not happening
  - Don't know
  
5. How much do you think global warming will harm you personally?
  - A great deal
  - A moderate amount
  - Only a little
  - Not at all
  - Don't know
  
6. Which of the following statements comes closest to your view?
  - Humans can reduce global warming, and we are going to do so successfully.
  - Humans could reduce global warming, but it's unclear at this point whether we will do what's needed
  - Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to.
  - Humans can't reduce global warming, even if it is happening
  - Global warming isn't happening
  
7. Please state your agreement with the following statement – most of my friends try to act in ways that reduce global warming.
  - Agree
  - Strongly agree
  - Somewhat agree
  - Disagree
  - Strongly disagree
  - Somewhat disagree

8. In the past 12 months, have you rewarded companies that are taking steps to reduce global warming by buying their products?
- Yes
  - No
9. Which of the following reasons might prevent you from rewarding companies that take steps to reduce global warming? Check all that apply.
- I don't know which companies to reward
  - I can't afford to do this
  - My actions won't have any influence on a company
  - I don't think it's important to do this
  - It would be too inconvenient
  - It's too much effort
  - We don't need to reduce global warming
  - It's too much effort
  - I'm too busy
  - Someone else in my home would object if I did this
10. When there is a conflict between environmental protection and economic growth, which do you think is more important?
- Environmental protection, even if it reduces economic growth
  - Environmental growth, even if it leads to environmental problems.
11. How much do you support or oppose the City of Key West approving to cut its total community emissions of carbon dioxide 15% by the year 2015?
- Strongly support
  - Somewhat support
  - Somewhat oppose
  - Strongly oppose
12. How much do you support or oppose expanding offshore drilling for oil and natural gas off the U.S. coast?
- Strongly support
  - Somewhat support
  - Somewhat oppose
  - Strongly oppose
13. How much do you support or oppose regulating carbon dioxide (the primary greenhouse gas) as a pollutant?
- Strongly support
  - Somewhat support
  - Somewhat oppose
  - Strongly oppose

*In this next section, we will go over several quick questions about solid waste.*

### **Solid Waste**

1. Do you think you recycle everything that you can? If NO, why not?

- Yes
- No
- Why Not (check all that apply)
  - Recycle bin too small
  - Not enough recycling bins
  - No space to store my recycling bin
  - Recycling doesn't get picked up often enough
  - Recycling bin not easy to put out at curb
  - Not sure what can be put in recycling bin
  - Often miss recycling pick up day because I don't know when it is
  - I don't feel like cleaning some recyclables enough to put them in the recycling bin
  - I don't think it really gets recycled
  - I don't think it's important to do this
  - Someone in my house would object
  - Other: \_\_\_\_\_(fill in)

~~2. Does your employer recycle? If NO, why not? (Use above)~~

- ~~• Yes~~
- ~~• No~~
- ~~• Why Not:~~

2. Do you compost at home? If NO, why not?

- Yes
- No
- Why Not:
  - Not ready to yet, but plan to
  - Concerns about appearance
  - Concerns about odors
  - Concerns about insects and animals
  - It's too much effort
  - I'm too busy
  - Don't have a need for soil
  - I don't think it's important to do this
  - Someone in my house would object
  - Other: \_\_\_\_\_

3. Would you use locally produced mulch or compost? If NO, why not?

- Yes
- No
- Why Not:
  - Concerns about appearance
  - Concerns about odors
  - Concerns about insects and animals
  - It's too much effort
  - I'm too busy
  - Don't have a need for soil
  - I don't think it's important to do this
  - Someone in my house would object

Other: \_\_\_\_\_

4. Would you support the City of Key West reducing trash pickup to only one day a week? If NO, why not?
  - Yes
  - No
  - Why Not: \_\_\_\_\_
  
5. Would you support having yard waste pick uped up on a separate day if it was composted and used locally? If NO, why not?
  - Yes
  - No
  - Why Not: \_\_\_\_\_
  
6. Do you know what constitutes household hazardous waste?
  - Yes
  - No
  
7. What should you do to dispose of household hazardous waste?
  - ANSWER:
  
8. If you have a boat with a holding tank, who or what do you use to pump it out?
  - ANSWER:
  
9. In what order would you be most likely to do the following actions to divert more waste?
  - Compost in my backyard
  - Put compost out at curb with yard waste
  - Put out yard waste on a separate day
  -

*Let's quickly go over 8 questions about transportation.*

### **Transportation**

1. Do you ride the bus?
  - Yes
  - If yes, how often?
    - 2-5 days a week
    - Once a week
    - Once a month
    - A few times a month
  - No
  - If no, why not? (check all that apply)
    - Not ready to yet, but plan to
    - Don't know when the bus comes
    - Don't know where my nearest bus stop is
    - Bus route timing is not convenient
    - Bus route stops are not convenient
    - I already drive a fuel-efficient vehicle
    - I like to commute by myself
    - It's physically too uncomfortable
    - I wouldn't feel safe
    - I carpool instead

- I bike instead
- I walk instead
- My work is close
- It's too much effort
- I'm too busy
- I can't afford it
- I could afford it, but I don't want to spend the money
- Have children I might need to pick up in an emergency
- I don't think it's important to do this
- Someone in my house would object
- Other: \_\_\_\_\_

2. Do you use a bicycle in town?

- Yes, for work
- Yes, for errands
- Yes, recreationally
- If yes, how often?
  - 2-5 days a week
  - Once a week
  - Once a month
  - A few times a month
- No
- If no, why not? (check all that apply)
  - Not ready to yet, but plan to
  - I have a lot of things to transport
  - I don't have lights on my bike
  - I don't know how to ride a bike well
  - I don't have a bike
  - My work clothes would get dirty/sweaty
  - My bike is currently broken
  - Don't have a place to lock it up safely
  - I wouldn't feel safe
  - I already drive a fuel efficient vehicle
  - I carpool instead
  - I walk instead
  - My work is close
  - It's too much effort
  - I'm too busy
  - The weather makes it too uncomfortable
  - I can't, due to my health or physical condition
  - Have children I might need to pick up in an emergency
  - I don't think it's important to do this
  - Someone in my house would object
  - Other: \_\_\_\_\_
  -

3. Do you walk?

- 2-5 days a week
- Once a week
- Once a month
- A few times a month

- Never

4. What one thing would your daily commute easier?

- ANSWER:

*Let's get through five fast questions about water.*

### **Water**

1. Have you installed low flow faucets or showerheads in your home?

- Yes, my home
- Yes, my workplace
- No, not in my home
- No, not in my workplace
- If no (to either), why not?
  - Not ready to yet, but plan to
  - My faucets and showerheads don't need replacing right now
  - Don't know how
  - I don't own the house
  - I can't afford it
  - I could afford it, but I don't want to spend the money
  - Concerns about fixtures being too low flow
  - Don't have enough time
  - I don't think it's important to do this
  - Someone in my house would object
  - Other: \_\_\_\_\_

2. Have you installed a low flow toilet in your home or workplace?

- Yes, my home
- Yes, my workplace
- No, not in my home
- No, not in my workplace
- If no, why not?
  - Not ready to yet, but plan to
  - My toilet doesn't need replacing right now
  - Don't know how
  - I don't own the house
  - I can't afford it
  - I could afford it, but I don't want to spend the money
  - Concerns about toilet being too low flow
  - Don't have enough time
  - I don't think it's important to do this
  - Someone in my house would object
  - Other: \_\_\_\_\_

3. Do you have any water catching systems? For example – rain barrel or cistern.

- Yes
  - Rain barrel
  - Cistern
  - Other
- No

- If no, why not?
  - Not ready to yet, but plan to
  - Don't know how
  - I don't own the house
  - Don't have good gutters
  - Concerns about mosquitoes
  - I can't afford it
  - I could afford it, but I don't want to spend the money
  - Don't need extra water
  - Don't have enough time
  - I don't think it's important to do this
  - Someone in my house would object
  - Other: \_\_\_\_\_

4. Have you ever seen anyone dump anything into the storm water drains near your home or workplace?
- Yes
  - No
  - If YES, what did you do?

5. Do you think you use more, less or an average amount of water compared to your neighbors? Why?
- Yes  
Because:
  - No  
Because:
  - Don't know

6. In what order would you be most likely to do the following actions to save more water?
- Install a low flow showerhead
  - Install low flow aerators on faucets
  - Upgrade dishwasher
  - Upgrade clothes washer
  - Water landscaping less
  - Install rainbarrel
  - Install cistern
  - All of the above
  - Other: \_\_\_\_\_

*We're almost done – just 9 quick questions left. These are the last questions of the survey.*

### **Energy**

1. Have you installed new insulation in your home?
- Yes
  - No
  - If no, why not?
    - I can't afford it
    - I can afford it, but don't want to pay for it
    - Available rebates through Keys Energy are not enough
    - Did not know about rebates from Keys Energy
    - I don't know how
    - It's too much effort
    - I'm too busy



2. Have you caulked and weather-stripped your home to reduce drafts?

- Yes
- No
- If no, why not?
  - I can't afford it
  - I can afford it, but don't want to pay for it
  - Available rebates through Keys Energy are not enough
  - Did not know about rebates from Keys Energy
  - I don't know how
  - It's too much effort
  - I'm too busy

3. Would you be willing to shift your appliance use (A/C, washer/dryers, dishwasher) away from peak times (3pm-7pm) in an effort to save energy and costs?

- Yes
- No
- If no, why not?

4. Would you allow KEYS temporarily lower your ac/water heater/ pool pump remotely during peak usage times in order to reduce our community peak which could ultimately save money for all customers?

- Yes
- No
- If no, why not? \_\_\_\_\_

5. When you purchase appliances are you willing to pay more for higher energy efficiency?

- Yes
- No
- If no, why not:
  - Not ready to yet, but plan to
  - I can't afford it
  - I could afford it, but I don't want to spend the money
  - Available rebates through Keys Energy are not enough
  - Did not know about rebates from Keys Energy
  - Don't have enough time to compare
  - I don't think it's important to do this
  - Someone in my house would object
  - Other: \_\_\_\_\_

6. Have you asked for a free home energy survey from Keys Energy?

- Yes
- No
- If no, why not?
  - Not ready to yet, but plan to
  - Did not know the program existed
  - Don't want a stranger in my home
  - I've already done everything that they would suggest
  - I don't own the house
  - I can't afford it
  - I could afford it, but I don't want to spend the money
  - Don't have enough time
  - I don't think it's important to do this

- Someone in my house would object
- Other: \_\_\_\_\_
- 

7. Do you consider ten years to be a reasonable payback period for installing solar panels?

- Yes
- No

If no, why not?: \_\_\_\_\_

8. If KEYS provided electric vehicle charging stations would you be to buy an electric vehicle?

- Yes
- No
- Why Not:
  - Not ready to yet, but would plan to
  - Don't know enough about them
  - I don't need a vehicle
  - Don't think it would go long enough one charge
    - I can't afford it
    - I could afford it, but I don't want to spend the money
  - Don't have enough time
  - I don't think it's important to do this
  - Someone in my house would object
  - Other: \_\_\_\_\_

4. Do you think you use more, less or an average amount of energy compared to your neighbors? Why?

- Yes
  - Because:
- No
  - Because:
- Don't know

5. In what order would you be most likely to do the following actions to save more energy?

- Increase shade on my house by planting a tree
- Change most of the lightbulbs in your home to high energy-efficient fluorescents (CFLs)
- Caulk and weatherstrip the home to reduce drafts
- Paint the roof white
- Install new insulation in the attic
- Install a programmable thermostat
- Keep air conditioning at 76 degrees or warmer.
- Upgrade to an energy efficient home air conditioner
- Upgrade to Energy Star washer and dryers
- Upgrade to an energy-efficient home water heater
- All of the above

That concludes our survey. On behalf of the City of Key West, thank you so much for your time and willingness to participate in this important survey. I will have someone from KEYS Energy contact you in the next three business days to schedule your free home energy survey. Thank you again! For more information about this survey, please call Alison Higgins, City of Key West Sustainability Coordinator at (305) 809-3726 or via e-mail at [ahiggins@keywestcity.com](mailto:ahiggins@keywestcity.com).