

When it comes to improving conditions in Worcester, how much of a priority do you think each of the following issues *should be* for Worcester city government? How about **READ FIRST**? Would you say that it is a major priority, minor priority, or not a priority? How about **READ NEXT, RANDOMIZE ORDER**. *Note: order sorted for display.*

	Major priority	Minor priority	Not a priority	Don't Know / Refused
Cleaning up toxic chemicals at industrial sites	77%	16%	6%	2%
Reducing pollution of the air and water	73%	21%	5%	1%
Reducing natural gas leaks	73%	17%	7%	2%
Reducing the amount of waste produced in Worcester	67%	24%	7%	2%
Planting and maintaining trees	64%	27%	8%	1%
Reducing production of gases that contribute to climate warming	61%	25%	11%	3%
Creating safer and more attractive conditions for bicyclists and pedestrians	61%	29%	9%	<1%
Increasing recycling rates in Worcester	56%	27%	14%	3%
Tightening building codes to encourage energy efficiency	55%	32%	10%	3%
Improving the use of open and green spaces	50%	29%	15%	7%
Creating a home energy rating system similar to miles per gallon for cars	31%	45%	21%	4%

When it comes to making Worcester a more sustainable place in the future, how much of a priority do you think each of the following issues *should be* for Worcester city government? How about **READ FIRST**? Would you say that it is a major priority, minor priority, or not a priority? How about **READ NEXT, RANDOMIZE ORDER**. *Note: order sorted for display.*

	Major priority	Minor priority	Not a priority	Don't Know / Refused
Attracting and creating new jobs in sustainability-related industries	78%	15%	6%	1%
Expanding residents' access to healthy food and active lifestyles	65%	26%	8%	1%
Ensuring that new developments are sustainable	64%	26%	5%	4%
Improving public transportation options to Worcester populations	61%	29%	9%	2%
Supporting non-polluting transportation like electric cars and bicycles	56%	31%	12%	2%
Adapting to future impacts of climate change, such as more intense storms and heat waves	55%	32%	11%	2%

Thinking about sustainability initiatives in Worcester, how much of a priority do you think each of the following issues *should be* for Worcester city government? How about **READ FIRST**? Would you say that it is a major priority, minor priority, or not a priority? How about **READ NEXT, RANDOMIZE ORDER**. *Note: order sorted for display.*

	Major priority	Minor priority	Not a priority	Don't Know / Refused
Ensuring that sustainability initiatives provide benefits to all populations, including low-income and minority communities	70%	21%	7%	2%
Incorporating sustainability into the curriculum at the city's public schools	67%	20%	9%	3%
Implementing public information campaigns to educate residents about sustainability initiatives.	56%	33%	10%	1%

Do you think Worcester and Central Massachusetts are likely to experience impacts of climate change in the next twenty years?

Yes	74%
No	19%
Don't Know / Refused	7%

ASK ONLY IF YES OR UNSURE TO PREVIOUS QUESTION

Which of the following climate change impacts do you think that Worcester and Central Massachusetts is likely to experience in the next twenty years? **READ SLOWLY, SELECT ALL THAT APPLY.**

Heavy flooding	54%
Extreme heat waves	78%
Drought	54%
More powerful storms in all seasons	78%
More ice or freezing rain storms	70%
Losses to farmers and agriculture in our region	66%
None of the above	1%
Don't Know / Refused	3%

Thinking about your own household, how often do you do the following? **READ FIRST** Would you say you do this most of the time, some of the time, or hardly ever? How about **READ NEXT, RANDOMIZE ORDER**. *Note: order sorted for display.*

	Most of the time	Some of the time	Hardly ever	Not available to me (do not read)	Don't Know / Refused
Turn off lights when you leave a room	89%	7%	3%	<1%	0%
Recycle paper, plastic, or glass	78%	8%	13%	2%	0%
Replace lightbulbs with energy efficient bulbs, such as LEDs	73%	17%	9%	1%	0%
Lower the thermostat at night in cold weather and raise it in warm weather	52%	20%	25%	2%	1%
Recycle electronics	51%	21%	23%	4%	1%
Avoid one-use/disposable items such as water bottles	50%	24%	25%	1%	1%
Choose locally-produced foods when possible	49%	35%	14%	1%	1%
Conserve water, such as by taking short showers and using rain barrels	42%	27%	29%	1%	1%
Visit Worcester's parks, beaches, or conservation land	33%	37%	29%	<1%	0%
Walk or bike, when feasible, rather than drive	31%	29%	39%	2%	<1%
Participate in community or home gardening	27%	21%	45%	6%	0%
Compost your food scraps	22%	12%	59%	5%	2%

Other than what we just talked about, do you take any other actions that make your household more sustainable?

Nothing else	66%
Conserve energy at home	10%
Reuse items, reduce / eliminate waste	6%
Insulation / new windows / MassSave	6%
Conserve water	4%
Change energy source (solar panels, wood stove, natural gas instead of oil)	4%
Other	3%
Don't litter / pick up litter	2%
Smart or energy efficient thermostat / lights / appliances	2%
Use cleaner transportation	1%
Food (local, organic, less meat, grow own food)	1%
Plant or maintain trees / plants	<1%

How much have you heard about these sustainability projects and initiatives in the City of Worcester? How about **READ FIRST** Would you say you have heard a great deal, a fair amount, not very much, or nothing at all? How about **READ NEXT, RANDOMIZE ORDER**. *Note: order sorted for display.*

	A great deal	A fair amount	Not very much	Nothing at all	Don't Know / Refused
Over 30,000 trees have been planted since Asian Longhorned Beetle infestation destroyed many trees in northern Worcester in 2009.	41%	19%	16%	22%	2%
Worcester has 60 parks, 20 lakes and ponds, and about 17% of its area is designated as open space.	24%	30%	15%	30%	<1%
Mass Audubon's Broad Meadow Brook Wildlife Sanctuary in Worcester is the largest urban wildlife sanctuary in Massachusetts.	21%	22%	19%	36%	2%
The City replaced 14,000 of its streetlights with LED lights to save energy.	20%	19%	15%	45%	1%
Worcester DPW has been developing an Integrated Plan for long term maintenance of water and sewer infrastructure.	11%	20%	19%	48%	1%
The City has the largest municipally owned solar farm in New England on top of a capped landfill.	10%	17%	21%	51%	1%
Worcester has over five active watershed groups that work with city government to improve water quality in streams and ponds.	10%	18%	22%	48%	1%
In 2018-2019, the City has been working on a plan for adaptation to climate change impacts	6%	12%	21%	60%	2%
Worcester has a new Blue Space program with a goal of identifying and reducing threats to the quality of city's 20 lakes and ponds.	5%	9%	20%	65%	1%

How important is it to you that Worcester works on becoming a city that is "green" and sustainable?

Very important	64%
Somewhat important	25%
Not very important	6%
Not important at all	3%
Don't Know / Refused	2%

Which one of the following best describes your work situation—employed full time, employed part time, or not currently employed?

Employed full time	52%
Employed part time	12%
Not currently employed	36%
Don't Know / Refused	1%

If not currently employed, are you a student, a homemaker, retired, or temporarily unemployed?

A student	14%
A homemaker	10%
Retired	53%
Temporarily unemployed	19%
Don't Know / Refused	3%

Do you have any children under age 18 in your household?

Yes	31%
No	69%
Prefer not to say	<1%

Do you currently own your home, or rent?

Own	45%
Rent	42%
Live with parents	7%
Live in student housing	1%
Another arrangement	4%
Prefer not to say	1%

How many cars, if any, does your household own? _____

No cars	12%
1 car	36%
2 cars	32%
3 or more cars	19%
Don't Know / Refused	1%

Demographics

Race

White non-Hispanic	63%
Black	10%
Asian	7%
Other	1%
Hispanic	18%
Don't Know / Refused	1%

Age

18 to 29	29%
30 to 49	33%
50 to 69	25%
70+	13%
Prefer not to say	<1%

Gender

Male	48%
Female	52%
Other / prefer not to say	<1%

Education

High School or less	42%
Some college, no degree	29%
College graduate (BA/BS)	17%
Advanced degree	11%
Don't Know / Refused	2%

About the Poll

These results are based on a survey of 606 residents of the City of Worcester, Massachusetts conducted as a part of the Green Worcester initiative. The questionnaire was designed collaboratively by The MassINC Polling Group, Larissa Brown and Associates, and City of Worcester staff. Live telephone interviews were conducted in English and Spanish June 26-July 8, 2019 via both landline and cell phone. Results were weighted to known population parameters for adult residents of Worcester based on age, gender, race and ethnicity, education, and 5 digit ZIP code. The margin of sampling error is approximately 4 percentage points with a 95 percent level of confidence. The poll was sponsored by the City of Worcester.