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Japan-Caribbean Climate Change Partnership

From the People of Japan

UNDP-JCCCP IN-COUNTRY SPECIFIC CAMPAIGN FOR DOMINICA:

KNOWLEDGE, ATTITUDES AND PRACTICES (KAP) SURVEY

KAP Survey Report

Results of climate change Awareness Survey in Dominica

FINAL

November 2016

Development of a country-specific communication campaign for Dominica

Submitted to:

Mr. Stephen O'Malley
UNDP Barbados and the OECS Subregional Office
United Nations Development Programme
UN House
Marine Gardens
Christ Church
BARBADOS

Prepared and submitted by:

Tecla Fontenard
Communications Specialist
Marigot
Box 829, GPO
LC 04101, Castries
Saint Lucia, W.I.
Email: teclaf@hotmail.com
Tel: 758-484-5155

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Every effort has been made to ensure that the information contained in this report is accurate, complete, and obtained from reliable sources, but I am unable to give absolute guarantee of the completeness and accuracy of information provided by the interviewees, interviewers and data analysts who were involved in data collection and analysis of the study.

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LIST OF ACRONYMS

CARICOM	Caribbean Community
CBA	Community-Based Adaptation
CDEMA	Caribbean Disaster Management Agency
CDERA	Caribbean Disaster Emergency Response
DBS	Dominica Broadcasting Service
DCA	Dominica Conservation Association
GEF	Global Environment Facility
GIS	Government Information Service
KAP	Knowledge, Attitudes, Practices
NAMA	Nationally Appropriate Mitigation Actions
NAP	National Adaptation Plan
ODM	Office of Disaster Management
PSA	Public Service Announcement
SIDS	Small Island Developing States
TOR	Terms of Reference
TVET	Technical and Vocational Education and Training
UNOPS	United Nations Office for Project Services
WHO	World Health Organisation
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation

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EXECUTIVE SUMMARY

This Report provides an overview of the key results from a Knowledge, Attitudes and Practices (KAP) Survey on Climate Change, which was conducted in Dominica in August 2016. These results are intended to inform the development of a country-specific communication campaign on Climate Change that is to be executed under the United Nations Development Programme Japan-Caribbean Climate Change Partnership (UNDP-J-CCCP) Project.

The survey targeted households across the island of Dominica and sought to obtain feedback from Dominicans, as primary stakeholders in Climate Change initiatives, in relation to the following areas:

- General Environmental Awareness
- Awareness of Climate Change
- Knowledge of and Attitudes towards Climate Change
- Behaviours and Attitudes towards Adaptation and Mitigation

In addition, the survey sought to garner information concerning participants' media habits, interest in receiving information on Climate Change, and preferred methods of receiving such information.

The data collection tool was a structured questionnaire, which was administered via Interviews that were led by trained survey interviewers. Participants were 15 years and older and only one interview was conducted in each household. The distribution of the sample mirrored that of the national population with respect to administrative divisions (parishes), sex and age. Respondents also represented diverse socio-economic backgrounds.

- **General Environmental Awareness**

- Most respondents (70%) regarded unemployment as the most serious problem in the Caribbean today. Corruption and crime and violence were also considered to be among the three most serious problems.
- Approximately one in five respondents identified Global Warming/Climate Change as one of the most serious problems facing the Caribbean, including 6% of respondents who mentioned this first.
- When asked to consider the environment and think about something which they had seen/heard/read which had an impact, a little less than three-quarters of the respondents mentioned Hurricanes/Tropical Storms/Troughs. This was followed by earthquakes (9%), pollution/poor waste management (5%) and landslides/soil erosion (5%), which were mentioned by much fewer respondents. Global warming/rising temperatures was mentioned by approximately 4% of respondents.
- Nearly all respondents (98%) regarded the environment and natural resources as being important to national development, including 81% who stated that this was *very important*.
- A vast majority of the respondents felt that their communities were in danger of natural disasters. In particular, 94% of respondents felt that their communities were at risk of being impacted by storms/hurricanes. More than 70% of respondents also felt threatened by earthquakes and landslides.

- **Awareness of Climate Change**

- Respondents were generally familiar with the term, *Climate Change,* with a little more than nine in every ten respondents stating that they had heard the term before, whereas 5% said that they had not and 3% were unsure of whether or not they had heard it.
- Approximately one-half of the respondents (49%) associated the term climate change with a change in weather patterns. Approximately one in every ten respondents also associated Climate Change with changes in the climate and in the world in general or the environment.
- The leading sources of information (both aided and unaided) about climate change were identified as local radio, followed by local television and foreign television.
- Only one-third of the respondents (33%) said they had used the Internet to search for information on climate change.

- **Knowledge of and Attitude towards Climate Change**

- Overall, climate change was regarded as a serious problem, as indicated by a mean rating of 7.8 for its seriousness on a scale of 1 to 10, where '10' is extremely serious. However, one in ten respondents (11%) gave a rating of 5 or less.
- At least nine in every ten respondents agreed that people need more information on climate change (95%); that children should be taught about climate change in schools (95%); and that countries in the Caribbean should work together to deal with climate change issues (90%).
- Most respondents felt that climate change was affecting their island as 84% disagreed with the statement, "Climate change is not affecting our island."
- Respondents were split concerning the responsibility of Caribbean people for causing climate change. One-half felt that Caribbean countries were not responsible while the remaining respondents were divided between those who felt that Caribbean people were responsible and those who remained neutral.
- When asked how they feel about climate change, more than one-half of the respondents (55%) stated that they need more information. Notably, 46% also mentioned that they felt hopeful as there were things which they could do to protect themselves against climate change.
- Very few respondents (less than one in five) felt that they were well informed regarding issues such as the cause and possible effects or climate change as well as what could be done to reduce climate change and protect themselves from it.
- A little less than one-half of respondents (47%) felt that people's use of electricity and the burning of fuels were the main cause of climate change. However, a similar proportion (46%) collectively felt that these are just natural changes or acts of God.
- Almost equal proportions of respondents felt that they did things which contributed to climate change; that they did not do things which contributed to climate change; and were uncertain about whether or not they personally contributed to climate change.
- Stronger hurricanes and storms, droughts, flooding and rising sea levels were regarded as possible effects of climate change by more than 80% of respondents.

- **Behaviours and Attitudes towards Adaptation and Mitigation**

- Although respondents felt that their communities were in danger of hurricane and storms, most respondents (59%) said that they had not taken any recent action to protect themselves or their families from a possible hurricane or storm.
- Only one in five respondents (22%) claimed to be aware of local organisations that were active in dealing with climate change issues, with The Office of Disaster Management/Disaster Preparedness being the organisation that respondents were most familiar with.
- Few respondents (20%) felt that the Government was doing anything to reduce the effects of climate change. However, most (54%) said that they did not know whether or not the Government was doing anything in this regard.
- Public education/awareness efforts undertaken by the Government resonated most with those who gave examples of work that the Government had done to reduce the effects of climate change. When asked to give recommendations concerning what else the Government could do, public education was also the leading response.
- Conversations about saving water and electricity were reported as being relative common (often or sometimes discussed) in most households. However, approximately one-quarter of the respondents stated that the respective topics were rarely or never discussed in their households.
- Most respondents agreed that there were various things which households could do to adapt to/survive climate change. The main actions which they felt could be taken included preparing for disasters/hurricanes (94%), keeping vegetation/trees in yard to protect soil (88%), and installing a water tank/storage system (84%).

- **Information about Climate Change**

- A little more than two-thirds of the respondents stated that they would definitely (45%) or possibly (maybe – 23%) be interested in receiving information about climate change. However, 26% stated that they were not at all interested.
- Respondents indicated a preference for receiving information on climate change via traditional media – television, radio and newspaper.
- Television and radio news reports and advertisements were the preferred format for presentation of information on climate change.
- Scientists/environmental groups were identified as the most trusted source of information on the subject of climate change (61%).

1.0 INTRODUCTION

The report responds to a portion of a larger assignment, which seeks to: "*provide technical assistance for the conduct a KAP Survey on climate change awareness in Dominica, under the J-CCCP Project, results of which are to inform the development of a country-specific communication campaign*". More specifically, the report presents and analyzes survey findings.

Why should the Caribbean care about Climate Change?

Climate change is predicted to inflict havoc on small islands the world over. In the Caribbean, from as far back as the 1990s, several effects have been seen, felt and experienced - manifested in more and intense hurricanes; loss of beaches because of higher seas, and strong wave action; erratic rainfall patterns, resulting in loss of crops, contamination of fresh water tables, soil erosion, land slippage, damaged watersheds and the list goes on.

Current Caribbean populations speak everyday about a spell of varying weather patterns, which is stirring up inexplicable frustrations. Such persons include farmers with smaller yields; fishermen with diminished stocks; engineers with salt intrusion challenges, and low water levels in catchments and reservoirs; foresters witnessing less tree cover and reduced biodiversity; meteorologists with higher prediction errors; conservationists with nothing to conserve and countless more.

The situation is compounded by a lack of awareness, and a dearth of evidenced based data which is made worse by limited research capabilities and low budgets that cannot support the formulation of much needed strategic interventions. These are among key reasons for the absence of more critical climate change adaptation investments in the Caribbean.

Given predicted impacts, the Caribbean region has no choice, but to continue to improve systems and put in place relevant structures to reduce its vulnerability to climate change. To achieve this, it depends heavily on donor partners and Developed countries for climate funding in order to address the challenges brought on by this phenomenon.

Background to the Study

Although Caribbean countries emit relatively small amounts of greenhouse gases - known as the leading cause of the rapid change in climate – they are expected to unduly suffer from its impacts. Many impacts have manifested and endless more predicted, including impacts associated with land, water resources and biodiversity leading to inherent impacts on key industries such as tourism and agriculture.

The Government of Japan has been one of many leading donors in the fight against climate change. Japan has delivered development assistance totalling $17.6 billion to vulnerable countries from October 2009 to December 2012 for mitigation and adaptation. The Government of Japan intends to continue its assistance in this area to create enabling environments with a view to formulate a new framework applicable to all Parties. In particular, the Government of Japan is assisting Small Islands Developing States (SIDS), to establish a new regional assistance programme for CARICOM countries in the area of climate

change under the framework of the Partnership for Peace, Development and Prosperity between Japan and the Member States of the Caribbean Community (CARICOM)[1].

The Japan-Caribbean Climate Change Partnership (JCCCP) aims to support countries in advancing the process of low-emission risk-resilient development by improving energy security and integrating medium to long-term planning for adaptation to climate change. In pursuit of this mandate, the initiative intends to support policy formulations, adaptation plans and technological investments in the areas of low-emission and climate risk management, including demonstration projects in eight target countries, including Grenada. The programme will strengthen institutional and technical capacities in selected countries for iterative development of comprehensive NAMAs and NAPs that are country-driven, and based on existing national/sub-national development priorities, strategies and processes.

An important supportive component of the JCCCP is that of communication and awareness, especially given that many challenges to adaptation reside in the stubbornness of local populations. "Developing climate resilience requires all to change inappropriate behaviours and become more climate-conscious. Yet, people will only make climate-friendly decisions if they have convenient, low-cost, reliable and safe alternatives and if they are aware of these options. Other challenges [include the fact that]… the benefits of climate-conscious behaviours are not necessarily felt by those who take measures, but instead benefit others in the future. Therefore people do not see what is immediately "in it for them" when they change to become more climate wise in the short term. [i]

In developing the project, UNDP and its donor country – Japan - recognise that there is increasing demand and need for information, knowledge and participation if they are to successfully build climate resilience in Dominica. This recognition forms the cornerstone of the component on awareness, and gives impetus to the preparation for and implementation of communication campaigns in participating countries.

Why a KAP Survey?

KAP Surveys have become a best practice in communication procedures, as they provide critical baseline material that help inform the preparation of communication strategies and shape activities in awareness campaigns.

The extent to which people's current environmental and other behavioural practices exacerbate impacts, is vital to the long-term viability of climate change adaptation in the Caribbean region. In this regard, seeking their levels of knowledge, has mutual benefits. It will help the JCCCP project team use evidenced based data to address gaps in awareness levels, while also arming the public with information and tools to cope with possible implications of climate change on their livelihoods, their resources and on their country.

The UNDP-JCCCP KAP survey on climate change awareness will form the bedrock of the country-specific communication campaign to be produced for Dominica.

1 http://www.mofa.go.jp/region/latin/caricom/mc_1009/psp.html

Objectives of the Survey

The objective of the assignment is to provide technical assistance for the conduct a KAP Survey on climate change awareness in Dominica under the J-CCCP Project, results of which are to inform the development of a country-specific communication campaign.

2.0 METHOD OF APPROACH

In order to develop a country-specific communications campaign to address Climate Change in Dominica, a national knowledge, attitude and perception (KAP) survey was conducted in order to determine the primary stakeholders' priorities and needs. An overview of the method of approach is outlined below.

Sample Distribution

A household survey was conducted in all ten (10) parishes across the island of Dominica. The sample reflected the population distribution with respect to administrative divisions (parishes), gender, and age. Only one (1) interview was completed per household. The targeted respondents were nationals or residents of Dominica who were fifteen (15) years and older. Quotas were used to guide the selection of respondents in keeping with the areas outlined.[2] A profile of the respondents is presented in Section 3.0 of this report.

Survey Execution

Questionnaires were administered to individual respondents via face-to-face interviews conducted between July 28 and August 28, 2016. A structured questionnaire comprising primarily of closed-ended questions was used to guide the interviews. The questionnaire included screener questions which were used to ensure that prospective respondents met the criteria for participation in the survey.

Households were selected using a Random Route method. The households were first stratified by parish, following which a set of starting points were identified/selected from a map of the area. Every n^{th}[3] residence from each designated starting point was targeted for participation in the survey until the total number of required interviews was achieved. Directions or turning instructions were issued from each selected starting point and served to guide the interviewer along the assigned route.

Data Analysis and Reporting

The data obtained from the survey interviews was inputted into Key Survey, a web survey software application, and then exported to the Statistical Package for the Social Sciences (SPSS) for analysis. Open-

[2] Distribution by parish and gender based on 2011 census results. Distribution by age based on 2001 census results.

[3] Intervals varied according to the area

ended responses were coded in-house, following validation of the surveys through telephone call-backs. Approximately 10% of the respondents were contacted via telephone.

The data was analysed primarily through frequency tables and cross-tabulations to distill the required information.

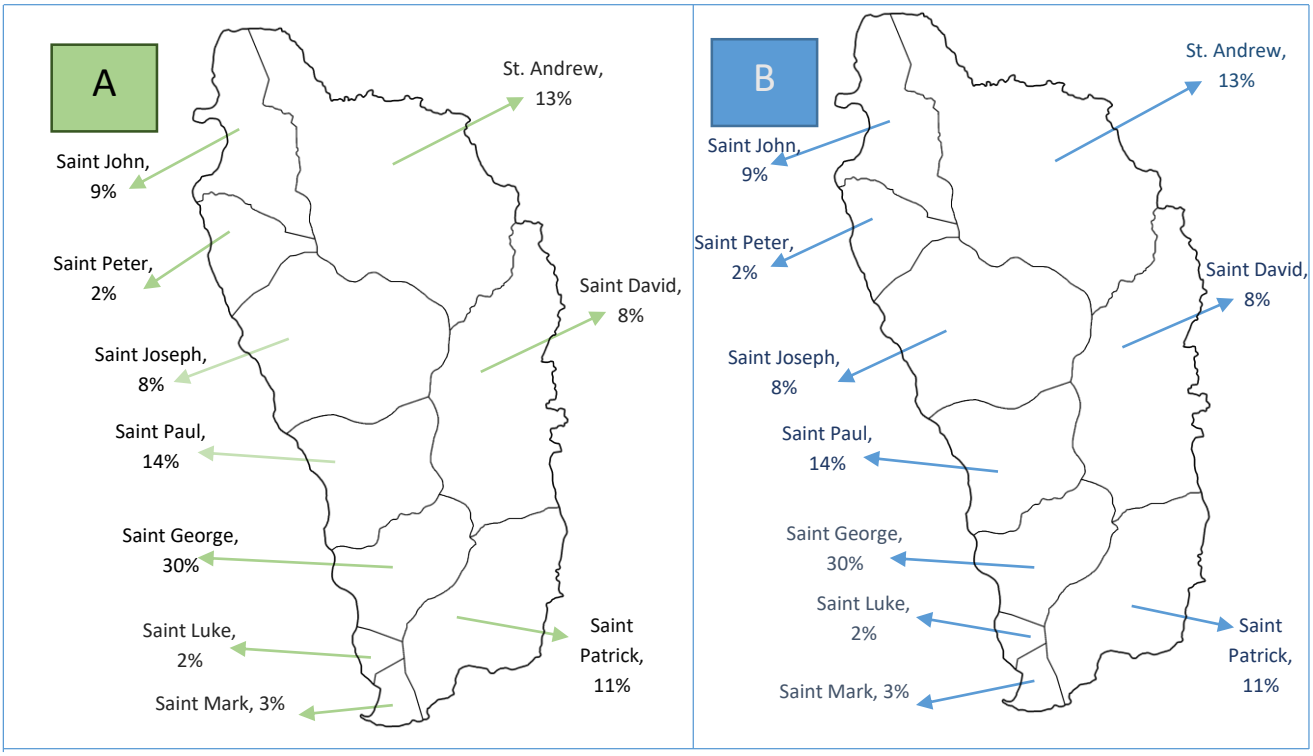
3.0 PROFILE OF RESPONDENTS

The final sample comprised a total of 402 respondents. Below is an overview of the characteristics of respondents who participated in the survey.

District

The sample generally mirrored the percentage distribution of the population by parish. Figure 1 illustrates.

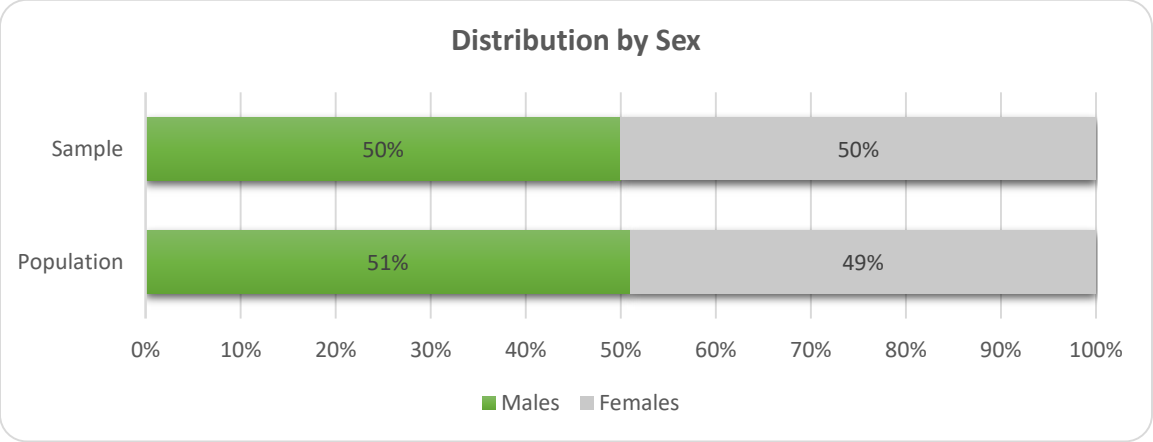
Figure 1: Distribution of respondents (A) and national distribution (B) by parish



Respondents' Sex

Males and females were almost equally represented among respondents, with each sex accounting for 50% of the sample. Figure 2 illustrates.

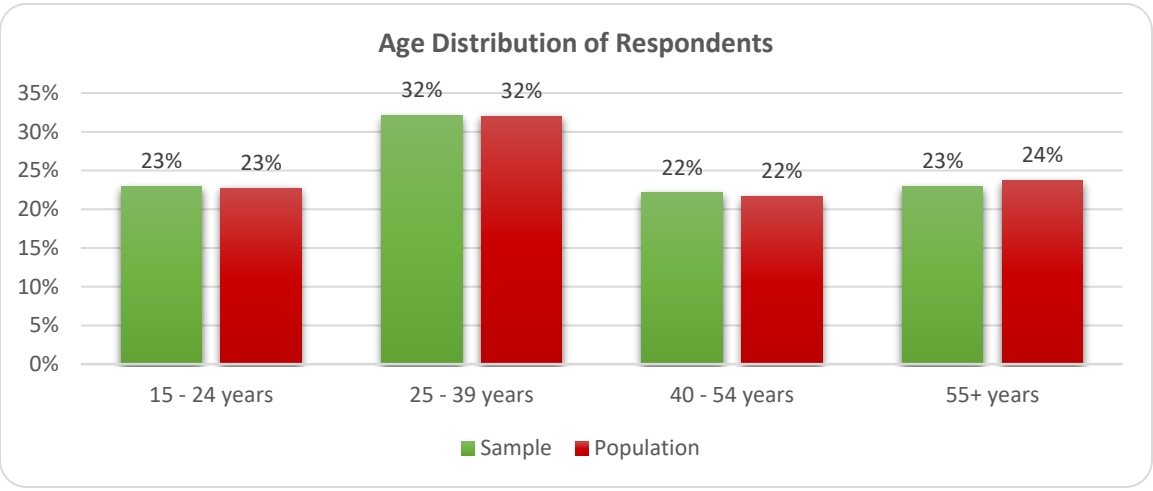
Figure 2: Respondents' sex



Respondents' Age

Respondents who participated in the survey were 15 years and older. Similar proportions of a little less than one-quarter of the respondents were between the ages of 15 and 24 years (23%), 40 and 54 years (22%) and 55+ years old (23%). Respondents in the 25 – 39 age category comprised the largest age cohort, which accounted for 32% of the sample. (See Figure 3.)

Figure 3: Respondents' age

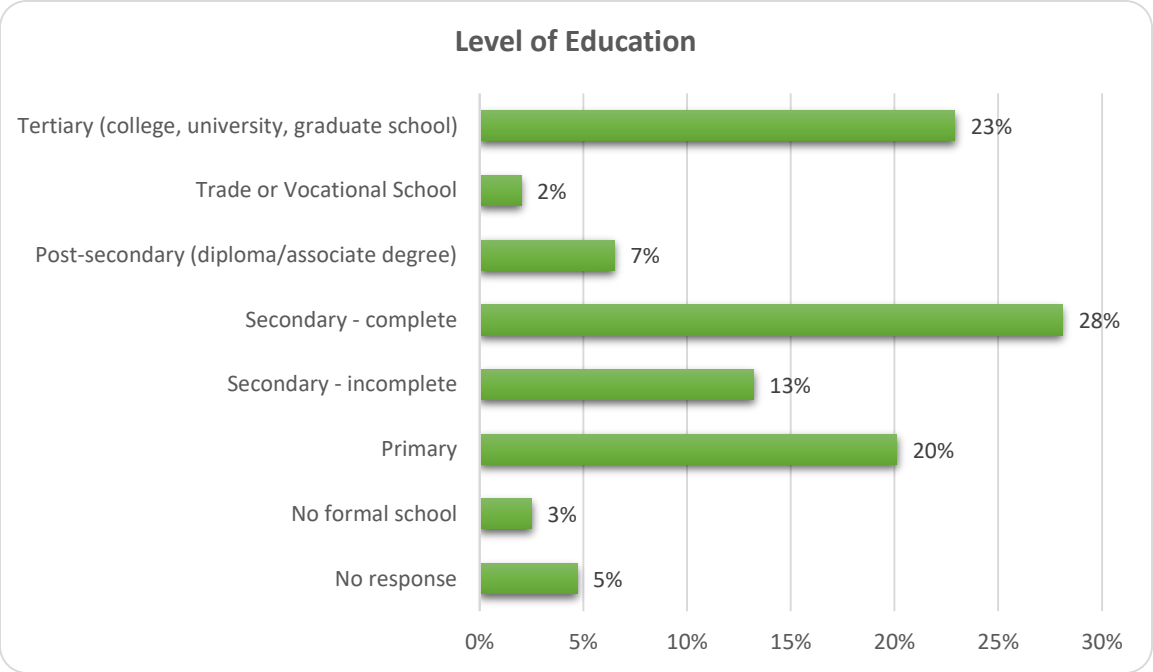


Level of Education

More than one-half of the respondents (60%) had completed secondary school or higher levels of schooling, including 2% who had completed trade or vocational school and a little less than one-quarter (23%) who had been educated to the tertiary level. Approximately one in every five respondents (20%) had completed up to primary school, while another 13% had started but not completed secondary school and 3% indicated that they had not been formally educated. Figure 4 illustrates respondents' indication

of the highest level of schooling that they had completed. Five percent (5%) of respondents did not give a response.

Figure 4: Respondents' level of education



Respondents' level of education was classified into four categories for the purpose of analysis. This is illustrated in Table 1 below.

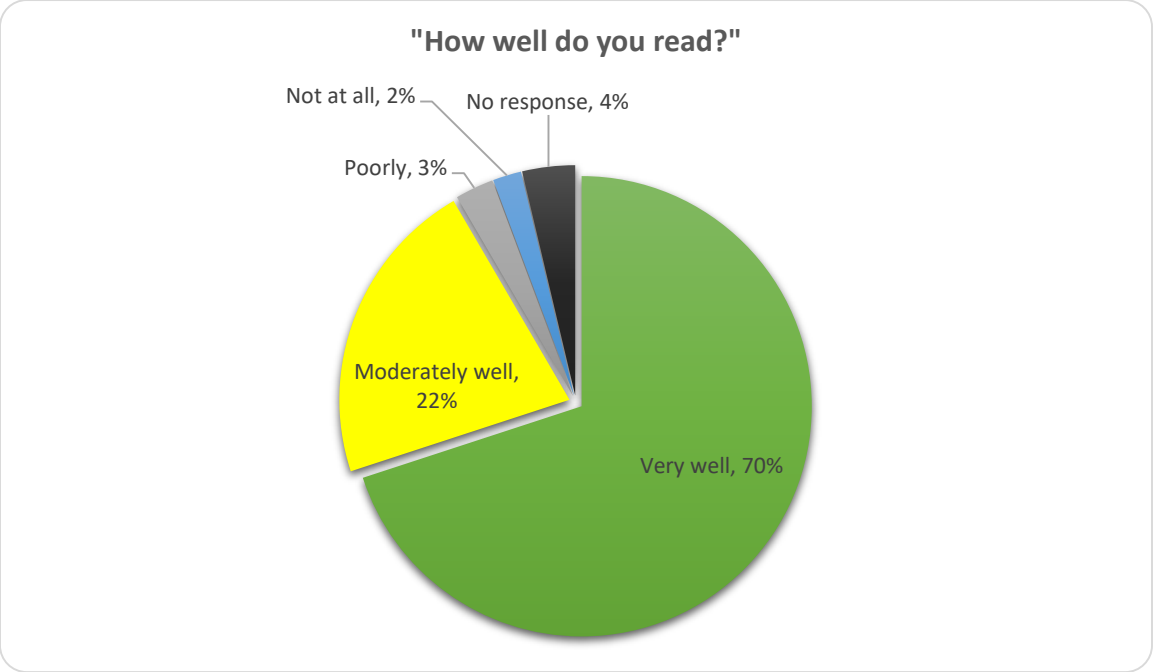
Table 1: Classification of respondents' level of education

Level of Education		**% of Respondents** *(n = 383)*
Below secondary	No formal school Primary incomplete or complete Secondary incomplete	38% *(n = 144)*
Secondary	Secondary complete	30% *(n = 113)*
Post-Secondary *(Diploma or Associate Degree)*, TVET	Post-secondary (diploma or associate degree) Trade or vocational school (TVET)	9% *(n = 34)*
Tertiary *(College, University, Graduate School)*	Tertiary (college, university, or graduate school)	24% *(n = 92)*

Reading Ability

Most respondents indicated that they could read very well (70%) or moderately well (22%). However, 5% of respondents indicated that they read poorly or that they did not read at all and 4% did not give a response regarding how well they could read. (Figure 5.)

Figure 5: Respondents' reading ability



Household Size

Most households (68%) were reported to have three or more occupants, including 23% which had five (5) or more. Approximately one-third of respondents lived alone or with one other person. (See Table 6.)

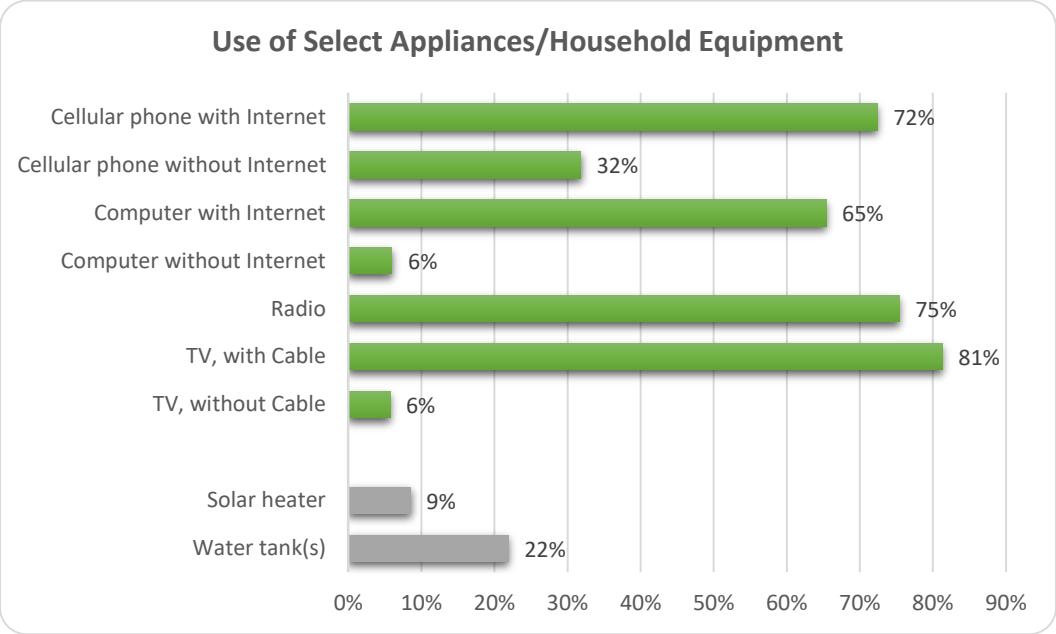
Table 6: Number of persons in household

Number of persons in household	% of respondents
1	11%
2	21%
3	25%
4	20%
≥5	23%
No response	2%
Base	*402*

Select Household Appliances and Equipment

Respondents were asked to indicate whether or not their households had select appliances or household equipment in use. Televisions with Cable, Radios, Cellular Phones and Computers with Internet Access were noted to be in use in a majority of respondents' households. See Figure 7.

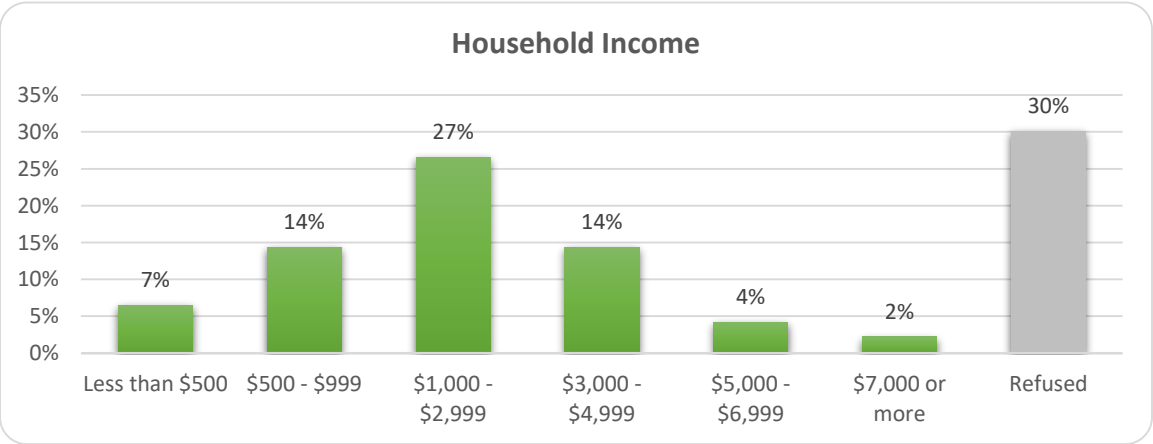
Figure 7: Use of select appliances and household equipment



Household Income

A little more than one-quarter of the respondents (27%) estimated their monthly household income to be between $1,000 and $2,999, while similar proportions of respondents gave estimates of less than $1,000 (21%) and $3,000 or more (21%). Approximately three in every ten respondents (30%) did not give an indication of their household income. (See Figure 8.)

Figure 8: Household Income (XCD)



4.0 DETAILED FINDINGS

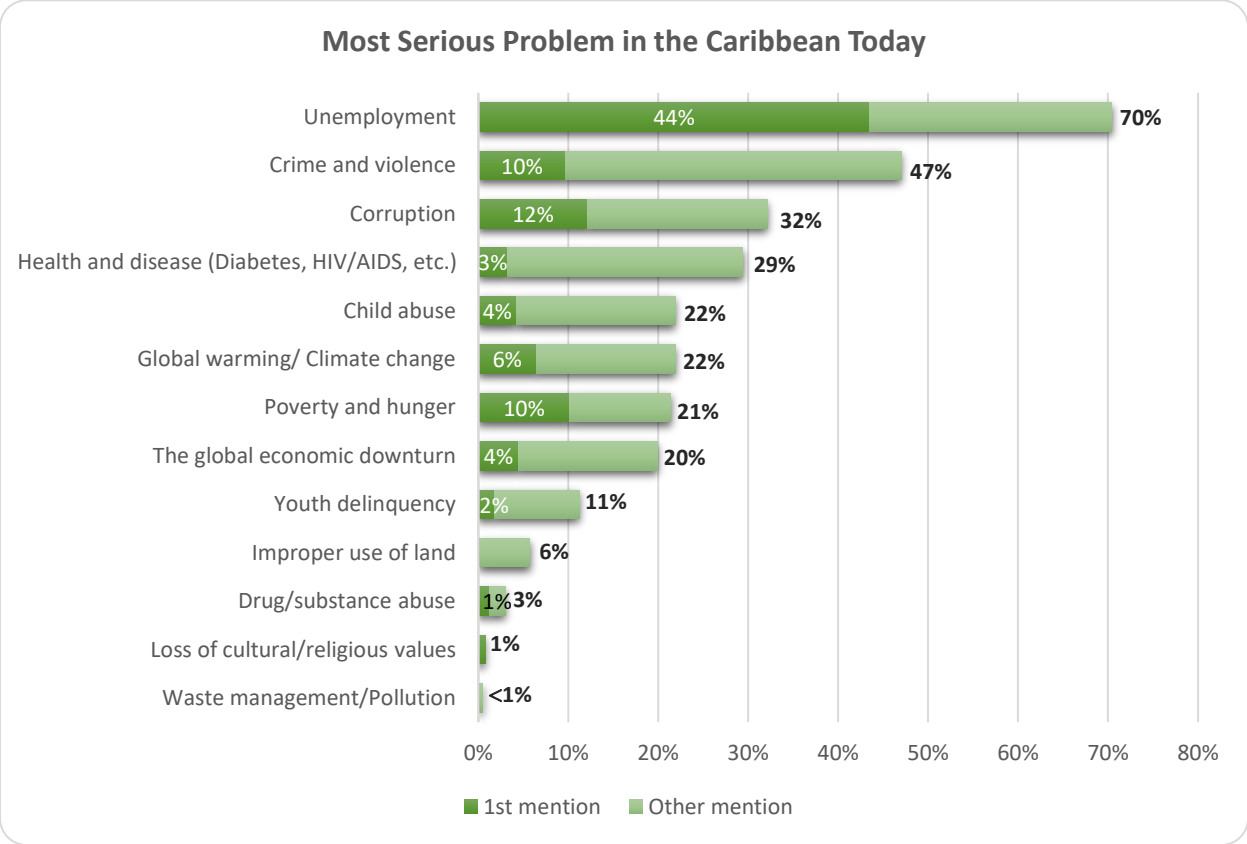
4.1.1. General Environmental Awareness

4.1.1 Most Serious Problem in the Caribbean Today

Respondents were asked to select what they considered to be the most serious problems in the Caribbean today. They were given the opportunity to mention up to three problems. Unemployment was mentioned most, with a majority of the respondents (70%) stating this as one of the most serious problems in the Caribbean today, including 44% who mentioned unemployment first. Crime and violence, and corruption were also considered to be among the top three problems facing the Caribbean, having been mentioned by 47% and 32% of respondents respectively. Corruption (12%); crime and violence (10%); and poverty and hunger (10%) were each mentioned first by at least one in every ten respondents.

Overall, **Global Warming/Climate Change** was considered by **a little more than one in every five respondents (22%), to be among the most serious issues** in the Caribbean, **including 6% who mentioned this first.** Figure 9 illustrates respondents' perception of the most serious problems in the Caribbean today, and highlights the problems that were mentioned first. Approximately 2% of respondents did not identify any problems.

Figure 9: Most serious problems in the Caribbean today



Both sexes and respondents across all age groups generally shared similar views regarding the most serious problems facing the Caribbean today. Unemployment, followed by crime and violence, was mentioned most by respondents in each category.

Nevertheless, men and persons below the age of 55 years were more likely to regard corruption as an issue, whereas female and those who were 55 years and older tended to be more concerned about health and disease than their respective counterparts. When compared with the feedback from male respondents, it was also observed that a greater proportion of females (27% females vs 16% of males) regarded poverty and hunger to be one of the more serious problems facing the Caribbean.

Specifically, with respect to Global Warming/Climate Change, approximately 26% of males compared with 19% of females regarded this as a serious problem facing the Caribbean. It was also observed that there was a marginal decline in the proportion of respondents who considered this to be a serious problem in each successive age category. Table 2 illustrates respondents' perception of the most serious problems facing the Caribbean by sex and age.

Table 2: Perception of the most serious problems facing the Caribbean today by sex and age

Most Serious Problems Facing the Caribbean Today	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total Sample
Unemployment	**68%**	**72%**	**65%**	**72%**	**73%**	**71%**	**70%**
Crime and Violence	47%	47%	53%	45%	45%	46%	47%
Corruption	38%	27%	35%	35%	35%	23%	32%
Health and Disease (Diabetes, AIDS, etc.)	26%	33%	23%	26%	25%	45%	29%
Child Abuse	21%	23%	27%	22%	23%	16%	22%
Global Warning/Climate Change	25%	19%	25%	23%	20%	19%	22%
Poverty and hunger	16%	27%	30%	19%	16%	21%	21%
The Global Economic Downturn	22%	18%	11%	21%	26%	22%	20%
Youth Delinquency	12%	10%	13%	9%	14%	11%	11%
Improper Use of Land	7%	5%	7%	5%	6%	5%	6%
Drugs/Substance Abuse	3%	3%	3%	1%	7%	2%	3%
Loss of Cultural/Religious Values	1%	1%	-	1%	1%	1%	1%
Poor Waste Management/Pollution	1%	-	-	2%	-	-	1%
None/No response	1%	2%	-	2%	1%	4%	2%

Unemployment, followed by crime and violence, was also regarded as the most serious problem facing the Caribbean by respondents with various levels of educational attainment. Global Warming/Climate Change was mentioned most among respondents who had completed secondary and tertiary education (27% and 24% respectively). Table 3 illustrates respondents' perception of the most serious problems facing the Caribbean today by level of education.

Table 3: Perception of the most serious problems facing the Caribbean today by level of education

Most Serious Problems Facing the Caribbean Today	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Unemployment	**71%**	**71%**	**74%**	**70%**	**70%**
Crime and Violence	45%	50%	47%	46%	47%
Corruption	32%	27%	47%	35%	32%
Health and Disease (Diabetes, AIDS, etc.)	38%	25%	12%	33%	29%
Child Abuse	28%	22%	15%	12%	22%
Global Warning/Climate Change	20%	27%	15%	24%	22%
Poverty and hunger	17%	24%	27%	21%	21%
The Global Economic Downturn	17%	21%	27%	21%	20%
Youth Delinquency	13%	12%	6%	8%	11%
Improper Use of Land	6%	6%	6%	5%	6%
Drugs/Substance Abuse	4%	1%	3%	2%	3%
Loss of Cultural/Religious Values	1%	-	3%	1%	1%
Poor Waste Management/Pollution	-	-	-	2%	1%
None/No response	1%	2%	-	1%	2%

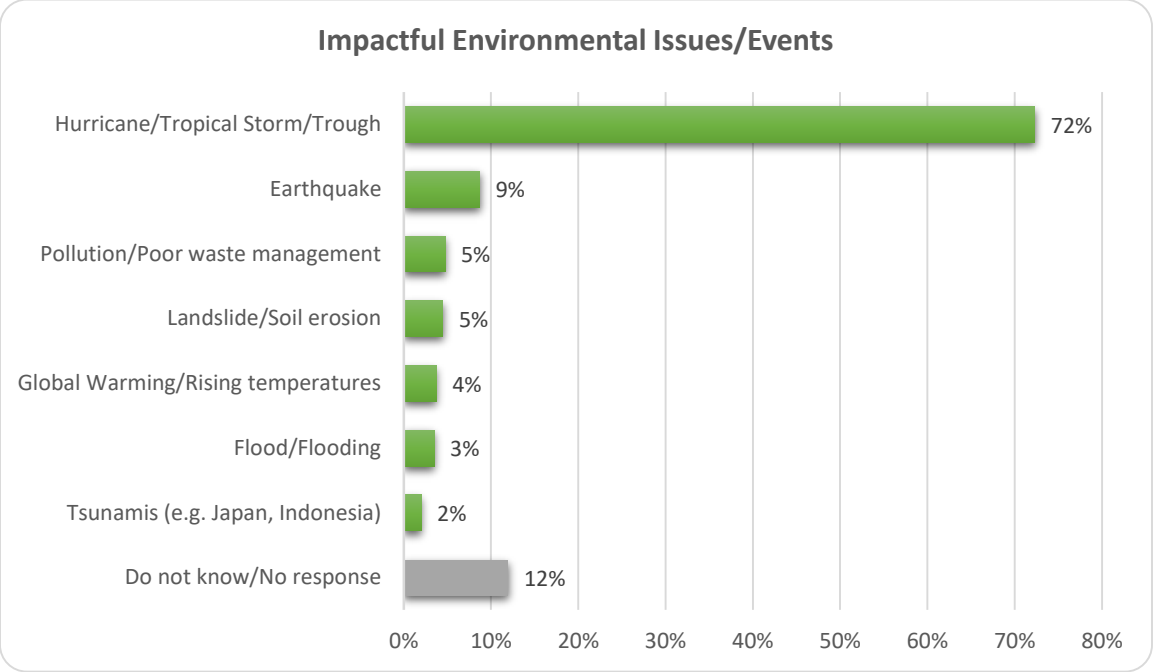
4.1.2 Impactful Environment Issues/Events

Respondents were asked to think about how aware they are or how they feel about the environment and then to give an indication of something which they had seen, read, heard or experienced which had the greatest impact on them or stirred their interest. Figure 10 illustrates the responses that were given by at least 2% of respondents.

Hurricanes, Tropical Storms and Troughs appeared to be most impactful, with more than seven in every ten respondents (72%) citing these types of natural events in response to the question. In particular, special mention was made of Tropical Storm Erika (2016), Hurricane Ophelia (2011), Hurricane Hugo (1989), and Hurricane David (1979) which directly affected Dominica.

Earthquakes (including the January 2010 earthquake which affected Haiti) were identified as being impactful by approximately one in every ten respondents (9%), while Pollution/Poor Waste Management and Landslides/Soil Erosion were each mentioned by 5% of respondents. Other impactful or interesting events which were mentioned by at least 2% of respondents included Global Warming/Rising Temperatures (4%), Flood/Flooding (3%), and Tsunamis (2%).

Figure 10: Most impactful environmental issues/events



Other events, activities, or observations which less than 2% of respondents regarded as being impactful or of interest are listed below. Responses included events or observations relating to the natural and social environment.

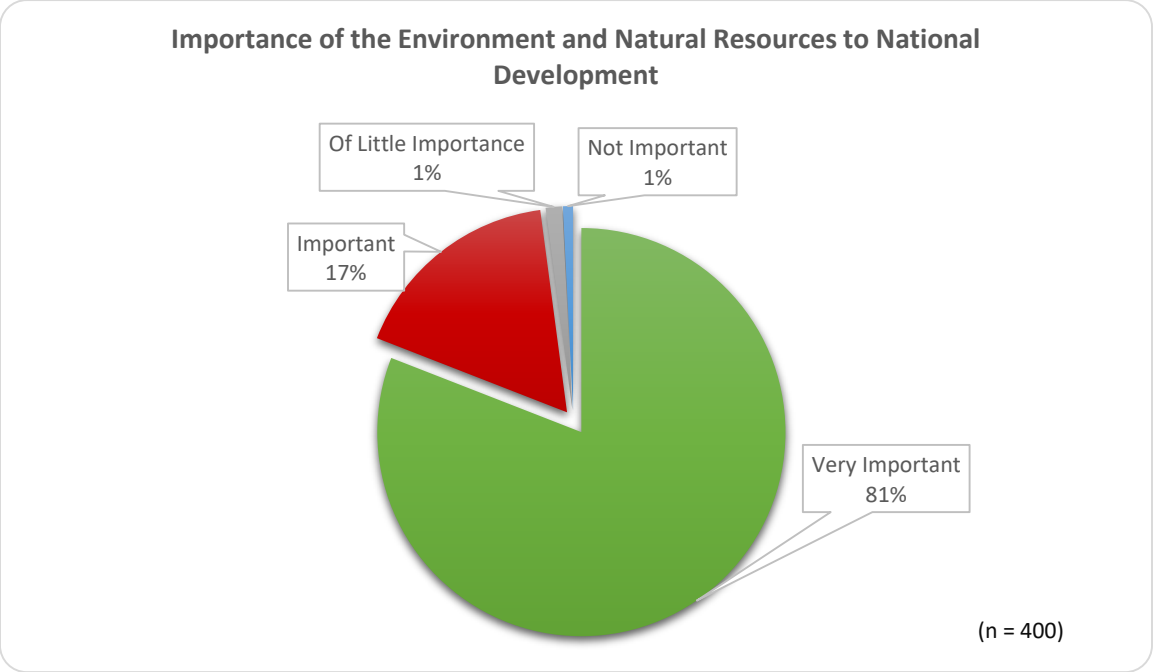
- Agricultural diseases and pests
- Air pollution
- Bush fires in the USA
- Climate change
- Collapsing roads (e.g. Pond Case Road)
- Commercial/ PSA on environmental awareness
- Crime
- Drought
- Environmental awareness activities
- Environmental clean-up activities
- Extraction of oil from the Earth
- Geothermal project in the Roseau Valley
- Natural disasters
- Ozone layer
- Pesticide usage
- Pluto - no longer a planet
- Politics or Government activities
- Pollution/garbage in the city
- Poor land management
- Protests/demonstrations
- Reduce, reuse, recycle programmes
- Research and efforts to use renewable energy
- Seaweed at beach
- Shooting of black man in the US

- Ice age
- Increased/heavy rainfall
- Loss of coral reefs/damage to beaches/ coastal erosion
- Loss of land due to rising water levels
- Loss of wild life/extinction of certain species of plants and animals
- Lower river levels/dried up river beds
- Melting of polar ice caps
- More severe weather
- Movement against fossil fuels/rise of alternative energy sources
- Sports and Health
- Temperature changes/fluctuations
- Traffic congestion
- Unusual/unpredictable weather patterns
- Volcanic activity/eruption
- Weather changes
- Widespread bush/grass along roadside
- Widespread use of drugs/Substance abuse

4.1.3 Importance of the Environment and Natural Resources to National Development

Nearly all the respondents (98%) acknowledged the importance of the environment and natural resources to national development, including 81% who felt that these were *very important*. However, a marginal proportion of the respondents did not share this opinion, with 2% indicating that the environment and natural resources were *of little importance* or *not important* to national development. (See Figure 11.)

Figure 11: Importance of the Environment and Natural Resources to National Development



When examined on the bases of age and gender, it was noted that the majority of both sexes and respondents in each age category regarded the environment and natural resources to be of importance to national development. Respondents who were 55 years and over were, however, least likely to state that these were *very important*. (See Table 4.)

Table 4: Perception of the importance of the Environment and Natural Resources to National Development by Sex and Age

Importance of the Environment and Natural Resources to National Development	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Very Important	79%	83%	83%	82%	84%	74%	81%
Important	19%	15%	14%	17%	15%	22%	17%
Of Little Importance	1%	1%	2%	-	-	3%	1%
Not Important	1%	1%	1%	1%	1%	-	1%

Greater variation was observed in respondents' perception of the importance of the environment and natural resources to national development when responses were compared by educational attainment. While the majority of respondents in each group acknowledged the importance, none of the respondents who had completed tertiary education regarded these to be anything less than important to national development. Approximately 95% of respondents who had completed tertiary education compared with 69% of those who were educated below the secondary level felt that the environment and natural resources were *very important* to national development. (See Table 5.)

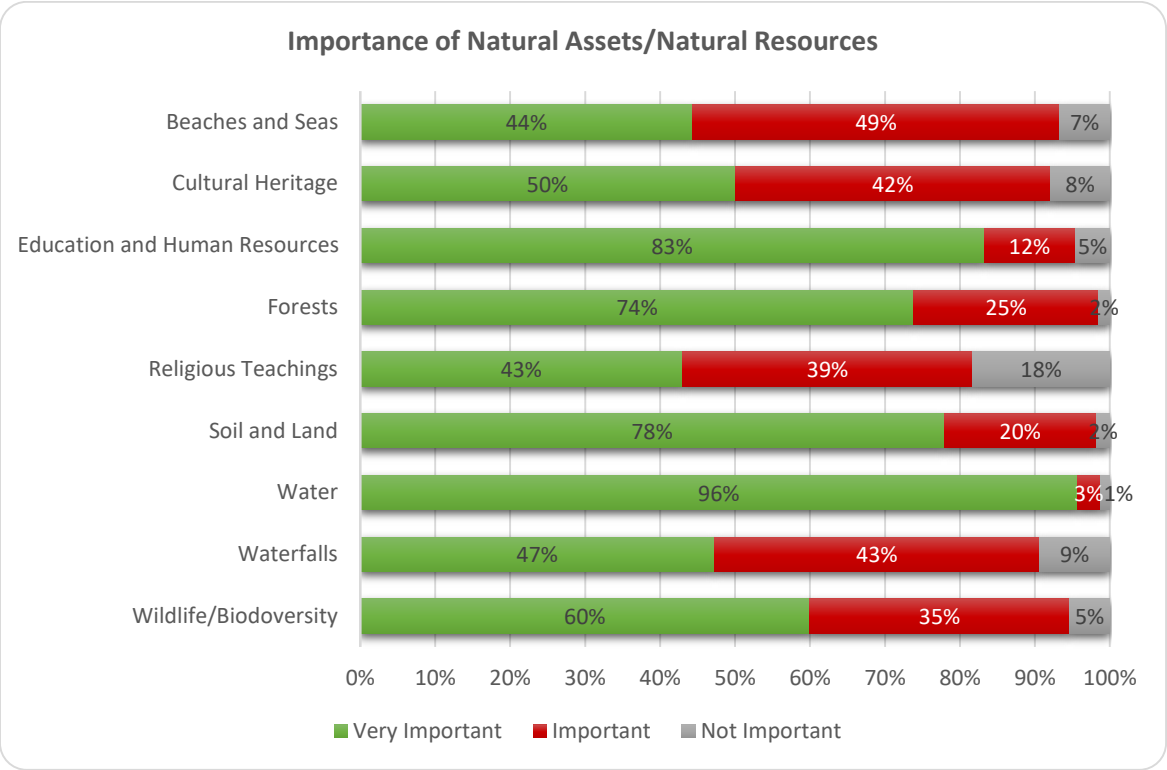
Table 5: Perception of the importance of the Environment and Natural Resources to National Development by Level of Education

Importance of the Environment and Natural Resources to National Development	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Very Important	69%	86%	79%	95%	81%
Important	28%	13%	15%	5%	17%
Of Little Importance	2%	-	3%	-	1%
Not Important	1%	1%	3%	-	1%

4.1.4 Importance of Natural Assets/Natural Resources

Respondents were further asked to indicate their perception of the importance of various natural assets or resources. Water was considered to be the most important natural resource, with a vast majority of the respondents (96%) indicating that it was *very important*. Education and Human Resources (83%), Soil and Land (78%), Forests (74%) were also regarded as being *very important* by a majority of the respondents. Figure 11 indicates respondents' perception of the importance of select natural assets and natural resources.

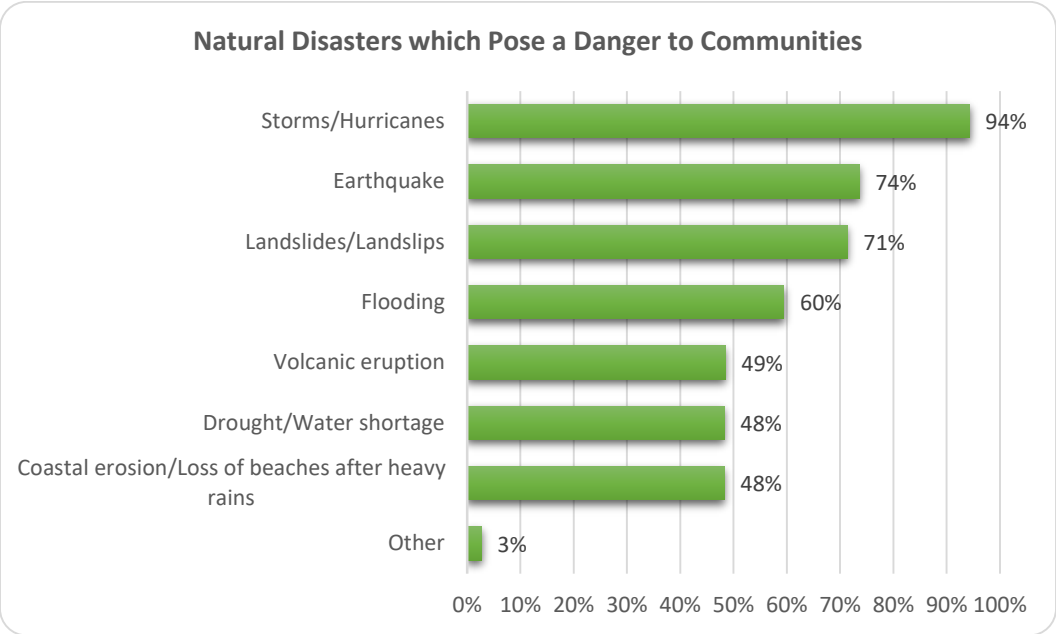
Figure 12: Importance of Natural Assets/Natural Resources



4.1.5 Natural Disasters that Pose a Danger

Several natural disasters were considered to pose a threat to respondents' communities. A vast majority of the respondents (94%) felt that their communities were in danger of storms and hurricanes. Most respondents also felt that their communities were in danger of natural disasters such as earthquakes (74%), landslides/landslips (71%), and flooding (60%). Figure 13 illustrates the proportion of respondents who indicated that their community is in danger of the stated natural disasters. In addition, respondents felt that their communities were in danger of other disasters such as tsunamis and fires.

Figure 13: Natural Disasters that Pose a Danger to Communities

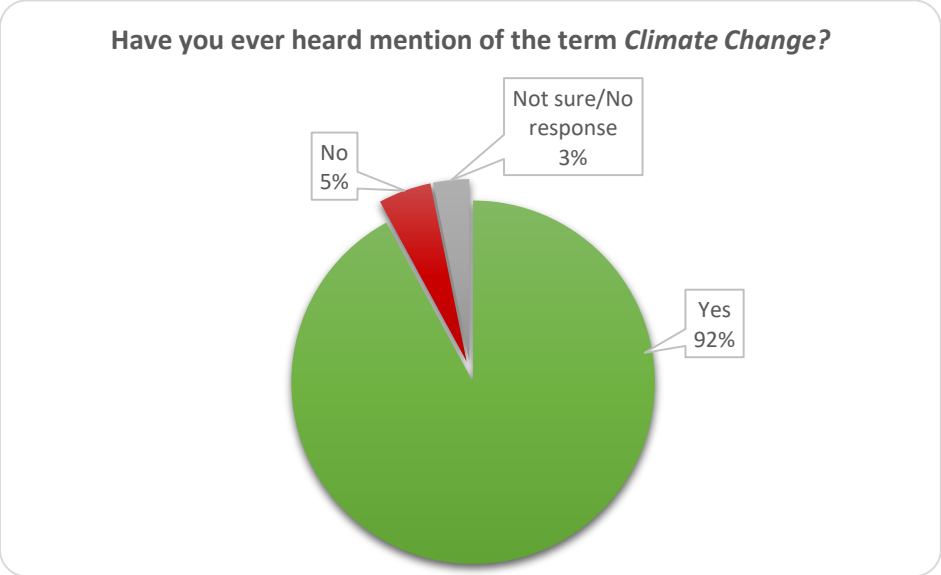


4.2. Awareness of Climate Change

4.2.1 Awareness of Climate Change

The term Climate Change was familiar to most respondents, with 92% indicating that they had heard the term before. Nonetheless, approximately 5% of respondents stated that they had never heard the term, while the remaining 3% were uncertain about whether they had heard it or did not give a response. (See Figure 14.)

Figure 14: Recollection of hearing the term Climate Change



Awareness of the term climate change was slightly higher among female respondents and those under the age of 55 years old. Table 6 illustrates respondents' recollection of hearing the term climate change by sex and age.

Table 6: Recollection of hearing the term Climate Change by Sex and Age

Have you ever heard mention of the term **Climate Change**?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Yes	89%	95%	95%	91%	97%	87%	92%
No	6%	3%	2%	6%	2%	8%	5%
Not sure/No response	5%	2%	3%	3%	1%	5%	3%

As illustrated in Table 7, respondents who had attained tertiary education were most likely to recall hearing the term climate change (97%) whereas those who were educated below the secondary level were least likely to recall hearing the term (87%).

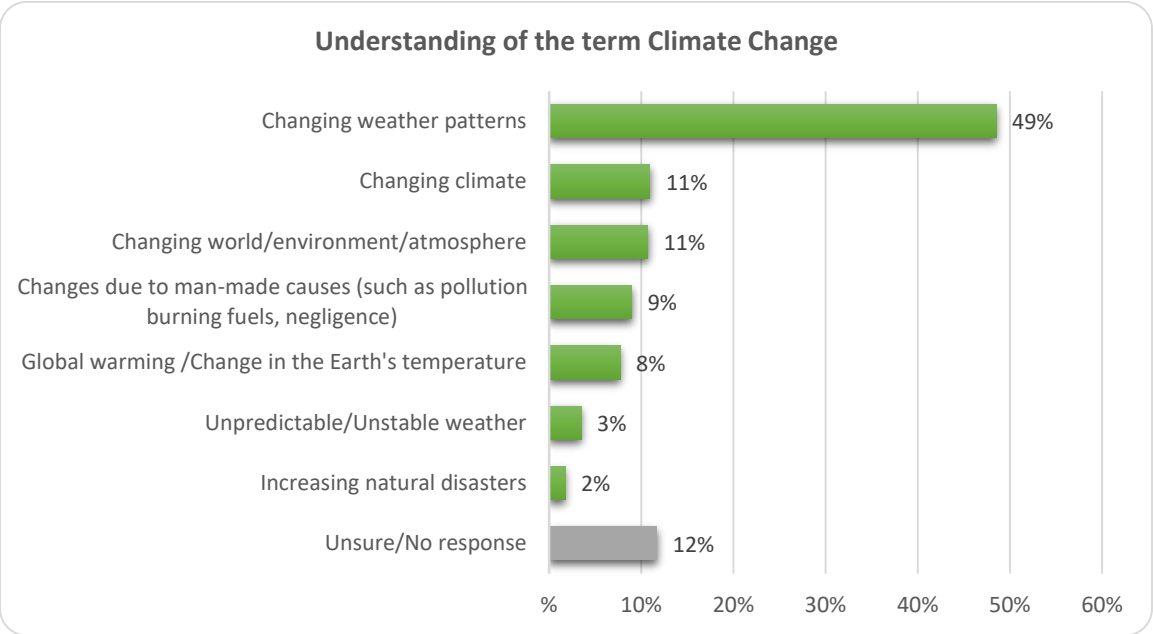
Table 7: Recollection of hearing the term Climate Change by Level of Education

Have you ever heard mention of the term **Climate Change**?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Yes	87%	96%	91%	**97%**	92%
No	8%	2%	6%	2%	5%
Not sure/No response	6%	3%	3%	1%	3%

4.2.2 Understanding of the term Climate Change

When asked what they thought was meant by the term Climate Change, the most frequently cited responses - voiced by approximately one-half of the respondents (49%) - related to changing weather patterns. Approximately one in ten respondents (11%) also gave responses pertaining to ''changes in the climate'' while an equal proportion of respondents (11%) generally alluded to changes in the world/environment/atmosphere. Figure 15 summarises responses given by at least 2% of respondents regarding their understanding of the term Climate Change. Less than 2% of respondents mentioned increasing rainfall; changing/rising water/sea levels; depletion/destruction of the ozone layer; and inclement/bad weather conditions.

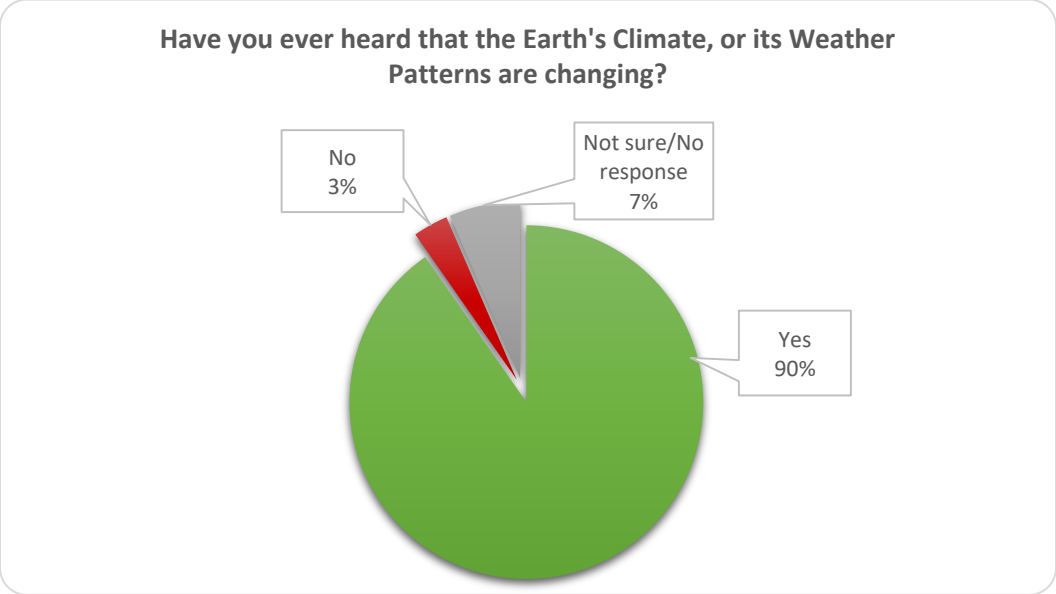
Figure 15: Recollection of hearing the term Climate Change



4.2.3 Changes in the Earth's Climate/Weather Patterns

Approximately nine in every ten respondents (90%) indicated that they had heard that the Earth's climate, or its weather patterns are changing. However, 3% of respondents stated that they had never heard of this, while the remaining respondents (7%) did not give a definitive response regarding whether they had heard this. (See Figure 16.)

Figure 16: Recollection of hearing about changes in the Earth's Climate or Weather Patterns



The majority of men and women, and respondents in each age cohort indicated that they had heard that the earth's climate, or its weather patterns are changing. (See Table 8.)

Table 8: Recollection of hearing about changes in the Earth's Climate or its Weather Patterns by Age and Sex

Have you ever heard mention of the term **Climate Change**?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Yes	88%	92%	92%	88%	91%	90%	90%
No	4%	3%	5%	2%	1%	5%	3%
Not sure/No response	8%	5%	2%	10%	8%	4%	7%

Respondents who had been educated below the secondary level were least likely to state that they had heard that the earth's climate, or its weather patterns are changing. Nonetheless, a majority of the respondents in this group (87%) stated that they had heard this. (See Table 9.)

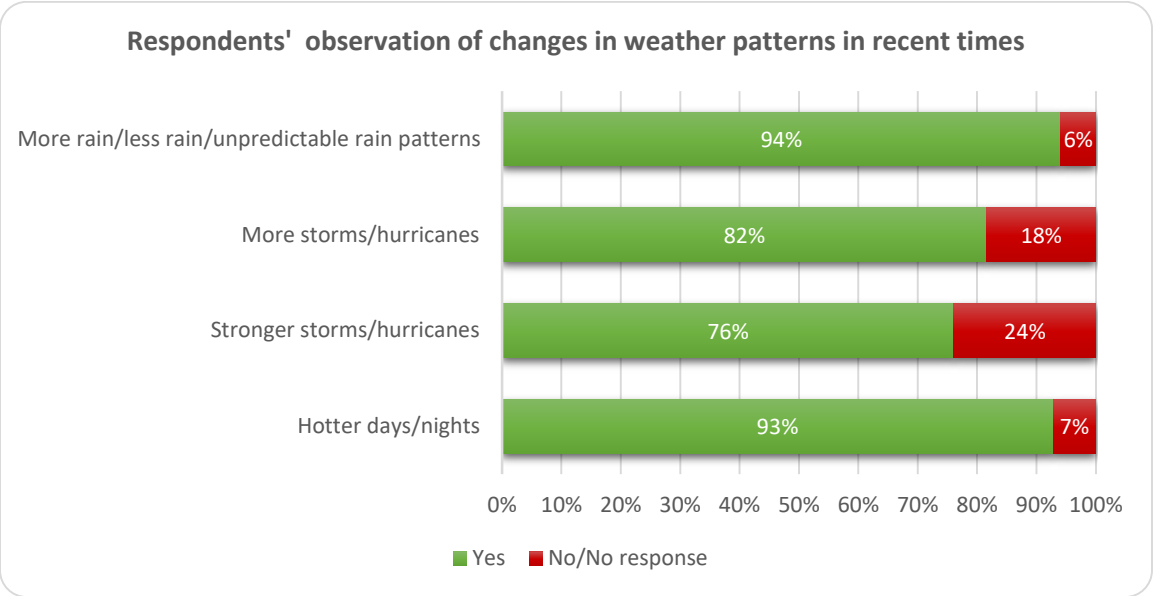
Table 9: Recollection of hearing about changes in the Earth's Climate or its Weather Patterns by Level of Education

Have you ever heard mention of the term **Climate Change**?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Yes	87%	91%	94%	94%	90%
No	6%	2%	-	1%	3%
Not sure/No response	8%	7%	6%	5%	7%

4.2.4 Observation of Changes in Weather Patterns

Respondents were asked to say whether they had personally noticed changes in specific weather patterns in recent times. More than 90% of respondents indicated that they had observed changes in rain patterns (94%) and also an increase in temperatures during the days/nights (93%). Most respondents also indicated that they noticed more storms/hurricanes (82%) as well as stronger storms and hurricane (76%).

Figure 17: Observation of Changes in Weather Patterns



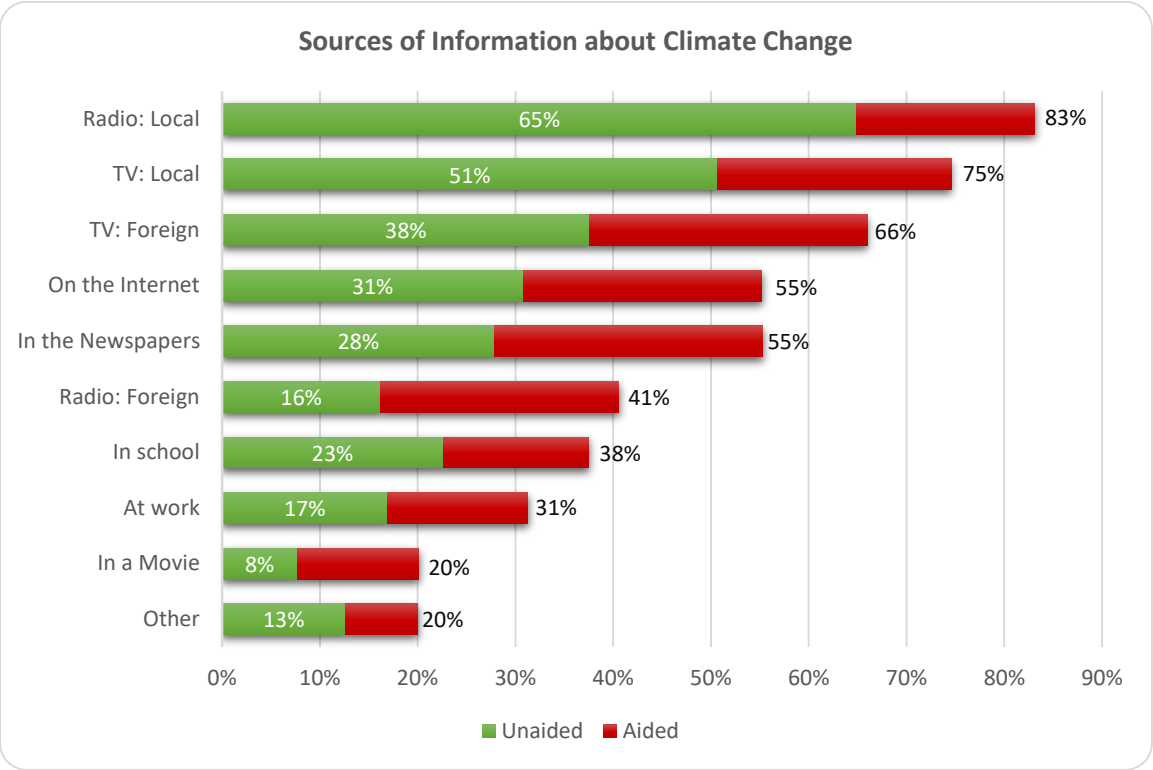
Other changes in weather patterns which respondents said they have observed are listed below:

- Changes in the pattern of the climate
- Increase in earthquakes/earth tremors
- More insects (mosquitoes, etc.)
- Unpredictable weather patterns
- More landslides
- Higher tides
- More frequent flooding

4.2.5 Sources of Information about Climate Change

Local radio and local television were identified as the leading sources of information on climate change among respondents (83% and 75% respectively). These were followed by foreign television, the Internet, newspapers, which were each identified as sources of information on climate change by more than one-half of respondents. However, local radio and local television were the only sources where more than one-half of the respondents (65% and 51% respectively) stated that they recalled hearing information about climate change without being prompted. Figure 18 illustrates where respondents said they had heard or read about climate change.

Figure 18: Sources of information about Climate Change



Both sexes and respondents in all age groups mentioned local radio most when asked to state where they recalled seeing or hearing information about climate change. Respondents below the age of 40 years were, however, more likely to report that they recalled seeing or hearing such information on the Internet or in school than those over the age of 40 years. Table 10 illustrates where respondents recalled seeing or hearing information about climate change by age and sex.

Table 10: Sources of Information about Climate Change by Age and Sex

Sources of Information about Climate Change	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total Sample
Radio: Local	**82%**	**84%**	**73%**	**85%**	**85%**	**89%**	**83%**
Radio: Foreign	43%	38%	35%	49%	41%	35%	41%
TV: Local	75%	74%	70%	76%	80%	73%	75%
TV: Foreign	64%	67%	74%	69%	72%	62%	66%
In a Movie	25%	16%	21%	31%	16%	9%	20%
On the Internet	55%	55%	61%	73%	53%	27%	55%
In the Newspapers	52%	59%	57%	57%	62%	46%	55%

Sources of Information about Climate Change	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total Sample
In school	38%	27%	67%	44%	20%	15%	38%
At work	30%	37%	22%	39%	43%	20%	31%
Other	23%	17%	17%	26%	13%	21%	20%

It was noted that respondents who were educated below the tertiary level cited local radio and local television as their two main sources of information about climate change. However, the Internet, followed jointly by local radio and local television, was the leading source of information among those with tertiary education. Table 11 illustrates where respondents recalled seeing or hearing information about climate change by level of education.

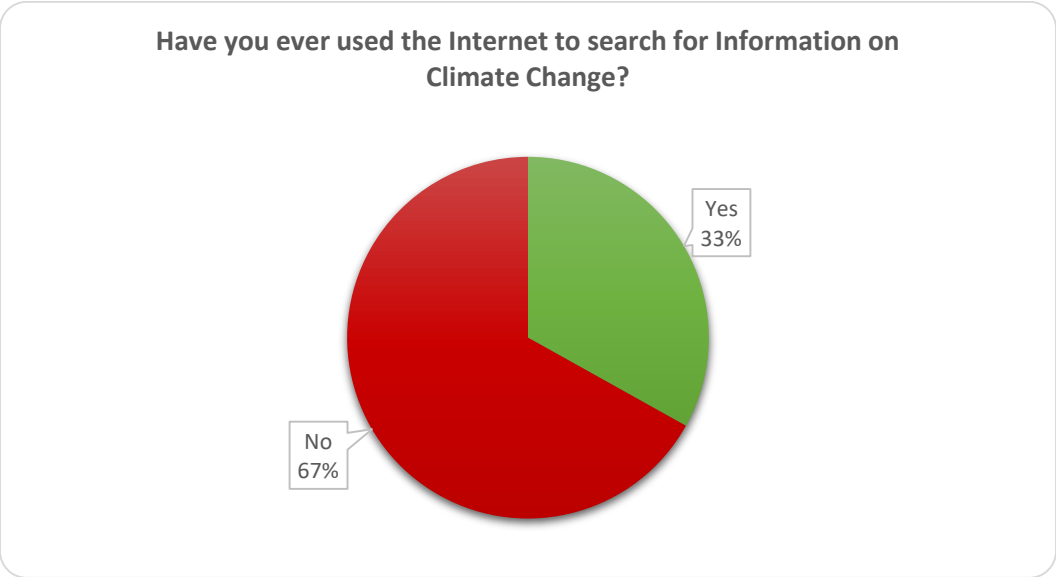
Table 11: Sources of Information about Climate Change by Level of Education

Sources of Information about Climate Change	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Radio: Local	**86%**	**85%**	**82%**	**79%**	83%
Radio: Foreign	35%	43%	50%	47%	41%
TV: Local	76%	70%	74%	79%	75%
TV: Foreign	54%	61%	68%	75%	66%
In a Movie	15%	24%	32%	21%	20%
On the Internet	33%	67%	50%	83%	55%
In the Newspapers	45%	62%	53%	64%	55%
In school	26%	49%	44%	46%	38%
At work	24%	37%	27%	43%	31%
Other	18%	17%	11%	27%	20%

4.2.6 Use of Internet to Search for Information on Climate Change

Most respondents said they had never used the Internet to search for information on climate change (67%). However, approximately one-third of the respondents indicated that they had done so. Figure 19 illustrates.

Figure 19: Use of the Internet to Search for Information on Climate Change



Older respondents were least likely to have used the Internet to search from information on climate change, with only 12% of the respondents who were 55 years and older indicating that they had done so. Conversely, respondents in the 25 – 39-year age cohort were most likely to have used the Internet to search for information on climate change as indicated by approximately one-half of the respondents (49%) in this category. Table 12 illustrates respondents' indication of whether they had used the Internet to search for information on climate change by sex and age.

Table 12: Use of the Internet to Search for Information on Climate Change by Sex and Age

Have you ever used the Internet to search for information on **Climate Change**?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Yes	30%	36%	38%	49%	27%	12%	33%
No	70%	64%	62%	51%	73%	88%	67%

Most of the respondents who had completed tertiary educated (60%) said they had used the Internet to search for information on climate change, whereas a minority of the respondents who had been educated below this level had done so. Table 13 illustrates respondents' indication of whether they had used the Internet to search for information on climate change by their level of education.

Table 13: Use of the Internet to Search for Information on Climate Change by Level of Education

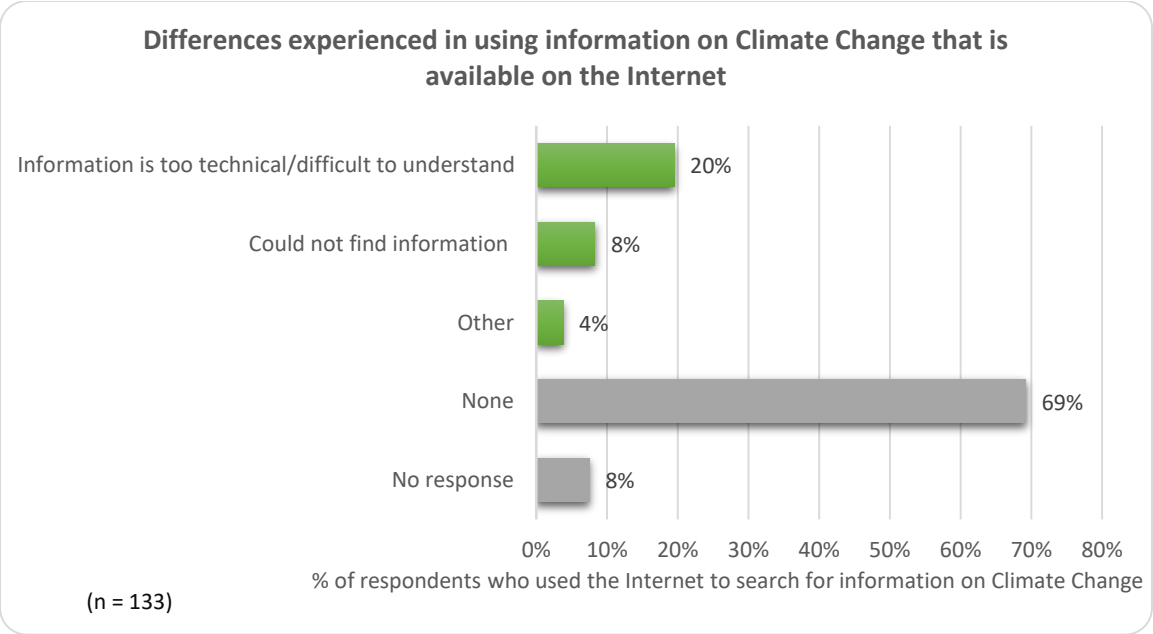
Have you ever used the Internet to search for information on **Climate Change**?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Yes	13%	39%	32%	**60%**	33%
No	87%	61%	68%	40%	67%

- **Difficulties Experienced in Using Information on Climate Change that is Available on the Internet**

Among the respondents who said that they used the Internet to access information on climate change, a little more than three-quarters (77%) did not identify any difficulties experienced in using information on the subject that is available from the Internet. However, the remaining respondents in this group (23%) cited various challenges.

Approximately one in five (20%) of those who used the Internet to access Climate Change information noted that the information was too technical/difficult to understand, while 8% said they could not find information and 4% cited other challenges. Figure 20 illustrates responses given in response to being asked about the difficulties experienced in using information on Climate Change that is available in the Internet.

Figure 20: Difficulties Experienced in Using Information on Climate Change that is Available on the Internet



Other difficulties mentioned included:

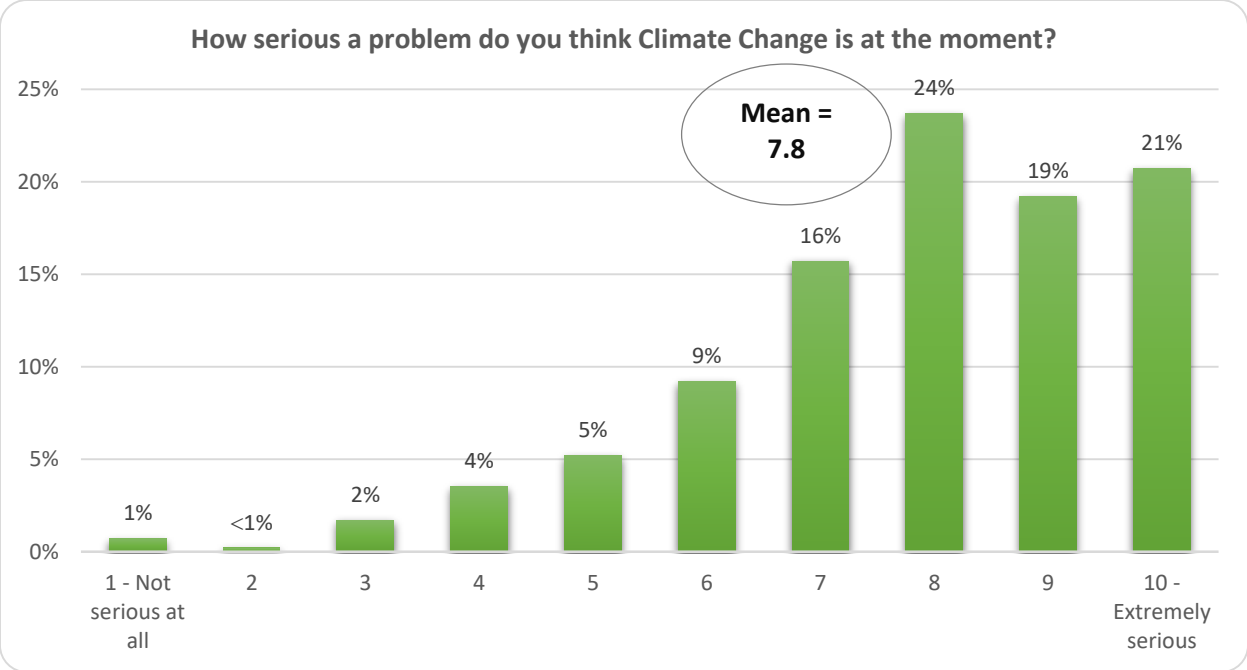
- The volume of information to choose from
- Finding country-specific information
- Outdated information
- Information is rarely in a format that is suitable for children

4.3. Knowledge of and Attitude towards Climate Change

4.3.1 Perception of the Seriousness of Climate Change

Climate change was generally regarded as a serious problem, with respondents giving an average rating of **7.8** when asked to indicate how serious a problem they think climate change is on a scale of 1 to 10, where 1 is 'not serious at all' and 10 is 'extremely serious'. Despite this, approximately one in ten respondents (11%) gave a rating of 5 or less. Figure 21 illustrates the distribution of ratings for respondents' perception of the seriousness of climate change.

Figure 21: Perception of the Seriousness of Climate Change



The mean rating for the perception of how serious a problem respondents think climate change is was generally between 7.70 and 7.95. Table 14 illustrates the mean ratings on a scale of 1 to 10 by age and sex.

Table 14: Perception of the Seriousness of Climate Change by Sex and Age

How serious a problem do you think Climate Change is at the moment?	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Mean	7.79	7.84	7.75	7.89	7.92	7.66	7.81
Minimum	1.00	1.00	**3.00**	1.00	1.00	1.00	1.00
Maximum	10.00	10.00	10.00	10.00	10.00	10.00	10.00
Base	*199*	*202*	*92*	*129*	*89*	*91*	*402*

When disaggregated on the basis of respondents' level of education, it was observed that respondents who had completed tertiary education generally perceived climate change to be more of a serious problem than those who had been educated below the tertiary level. Respondents who had completed tertiary education gave an average rating of 8.31 for the seriousness of climate change. On average, those who had been educated below the secondary level gave a rating of 7.58, with respondents in this group being the only ones to give a rating below 3. Table 15 illustrates the mean ratings on a scale of 1 to 10 by age and sex.

Table 15: Perception of the Seriousness of Climate Change by Level of Education

How serious a problem do you think Climate Change is at the moment?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Mean	7.58	7.66	7.94	**8.31**	7.81
Minimum	1.00	**3.00**	**3.00**	**3.00**	1.00
Maximum	10.00	10.00	10.00	10.00	10.00
Base	*144*	*113*	*34*	*92*	*402*

4.3.2 Attitude towards Climate Change

There was almost unanimous agreement that people need more information on climate change and that children should be taught about climate change in school, with respective proportions of 95% of respondents agreeing with these statements, including more than one-half (51% and 66% respectively) who *strongly agreed*. Most respondents (90%) also agreed that countries in the Caribbean should work together to deal with climate change issues.

Respondents felt that climate change was affecting their island, with most (84%) expressing disagreement with the statement, "Climate change is not affecting our island." Similarly, most respondents did not agree that persons engaged in climate change work are making a big deal of nothing (79%).

With respect to responsibility among Caribbean people, approximately one-quarter of the respondents (26%) agreed that Caribbean countries are not responsible for causing global climate change, while a similar proportion (24%) neither agreed nor disagreed. However, one-half of the respondents (50%) did not agree that Caribbean countries were responsible.

Table 16 illustrates respondents' agreement with various statements concerning their attitudes towards climate change.

Table 16: Attitude towards Climate Change

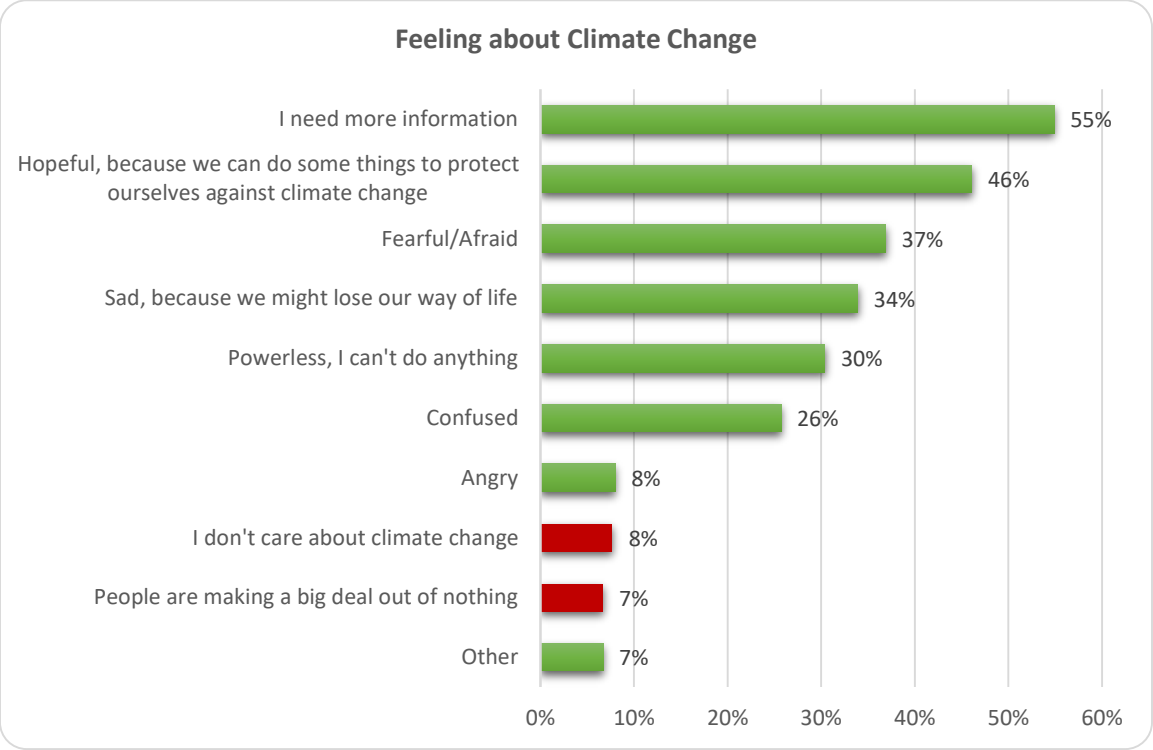
Attitudes towards climate change	% of respondents				
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Persons engaged in climate change work are making a big deal of nothing	4%	6%	11%	51%	28%
Climate change is not affecting us in our island	5%	6%	6%	52%	32%
Caribbean countries are not responsible for causing global climate change	8%	18%	24%	39%	11%
We are too small to do anything about climate change	5%	15%	13%	47%	21%
Countries in the Caribbean should work together to deal with climate change issues	47%	43%	5%	3%	2%
People need more information on climate change	52%	43%	3%	1%	1%
Children should be taught about climate change in school	66%	29%	2%	1%	2%

4.3.3 Feeling about Climate Change

When asked to say how they feel about climate change, more than one-half of the respondents (55%) noted that they need more information. A little less than one-half (46%) also reported that they felt hopeful as they could do some things to protect themselves against climate change. More than one-third of the respondents expressed feeling fearful/afraid (37%) and sad (34%).

Notably, 8% of respondents stated outright that they did not care about climate change, while 7% said that people were making a big deal out of nothing. Furthermore, approximately three in ten respondents (30%) stated that they felt powerless as they did not believe there was anything they could do. Figure 22 illustrates respondents' feelings about climate change.

Figure 22: Feeling about Climate Change



Those who expressed 'other' feelings towards climate change included approximately 2% of all respondents who noted that they were indifferent or did not feel any way about it. However, most of these persons felt that climate change was dangerous and that more could be done to reduce its impacts. 'Other' feelings towards climate change that were mentioned by respondents include the following:

- Anxious
- Concerned
- Disappointed
- It has affected us a lot
- It is not a good thing
- Necessary evil which can be minimised
- People are not taking it seriously
- Regrettable
- The masses need to be educated more
- More precise research is needed
- Don't know
- Uncertain
- I don't feel anyway/No way
- When I die, I die

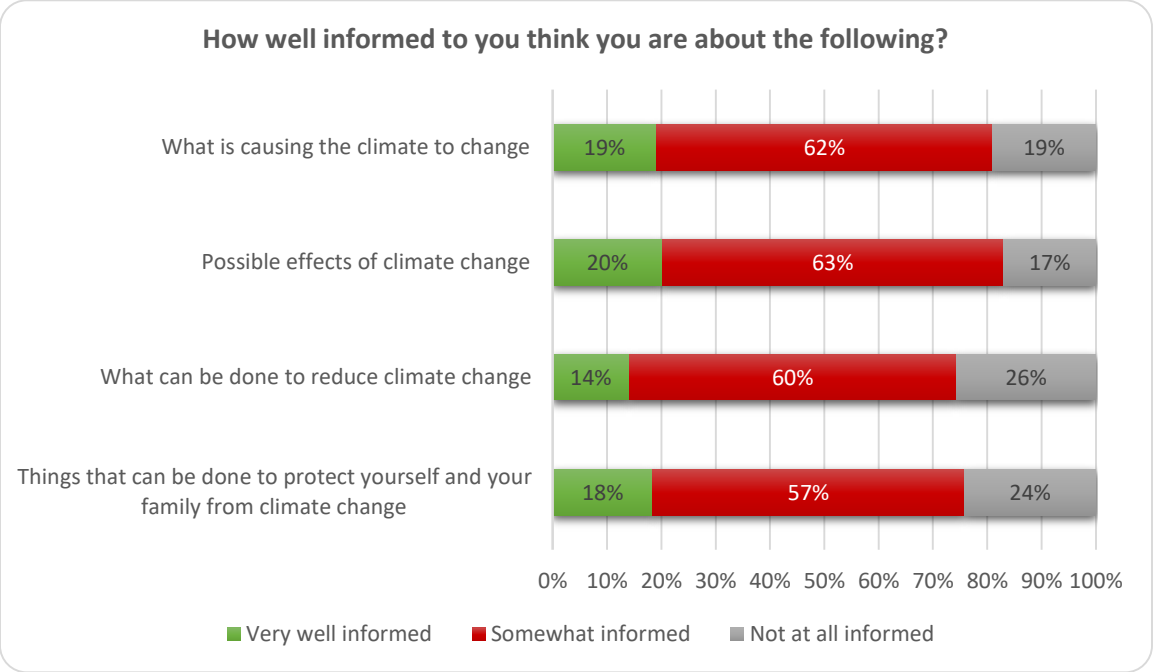
4.3.4 Information about Climate Change Issues

When it came to being informed about climate change, most respondents felt that they were somewhat informed about various issues, including:

- Possible effects of climate change (62%);
- What can be done to reduce climate change (60%); and
- Things that can be done to protect themselves and their families from climate change (57%).

The remaining respondents were split between those who felt that they were *very well informed* or *not at all informed* about these issues. Respondents felt least informed about what could be done to reduce climate change as well as things what could be done to protect themselves and their families from climate change, with approximately one-quarter of respondents (26% and 24% respectively) indicating that they were *not at all informed* about these areas. Figure 23 illustrates respondents' perception of how well informed they are concerning select issues relating to climate change.

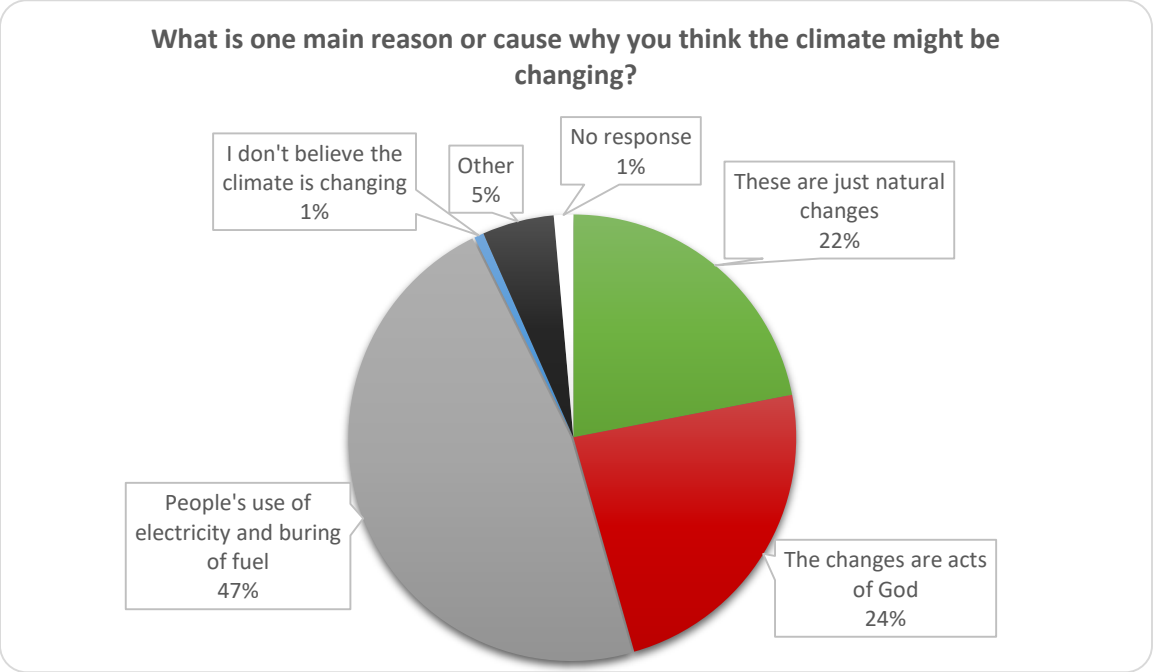
Figure 23: Feeling about Climate Change



4.3.5 Perception of the Main Reason for Climate Change

People's use of electricity and burning of fuel was identified as the main reason for climate change by a little less than one-half of respondents (47%). However, a similar proportion of respondents (46%) were divided between those who felt that the changes were acts of God (24%) and those who believed that these were just natural changes (24%). Figure 24 illustrates respondents' perception of the main cause for climate change. Five percent (5%) of respondents cited other reasons, which are listed below, while 1% did not give a response.

Figure 24: Perception of the main reason for Climate Change



Other responses with respect to the main reasons or causes of climate change included human activities, lack of concern, increases in natural disasters, etc. A summary of the other reasons stated is provided below:

Human Activity

- Cutting of trees by river
- Environmental pollution
- Greed
- Industrialisation
- Man is at fault for three-quarters of what is happening
- Massive increase in [use of] fossil fuel
- Negligence
- People do not care about the environment
- People misuse resources
- People playing God
- Pollution
- Poor management of natural resources
- Scientist interference
- Use of chemicals that deplete the ozone
- Waste of natural resources

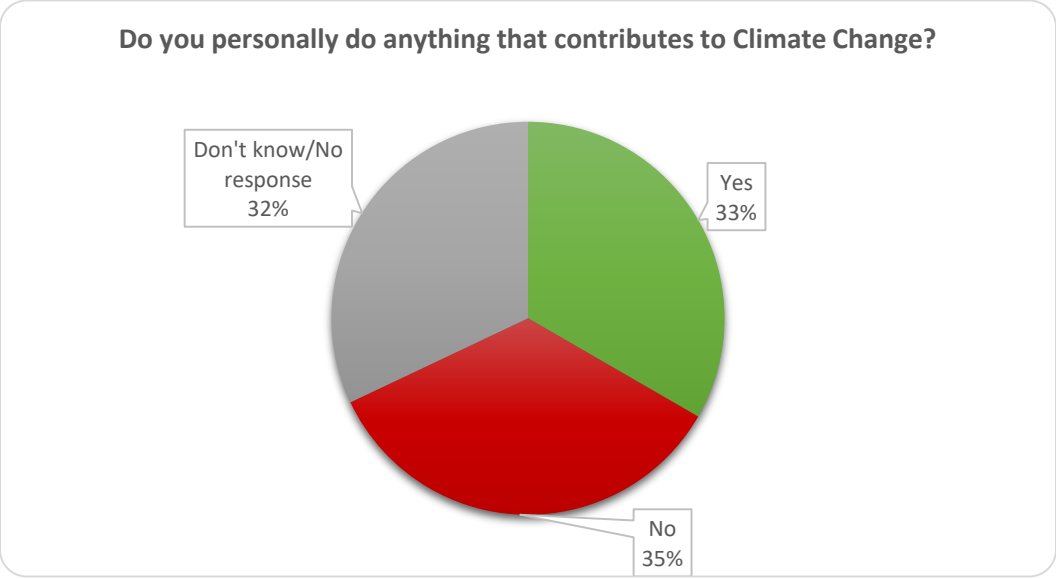
Other reasons

- Bad weather patterns
- Burning of greenhouse gases
- Conspiracy theory
- Greenhouse gas emissions

4.3.6 Individual Contribution to Climate Change

Respondents were almost equally divided among those who believed that they did things which contributed to climate change (33%), those who believed that they did nothing to contribute to climate change (32%), and those who did not give a definitive response. Figure 25 illustrates respondents' perception of whether they did anything to contribute to climate change.

Figure 25: Individual Contribution to Climate Change



Men and women generally shared similar opinions regarding whether they did anything that contributes to climate change. It was also observed that respondents in the 25 – 39-year age category were most likely to indicate that they personally did things which contributed to climate change (41%).

Table 17: Perception of Individual Contribution to Climate Change by Sex and Age

Do you personally do anything that contributes to **Climate Change**?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Yes	34%	33%	28%	41%	35%	26%	33%
No	36%	34%	38%	33%	29%	39%	35%
Don't know/No response	30%	34%	34%	26%	36%	35%	32%

Respondents' belief that they personally did things that contribute to climate change generally increased with their level of education. Approximately two in every ten respondents who had been educated below the secondary level (19%) said they personally did things which contribute to climate change, compared with more than three in every ten among those who had completed secondary and post-secondary or

TVET (34% and 35% respectively), and five in every ten among those who had completed university (52%). Table 18 illustrates.

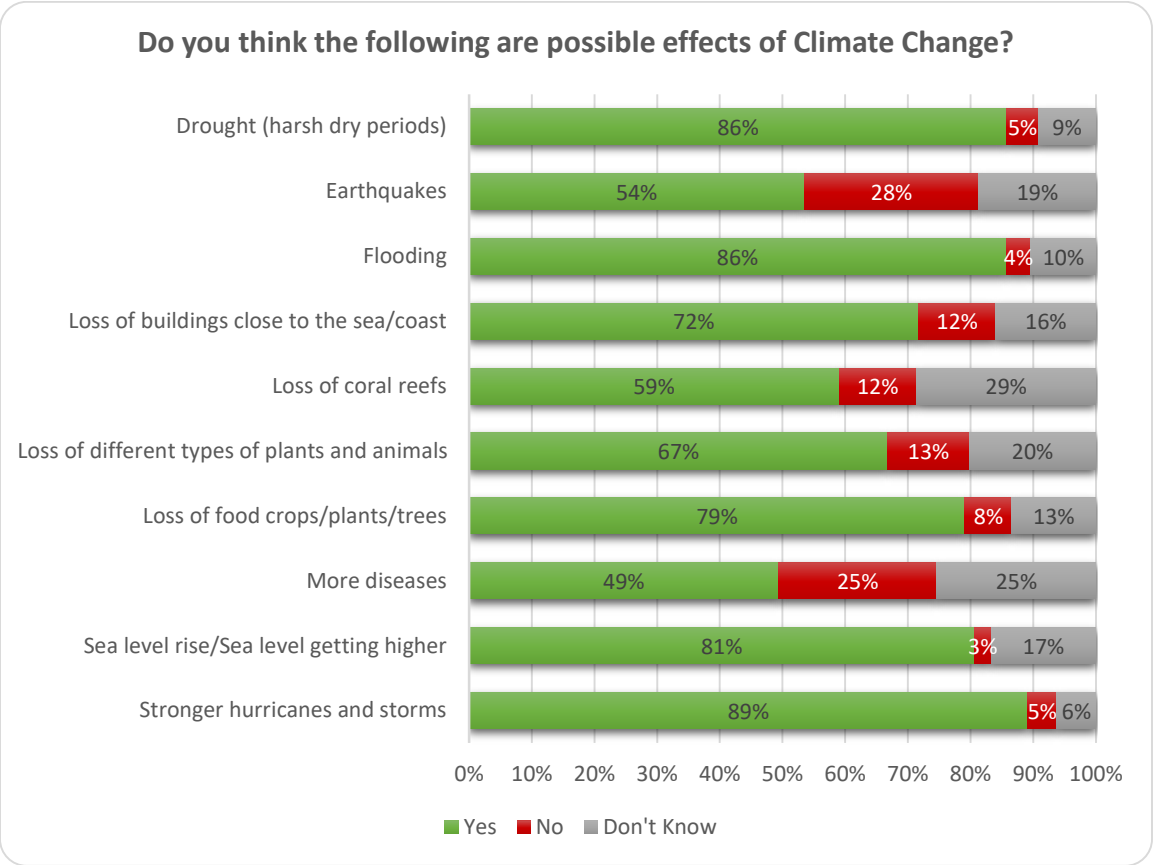
Table 18: Perception of Individual Contribution to Climate Change by Level of Education

Do you personally do anything that contributes to **Climate Change**?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Yes	19%	34%	35%	52%	33%
No	38%	36%	44%	26%	35%
Don't know/No response	42%	30%	21%	22%	32%

4.3.7 Possible Effects of Climate Change

Stronger hurricanes and storms, drought, flooding, and rising sea levels were most frequently identified by respondents as possible effects of climate change, with more than 80% of respondents agreeing that each of these were possible effects. On the other hand, while most respondents also generally agreed that earthquakes were a possible effect of climate change (54%), more than one-quarter of the respondents (28%) did not believe that this was the case. One-quarter of respondents (25%) also disagreed that diseases were a possible effect of climate change despite approximately one-half (49%) being in agreement. Respondents' opinions regarding possible effects of climate change are presented in Figure 26 below.

Figure 26: Possible Effects of Climate Change

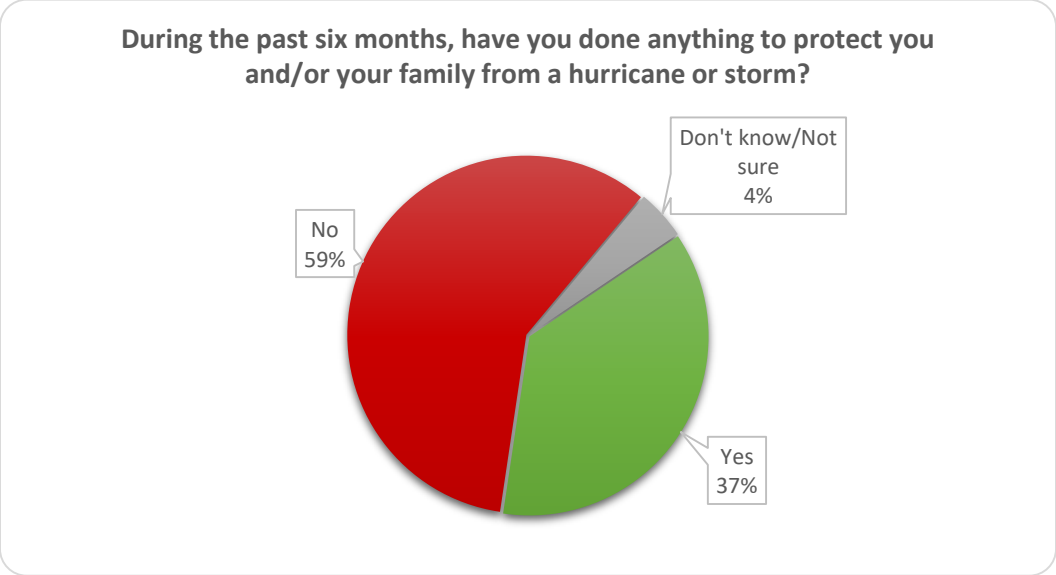


4.4. Behaviours and Attitudes towards Adaptation and Mitigation

Most respondents (59%) declared that they had done nothing to protect themselves or their families from a hurricane or a storm in the past six months. Nonetheless, nearly two in every five (37%) said that they had done something, whereas the remaining 4% were unsure. (See Figure 27.)

4.4.1 Recent Actions to Protect Self and/or Family from a Hurricane or Storm

Figure 27: Recent Actions to Protect Self/Family from a Hurricane or Storm



Men and women reported similar incidences of generally taking action to protect themselves and their families from storms or hurricanes in general. However, when compared by age, it was noted that respondents between the ages of 18 and 24 years were least likely to have done anything to protect themselves or their families from a hurricane or storm, with 25% reporting that they had done so compared with approximately 40% in the other age categories. Table 19 illustrates.

Table 19: Recent Actions to Protect Self and Family from Hurricane or Storm by Sex and Age

During the past six months, have you done anything to protect you and/your family from a hurricane or storm?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Yes	36%	38%	25%	41%	40%	39%	37%
No	60%	58%	70%	54%	54%	59%	59%
Don't know/Not sure	4%	4%	5%	5%	6%	2%	4%

When compared with feedback from respondents who had not completed tertiary education, the data demonstrates that a greater proportion of respondents who completed tertiary education reported that they had taken action to protect themselves/their families from hurricanes or storms in the past six months. (See table 20.)

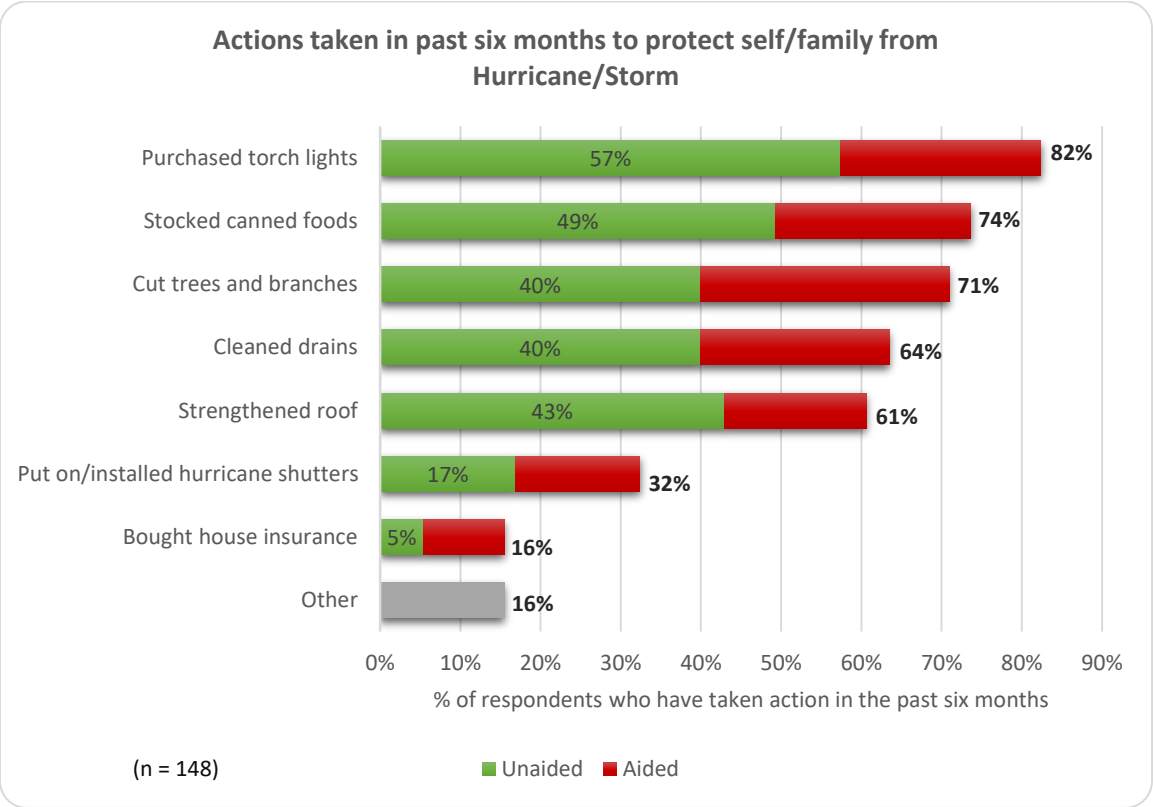
Table 20: Recent Actions to Protect Self and Family from Hurricane or Storm by Level of Education

During the past six months, have you done anything to protect you and/your family from a hurricane or storm?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Yes	31%	35%	35%	45%	37%
No	65%	60%	53%	53%	59%
Don't know/Not sure	4%	4%	12%	2%	4%

- **Actions taken in Past Six Months to Protect Self and Family from Hurricane or Storm**

Respondents who said that they had done something to protect themselves and/or their families from hurricanes or storms in the past six months (n = 148) were asked to say what it is they had done. The three activities that were mentioned most were: purchasing of lights (82%), stocking canned foods (74%), and cutting trees and branches (71%). Reported efforts by respondents to protect themselves and/or their families from hurricanes or storms in the past six months are illustrated in the Figure 28 below.

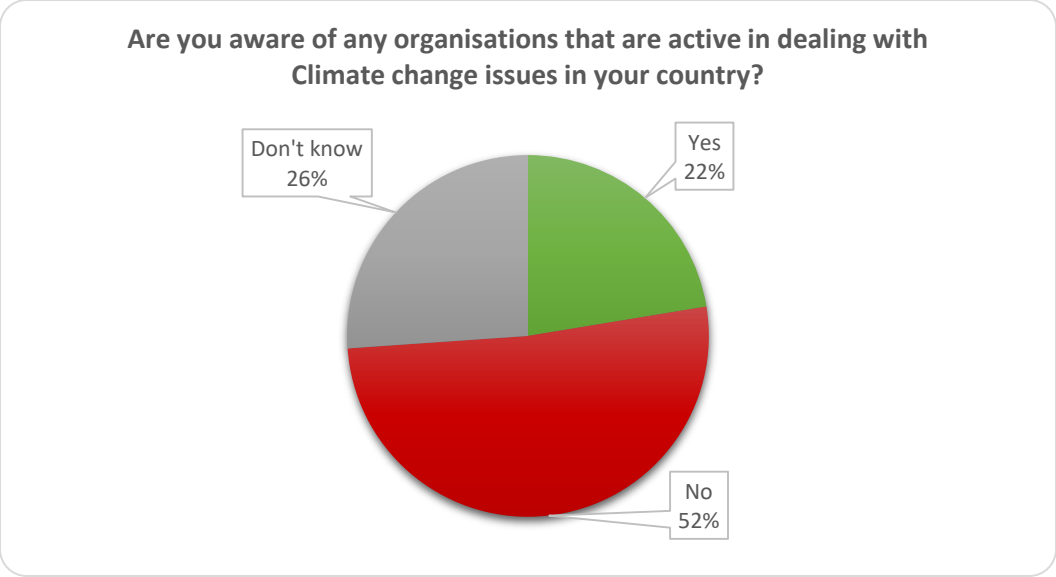
Figure 28: Actions Taken to Protect Self/Family from a Hurricane or Storm



4.4.2 Awareness of Local Organisations that are Active in Dealing with Climate Change Issues

Only one in five respondents (22%) said they were aware of local organisations that are active in dealing with climate change issues. However, most respondents (78%) stated that they were unaware or did not know of such organisations locally. (See Figure 29.)

Figure 29: Awareness of Local Organisations that are Active in Dealing with Climate Change Issues



Awareness of local organisations that are active in dealing with climate change issues was generally low across all groups when examined on the basis of sex and age. (See Table 21.)

Table 21: Awareness of Local Organisations that are Active in Dealing with Climate Change Issues by Sex and Age

Are you aware of any organisations that are active in dealing with Climate Change issues in your country?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Yes	24%	21%	19%	26%	24%	20%	22%
No	49%	54%	54%	46%	55%	53%	52%
Don't know/Not sure	27%	26%	27%	28%	21%	27%	26%

More educated respondents were generally more aware of local organisations that are active in dealing with climate change issues. With the exception of those with tertiary education, more than one-half of respondents in each group, including respondents in the post-secondary or TVET category said outright that they were unaware of such organisations. Further, approximately two in every five respondents (41%)

who had tertiary-level education compared with respective proportions of 14% and 18% of respondents who had been educated below the secondary level and to the secondary level said that they knew of these types of organisations. (See Table 22.)

Table 22: Awareness of Local Organisations that are Active in Dealing with Climate Change Issues by Level of Education

Are you aware of any organisations that are active in dealing with Climate Change issues in your country?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Yes	14%	18%	29%	41%	22%
No	54%	55%	56%	40%	52%
Don't know/Not sure	32%	27%	15%	19%	26%

- **Active Local Organisations in Dealing with Climate Change Issues**

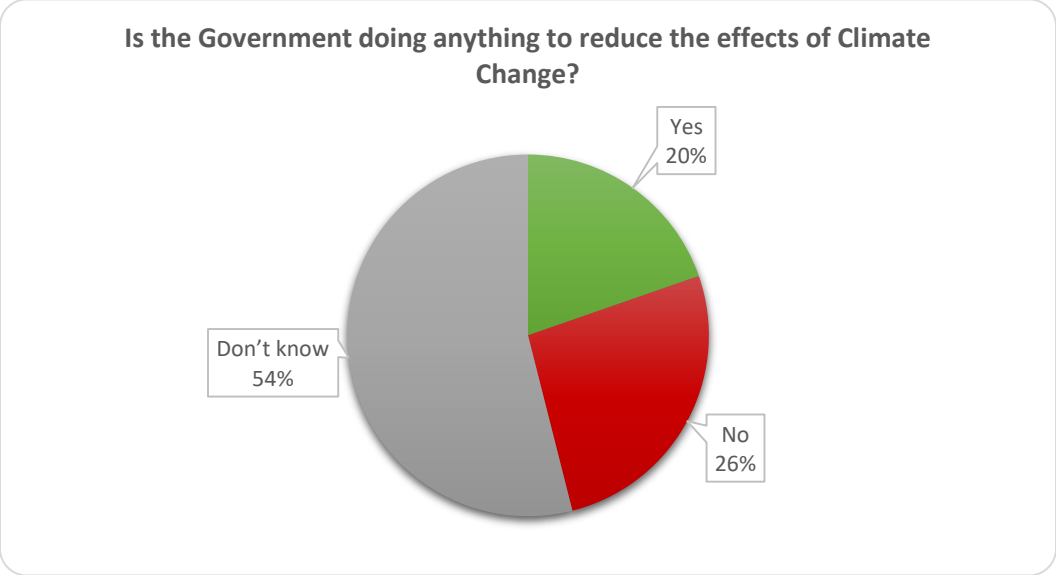
Overall, the **Office of Disaster Management/Disaster Preparedness** was the organisation that respondents were most familiar with respect to addressing Climate Change issues, having been mentioned by three in every five respondents (61%).(n = 90). In addition, **CDEMA/CDERA** (the Caribbean Disaster Management Agency/Caribbean Disaster Emergency Response Agency) and the **Village Council** were each mentioned by 9% and 8% of the relevant respondents, while **NEPO** and the **Red Cross** were each mentioned by 6%. Other agencies which were mentioned by less than 5% of respondents who were aware of local organisations that are active in dealing with climate change issues are listed below:

- Child Fund Dominica
- Climate Change Department
- Community Bulletin
- Conservation Association
- Disaster Vulnerability Risk
- Dive Dominica
- Dominica Conservation Association (DCA)
- Environmental Club
- Environmental Coordinating Unit
- Environmental Health
- Fire Department
- Food and Agriculture
- Forestry Division
- Global Environment Facility (GEF)
- Government
- Labour Party Group
- Lions Club
- Met Office
- Ministry of Agriculture
- Ministry of Environment
- Ministry of Health
- Mr. Douglas Group
- National Youth Council
- Peace Corps
- Physical Planning Division
- Radio / Local Talk
- RRR Programme
- Scouts / Youth Club
- SIDS CBA (Community Based Adaptation) Programme
- Solid Waste
- UNDP (United Nations Development Programme)
- UNESCO (UN Educational, Scientific and Cultural Organisation)
- University of the West Indies
- UNOPS (United Nations Office for Project Services)
- World Health Organisation (WHO)

4.4.3 Efforts by the Government to Reduce the Effects of Climate Change

More than one-half of the respondents (54%) stated that they did not know whether the Government was doing anything to reduce the effects of Climate Change, while 26% stated outright that they were not doing anything in this regard. However, one in five respondents (20%) replied in the affirmative and indicated that the Government was doing something towards reducing the effects of Climate Change. (See Figure 30.)

Figure 30: Awareness of efforts by the Government to reduce the Effects of Climate Change



Men and women indicated similar levels of awareness regarding actions by the Government to reduce the effects of Climate Change. However, greater variation in respondents' awareness was observed among the different age cohorts. Respondents who were between the ages of 15 and 24 years old were least aware of any action being taken by the Government, with only one in ten respondents in this age category stating that the Government was doing something to reduce the effects of Climate Change. Table 23 illustrates.

Table 23: Awareness of Efforts by the Government to Reduce the Effects of Climate Change by Sex and Age

Is the Government doing anything to reduce the effects of Climate Change?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Yes	21%	19%	10%	23%	26%	19%	20%
No	26%	27%	34%	26%	27%	20%	26%
Don't know/Not sure	53%	55%	57%	51%	47%	62%	54%

Awareness of efforts by the government to reduce the effects of Climate Change appeared to increase with respondents' level of education. Respondents who were educated below the secondary level were least aware of anything that the Government was doing to reduce the effects of Climate Change, with 10% of respondents in this group indicating that the Government was doing something. In contrast, respondents who had attended University were most aware of such initiatives, as indicated by 39% in the tertiary group. (See Table 24.)

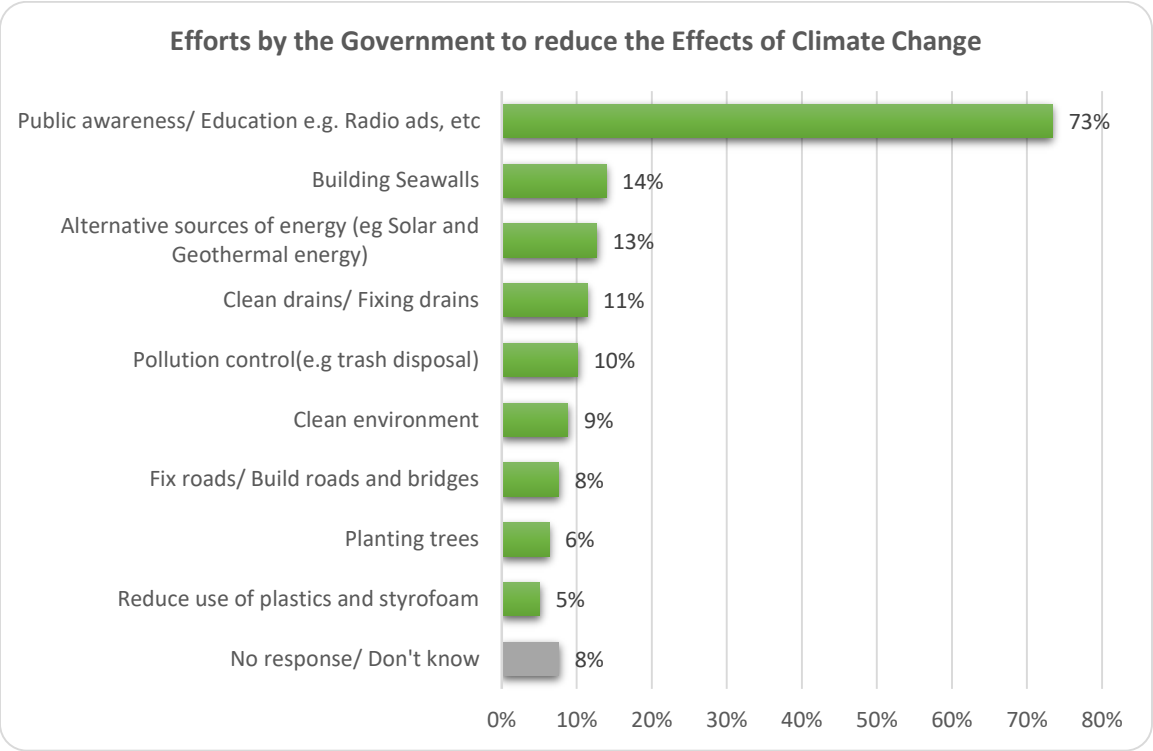
Table 24: Awareness of Efforts by the Government to Reduce the Effects of Climate Change by Level of Education

Is the Government doing anything to reduce the effects of Climate Change?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Yes	10%	17%	18%	39%	20%
No	28%	27%	32%	21%	26%
Don't know/Not sure	62%	56%	50%	40%	54%

- **Efforts by the Government to Reduce the Effects of Climate Change**

Respondents who said that the Government was doing something to reduce the effects of climate change (n=79) were asked to say what the Government was doing. Approximately three-quarters (73%) of the relevant respondents mentioned **Public Awareness/Public Education** initiatives. However, respondents were generally less aware of work in other areas, with the second most frequently cited example of work done by the Government in this regard, the building of seawalls, being mentioned by 14% of respondents. Figure 31 illustrates examples of work done by the Government to reduce the effects of climate change. Approximately 8% of those who said the Government was doing work in this area were unable to give examples of such work.

Figure 31: Examples of efforts by the Government to reduce the Effects of Climate Change



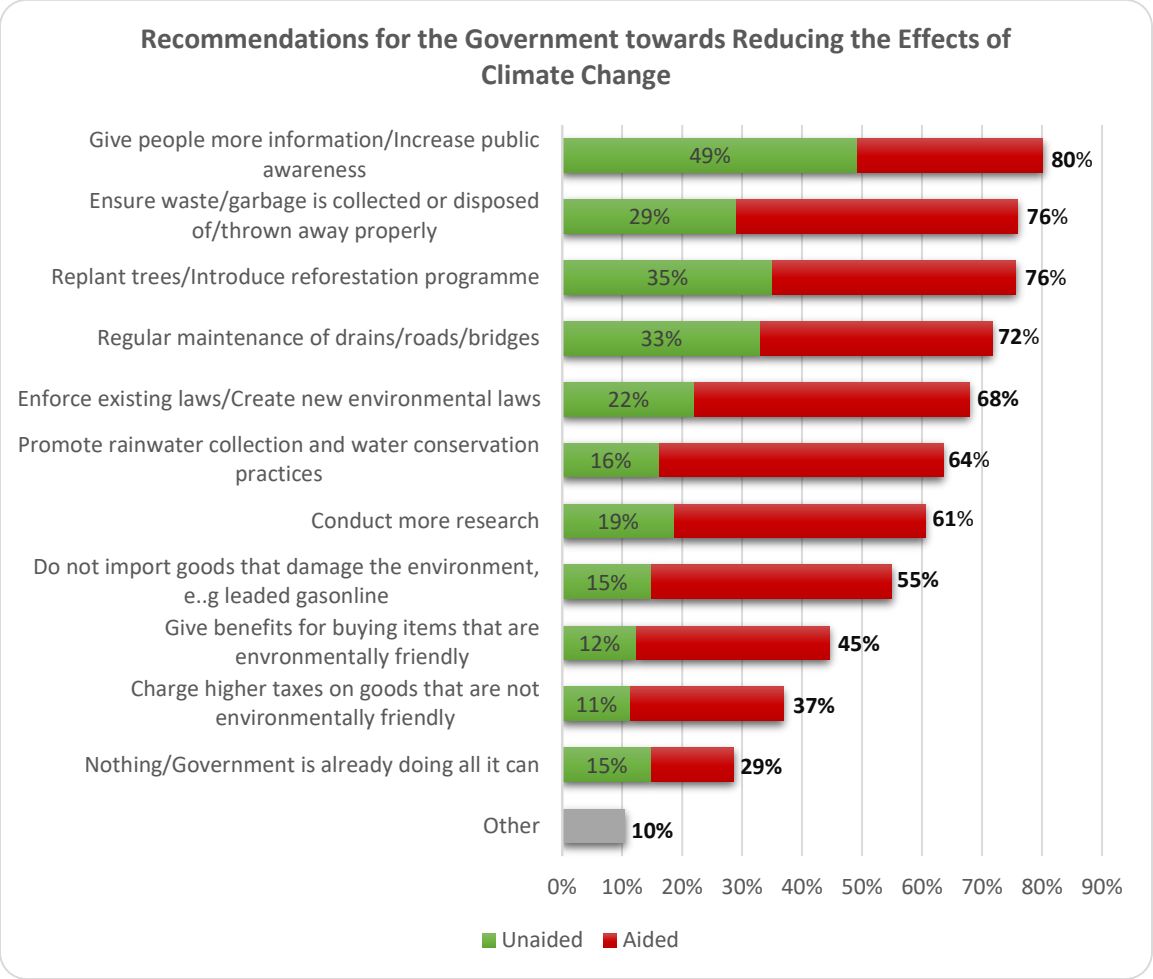
Other examples of work done by the Government towards reducing the effects of climate change which were mentioned by less than 5% of the relevant respondents are listed below.

- Conservation of energy
- Cutting trees
- Data analysis and needs assessment
- Disaster preparedness
- Employ programmes (cycle)
- Environmental Coordinating Unit
- Laws
- National Physical Development Plan
- 'No Plastic Day'
- Provide shelter
- Resettling affected villages
- River dredging

4.4.4 Recommendations for the Government towards Reducing the Effects of Climate Change

When asked what (else) the government could do to reduce the effects of climate change, public education initiatives (49%), planting of trees (35%), and regular maintenance of drains/roads/bridges (33%) were the top three areas mentioned by respondents without being prompted. However, when asked whether or not they thought the government should do work in specific areas, it was observed that there were notable increases in respondents' belief that the Government should be doing work in each of these areas. Overall, when prompted, a greater proportion of respondents collectively agreed that waste management/garbage disposal should be carried out than those who suggested maintenance of the drains/roads/bridges (76% vs. 72%). Figure 32 illustrates respondents' opinions regarding what else the Government could do to reduce the effects of climate change.

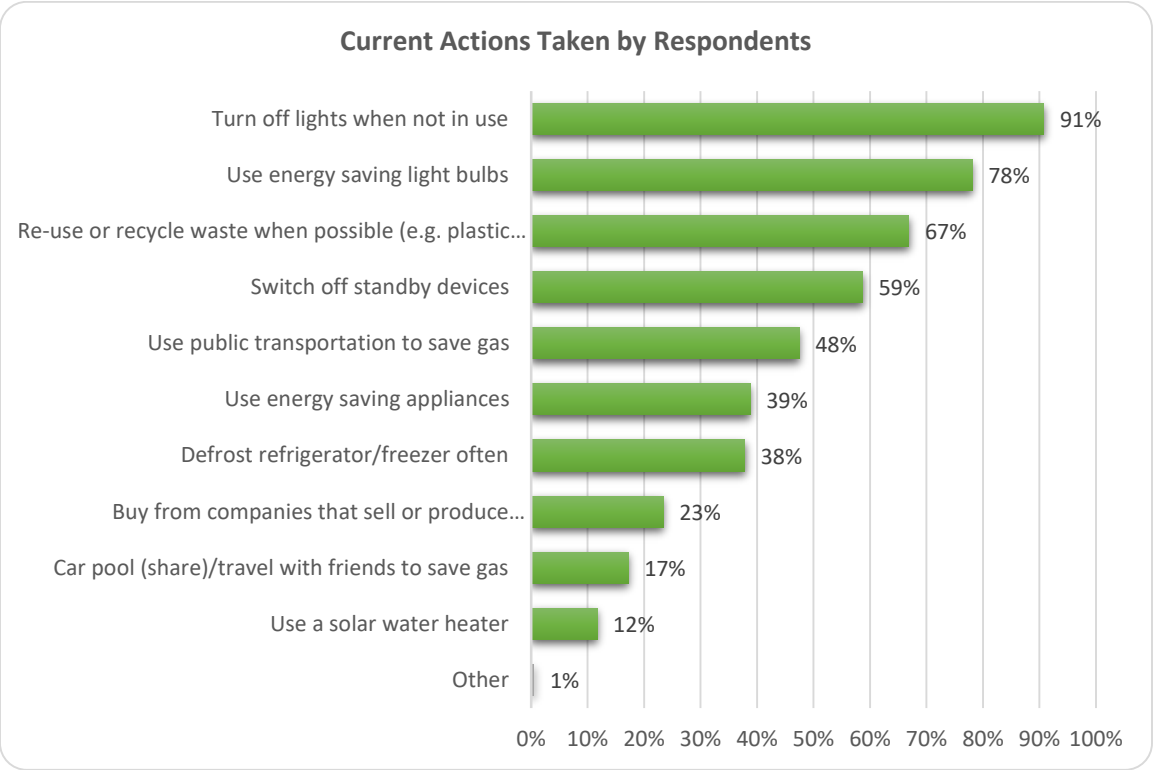
Figure 32: Recommendations for the Government towards Reducing the Effects of Climate Change



4.4.5 Individual Efforts

Respondents were asked about their own conservation and recycling efforts. Most respondents noted that they turned off lights when not in use (91%), used energy saving light bulbs (78%), recycled waste when possible (67%) and switched off standby devices (59%). Figure 33 illustrates things which respondents said they generally do.

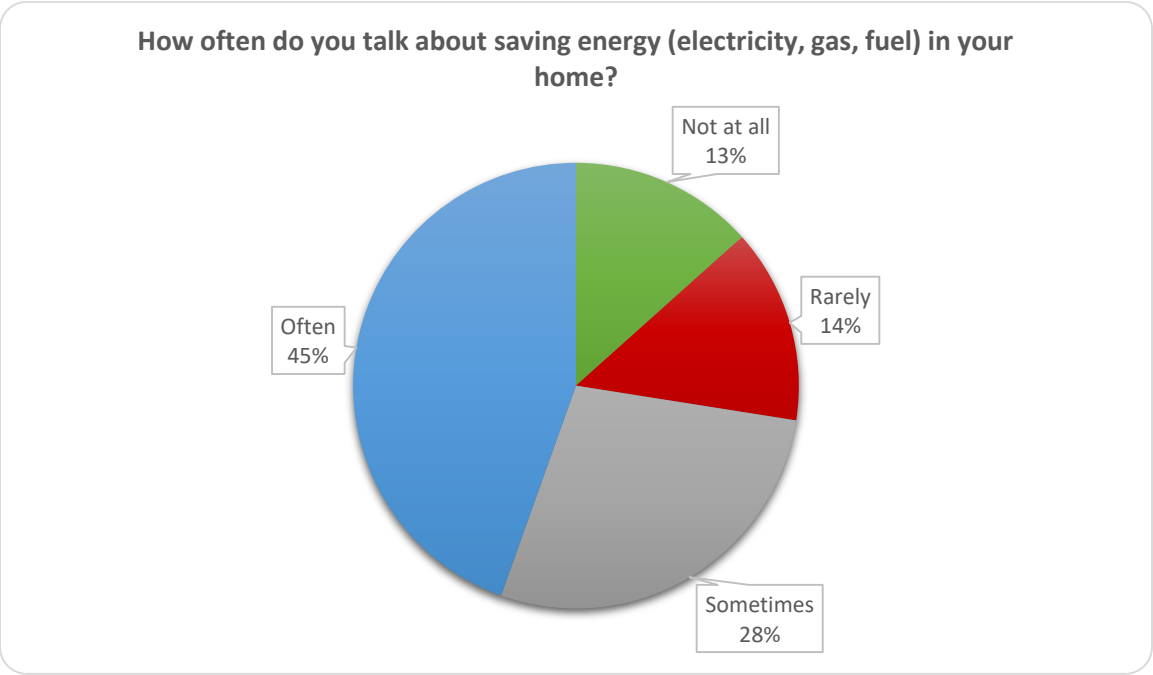
Figure 33: Current Individual Efforts



4.4.6 Conversation practices about Energy Saving Energy

A little less than one-half of the respondents (45%) stated that they *often* had conversations about saving energy in the home and a further 28% said that they *sometimes* had these kinds of conversations. However, more than one quarter of the respondents indicated that did not talk about saving energy in their homes (13%), or that the topic was rarely discussed (14%). Figure 34 illustrates respondents' indication of how often they have conversations about saving energy in the home.

Figure 34: Frequency of discussing saving energy in the home



Women were more likely than men to talk about saving energy in the home, as indicated by 50% of female respondents compared with 39% of male respondents who said that this was something which they *often* spoke about. Respondents who were 40 years and older also indicated that they generally had these conversations more frequently than younger respondents. (See Table 25.)

Table 25: Frequency of Talking about Saving Energy in the Home by Sex and Age

How often do you talk about saving energy (electricity, gas, fuel) in your home?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Often	39%	50%	29%	39%	60%	54%	45%
Sometimes	26%	30%	35%	32%	21%	23%	28%
Rarely	16%	12%	20%	16%	11%	9%	14%
Not at all	20%	7%	17%	14%	8%	14%	13%

Table 26 illustrates respondents' indication of how often they talk about saving energy in the home by their level of education.

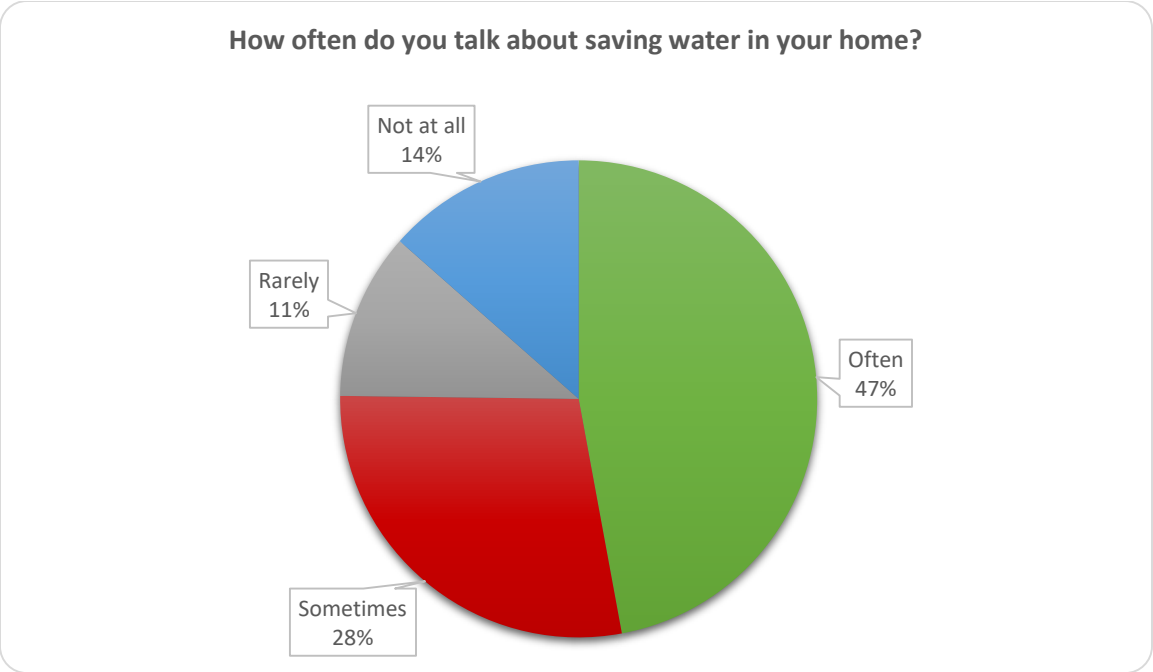
Table 26: Frequency of Talking about Saving Energy in the Home by Level of Education

How often do you talk about saving energy (electricity, gas, fuel) in your home?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Often	48%	40%	29%	51%	45%
Sometimes	21%	34%	38%	29%	28%
Rarely	14%	16%	18%	12%	14%
Not at all	18%	10%	15%	9%	13%

4.4.7 Conversation practices to Save Water

With respect to conversation practices to saving water in the home, a little less than one-half (47%) of respondents indicated that this was *often* discussed, while 28% said it was discussed *sometimes*. Approximately one-quarter of respondents said they rarely had these conversations (11%) or did not have these conversations at all (14%). (See Figure 34.)

Figure 35: Frequency of discussing saving water in the home



Females and respondents who were forty years and older were more likely to state that they often had conversations about saving water in the home, as indicated by more than one-half of respondents in these groups compared with less than one-half of their counterparts. (See Table 27.)

Table 27: Frequency of Talking about Saving Water in the Home by Sex and Age

How often do you talk about saving water in your home?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Often	39%	55%	33%	47%	53%	57%	47%
Sometimes	30%	27%	35%	31%	27%	18%	28%
Rarely	13%	10%	17%	9%	10%	9%	11%
Not at all	19%	9%	15%	13%	10%	17%	14%

Table 28 illustrates respondents' indication of how often they discussed saving water in the home by their level of education.

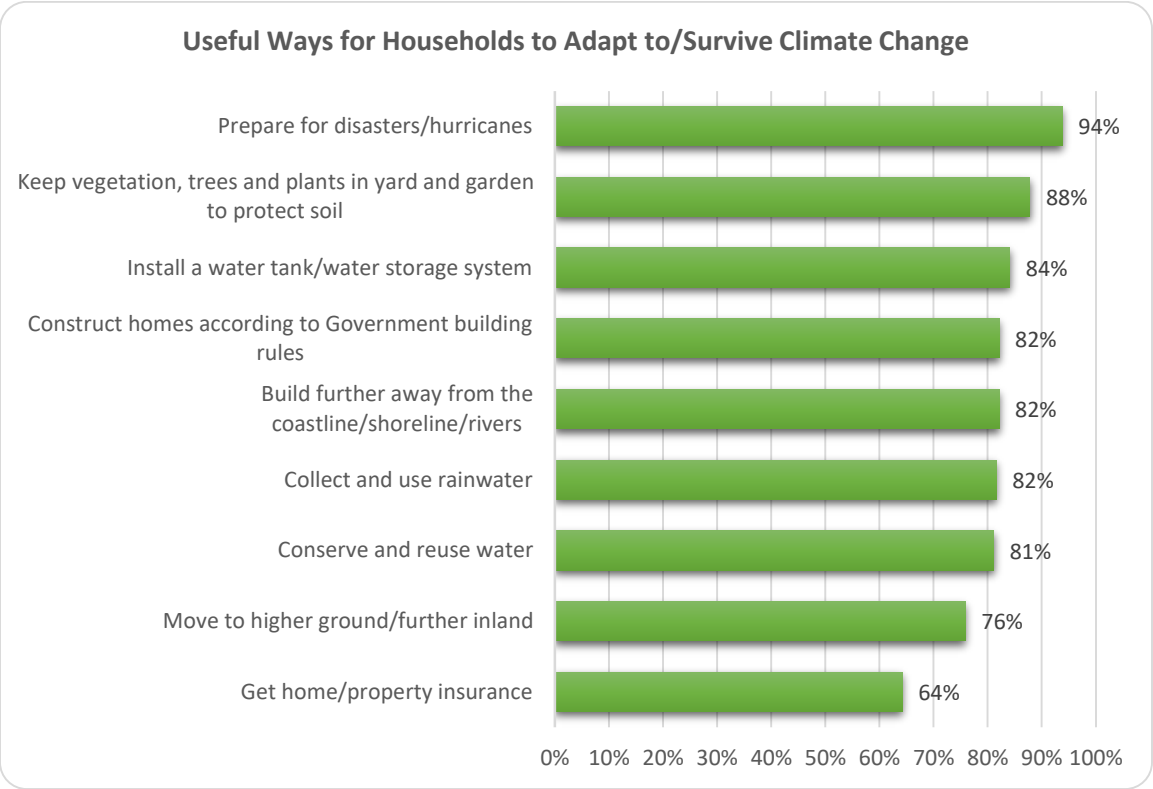
Table 28: Frequency of Talking about Saving Water in the Home by Level of Education

How often do you talk about saving energy water in your home?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Often	48%	46%	38%	50%	45%
Sometimes	25%	26%	38%	31%	28%
Rarely	9%	15%	9%	12%	11%
Not at all	18%	13%	15%	8%	14%

4.4.8 Opinions re Useful Ways for Households to Adapt to/Survive Climate Change

Most respondents were in agreement that specific activities that were mentioned would be useful ways for households to adapt to/survive climate change. In particular, the top three activities which respondents felt would be useful ways of adapting to/surviving climate change included preparing for disasters/hurricanes (94%), keeping vegetation/trees in yard to protect soil (88%), and installing a water tank/storage system (84%). Figure 36 illustrates activities which respondents agreed were useful ways for households to adapt to/survive climate change.

Figure 36: Opinions re useful ways for households to adapt to/survive climate change

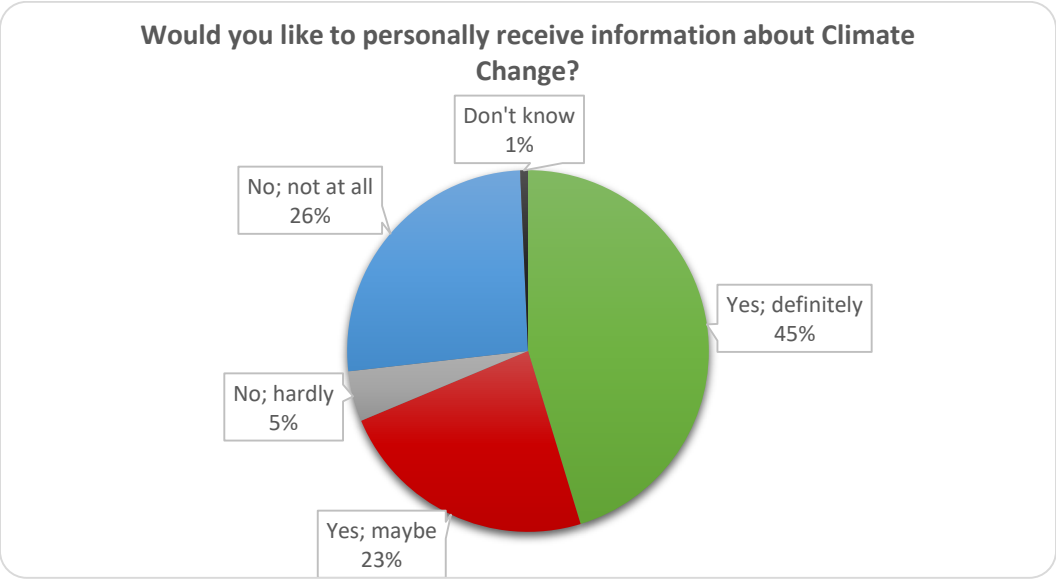


4.5. Receiving Information about Climate Change

4.5.1 Interest in Receiving Information about Climate Change

Approximately two-thirds of respondents (67%) stated that they would be interested in personally receiving information about climate change, including 45% who said they would *definitely* be interested in receiving such information. However, three in every ten respondents (31%) indicated that they did not want to receive information about climate change, while 1% said they were uncertain. (See Figure 37.)

Figure 37: Interest in personally receiving information about Climate Change



Respondents between the ages of 25 and 54 years old expressed the greatest interest in personally receiving information about climate change, with at least 50% of respondents in the corresponding age categories stating that they would *definitely* be interested. See Table 29.

Table 29: Interest in Personally Receiving Information about Climate Change by Sex and Age

Would you like to personally receive information about Climate Change?	% of respondents						
	Male	Female	15 - 24 years	25-39 years	40 – 54 years	55+ years	Total
Yes; definitely	44%	46%	36%	50%	57%	37%	45%
Yes; maybe	24%	23%	30%	20%	17%	27%	23%
No; hardly	5%	4%	5%	5%	2%	4%	5%
No; not at all	26%	26%	27%	24%	24%	30%	26%
Don't know	1%	1%	1%	-	-	1%	1%

With respect to interest in personally receiving information about climate change by respondents' level of education, those who were educated above the secondary level were more likely to indicate that they were *definitely* interested. (See Table 30.)

Table 30: Interest in Personally Receiving Information about Climate Change by Level of Education

Would you like to personally receive information about Climate Change?	% of respondents				
	Below Secondary	Secondary	Post-Secondary, TVET	Tertiary	Total Sample
Yes; definitely	37%	53%	41%	52%	45%
Yes; maybe	26%	20%	27%	19%	23%
No; hardly	5%	3%	12%	4%	5%
No; not at all	30%	24%	21%	25%	26%
Don't know	2%	-	-	-	1%

4.5.2 Preferred Methods for Receiving Information about Climate Change

Respondents who declared their interest in personally receiving information about climate change (n = 297) were most likely to identify traditional media in the form of television (78%) and radio (73%) and, to a lesser extent, newspapers (46%) as preferred methods for receiving this type of information. Table 31 indicates how the relevant respondents said they would like to receive information about climate change.

Table 31: Preferred Methods for Receiving Information about Climate Change

Preferred methods of receiving information about Climate Change	% of respondents (n = 297)
Media	
○ Television	78%
○ Radio	73%
○ Newspapers	46%
○ Text Messages (SMS, BBM, ISM, MMS, etc.)	36%
○ Internet/websites	44%
○ e-mail	31%
○ Facebook and other social networking sites	41%
Notices in public places/billboard advertisements	39%
Notices in the mail	13%
Workshops/Seminars/Exhibitions	32%
Other	6%

Other methods proposed by respondents included the following:

- Booklets/Brochures/Flyers/Handouts
- Direct calls
- Church
- Community meetings
- Music
- Schools
- Word of mouth

4.5.3 Packaging of Information about Climate Change

Television and radio news reports, followed by television and radio advertisements were the preferred format for packaging of information about climate change. Table 32 illustrates how respondents would like information about climate change to be packaged.

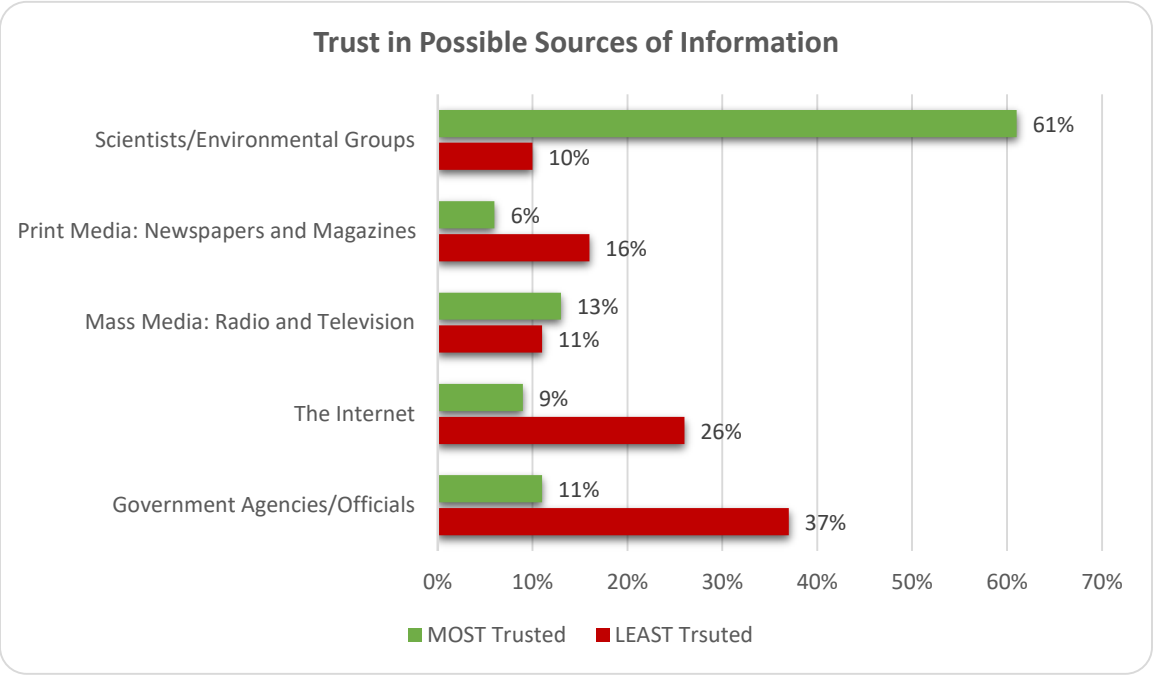
Table 32: Packaging of Information: Level of Interest

Packaging of information about climate change	% of respondents			
	High Interest	Moderate Interest	Low Interest	No Interest
TV news reports	**52%**	32%	10%	6%
TV advertisements	43%	36%	13%	8%
Radio news reports	**55%**	27%	12%	6%
Radio advertisements	47%	31%	15%	7%
Newspaper articles	26%	33%	27%	14%
Pamphlets/Brochures/Posters	21%	29%	35%	14%
Local Comedy Shows	21%	22%	32%	25%
Local Drama Shows	20%	20%	33%	27%
Documentaries	34%	22%	20%	24%

4.5.4 Trusted Sources of Information

Respondents were further asked to identify possible sources of information that they trusted most as well as sources which they trusted least. Scientists/environmental groups were most trusted by more than one-half of the respondents (61%). Conversely, Government Agencies/Officials, followed by the Internet were identified as the possible sources that were least trusted as indicated by 37% and 26% of respondents respectively. (See Figure 38.)

Figure 38: Possible Sources of Information: Most and Least Trusted



4.6. General Media Practices

4.6.1 Television Viewing Habits

Respondents were asked to give an indication of the period in which they generally watched television and the stations that they watched most during these times. Viewership was reported to be highest during what was known as primetime – between 7pm -10pm - on both weekdays and weekends, with respective proportions of 51% and 47% reporting that they generally tuned in during these periods. Table 33 summarises respondents' television viewing habits.

Table 33: TV Viewing Habits

Television Viewing Times			% of respondents	Most Watched Channels: Local TV
WEEKDAYS	Morning	6am – 10am	16%	• Marpin/Channel 5 • CBN4 • DBS • GIS
	Daytime	10am – 7pm	14%	• Marpin/Channel 5 • GIS
	Primetime	7pm – 10pm	51%	• Marpin/Channel 5
	Late night/Overnight	10pm+	19%	• Marpin/Channel 5

Television Viewing Times			% of respondents	Most Watched Channels: Local TV
				• GIS
WEEK-ENDS	Daytime	10am – 7pm	25%	• Marpin/Channel 5
	Evenings	7pm –10pm+	47%	• Marpin/Channel 5
DO NOT WATCH TV			24%	

4.6.2 Favourite Local TV Personalities

When asked who were their favourite local TV personalities, most respondents (84%) said that they had none or did not give a response. However, more than 2% of respondents mentioned the following personalities:

- Andrea Louis
- Edona Jn Baptiste
- Felix Henderson
- Julian Morris
- Kimani St Jean
- McPherson St. Luce
- Mervin Paul

4.6.3 Radio Listenership

The period between 6 a.m. and 10 a.m. on a typical weekday morning was the most popular time for listening to the radio among respondents, with more than one-half (54%) stating that they usually listened to the radio during this period. Table 34 summarises respondents' radio listening habits.

Table 34: Radio Listening Times

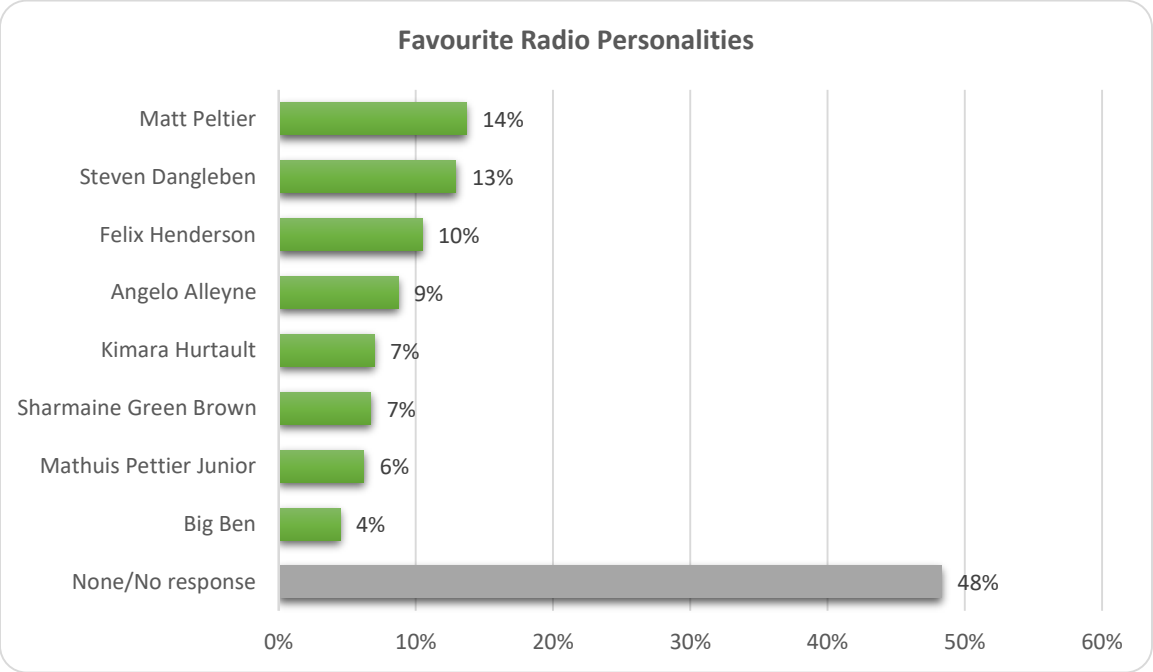
Radio Listening Times			% of respondents	Stations Listened to Most
WEEKDAYS	Morning	6am – 10am	54%	• DBS Radio • Q95 FM • Kairi FM
	Daytime	10am – 3pm	25%	• DBS Radio • Q95 FM and Vibes Radio • Kairi FM
	Afternoon/Evening	3pm – 7pm	19%	• DBS Radio • Q95 FM • Vibes Radio
	Primetime	7pm – 10pm	22%	• DBS Radio • Kairi FM • Q95 FM

Radio Listening Times			% of respondents	Stations Listened to Most
	Late night/Overnight	10pm+	9%	• DBS Radio • Vibes Radio • Q95 FM, Kairi FM, and Voice of Life
WEEK-ENDS	Daytime	10am – 7pm	36%	• DBS Radio • Vibes Radio • Q95 FM
	Evenings	7pm –10pm+	23%	• DBS Radio • Vibes Radio • Kairi FM
DO NOT LISTEN TO THE RADIO			21%	

4.6.4 Favourite Local TV Personalities

A little less than one-half of the respondents (48%) indicated that they did not have a favourite radio personality. However, Matt Peltier, Steven Dangleben, and Felix Henderson were each mentioned among favourite radio personalities by at least one in every ten respondents. Figure 39 illustrates favourite radio personalities which were named by at least 5% of the respondents.

Figure 39: Favourite Radio Personalities



4.6.5 Newspaper Readership

Few respondents reported reading the main newspapers - The Chronicle and The Sun, on a weekly basis (15% and 7% respectively). However, the Chronicle appeared to be the more popular of the two, with 40% of respondents indicating that they had read it in the past month compared with 30% who indicated that they had read The Sun during this period. Table 35 summarises respondents' indication of how often they read the main local newspapers.

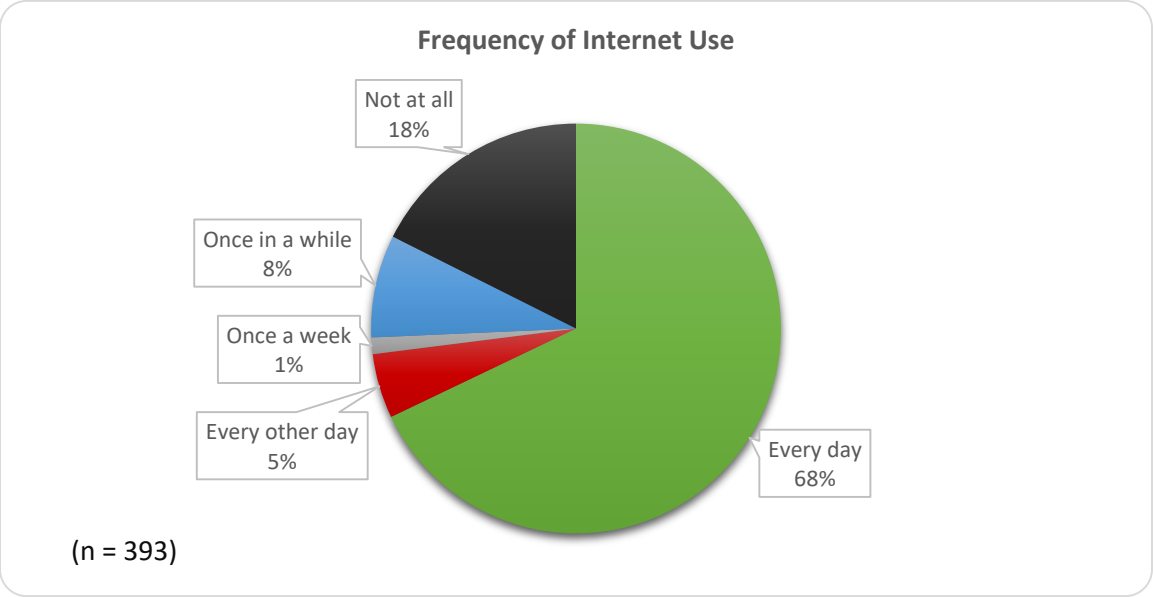
Table 35: Frequency of reading the main newspapers

Frequency of reading	% of respondents	
	The Chronicle	The Sun
Every week	15%	7%
Every other week	5%	5%
Every so often	10%	10%
Once or twice in the past month	10%	8%
Never in the past month	45%	51%
Not Applicable/No response	15%	19%

4.6.6 Internet Use

Approximately three-quarters of the respondents (74%) reported using the Internet at least once per week, including 68% who stated that they use the Internet daily. Those who reportedly did not generally access the internet accounted for approximately one in every five respondents (18%). See Figure 40.)

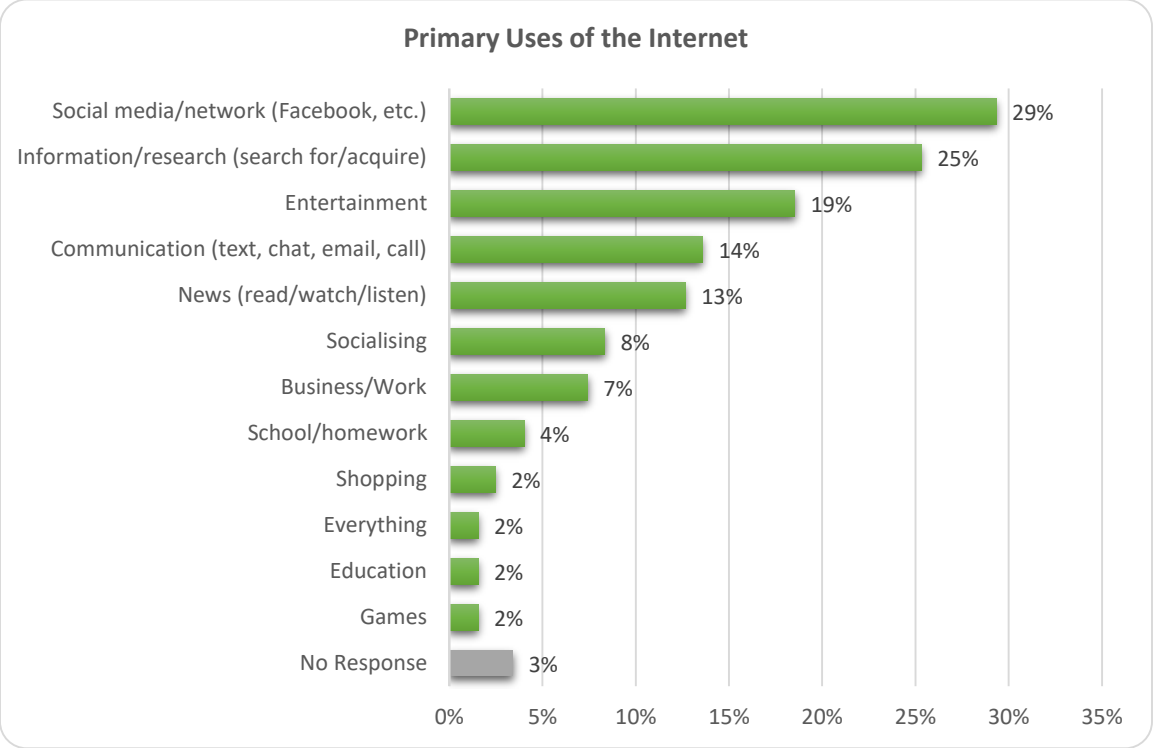
Figure 40: Frequency of Internet Use



4.6.7 Primary Uses of the Internet

Respondents who indicated that they used the Internet (n = 324) were asked to state their primary reasons for Internet use. Social media was the reason that was cited most (29%), followed by searching for/acquiring information (25%), and entertainment in general (19%). Figure 41 illustrates respondents' indication of their primary uses of the Internet.

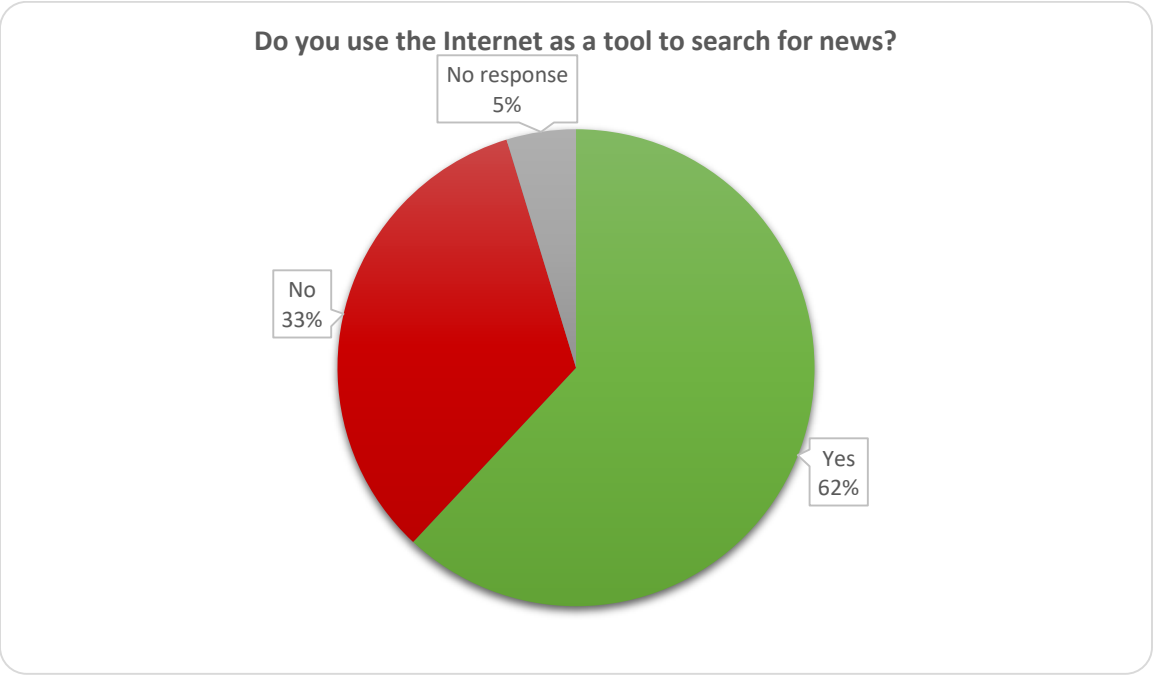
Figure 41: Frequency of Internet Use



4.6.8 Use of the Internet as a Tool to Search for News

Overall, most respondents (62%) indicated that they used the Internet as a tool to search for news. Approximately, one-third of respondents (33%), including those who did not use the Internet, indicated that they did not use the Internet for this purpose. The remaining 5% of respondents did not give a response. Figure 42 illustrates respondents' use of the Internet as a tool to search for news.

Figure 42: Use of the Internet as a tool to search for news



5.0 CONCLUSIONS AND RECOMMENDATIONS

This Knowledge, Attitudes and Practices (KAP) Survey on Climate Change was conducted in Dominica with a view to inform the development of a country-specific communication campaign on Climate Change that is to be executed under the United Nations Development Programme Japan-Caribbean Climate Change Partnership (UNDP-J-CCCP) Project.

The results of the survey generally indicate high levels of awareness of climate change among respondents. In addition, most respondents acknowledged its seriousness and recognised that there were things which they could personally do to mitigate the effects. Conservation efforts were reported as common practice. However, few respondents were proactive in protecting themselves and their families from what they identified as possible effects such as storms or hurricanes.

Most respondents felt that they were not very informed about matters concerning climate change and alluded to the need for more information:

- When asked how they feel about climate change, 45% of respondents said that they need more information;
- 95% of respondents agreed that people need more information on climate change;
- 95% of respondents agreed that children should be taught about climate change in schools;
- 80% of respondents said the Government should provide more information/increase public awareness towards reducing the effects of Climate Change.

Despite this, respondents generally did not go out of their way to source information, with only one-third stating that they had used the Internet to search for information on the subject. Furthermore, only 45% of respondents said that they would definitely be interested in receiving more information, whereas a sizeable minority (31%) stated that they were not interested in obtaining further information on the subject.

Disaggregation of the results highlighted that respondents who were more educated, particularly those who were educated at the tertiary level, indicated the highest levels of awareness and also expressed the greatest interest in receiving more information about climate change. Conversely, those who were educated below the secondary level were generally least aware and also least interested in receiving more information.

With respect to respondents' awareness, the following key points were noted:

1. Less than one-half of Dominicans (47%) identified "use of electricity and burning of fuel" as the main cause of climate change, while 32% feel they do nothing to contribute to climate change, and 46% believe the main cause of climate changes is either ""natural changes"" or "acts of God";
2. 54% of respondents stated that they did not know whether the Government was doing anything to reduce the effects of Climate Change, while 26% stated outright that they were not doing anything in this regard;

3. Approximately three-quarters (73%) of relevant respondents mentioned **Public Awareness/Public Education** as the known initiatives undertaken by government in relation to climate change;
4. Females and respondents who were forty years and older were more likely to state that they often had conversations about saving water in the home;
5. Approximately two-thirds of respondents (67%) stated that they would be interested in personally receiving information about climate change, including 45% who said they would *definitely* be interested in receiving such information;
6. Respondents who declared their interest in personally receiving information about climate change (n = 297) were most likely to identify traditional media in the form of television (78%) and radio (73%) and, to a lesser extent, newspaper (46%) as preferred methods for receiving this type of information;
7. 24% of persons in Dominica do not watch television at all;
8. 21% of persons in Dominica do not listen to radio at all;
9. Approximately three-quarters of the respondents (74%) reported using the Internet at least once per week, including 68% who stated that they use the Internet daily
10. Overall, most respondents (62%) indicated that they used the Internet as a tool to search for news.

Recommendations for public awareness and communication approaches:

1. UNDP-JCCCP may target its efforts to increase awareness of the seriousness of climate change, given 1 in 10 respondents in Dominica (11%) gave a rating of 5 or less for the seriousness of climate change;
2. Less educated persons to also be specially targeted to increase their knowledge of climate change issues so that they may better understand its seriousness;
3. Findings indicate a strong signal for UNDP to see the importance of raising awareness on climate change as a key need and approach to the success of the JCCCP, based on the unanimous agreement that people need more information on climate change and that children should be taught about climate change in school; with respective proportions of 95% of respondents agreeing with these statements;
4. With 20% respondents in agreement with the statement that ‘’persons working in climate change work are making a big deal of nothing” UNDP must focus some of its awareness activities on changing this attitude;
5. When asked to say how they feel about climate change, more than one-half of the respondents (55%) noted that they need more information, further supporting the importance of communications on climate change;
6. Awareness approaches must seek to decrease people’s “not caring” about climate change given that 8% of respondents in Dominica stated outright that “they did not care about climate change”;
7. Given that respondents feel least informed about ‘what could be done to reduce climate change’, (26%) as well as not sufficiently informed about things which could be done to protect themselves and their families from climate change (24%), public education and awareness campaigns must focus on improving this situation;
8. With less than one-half of respondents (47%) identifying “use of electricity and burning of fuel”, as the main reason for climate change a significant amount of work needs to be done to increase awareness levels on the main cause of climate change. Even more urgent is this need because 32% of Dominicans feel they do nothing to contribute to climate change, and 46% of respondents believe the main cause of climate changes is either ‘”natural changes”” or “acts of God”;
9. UNDP-JCCCP may collaborate with government departments and institutions in undertaking public campaigns on climate change in Dominica, as a means of assisting them with profiling their own climate change initiatives in the State, given that only one in five respondents (22%) said they were aware of local organisations that are active in dealing with climate change issues, and as many as 54% said that they did not know whether or not government was doing anything to reduce the effects of climate change.

APPENDIX – RESEARCH INSTRUMENT

UNDP-JCCCP Knowledge Attitudes Practices (KAP) Survey on

Climate Change

Household Questionnaire

SECTION 1 – OFFICIAL INFORMATION

This section contains background information, which should be filled in, prior to the interview without asking the respondent.

Enumerator Name	
Date of interview (month/day/year)	
Country in which interview conducted:	☐ 1. Dominica ☐ 2. Grenada
District/Parish in which interview conducted:	Write in the name of the District/Parish here

Introduction: Hello, my name is ....., and I am conducting a survey about the environment and media usage. We would very much appreciate your participation in this survey by agreeing to be interviewed. Whatever information you provide will be kept strictly confidential. Your name and answers will not be shown to or shared with any other person except persons working on the survey. Your answers will help us to plan and implement awareness programmes on related issues.

In order to participate in this survey, you must be 15 years or older and be a resident of this country. Participation in the survey is voluntary and you can choose not to answer any individual question or all of the questions. Your views are important to us and I hope you will participate.

Respondent agrees to be interviewed (If no, keep tally on separate sheet of paper)

SECTION 2 – DEMOGRAPHICS [A]

2.1 How old were you on your last birthday?

1. 15-24 y.
2. 25-39 y.
3. 40-54 y
4. 55+y

1.2 Sex (do not ask)

1. Male
2. Female

SECTION 3 – GENERAL ENVIRONMENTAL AWARENESS

3. 1 What do you consider to be the most serious problem in the CARIBBEAN today? (*Use Flashcard*)

	Most Serious Problems		
	1st mention	2nd mention	3rd mention
a) None/No Other	0	0	0
b) Poverty and hunger	1	1	1
c) Unemployment	2	2	2
d) Corruption	3	3	3
e) Global warming/Climate change	4	4	4
f) The global economic downturn	5	5	5
g) Crime and violence	6	6	6
h) Health and disease (Diabetes, HIV/AIDS etc.)	7	7	7
i) Improper use of land	8	8	8
j) Youth delinquency	9	9	9
k) Child abuse	10	10	10
l) Other_____	11	11	11

3.2 I am going to ask you some questions about the environment. Think about how aware you are, or feel about the environment. Thinking back, what two things e.g an event, something you saw, read, heard or even experienced would you say have had the most impact on you/or that stirred your interest?

a) ……

b)……

3.3 How important is the environment and natural resources to national development?

1. Very important
2. Important
3. Little importance
4. Not important

3.4. What natural assets/natural resources do you think is most important to the country?

	How important?		
	Very important	Important	Not important
a) Water	3	2	1
b) Soil and land	3	2	1
c) Beaches and Seas	3	2	1
d) Forests	3	2	1
e) Wildlife/biodiversity	3	2	1
f) Waterfalls	3	2	1
g) Cultural heritage	3	2	1
h) Education and Human resources	3	2	1
i) Religious Teachings	3	2	1
j) Other_____	3	2	1

3.5 Would you say your community is in danger from any of the following natural disasters?

	Yes	No	DK/NS
a) Flooding	1	2	3
b) Landslides/landslips	1	2	3
c) Volcanic eruption	1	2	3
d) Earthquake	1	2	3
e) Coastal erosion/ loss of beaches after heavy rains	1	2	3
f) Drought/water shortage	1	2	3
g) Storms/hurricanes	1	2	3
h) Other…….	1	2	3

SECTION 4 – AWARENESS OF CLIMATE CHANGE: In this section, I am going to ask you about climate change

	Yes	No	Not sure
4.1. Have you ever heard mention of the term Climate Change?	1	2	3
4.2. What do you think is meant by the term climate change?			
_____			
_____			
4.3. Have you ever heard that the Earth's climate, or its weather patterns are changing?			
4.4. Have you personally noticed changes in the following weather patterns in recent times?	Yes	No	
a) More rain/ less rain/ unpredictable rain patterns	1	2	
b) More storms/hurricanes	1	2	
c) Stronger storms /hurricanes	1	2	

d) Hotter days/nights	1	2
e) Other_____	1	2

4.5 Where have you heard/read about it? [Circle 1 (i.e. "Unaided") for the first responses received without any probing; then ask about those listed that respondent did not mention – circle 2 (i.e. "Aided") if they respond in the affirmative and 3 ("no mention at all") if they respond in the negative]

	Unaided	Aided	No mention at all
a) Radio: Local	1	2	3
b) Radio: Foreign	1	2	3
c) TV: Local	1	2	3
d) TV: Foreign	1	2	3
e) In a Movie (List) ……	1	2	3
f) On the Internet	1	2	3
g) In the Newspapers	1	2	3
h) In school	1	2	3
i) At work	1	2	3
j) Other	1	2	3

4.6 Have you ever used the internet to search for information on climate change?

1. Yes 2. No …….. IF NO, skip to 5.1

4.7 What difficulties do you experience in using information on climate change that is available from the Internet? (check all that apply)

	Mention	No mention
a) None	1	2
b) The information is too technical/difficult to understand	1	2
c) Could not find information	1	2
d) Other (Specify)	1	2

SECTION 5 - KNOWLEDGE OFAND ATTITUDES TOWARDS CLIMATE CHANGE

5.1 Let us say "Climate Change" refers to "changes in weather patterns over time". Based on this meaning and your own observations, how serious a problem do you think climate change is at this moment? Please use a scale of 1 to 10 where 1 is "not serious at all" and 10 is "extremely serious"; you may use any number in-between. *Use Flashcard*.

Not a serious problem at all									An extremely serious problem
1	2	3	4	5	6	7	8	9	10

5.2 I am going to read you a number of statements. Please tell me whether you "agree" (A) or "disagree" (D) with each of them, and how strongly e.g. "strongly agree" (SA) or "strongly disagree" (SD).

		SA	A	Neither A nor D	D	SD
a)	Persons engaged in climate change work are making a big deal of nothing	1	2	3	4	5
b)	Climate change is not affecting us in our island	1	2	3	4	5
c)	Caribbean countries are not responsible for causing global climate change	1	2	3	4	5
d)	We are too small to do anything about climate change	1	2	3	4	5
e)	Countries in the Caribbean should work together to deal with climate change issues	1	2	3	4	5
f)	People need more information on climate change	1	2	3	4	5
g)	Children should be taught about climate change in school	1	2	3	4	5

5.3 How do you FEEL about climate change?

		Mention	No mention
a)	Fearful/afraid	1	2
b)	Confused	1	2
c)	Angry	1	2
d)	Powerless, I can't do anything	1	2
e)	Hopeful, because we can do some things to help protect ourselves against climate change	1	2
f)	Sad, because we might lose our way of life	1	2
g)	I need more information	1	2
h)	People are making a big deal about nothing	1	2
i)	I don't care about climate change	1	2
j)	Other _____	1	2

5.4 How well informed do you think you are about the following?

CLIMATE CHANGE		Not at all Informed	Somewhat Informed	Very well informed
a)	What is **causing** the climate to change?	1	2	3
b)	Possible **effects** of climate change	1	2	3
c)	What can be done to **reduce** climate change	1	2	3
d)	Things that can be done to **protect** yourself and your family from climate change	1	2	3

5.5 Tell me one (1) main reason or cause why you think the climate might be changing? (*Use Flashcard*)

a)	These are just natural changes	1
b)	The changes are acts of God	2
c)	People's use of electricity and burning of fuels	3
d)	I don't believe the climate is changing	4
e)	Other _____	5

5.6 Do you personally do anything that contributes to climate change?

1. Yes 2. No 3. Don't know/not sure

5.7 Do you think the following are possible effects of climate change? (Yes/No/don't know)

	Yes	No	Don't Know
a) Stronger hurricanes and storms	1	2	3
b) Loss of different types of plants and animals	1	2	3
c) Sea level rise/sea level getting higher	1	2	3
d) Drought (harsh dry periods)	1	2	3
e) Loss of coral reefs	1	2	3
f) Earthquakes	1	2	3
g) More diseases	1	2	3
h) Loss of buildings close to the sea/coast	1	2	3
i) Loss of food crops/plants/trees	1	2	3
j) Flooding	1	2	3

SECTION 6 – BEHAVIOURS AND ATTITUDES TOWARDS ADAPTATION AND MITIGATION

6.1 During the past six months, have you done anything to protect you and/or your family from a hurricane or storm?

1. Yes 2. No 3. Don't know/not sure

IF NO, skip to 6.3

6.2 If ***Yes***, what have you done? [Circle 1 for the first responses given without any probing; then ask about those listed that respondent did not mention – circle 2 if they respond in the affirmative and 3 if they respond in the negative]

	Unaided	Aided	No mention at all
a) Purchased torch lights	1	2	3
b) Cleaned drains	1	2	3
c) Cut tress and branches	1	2	3
d) Strengthened roof	1	2	3
e) Stocked canned foods	1	2	3
f) Bought House Insurance	1	2	3
g) Put on/Installed hurricane shutters	1	2	3
h) Other _____	1	2	3

	Yes	No	Don't Know	(b) If "Yes", please list them [accept up to three (3)]
6.3. (a) Are you aware of any organizations that are active in dealing with climate change issues in your country?	1	2	3	(i)
				(ii)
				(iii)
	Yes	No	Don't Know	(b) If yes, what is the government doing (accept up to three (3)
6.4. (a) Is the government doing anything to reduce the effects of climate change?	1	2	3	(i)
				(ii)
				(iii)

6.5 What else do you think the government should do? [Circle 1 for the first responses given without any probing; then ask about those listed that respondent did not mention – circle 2 if they respond in the affirmative and 3 if they respond in the negative] ***DO NOT READ OUT ANSWERS***

		Unaided	Aided	No mention at all
a)	Nothing/Government is already doing all it can	1	2	3
b)	Charge higher **taxes** on goods that are not environmentally friendly	1	2	3
c)	Give **benefits** for buying items that are environmentally friendly	1	2	3
d)	Give people more information/ increase public awareness	1	2	3
e)	Regular maintenance of drains/roads/bridges	1	2	3
f)	DO NOT import goods that damage the environment, e.g. leaded gasoline	1	2	3
g)	Replant trees/ introduce reforestation programme	1	2	3
h)	Promote rainwater collection and water conservation practices	1	2	3
i)	Ensure waste/garbage is collected or disposed of/thrown away from properly	1	2	3
j)	Enforce existing laws/create new environmental laws	1	2	3
k)	Conduct more research	1	2	3
l)	Other_____	1	2	3

6.6 Do you currently do any of the following things?

		Yes	No	Don't Know
a)	Turn off lights when not in use	1	2	3
b)	Use energy saving light bulbs	1	2	3
c)	Use energy saving appliances	1	2	3
d)	Use public transportation to save gas	1	2	3
e)	Car pool (share)/travel with friends to save gas	1	2	3

		Yes	No	Don't Know
f)	Use a solar water heater	1	2	3
g)	Switch off standby devices	1	2	3
h)	Defrost refrigerator/freezer often	1	2	3
i)	Re-use or recycle waste when possible (e.g. plastic containers)	1	2	3
j)	Buy from companies that sell or produce environmentally friendly/climate friendly goods and services	1	2	3
k)	Other (list) _____	1	2	3

6.7 How often do you talk about **saving energy** (electricity, gas, fuel) in your home?

- ☐ 1. Often
- ☐ 2. Sometimes
- ☐ 3. Rarely
- ☐ 4. Not at all

6.8 How often do you talk about **saving water** in your home?

- ☐ 1. Often
- ☐ 2. Sometimes
- ☐ 3. Rarely
- ☐ 4. Not at all

6.9 Do you think the following would be useful ways for households to adapt to/survive climate change?

		Yes	No	Don't know
a)	Build further away from the coastline/ shoreline/rivers	1	2	3
b)	Move to higher ground/further inland	1	2	3
c)	Construct homes according to government building rules	1	2	3
d)	Get home/property insurance	1	2	3
e)	Prepare for disasters/hurricanes	1	2	3
f)	Conserve and reuse water	1	2	3
g)	Collect and use rainwater	1	2	3
h)	Install a water tank/water storage system	1	2	3
i)	Keep vegetation, trees and plants in yard and garden to protect soil	1	2	3
j)	Other…….	1	2	3

6.10 Would you like to personally receive information about climate change?

- ☐ 1. Yes, definitely
- ☐ 2. Yes, maybe
- ☐ 3. No, hardly
- ☐ 4. No, not at all, **Skip to Q6.13**
- ☐ 5. Don't know

6.11 How would you like to receive information about climate change? *Check all that apply. DO NOT READ ANSWERS*

	Mention	No mention
☐ In the Media (check all that apply)		
○ TV	1	2
○ Radio	1	2
○ Newspapers	1	2
○ Text messages (SMS/BBM/ISM/MMS, etc.)	1	2
○ Internet/websites	1	2
○ Email	1	2
○ Facebook and other social networking sites	1	2
☐ Notices in public places/Billboard advertisements	1	2
☐ Notices in the mail	1	2
☐ Workshops/seminars/Exhibitions	1	2
☐ Other_____	1	2

6.12 How would you like the information packaged? Tell me how much interest you have in each of the following, i.e. High, Moderate, Low, or None at all. *Use Flashcard*

	High interest	Moderate interest	Low interest	No interest
a) TV news reports	4	3	2	1
b) TV advertisements	4	3	2	1
c) Radio news reports	4	3	2	1
d) Radio advertisements	4	3	2	1
e) Newspaper articles	4	3	2	1
f) Pamphlets/brochures/posters	4	3	2	1
g) Local Comedy shows	4	3	2	1
h) Local Drama shows	4	3	2	1
i) Documentaries	4	3	2	1
j) Other … (specify)	4	3	2	1

6.13 Of the following possible sources of information, which do you trust the **most**, and which do you trust the **least** – to give correct information about climate change? Only identify one (1) each

	(i) Trust **MOST**	(ii) Trust **LEAST**
Scientists/ environmental groups	1	1
Print media: newspaper and magazines	2	2
Mass media: radio and television	3	3

The Internet	4	4
Government agencies/officials	5	5

SECTION 7 –GENERAL MEDIA PRACTICES

I will now ask you a few general questions that are ***not*** related to climate change. These questions are about your media use and patterns/ to see how you generally get information. These are necessary, to assist us with building awareness on climate change, and so these questions about radio, TV and internet use will help us know how, where and when to place our climate change messages.

7.1 What times are you generally watching **Television/Cable TV**?

Times		(i)		(ii) Channels most watched 1. Local	2. Cable
WEEKDAYS		*Yes*	*No*		
(a) Morning	6am - 10am	1	2		
(b) Daytime	10am -7pm	1	2		
(c) Primetime	7pm-10pm	1	2		
(d) Late night/overnight	10pm+	1	2		
WEEKENDS					
(e) Daytime	10am -7pm	1	2		
(f) Evenings	7pm-10pm+	1	2		
(g) Never/I do not watch TV		1	2		

If Never/I do not watch TV, - DO NOT ASK Q7.2 and Q7.3 - Skip to 7.4

7.2 Who are your favourite local TV personalities? Name TOP 3

a. _____
b. _____
c. _____

7.3 Which is your favourite local TV station for each of these:

a. Local News_____
b. Entertainment_____
c. Overall_____

7.4 During what times are you generally listening to the **radio**?

				Radio stations most listened to	
Times				Name of **First**	Name of **Second**
WEEKDAYS		yes	no		
On the way to work/on the Bus in the morning/Drive time	6am - 10am	1	2		
Daytime	10am -3pm	1	2		

On the way home from work/on the bus/drive time	3pm-7pm	1	2		
Evening	7pm-10pm	1	2		
Late night/overnight	10pm+	1	2		
WEEKENDS					
Daytime	10am -7pm	1	2		
Evenings	7pm-10pm+	1	2		
Never/I do not watch TV		1	2		

If Never/I do not listen to the radio, Skip to 7.7 (DO NOT ASK Q7.5 and Q7.6)

7.5 Who are your favourite **radio personalities**? Name Top 3

a. _____
b. _____
c. _____

7.6 Which is your favourite **radio station** for each of these:

a. Local News _____
b. Music and entertainment_____
c. Overall_____

7.7 In the past month how often did you read each of the following newspapers?

	(a) The Chronicle	(b) The Sun	(c) Other
every week	1	1	1
every other week	2	2	2
every so often	3	3	3
once or twice in the past month	4	4	4
never in the past month	5	5	5
not applicable/ never heard of it	0	0	0

7.8 If any of your responses above (Qu. 7.7) is 1 to 4, which newspapers do you read most?

a. _____ b. _____

c. _____

7.9 How often do you use the internet?

1. Every day 2. Every other day 3. Once a week 4. Once in a while
5. Not at all

7.10 What is your primary purpose for using the internet?

……
……..

7.11 Do you use the internet as a tool to search for news? Yes…… 1 No…….. 2

SECTION 8 – DEMOGRAPHICS [B]

I am going to ask you some questions now that you may find sensitive – but they are very important questions as the answers will assist in helping us come up with strategies to address climate change for different groups of people

8.1. What is the highest level of schooling that you completed? If you never went to school, please say "no formal school."

No formal school	0
Primary incomplete or complete	1
Secondary incomplete	2
Secondary complete	3
Post-secondary (diploma or associate degree)	4
Trade or vocational school	5
Tertiary (college, university, graduate school)	6

8.2. What is your occupation?

_____

8.3. 8.6. How well do you read?

Very well	1
Moderately well	2
Poor	3
Not at all	4

How many persons <u>incl. yourself</u> currently live in this household? (*include babies and elderly people*)

persons: _____

8.4. Which of the following appliances/ household equipment does your household have in use?

		yes	no
a)	TV, with Cable	1	2
b)	TV, without Cable	1	2
c)	Computer with internet	1	2
d)	Computer ***<u>without</u>*** internet	1	2
e)	Cellular phone without internet	1	2
f)	Cellular phone with internet	1	2
g)	Radio	1	2
h)	Solar heater	1	2
i)	Water tank(s)	1	2

8.5 What is the average monthly income for your household in EC dollars?

Less than $500	1
$500 to $999	2
$1,000 to $2,999	3
$3,000 to $4,999	4
$5,000 to $6,999	5
$7,000 or more	6
Refuses to answer	7

We need your name and number purely for the purposes of verifying your answers, just in case during data entry and analysis, there is something that is not clear

8.7 NAME…… 8.8 TELEPHONE NUMBER……

_____