

ENERGY, ENVIRONMENT AND ENGAGEMENT WITH THE MIAMI SCIENCE MUSEUM:



Miami-Dade County residents share their views

Miami-Dade County residents are concerned about environmental and energy issues; say they can and want to do something about their impact on the environment; but recognize that they need more information and help to do so. These are the headline findings of a research study commissioned by the Miami Science Museum to help it understand the potential role it can play in the area of energy and environment, and to inform the development of museum content in the near and long term.

The research conducted by GlobeScan, which included an online survey of 500 residents of Miami-Dade County, showed that at a time when trust in many institutions is suffering, trust in museums is high, and that many people say they would be interested in engaging with the Museum on issues related to energy and the environment

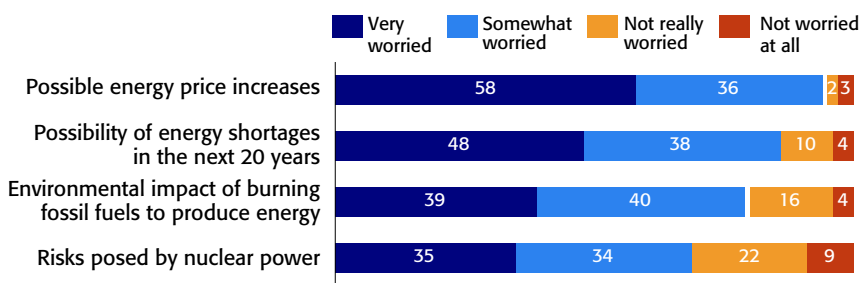
Concern for Environmental and Energy Issues

It is perhaps unsurprising that at a time of financial crisis, concern for environmental and energy issues is low when compared to the concern expressed over economic issues and unemployment. However, when asked specifically how seriously they view a range of environmental issues, the majority of Miami-Dade residents surveyed believe that issues such as depletion of natural resources, energy resources and loss of wildlife areas are serious problems, if not extremely serious. However, water issues (pollution and shortages of fresh water) rank as the most serious concerns.

While not a top of mind issue, respondents do express high levels of concern over various energy issues when prompted (Fig.1). Concern is higher for those issues that will affect individuals at a personal level—energy price increases and energy shortages. In comparison, respondents are less concerned about the environmental impact of burning fossil fuels, and express even less concern over the risks caused by nuclear power. The findings of both the quantitative survey and qualitative focus groups illustrate that the personal relationship to issues and subjects is going to be a very important dynamic for the Museum to build into any content.

Concern about Energy Issues

All Respondents, 2010

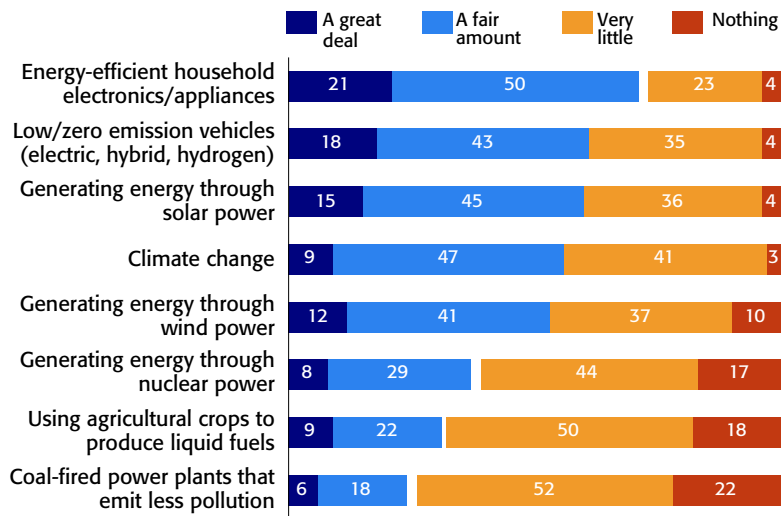


The white space in this chart represents "Refused" and "DK/NA."
 Q5. How worried are you, if at all, about the following issues related to energy?

Fig. 1

Familiarity with Energy Subjects and Climate Change

All Respondents, 2010



The white space in this chart represents "Refused" and "DK/NA." Q8/Q15. How much, if anything, do you know about each of the following?

Fig. 2

The Personal Perspective

Miami-Dade residents frequently think about the environment and are motivated to take mitigative action to reduce their footprint. However, they need more information about what they as individuals can do.

When asked how often they think about the environment, more than three-quarters of people surveyed indicate that they at least somewhat frequently do so, with a further majority of six in ten who say they always or often think about the environmental impact of their choices and actions. This environmental sentiment, coupled with almost universal agreement that "I can personally help to reduce the harm done to the environment," is an important finding. Despite this, a substantial proportion of people agree that they will only do more to help the environment if others do so as well, while specifically on climate change, many believe it is too great a problem for them to do anything about (Fig.3).

Crucial to any thoughts about increasing public action on environmental issues is the fact that three-quarters of people agree that they need more information about what they can do to help reduce their environmental impact. Lack of information is also one of the most significant barriers to individuals reducing their impact on the environment. Providing this type of education and information presents itself as a key opportunity for the Miami Science Museum, further emphasizing the unique role the Museum can play in promoting behavioral changes in this area.

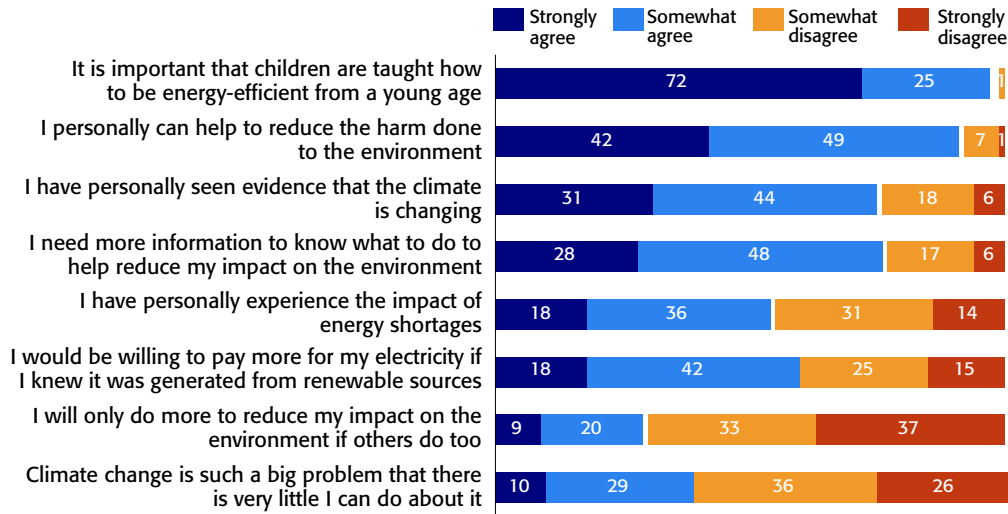
Knowledge

While concern about energy and the environment is high, the overall level of knowledge about climate change and energy issues (i.e. energy efficiency, renewable energy sources, etc) is comparatively lower (Fig.2). Respondents tend to say they know "a fair amount" about the subjects posed, but rarely do they indicate that they know a great deal. Additionally, almost half of respondents say that they know very little or nothing at all about climate change.



Opinions about Individual Impacts on the Environment

All Respondents, 2010



The white space in this chart represents "Refused" and "DK/NA."

Q12. Please indicate the extent to which you agree or disagree with each of the following statements.

Fig. 3

Motivation

The research uncovered three main factors linked to people's motivations to take action on the environment—ease of implementation, financial benefits, and a sense of personal efficacy.

People are highly motivated to take action to reduce their environmental impact in areas where it is easy and where they have the knowledge: energy use and waste disposal. Consequently, these are also the main areas where individuals indicate they have already taken action to decrease their impact on the environment (i.e. recycling, turning down heating/air conditioning, using energy saving light bulbs, etc.). While encouraging, this finding further emphasizes the need for more information about other actions individuals can take, at home and in other areas of their lives, which can have a positive impact on the environment.

Financial incentives and rewards are also key motivating factors for Miami-Dade residents to take action on the environment. People say they would be more motivated to act if costs savings of actions were demonstrated to them.

Finally, there is a sense that more information is needed to show people how to be energy efficient and take

action on the environment in their everyday lives. This personal connection to the issues was a theme that emerged in the focus groups conducted as part of this research. Linking action to "everyday lives" was seen as important. Responding to a question about what the Museum might include as content, people said:

"Things you can do in your everyday life to help change the environment."

"Little ways that people can do things, everyday things in their lives just to save the environment."

In addition, the personal element was also important in any attempt to explain the implications of environmental degradation or climate change:

"People are interested in how it will affect them."

But it was also mentioned that the information provided to people needs to be encouraging, rather than negative:

"I think you need to show more positive things, like if you do this, this will happen—more positive consequences because more are very negative."

Interest in the Subjects

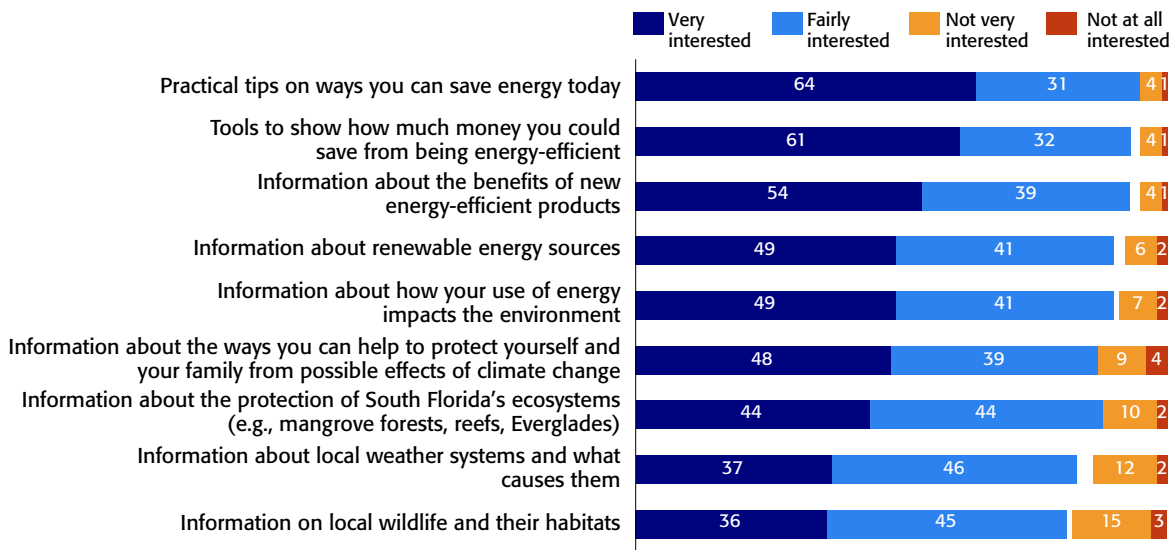
Given a list of 10 potential topic areas and exhibits that the Museum could offer in the future, Miami-Dade respondents indicated most interest in tangible and practical tips on ways to save energy, and tools to show how much money they could save by doing so (Fig.4). Perhaps because there is less of a sense of personal connection, there is somewhat less interest

in information about the local environment, wildlife, and ecosystems.

In terms of the presentation of information, people express most interest in online, interactive, and hands-on activities. There is less interest in workshops, expert seminars, and long-term research projects, though significant numbers still indicate an interest in these approaches.

Interest in Information

All Respondents, 2010



The white space in this chart represents "Refused" and "DK/NA." Q32. How interested would you be in each of the following?

Fig. 4

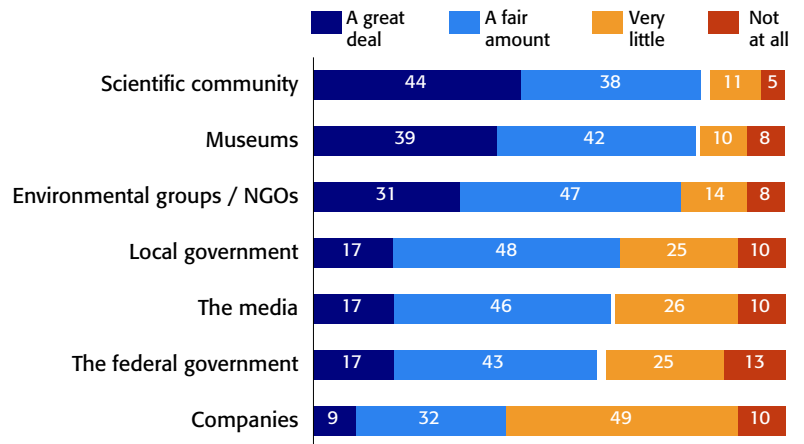


Trust

Trust is indispensable for any attempt to encourage a change in behavior. Asked to rank their levels of trust in different institutions including government, companies, media and non-profits, people expressed the highest level of trust in the scientific community and museums, in terms of providing them with information about environmental issues (Fig.5). This is a very positive finding for museums in general, and underscores the responsibility the Miami Science Museum and other informal learning institutions have for providing information on critical energy and environmental issues.

Trust in Institutions

All Respondents, 2010



The white space in this chart represents "Refused" and "DK/NA."
 Q31. How much, if at all, would you trust information about environmental issues you received from each of the following?

Fig. 5

About the Research

The Miami Science Museum is currently in the planning stages for the construction of a new 250,000 square foot facility in downtown Miami. To help inform content development and communication strategies around energy and the environment, the Museum commissioned GlobeScan to conduct a survey of Miami-Dade residents and current Museum supporters. The goals of the research were to assess awareness and understanding of basic energy principles; understand peoples' views and values about energy, the environment, and sustainability; gauge the overall level of importance of energy-related issues and challenges; identify barriers to museum attendance and interest in environmental and sustainability content; uncover receptivity to content messaging; and to understand the perceived role of the Museum in communicating information on energy, environmental and sustainability topics, with a view towards supporting behavioral change.

Methodology

A quantitative online survey was conducted with Miami-Dade County residents between April 1st and 20th, 2010. In total, 500 people—reflecting the specific demographic characteristics of Miami-Dade County residents in terms of gender, age, ethnicity, and education—participated in the survey.

The results were also supported by qualitative focus groups. Two focus groups were conducted on April 28, 2010, in Miami. Respondents were recruited at random via telephone from Miami-Dade County. Each group of eight participants represented a mix of genders, ages, and ethnicity.

About the Miami Science Museum

The Miami Science Museum inspires visitors to explore and enjoy science and technology, empowering them to enrich their lives, sustain the environment, and participate in creating prosperous communities. To better meet the needs of South Florida's growing and diversifying community now and into the future, the Museum is building a new state-of-the-art 250,000 square foot facility in downtown Miami. From its bioclimatic design and advanced energy management systems to its integration of renewable energy technologies, the new building itself will become the Museum's largest exhibit, a platform for discovery and learning, and a showcase for emerging green design and technology. Through its sustainable design, the new Museum will reduce the building's energy requirements, minimize its impact on the environment, and have a transformative effect on an estimated 600,000 visitors per year, encouraging them to incorporate energy efficient practices and technologies into their own lives.



For more information, contact:

Jennifer Santer
Vice President, Content Development & Programs
Miami Science Museum

3280 S. Miami Ave
Miami, FL 33129
+1 305-646-4267

jsanter@miamisci.org
www.miamisci.org

About GlobeScan

GlobeScan is an international opinion research consultancy. Companies, multilateral institutions, governments, and NGOs trust GlobeScan for its unique expertise in reputation research, sustainability, and issues management. GlobeScan provides global organizations with evidence-based insight and advice to help them build strong brands, manage relations with key stakeholders, and define their strategic positioning. GlobeScan conducts research in over 90 countries, is certified to the ISO 9001:2008 standard for its quality management system, and is a signatory to the UN Global Compact. Established in 1987, GlobeScan is an independent, management-owned company with offices in London, Toronto, and San Francisco.

For more information, contact:

James Morris
Associate Director
GlobeScan Incorporated

388 Market Street, Suite 1300
San Francisco, CA 94111
+1 415-445-4657

James.Morris@GlobeScan.com
www.GlobeScan.com