



Melissa Duncan

Age: 35

Relationship Status: Married, Mom

Occupation: High School Teacher

Home: Golden, Colorado

Hobbies/Interests:

- Hiking
- Skiing
- International Travel
- Doing crafts with her kids

Lifestyle:

- Busy mom, driving kids around
- Juggling career and family
- Drives to the mountains 1-2 times per month for skiing

Current Actions to Fight Climate Change:

- Recycles
- Uses second-hand clothes and toys for kids
- Is thoughtful about water usage/conservation
- Husband telecommutes, family only owns one car
- Purchases wind power for home
- Uses public transit when possible
- Buys local produce and meat when available
- Purchases LED light bulbs for home
- Talks to students about climate change and encourages them and their families to take simple actions like recycling

Top Concerns Related to Climate Change:

- Her kids and grandkids won't be able to enjoy the natural wonders she has been able to see in her lifetime
- Fear of water shortage in her lifetime / her kids' lifetime
- Concerns for political instability, economic collapse caused by the effects of climate change
- Worries about new administration in US making poor environmental policies
- Climate change deniers
- Some solutions are too pricey for her family - solar panels, offsetting travel, electric car

Feelings Regarding Climate Change:

- Hopelessness
- Frustration
- Apathy due to no one doing anything
- Want to do something to effect change but feel powerless
- Resistance to change certain things about her first-world lifestyle (primarily travel)