

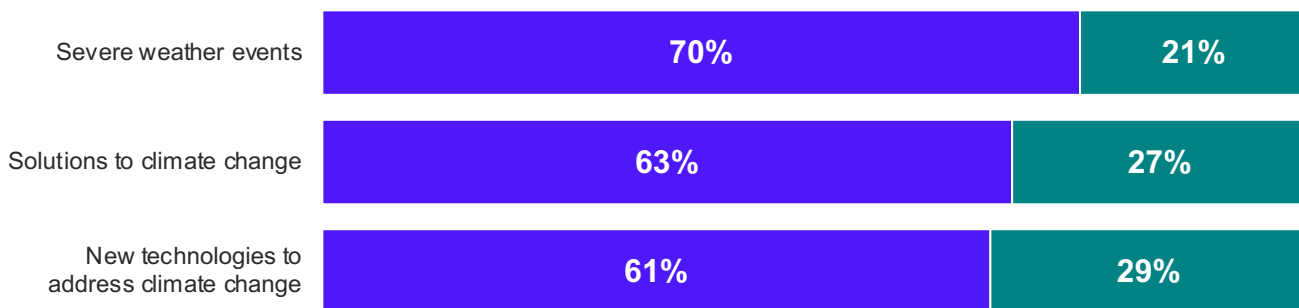
**TO:** Walton Family Foundation  
**FR:** Morning Consult  
**DT:** April 2023  
**RE:** Coverage of Climate Change & Its Impacts

Morning Consult ran a survey, on behalf of the Walton Family Foundation, focusing on how voters are consuming news on climate change, how the news on climate change is making them feel, and what their preferences are for stories around climate change. The survey finds that voters agree journalists have a duty to increase global understanding of climate change and that nearly all voters want more coverage on protecting water sources, extreme weather, and climate change’s impact on food supplies.

## CLIMATE CHANGE COVERAGE

- Three-in-five (61%) voters say it is *important* for local news to cover the issue of climate change. This includes one-in-three (34%) who say it is *very important*.
- Three-in-five (60%) voters agree that journalists have a duty to increase the global understanding of climate change and its impact across the world.
- Voters want more coverage of the impacts around climate change, especially when it comes to:
  - Protecting water sources (49% more coverage | 15% less coverage)
  - Extreme weather events (48% more coverage | 15% less coverage)
  - Climate change’s impact on food supplies (48% more coverage | 18% less coverage)
- Voters are compelled by news stories related to climate change, such as stories around severe weather events, solutions to climate change, and new technologies to address climate change :

■ Total Compelling ■ Total Not Compelling



- Among those who have seen, read, or heard about a climate change story this year, half (51%) indicate they are concerned by these stories. Among those same voters, two-in-five (40%) say they are *worried* about these reports and one-in-five (20%) say they are *eager to take action*.

**Methodology:** This poll was conducted between February 14-February 17, 2023 among a sample of 1,995 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.