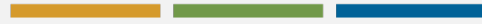




WALTON FAMILY
FOUNDATION



Climate Resilience Survey Analysis

Walton Family Foundation

— APRIL 2024



Key Takeaways

1 Americans are feeling the impacts of climate change today.

Sixty percent of Americans say that the impacts of climate change are being experienced now, and 16% say the impacts will be felt in the future. Only 13% of adults do not expect any impacts of climate change. In addition, most Americans have already personally experienced some form of climate change. The most common are extreme heat (80%) and extreme or excessive rain (75%). Flooding (61%) and poor air quality from wildfires (59%) have also been experienced by a majority of American adults.

3 Americans are in agreement that people and communities thrive together with nature.

Three-quarters (76%) of Americans agree, including 41% who strongly agree, that "when we invest in clean air, water, and healthy rivers and forests, people and communities thrive." Democrats (84%), independents (73%), and Republicans (71%) all agree that it's important for people and nature to work in concert with one another. Additional investment in nature-based solutions, such as forest restoration and stewardship, are critical ways to reduce the impacts of extreme weather..

2 After learning about climate resilience, strong majorities of adults overall, across party lines and racial/ethnic groups, support further actions to increase climate resilience.

Seventy-one percent of adults overall, and more than two-thirds of White, Black, Hispanic, and Asian/other adults support further actions around increasing climate resilience. A majority of adults also say the federal government should be doing more to invest in climate resilience, and that society should be putting more emphasis on nature-based solutions. A solid bipartisan majority back further actions to increase climate resilience, including 84% of Democrats, 66% of independents, and 65% of Republicans.

4 The most powerful tested message focuses on soil and water protection, as well as preserving our ability to grow food and feed current and future generations.

Seventy-eight percent of adults agree, including 48% who strongly agree, that "We need to prioritize protecting soil and water while growing food so that we can feed people now and for generations to come." Majorities of Democrats (85%), independents (74%), and Republicans (73%) agree with this statement.



Agenda

1

Experiences with Climate Change

2

Climate Resilience Perceptions

3

Message Testing

EXPERIENCES WITH CLIMATE CHANGE

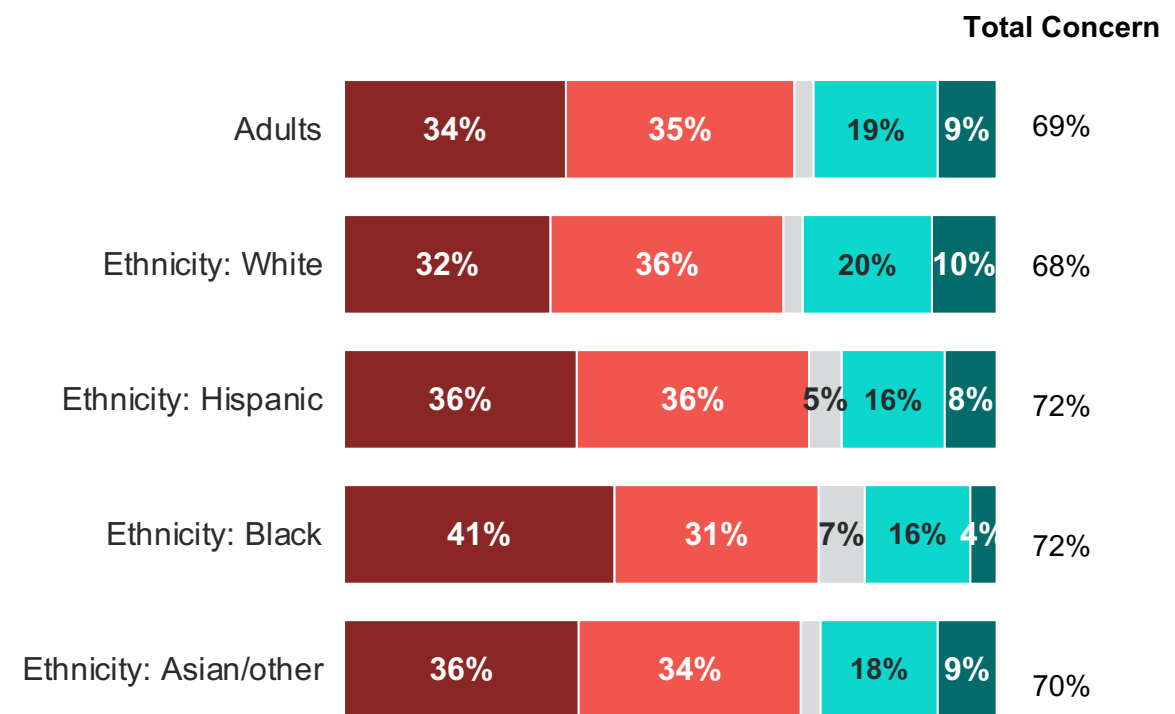
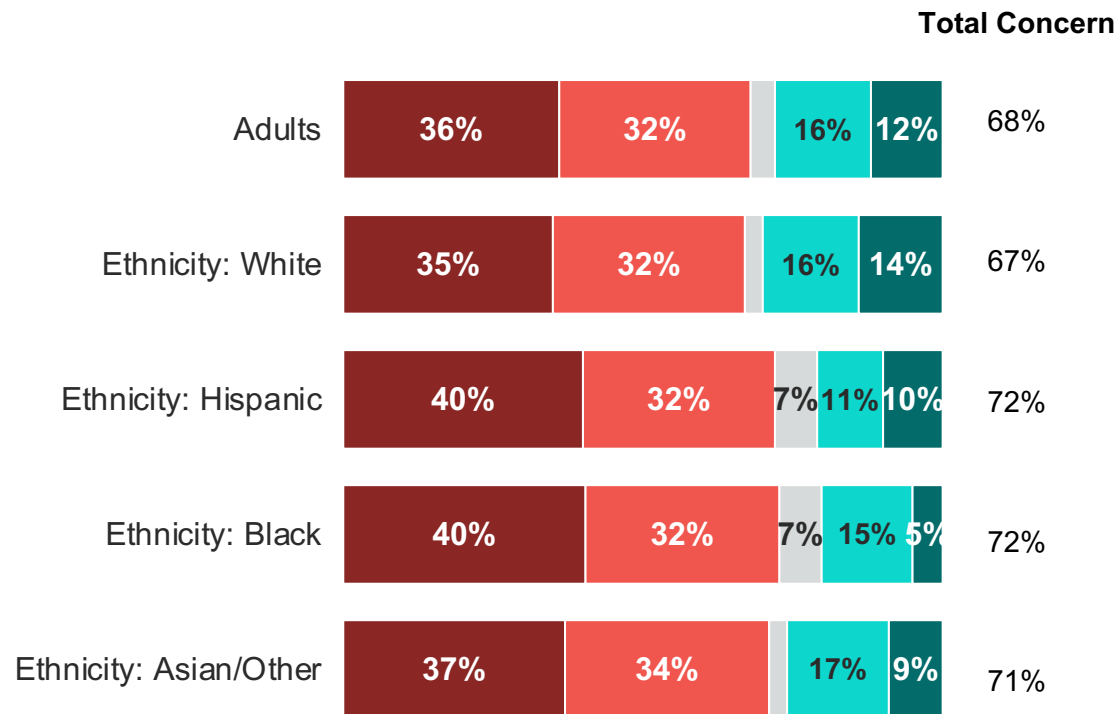
Adults overall express similar levels of overall concern about climate change and extreme weather, although Black and Hispanic adults are slightly more likely than White adults to be *very concerned* about each.

Overall, how concerned are you about the following:

Climate change

Extreme weather

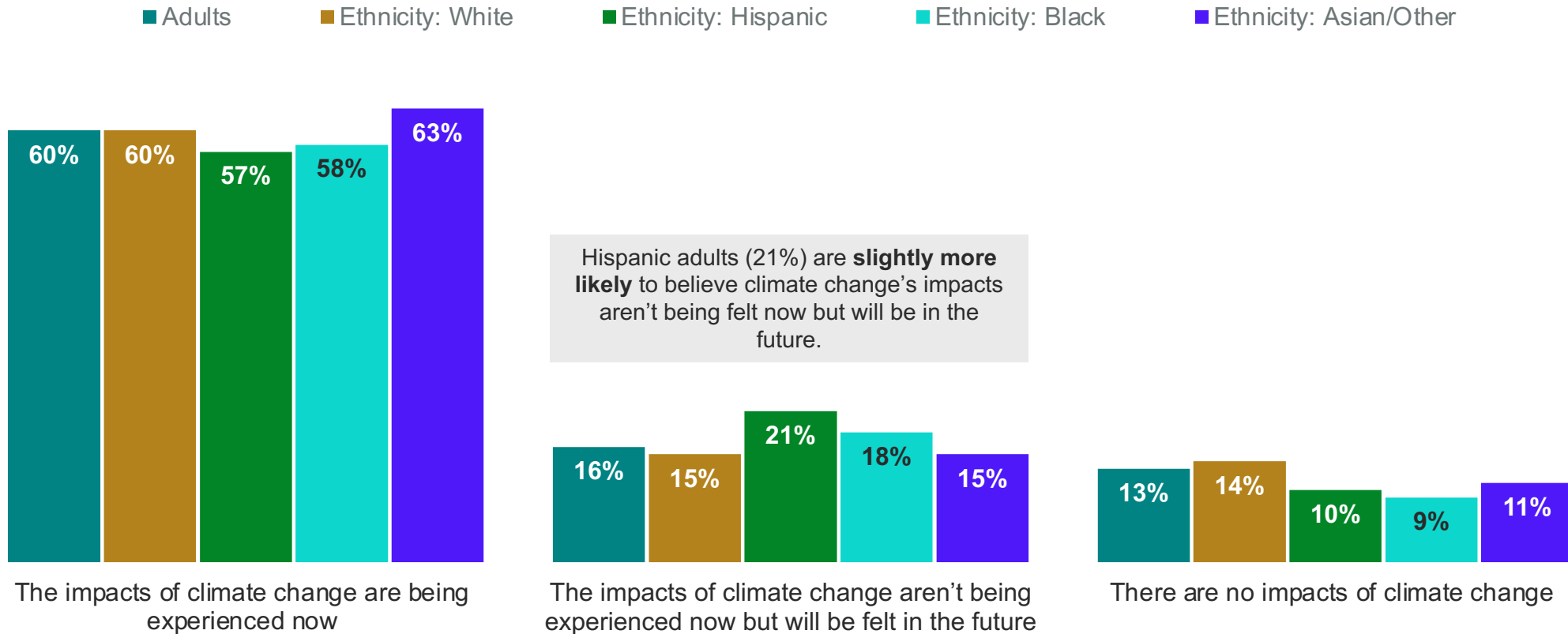
■ Very concerned ■ Somewhat concerned ■ Don't Know/No Opinion ■ Not too concerned ■ Not at all concerned



EXPERIENCES WITH CLIMATE CHANGE

Over half of adults overall, as well as across racial/ethnic groups, believe the impacts of climate change are being experienced now.

Which of the following is closest to your opinion, even if none is exactly right?

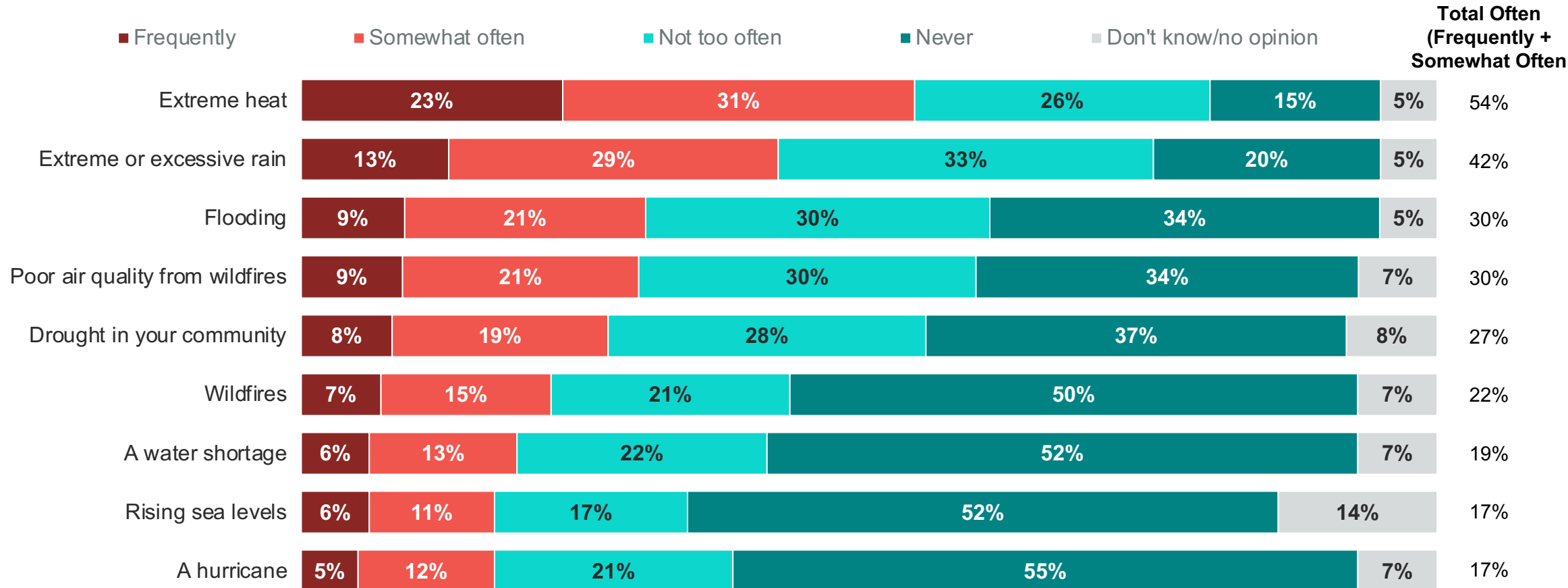


Percentage of each group selecting "Don't know/no opinion": White: 11%, Hispanic: 12%, Black: 15%, Other: 12%

EXPERIENCES WITH CLIMATE CHANGE

Of the tested options, adults are most likely to have experienced extreme heat (54%) and extreme or excessive rain (42%) at least somewhat often in the past year. Nearly one-in-three (30%) have also experienced flooding or poor air quality from wildfires.

In the past year, how often, if at all, have you personally experienced the following?



EXPERIENCES WITH CLIMATE CHANGE

Adults in the West and South are more likely to have experienced climate events related to drought, heat, and wildfires, while those in the northeast are more likely to have experienced extreme or excessive rain, as well as flooding. Hispanic adults are also more likely to have experienced extreme heat than Black, White, and Asian/other adults.

In the past year, how often, if at all, have you personally experienced the following?

% Frequently + Somewhat Often	Adults	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black	Ethnicity: Asian/Other	Region: Northeast	Region: Midwest	Region: South	Region: West
Extreme heat	54%	54%	71%	53%	54%	38%	40%	64%	62%
Extreme or excessive rain	42%	41%	50%	42%	42%	56%	31%	41%	41%
Flooding	30%	31%	37%	34%	26%	40%	23%	33%	27%
Poor air quality from wildfires	30%	30%	38%	24%	31%	29%	25%	21%	47%
Drought in your community	27%	28%	33%	22%	27%	15%	24%	24%	42%
Wildfires	22%	22%	29%	19%	26%	17%	10%	18%	44%
A water shortage	19%	18%	27%	17%	22%	14%	12%	15%	33%
A hurricane	17%	16%	23%	22%	18%	14%	8%	25%	12%
Rising sea levels	17%	17%	22%	20%	16%	21%	10%	19%	18%



Agenda

1

Experiences with Climate Change

2

Climate Resilience Perceptions

3

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CLIMATE RESILIENCE PERCEPTIONS

In open-ended responses about the meaning of the phrase “climate resilience,” adults point themes from the ability of the climate to resist change or bounce back from an event, to physical interventions that might aid climate resilience, to how different societal systems are involved in climate resilience.

When you read the phrase “**climate resilience**,” what does that mean to you?

Resistance/Ability to Bounce Back



Climate resilience means an environment that is resistant to extreme measures, like heat or cold.

Physical Structures/Interventions



Either a manmade product that’s used to help a structure or community that’s plagued by severe weather [or a] natural item that seems hardy enough or can made to be resilient enough for modification to withstand extreme weather.

Impact on Different Systems



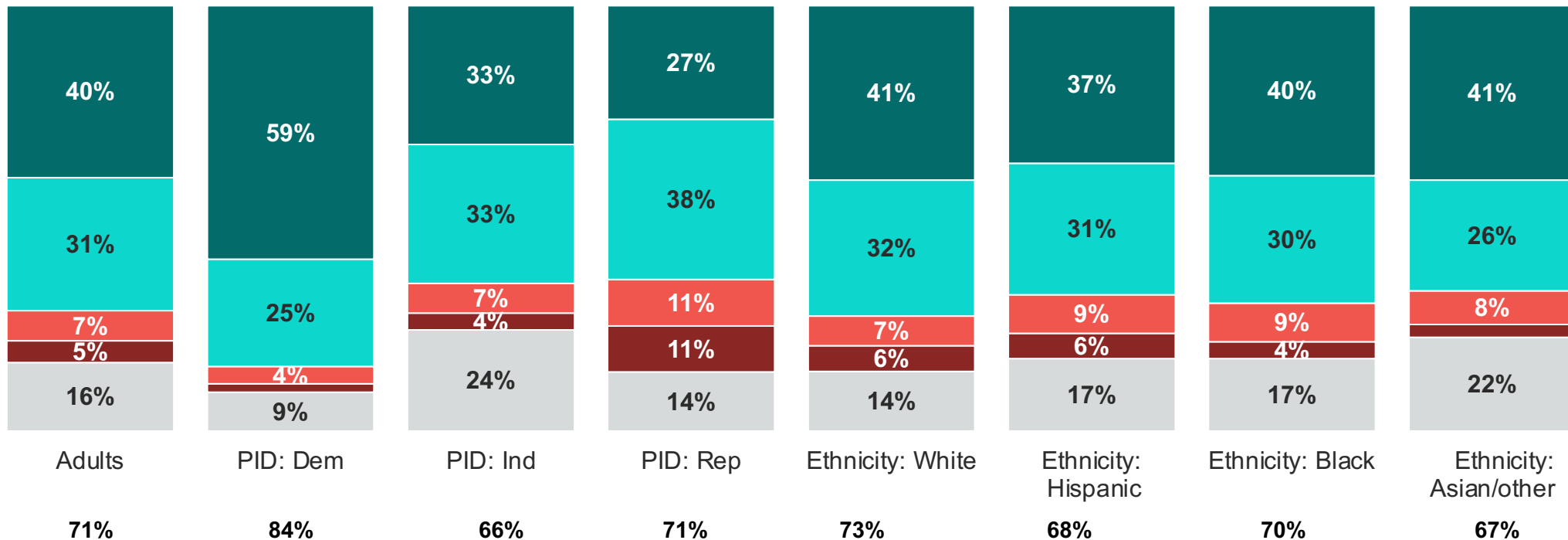
The ability of social, economic and environmental systems to withstand these impacts so that they can thrive [despite] the impact.

CLIMATE RESILIENCE PERCEPTIONS

After reading information about climate resilience, majorities of Democrats (84%), independents (66%), and Republicans (71%), as well as adults across racial/ethnic groups, support further actions to increase climate resilience.

Thinking more about climate resilience, let me give you more information. The U.S. is in the middle of a long-term climate shift, which is making each region of the country more vulnerable to extreme weather events. Climate resilience is the ability to cope with and recover from climate change events, such as droughts, flooding, extreme heat, and wildfires. After learning more, do you support or oppose further actions to increase climate resilience?

■ Don't know/no opinion ■ Strongly oppose ■ Somewhat oppose ■ Somewhat support ■ Strongly support



Total Support:

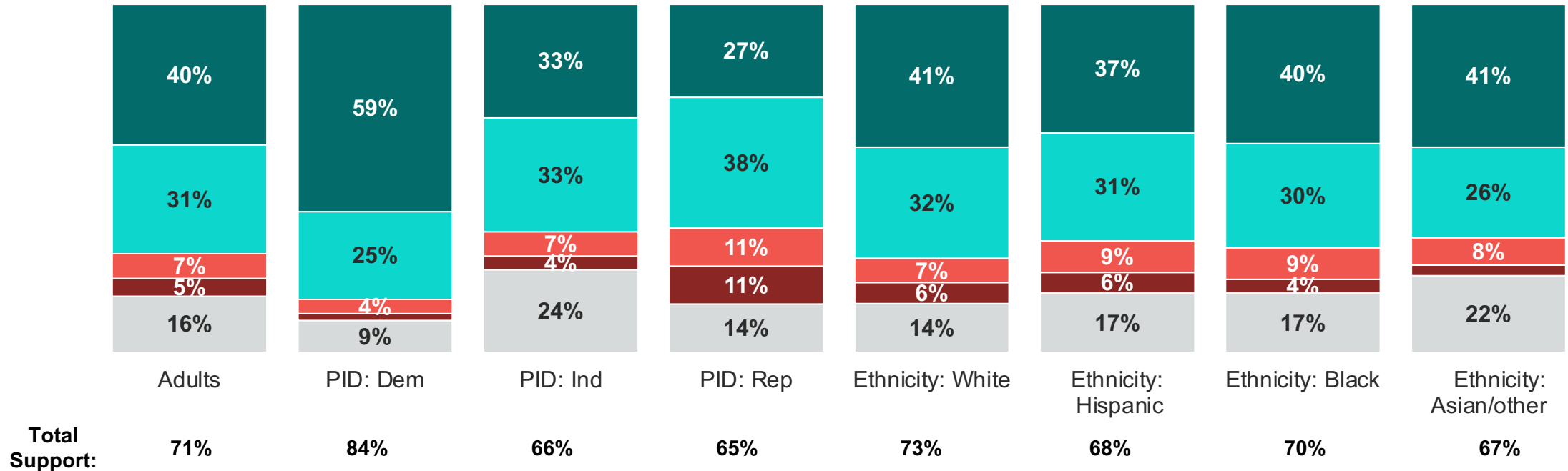
CLIMATE RESILIENCE PERCEPTIONS

After reading information about climate resilience, over two-thirds of adults across key demographic groups, including majorities of Democrats (84%), independents (66%), and Republicans (65%) support further actions to increase climate resilience.

Thinking more about climate resilience, let me give you more information. The U.S. is in the middle of a long-term climate shift, which is making each region of the country more vulnerable to extreme weather events. Climate resilience is the ability to cope with and recover from climate change events, such as droughts, flooding, extreme heat, and wildfires.

After learning more, do you support or oppose further actions to increase climate resilience?

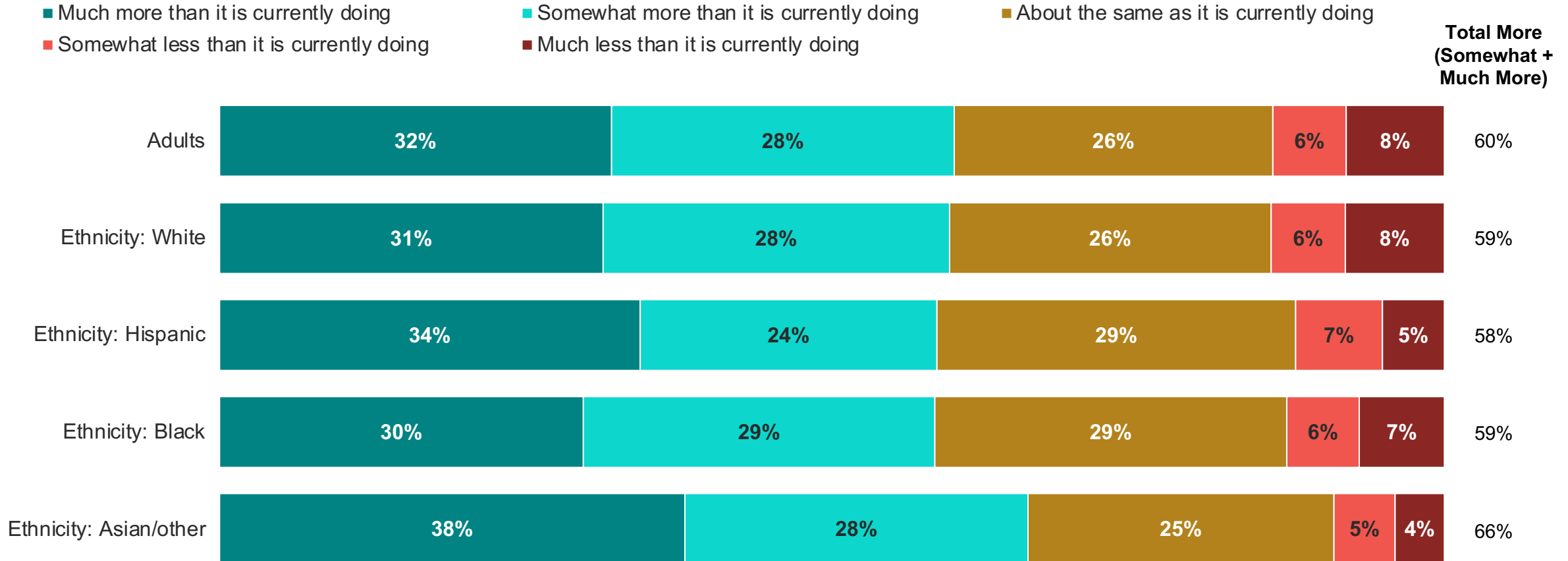
■ Don't know/no opinion ■ Strongly oppose ■ Somewhat oppose ■ Somewhat support ■ Strongly support



CLIMATE RESILIENCE PERCEPTIONS

Around three-in-five or more adults across racial/ethnic groups believe the federal government should be doing more to invest in climate resilience than it's currently doing.

When it comes to investing in climate resilience, would you say that the federal government should be doing...

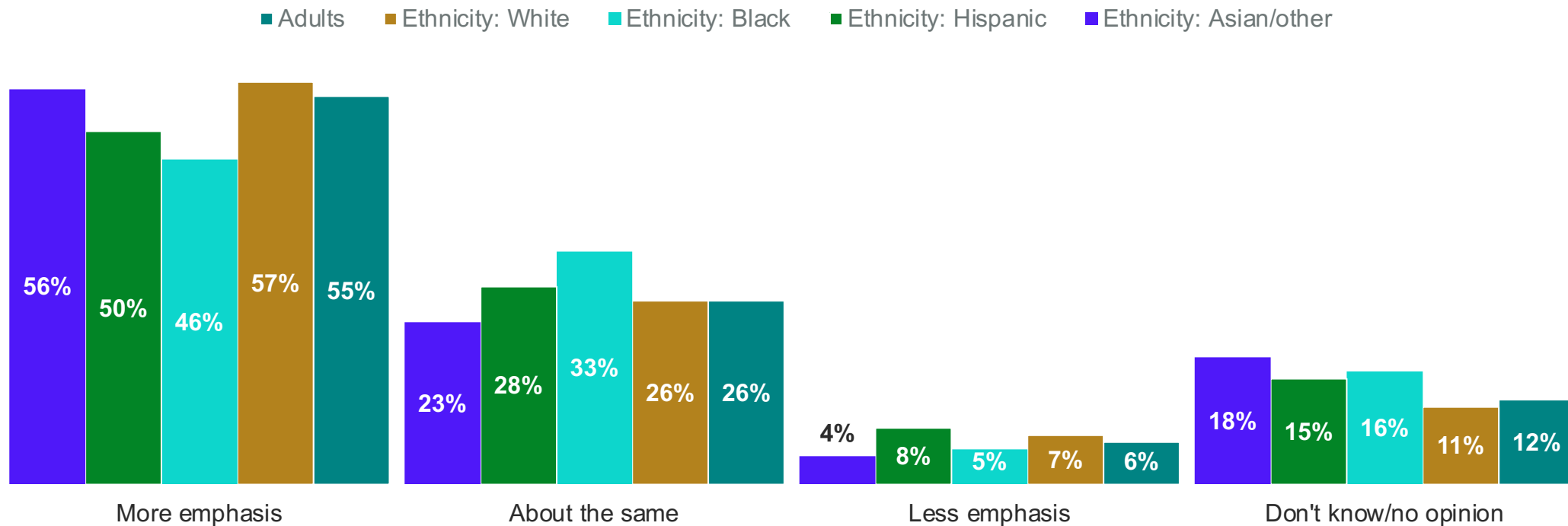


CLIMATE RESILIENCE PERCEPTIONS

Black adults are slightly less likely than White, Hispanic and Asian/other adults to believe we should put more emphasis on nature-based solutions, and slightly more likely to believe the same amount of emphasis on these solutions is needed.

One way to adapt to increasingly extreme wildfires, floods, and droughts is to use nature-based solutions and the strengths of the natural environment to make us more resilient. For example, restoring wetlands and meadows connected to forests can create water breaks that limit the spread of wildfires and absorb flood waters to protect communities and vital infrastructure, and building more green spaces can protect cities from extreme heat.

In your opinion, should we be putting more, less, or about the same amount of emphasis on nature-based solutions?





Agenda

1

Experiences with Climate Change

2

Climate Resilience Perceptions

3

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MESSAGE TESTING

For the message testing section, respondents were asked to read messages about climate resilience and rate their convincingness on a scale of 1-10. Throughout the following slides, message shorthand abbreviations will be used for the sake of formatting. The full text of each message is written below.

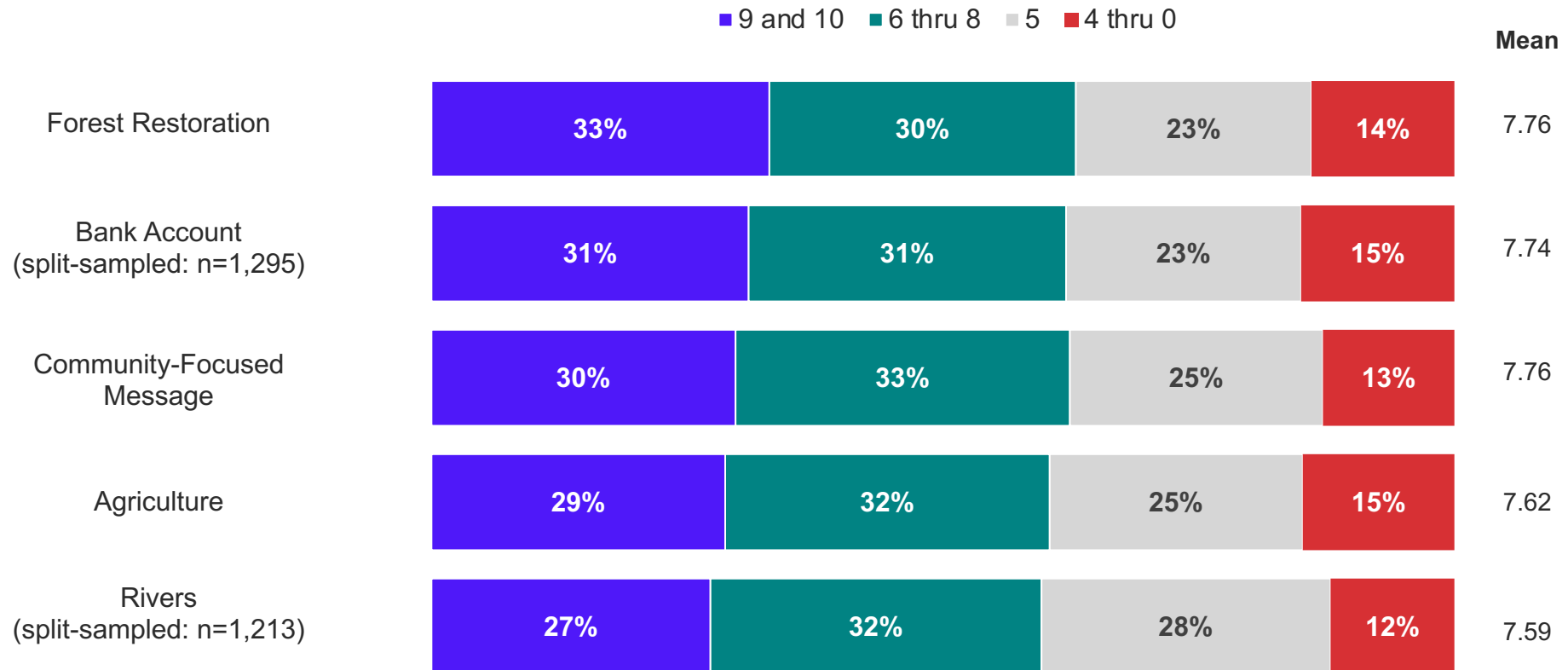
Shorthand	Full Message Text
Agriculture	Regenerative agriculture uses techniques that prioritize the health of the land being farmed. For example, practices that limit how much soil is disturbed can help make farmland healthier and more productive, increase its capacity to absorb water to lessen the need for irrigation, and reduce the amount of carbon released into the atmosphere. Using practices like these will make us more resilient to hotter temperatures and ensure we have a secure water and food supply for the next generation.
Rivers (Split-Sampled)	Any plan to protect the close to 60 million people who rely on the Colorado and Mississippi Rivers has to start with protecting nature and the rivers themselves. Prioritizing the needs of nature, along with the needs of people, is the only path to real water security.
Bank Account (Split-Sampled)	America's major rivers, like the Colorado and Mississippi Rivers, are like bank accounts, and water is more frequently withdrawn than deposited. It's time to reconsider our approach. Any plan to protect the close to 60 million people who rely on the Colorado and Mississippi Rivers has to start with protecting nature and the rivers themselves. Prioritizing the needs of nature, along with the needs of people, is the only path to real water security.
Forest Restoration	Extreme weather is already happening, but we can reduce its impact by using the natural environment's strengths. For example, forest restoration and stewardship can help prevent catastrophic wildfires caused by a combination of unnatural growth due to past management practices, land use changes, and increasing temperatures due to climate change. Nature-based solutions, such as restoring wetlands and meadows connected to forests, and restoring ecologically beneficial fire, can create and maintain essential firebreaks and reduce damage from flooding in wildfire areas.
Community-Focused Message	The health of every American community is impacted by water. Droughts and floods across the country threaten American agriculture and our ability to grow enough food in the future. Rising sea levels threaten our coastal communities and cities. Low water levels in Western rivers mean that we might not have enough water to support millions of people. Additional investment in nature-based solutions is the best way to increase our ability to adapt to the changing environment so future generations can thrive.

MESSAGE TESTING

While majorities of adults find each message convincing, 33% find the “forest restoration” message to be very convincing (9 or 10). Between the two split sampled options, adults find the “rivers” message less convincing than the “bank account” message.

Next, you will read a few questions that outline why some believe we should invest in more nature-based solutions to extreme weather.

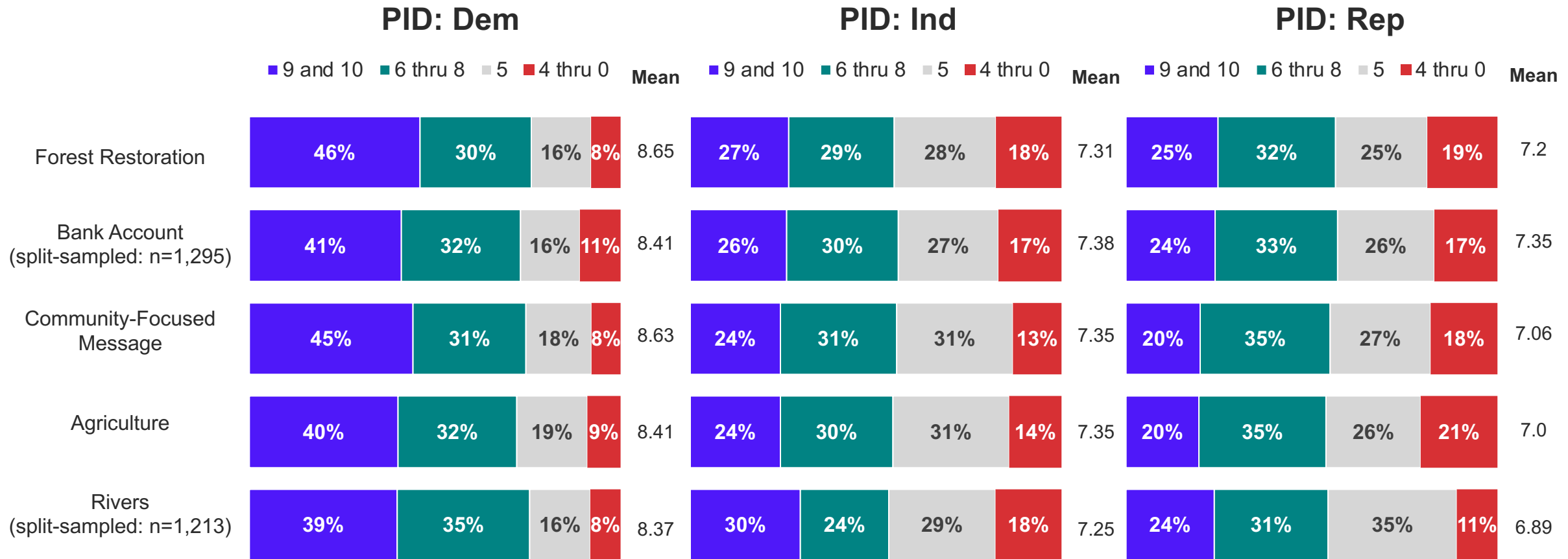
Please rate each statement on a scale of 0-10, with 10 being a very convincing reason to invest more in nature-based solutions to extreme weather and 0 being a not at all convincing reason. A rating of 5 is having no strong feelings one way or the other.



MESSAGE TESTING

Majorities of Democrats, independents, and Republicans find each tested message to be a convincing reason to invest more in nature-based solutions to extreme weather.

Next, you will read a few questions that outline why some believe we should invest in more nature-based solutions to extreme weather. Please rate each statement on a scale of 0-10, with 10 being a very convincing reason to invest more in nature-based solutions to extreme weather and 0 being a not at all convincing reason. A rating of 5 is having no strong feelings one way or the other.

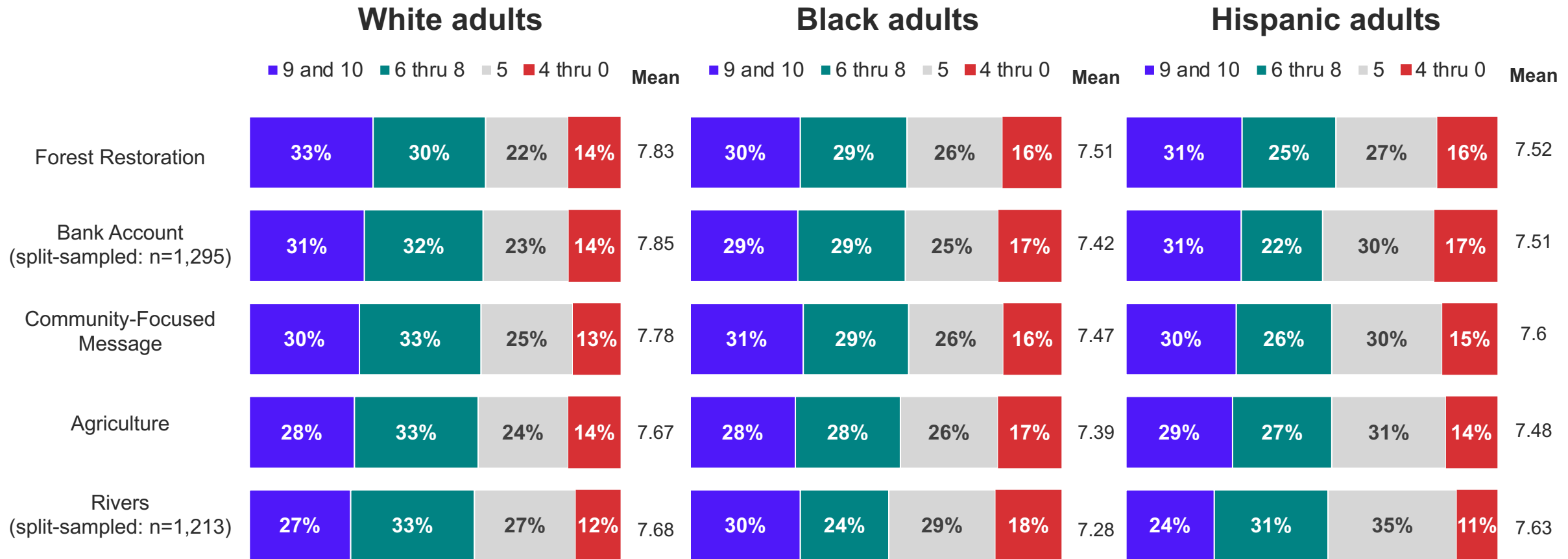


MESSAGE TESTING

As with adults overall, the most convincing messages across racial/ethnic groups focus on forest restoration and stewardship, with lower convincingness for the split-sampled “rivers” option compared to the “bank account” option.

Next, you will read a few questions that outline why some believe we should invest in more nature-based solutions to extreme weather.

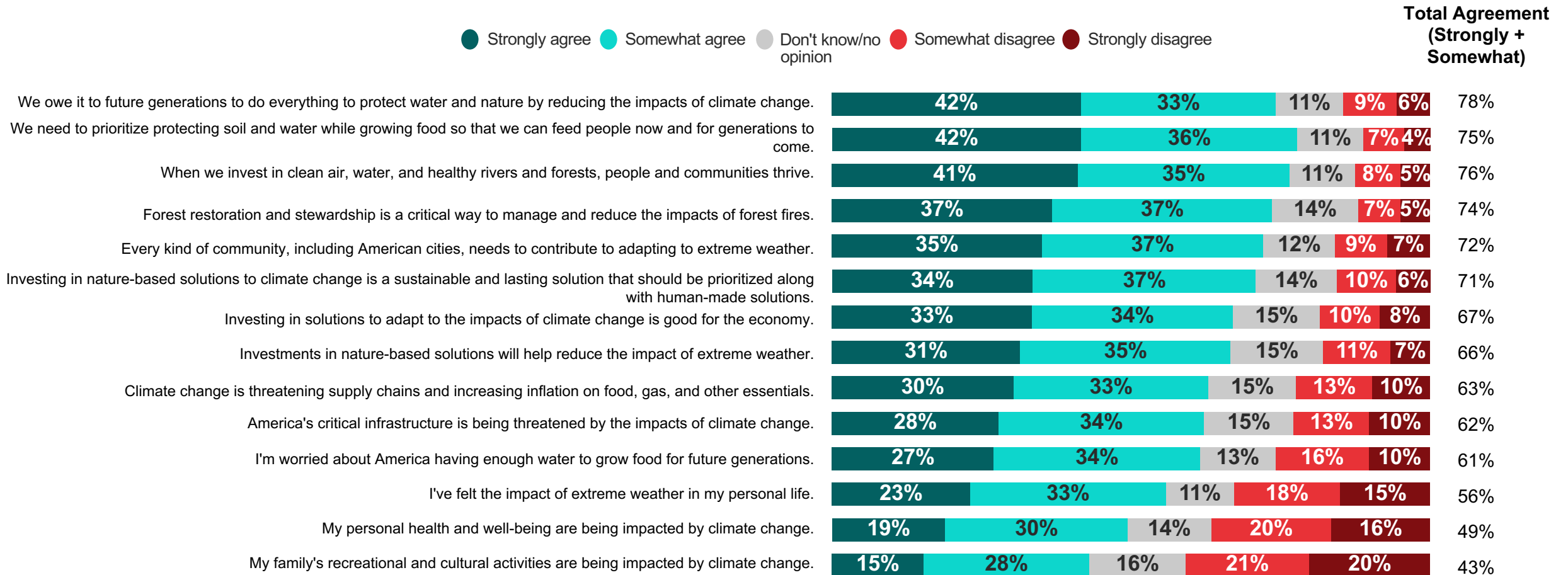
Please rate each statement on a scale of 0-10, with 10 being a very convincing reason to invest more in nature-based solutions to extreme weather and 0 being a not at all convincing reason. A rating of 5 is having no strong feelings one way or the other.



MESSAGE TESTING

Among all adults, two of the top three messages with the highest agreement use language highlighting the importance of taking action now to protect future generations.

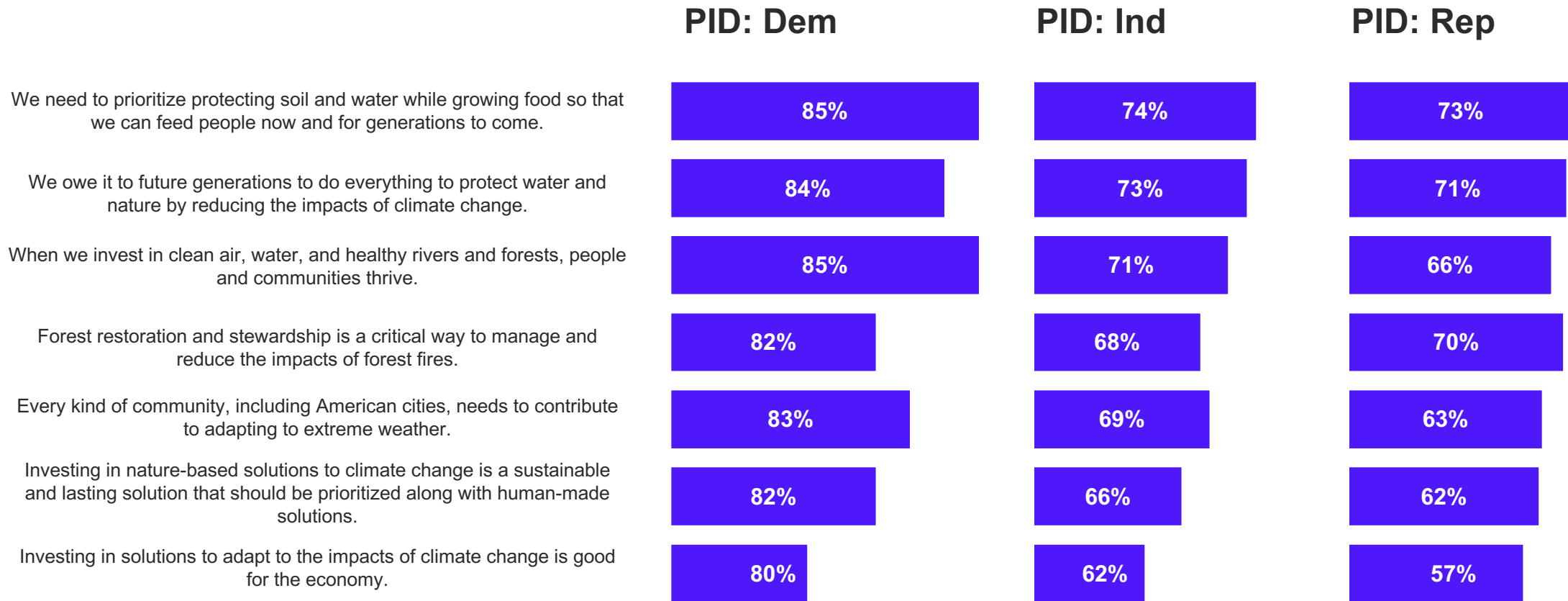
Do you agree or disagree with each of the following statements about climate resilience in America?



MESSAGE TESTING

Nearly three-quarters or more Democrats (85%), independents (74%), and Republicans (73%) agree that “we need to prioritize protecting soil and water while growing food so that we can feed people now and for generations to come.”

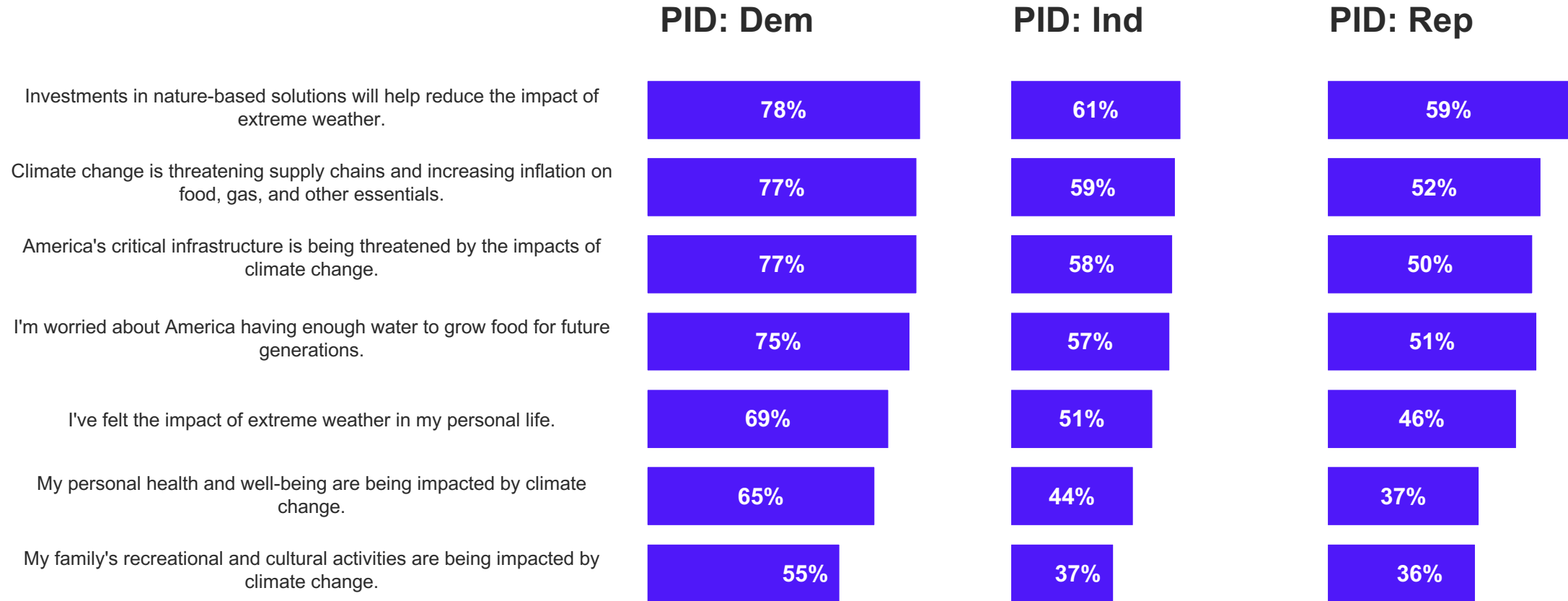
Do you agree or disagree with each of the following statements about climate resilience in America?



MESSAGE TESTING

Half or more adults across party lines also agree that America's critical infrastructure and supply chains are being impacted or threatened by climate change, and that investments in nature-based solutions will help reduce the impact of extreme weather.

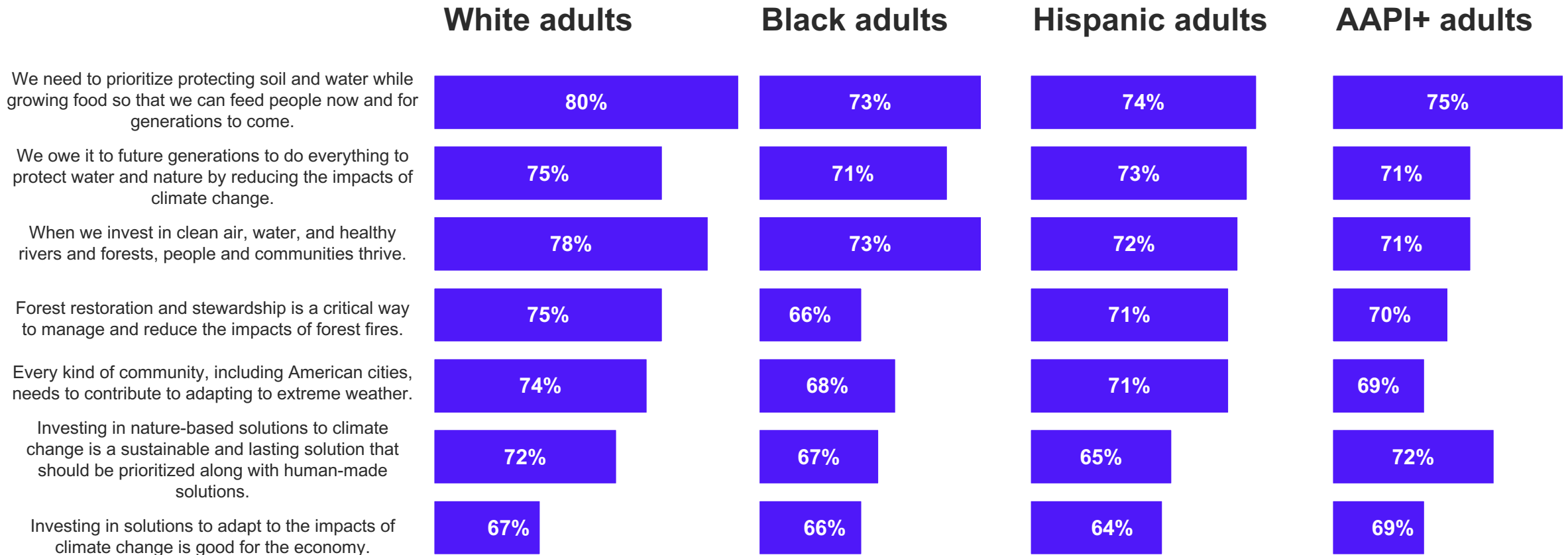
Do you agree or disagree with each of the following statements about climate resilience in America?



MESSAGE TESTING

Among the seven messages with the highest overall agreement, White adults (80%) are slightly more likely to agree about protecting soil and water for future generations than Black (73%) or Hispanic (74%) adults.

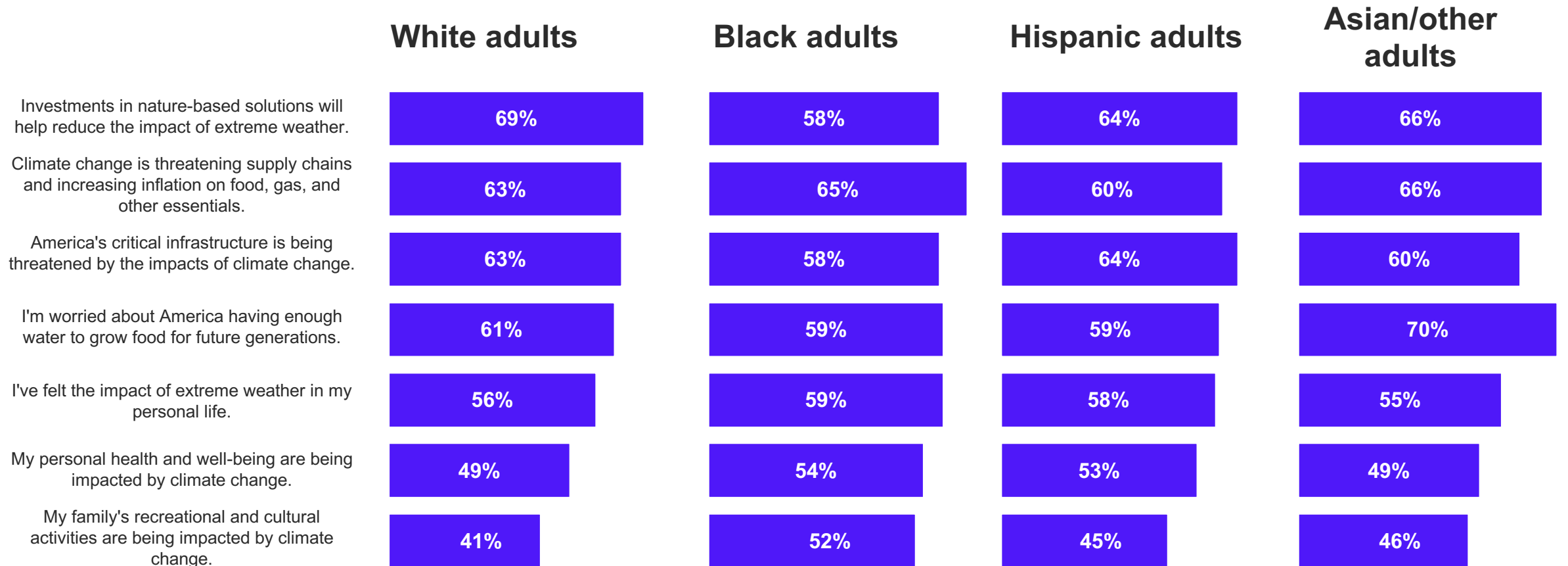
Do you agree or disagree with each of the following statements about climate resilience in America?



MESSAGE TESTING

More than half of Black (54%) and Hispanic (53%) adults say their personal health and well-being are being impacted by climate change.

Do you agree or disagree with each of the following statements about climate resilience in America?





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APPENDIX

Do you agree or disagree with each of the following statements about climate resilience in America?

% Agreement (Strongly + Somewhat)	Adults	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black	Ethnicity: Asian/other	Region: Northeast	Region: Midwest	Region: South	Region: West
We need to prioritize protecting soil and water while growing food so that we can feed people now and for generations to come.	78%	80%	74%	73%	75%	79%	78%	77%	78%
When we invest in clean air, water, and healthy rivers and forests, people and communities thrive.	76%	78%	72%	73%	71%	76%	76%	77%	77%
We owe it to future generations to do everything to protect water and nature by reducing the impacts of climate change.	75%	75%	73%	71%	71%	76%	72%	74%	75%
Forest restoration and stewardship is a critical way to manage and reduce the impacts of forest fires.	74%	75%	71%	66%	70%	73%	72%	74%	76%
Every kind of community, including American cities, needs to contribute to adapting to extreme weather.	72%	74%	71%	68%	69%	73%	71%	71%	76%
Investing in nature-based solutions to climate change is a sustainable and lasting solution that should be prioritized along with human-made solutions.	71%	72%	65%	67%	72%	73%	70%	69%	74%
Investing in solutions to adapt to the impacts of climate change is good for the economy.	67%	67%	64%	66%	69%	65%	67%	68%	68%
Investments in nature-based solutions will help reduce the impact of extreme weather.	66%	69%	64%	58%	66%	67%	66%	66%	69%
Climate change is threatening supply chains and increasing inflation on food, gas, and other essentials.	63%	63%	60%	65%	66%	66%	59%	61%	66%
America's critical infrastructure is being threatened by the impacts of climate change.	62%	63%	64%	58%	60%	63%	60%	61%	65%
I'm worried about America having enough water to grow food for future generations.	61%	61%	59%	59%	70%	59%	59%	61%	68%
I've felt the impact of extreme weather in my personal life.	56%	56%	58%	59%	55%	52%	51%	59%	58%
My personal health and well-being are being impacted by climate change.	49%	49%	53%	54%	49%	47%	46%	48%	57%
My family's recreational and cultural activities are being impacted by climate change.	43%	41%	45%	52%	46%	42%	39%	44%	46%