



OPINION
RESEARCH
& STRATEGY



TO: Interested Parties
FROM: Lori Weigel & Karoline McGrail / New Bridge Strategy
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DATE: November 2, 2022
RE: U.S. Voters Overwhelmingly Support Natural Climate Solutions

The bipartisan research team of FM3 Research (D) and New Bridge Strategy (R) recently conducted a national survey¹ to assess U.S. voters' views of natural climate solutions. The research found that voters nationwide offer up strong support for both natural climate solutions in concept, as well as specific strategies to increase the adoption of natural climate solutions. **Moreover, a vast majority of voters throughout the United States and across party lines believe that it is extremely or very important for the U.S. to invest in natural climate solutions.** These attitudes are in part grounded in the now widespread view among voters nationally that climate change is happening.

The specific key findings include:

- **More than four-in-five U.S. voters, including large majorities across party lines, support expanding the use of natural climate solutions, with a majority strongly in support.** Fully 86 percent of voters nationally support the concept of expanding natural climate solutions (as shown on the following page). Notably, fully half (50 percent) strongly support it. A mere 14 percent say they oppose it (5 percent strongly oppose).

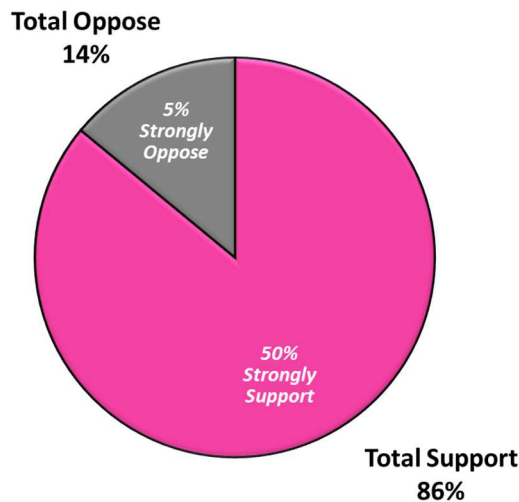
This support is extremely broad across major demographic and geographic groups, including:

- 93% of Democrats, 81% of independents and 81% of Republicans;
- 82% of men and 90% of women;
- 81% support or higher across every age category -- including 87% support with seniors ages 65+;
- 88% of white voters, 86% of African Americans and 82% of Hispanics;
- 81% support or higher among every income level – including 90% support among those with household incomes of less than \$70,000 per year;
- 85% of those with children in their home - including 89% of Moms - and 86% of those without children in their home; and
- 89% support in the Midwest, 86% in Northeast, and 85% each in the South and West.

¹ **Methodology:** From October 25-31, 2022, FM3 and NBS completed 1,000 interviews with registered voters throughout the United States. The survey was administered online by YouGov. The precision of online polls is measured using a credibility interval, as this is not a probability-based sample. In this case, the poll has a credibility interval of 3.5 percentage points in either direction. Due to rounding, not all totals will sum to 100%.

Natural Climate Solutions are actions that reduce emissions and increase carbon storage in forests, farms, grasslands and wetlands. Practices that could be included are actions like...

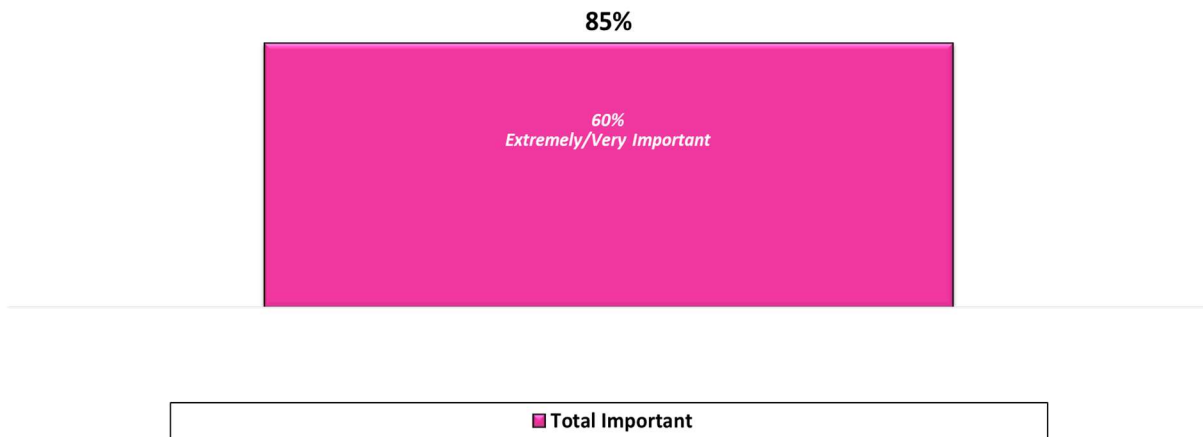
- Encouraging farming techniques that retain carbon in the soil, such as planting cover crops;
 - Conserving and replanting forests;
 - Conserving and restoring wetlands that protect against floods and storms; and
 - Reducing the loss of natural areas, planting trees, and providing parks in communities.
- Efforts to expand these practices could be supported by laws and public funding approved at the federal, state, and local levels.



- There is also significant support across party lines and among all demographic sub-groups for a number of specific strategies that would implement natural climate solutions. We tested four specific strategies of implementing natural climate solutions. Each one elicited overwhelming support of at least 83 percent or greater, as indicated in the following graph. In fact, support stands at two-thirds or greater with every single sub-group on each of these policies. They elicit solid support across party lines and all key demographic distinctions.

Support for Strategies – ranked by Total Support	Total	Dem	Ind	GOP
Expanding programs that help cities and towns plant trees in parks and along streets, which help naturally remove carbon from the atmosphere.	89%	95%	86%	85%
Expanding conservation programs that help reduce carbon emissions and increase carbon storage on public lands, such as National Forests, National Parks, and Wildlife Refuges	84%	94%	80%	75%
Expanding voluntary programs that provide financial incentives or technical assistance to farmers, forest owners, and other willing landowners who would like to adopt climate-smart practices on their lands	84%	92%	86%	75%
Creating programs that use the free market to encourage farmers and other private landowners who implement practices that naturally store carbon in soil or forests	83%	87%	84%	78%

- **More than three-in-five U.S. voters also believe it is extremely or very important for the United States to invest in these types of Natural Climate Solutions, with even more saying it is at least somewhat important (85 percent).** Fully 35 percent say it is “extremely important” and another 25 percent view it as “very” important for the country to invest in natural climate solutions. Another 25 percent say it is at least somewhat important to invest in these actions, totally 85 percent who deem this to be important overall. In contrast, just 15 percent say it is either “not very” or “not at all” important (9 percent and 6 percent, respectively), as one can see depicted in the following graph:



A majority of voters in every region of the country and of all key demographic sub-groups view it as extremely or very important for the United States to invest in natural climate solutions. Voters across party also believe it is important to invest in natural climate solutions, with 72% of Republicans, 82% of independents, and 92% of Democrats considering it at least somewhat important to invest in these strategies. However, there is a more pronounced distinction across party on the intensity of this attitude, with Democrats (84%) far more likely than independents (53%) or Republicans (37%) to consider investment extremely or very important.

- **Support is likely grounded in a strong belief that climate change is happening.** More than three-quarters (77 percent) of U.S. voters say that they believe climate change is happening. This view now extends across all regions of the country and with most key sub-groups. There is still a partisan distinction as the view is universally held among Democrats (96 percent), at 78 percent of independent voters and a majority (55 percent) of Republicans.

The view that climate change is happening does bear a strong relationship to greater support for natural climate solutions, as nine-in-ten (90 percent) who say climate change is happening also support taking these actions, but the overwhelming majority of even those who do not think climate change is happening support taking these actions, too (71 percent).

- **In conclusion, voters in the United States register solid support for natural climate solutions and overwhelmingly find it important for the U.S. to invest in these actions.** There is solid support both overall and for specific strategies. It is evident in every region of the country and across party lines.