



OPINION
RESEARCH
& STRATEGY

TO: U.S. Nature4Climate
FROM: Lori Weigel & Karoline McGrail/ New Bridge Strategy
Dave Metz / FM3 Research
RE: Strong Support for Natural Climate Solutions Continues in Latest National Voters Survey
DATE: August 2, 2024

The bipartisan research team of New Bridge Strategy (R) and FM3 Research (D) recently conducted a national survey¹ to assess U.S. voters' views of natural climate solutions. This is the third survey in as many years we have conducted. Through this research, we found that:

- Voters nationwide offer up strong support for both natural climate solutions in concept, as well as the federal government funding it.
- In fact, the vast majority of voters throughout the United States and across party lines would have a more favorable impression of their Representative if he or she voted for continued federal investment in natural climate solutions.
- Even after hearing an opposing viewpoint, voters continue to support NCS.

Key Survey Findings:

- **An overwhelming majority of American voters – fully 94 percent – indicate support for Natural Climate Solutions, with more than half (55 percent) strongly in support.** A mere 6 percent oppose Natural Climate Solutions. We provided the following brief, factual explanation of Natural Climate Solutions (NCS) with some examples to provide context for those who may be less familiar with the term:

“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...

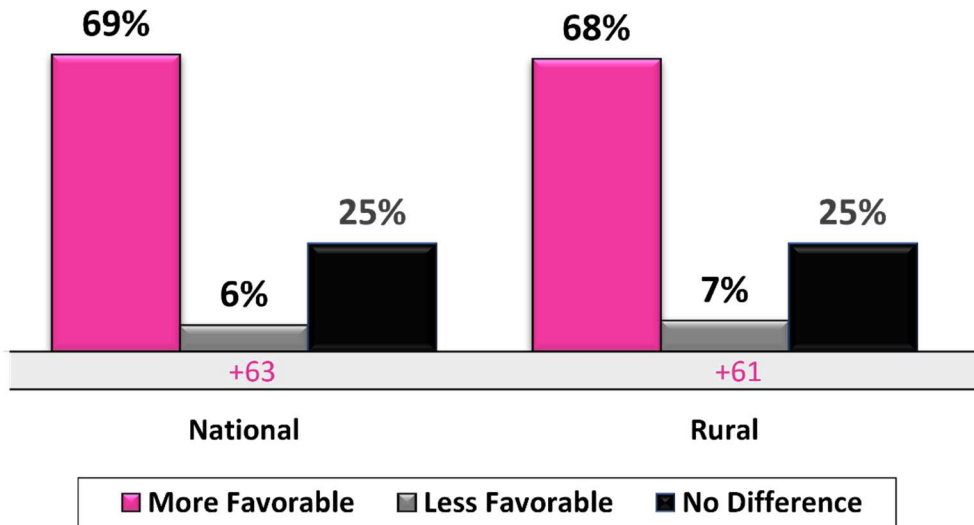
- *Encouraging farming techniques that retain carbon in the soil, such as planting cover crops;*
- *Conserving and replanting forests;*
- *Conserving and restoring coastal wetlands; and*
- *Reducing the loss of natural areas, planting trees, and providing parks in communities.*

Efforts to expand these practices could be supported by laws and public funding approved at the federal, state, and local levels.”

Overall support is up two points from support in 2023. The percentage of voters who say they strongly support Natural Climate Solutions increased eight points from 47 percent strongly support. All major demographic sub-groups, party affiliations and regions of the country support NCS. Eighty-nine percent of Republicans, 94 percent of Independents, and 99 percent of Democrats express support for NCS.

¹ From June 10-19, 2024, NBS and FM3 completed interviews among N=1,000 registered voters throughout the United States. The sample included 195 additional interviews to reach a total of 450 voters living in counties defined by the US Census as “mostly rural” or “completely rural” who also self-describe themselves as living in a rural area or a small town. Interviews were conducted online. Quotas were set for key demographic sub-groups, such as gender, age, ethnic background and region. The confidence interval is +3.53% for the overall sample. The interval will vary for sub-groups. Due to rounding, not all totals will sum to 100%.

- Not only do most voters support Natural Climate Solutions, but they also support federal funding to implement them.** Ninety-four percent of voters nationally support Congress passing additional federal funding as they did a few years ago to ensure natural climate solutions can be put into action (55 percent strongly support). Support for federal funding also spans all major demographic sub-groups, including 90 percent of Republicans and 93 percent of rural voters.
- Nearly seven-in-ten voters tell us they would have a more favorable impression of their member of Congress if they voted to keep these incentives and programs intact.** As the following chart indicates, by at least a nine to one ratio voters nationally and in rural areas of the country say they would have a more favorable impression rather than a less favorable impression of their Member of Congress if he or she “voted to keep these financial incentives and programs for farmers and landowners to better manage their land to reduce its impact on the climate and conserve land and water.” It is highly unusual to see voters feel so strongly about an issue that a vote in favor would help representatives earn more support from their constituents.



- Support is also extremely durable. Even when voters hear an opposing viewpoint criticizing funding Natural Climate Solutions, they continue to support this investment.**



Majorities across party lines side with supporters of federal investments in Natural Climate Solutions, as do those who have lived or worked on a farm or ranch, rural voters, and virtually every demographic sub-group.