



Georgians on Climate, COVID and Equity

RESEARCH INSIGHTS, 2020



Research Objectives



- ✓ Gain a deeper understanding of Georgians' perceptions of climate change & sustainability
- ✓ Understand how these attitudes are shifting as a result of COVID-19
- ✓ Determine if Georgians see any link between the climate and social justice issues

For market research questions, please contact Emily Creek at emily.creek@stablekernel.com. For media inquiries, please contact Lisa Cape Lillenthal at 404-661-3679



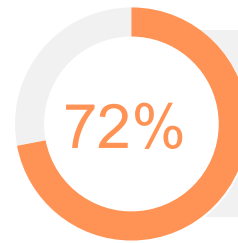
Survey Overview

- July 2020 online survey conducted by Stable Kernel on behalf of Drawdown Georgia
- **n=552** completed interviews among Georgia residents, college students and educators
- 95% confidence interval with a 4% margin of error

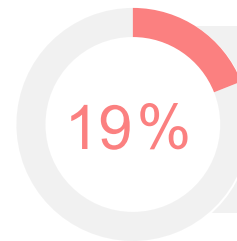
Method

- Online quantitative survey
- Fielded July 13 – July 24, 2020
- Weighted data used for all respondents*
- Unweighted data used for segments

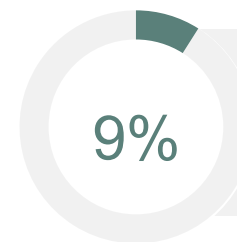
*Weighted based on the US Census Bureau's Voting and Registration Supplement to the Current Population for registered voters in Georgia based on age, gender, race and party identification.



Georgia Residents (n=400)
Respondents 18+ who are registered to vote in GA



College Students (n=102)
Respondents 18+ who are enrolled at a college or university in the state of GA



Educators (n=50)
Higher Education Professors or K-12 Educators

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Headlines



COVID-19 impact: COVID-19 has had a **positive** impact on Georgians' opinions and actions related to climate change



Climate change & global warming matter: Georgians worry about climate change & global warming, are interested in solutions, and are taking actions to address the issues



Action drivers: Support for **Solar Farms, Forest Protection, and Coastal Wetland Protection** will influence Georgians' voting strategy, purchasing behaviors, and non-profit involvement



Climate change & social justice: Georgians believe climate change and social justice are related issues

COVID-19 IMPACT



Since COVID-19 began: More are aware of climate change

Awareness of Climate Change

(% Much/Somewhat More Aware)

43%

All Georgia
Responders

76%

College
Students

61%

Urban
Residents

59%

Age
18-34

51%

Age
35-44

48%

African
Americans

Base (n=552); College Students (n=102); Urban Residents (n=91); 18-34 (n=113); 35-44 (n=135); African Americans (n=108)

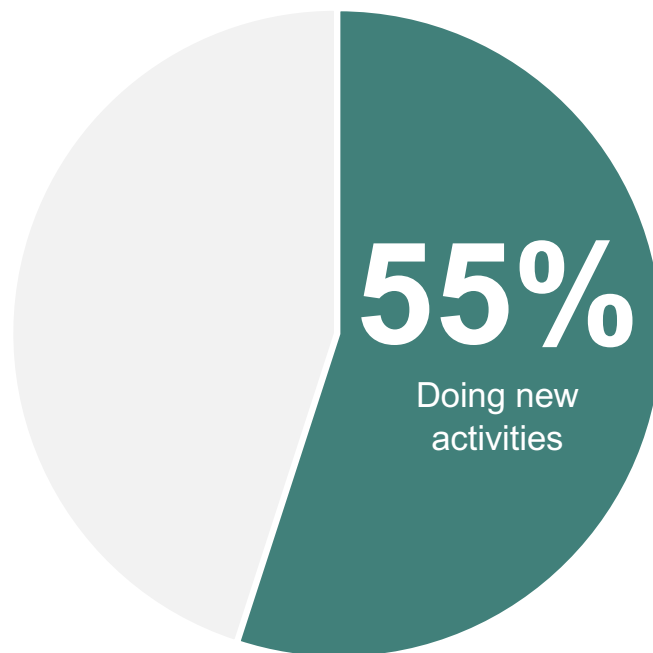
B1. How, if at all, has your awareness of climate change shifted since the COVID-19 pandemic began?

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Since COVID-19 began: Georgians are participating in new and climate-friendly activities

Habits and Activities

(% Participating in activity)



32%

Eating and cooking with more seasonal foods



22%

More focus on creating less waste



20%

Growing vegetables at home

Base (n=552); Doing new activities (n=304)

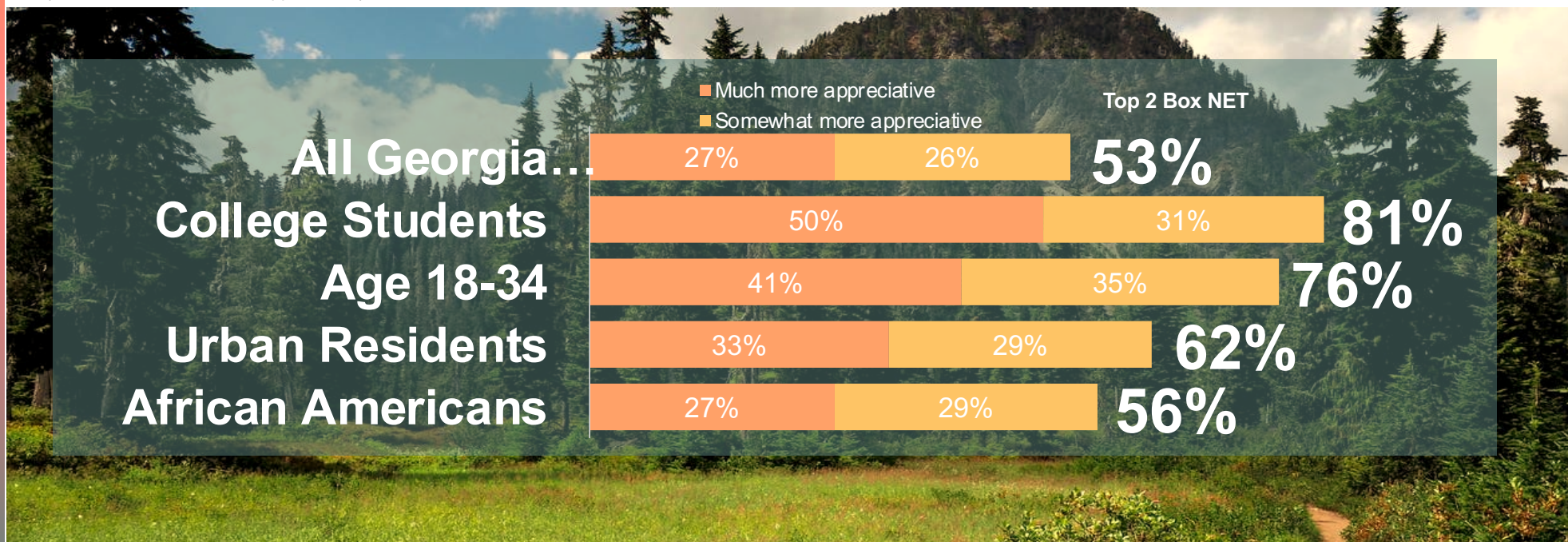
B2. Are any of the following habits or activities new to you as a result of COVID-19? (Answer set shown above plus N/A was an option)

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Since COVID-19 began: More appreciative of outdoor activities offered by Georgia

Impact of COVID-19 on Appreciation for Georgia's Outdoor Activities

(% Much/Somewhat More Appreciative)



Base (n=552); College Students (n=102); Urban Residents (n=91); 18-34 (n=113); African Americans (n=108)

B3. How, if at all, has COVID-19 made you appreciate the outdoor activities Georgia has to offer?

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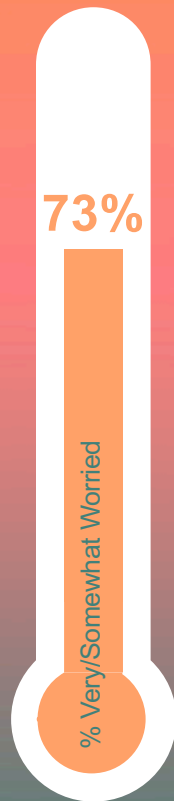
CLIMATE CHANGE & GLOBAL WARMING MATTER



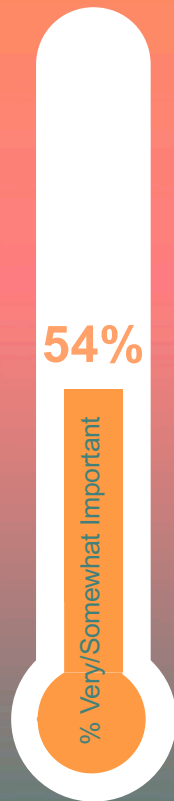


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Climate
Change



Global
Warming



Georgians believe that climate change and global warming matter, and plan to make positive changes in their behavior to reflect this belief.

Climate Change Concern Among:

- African Americans 85%
- Age 18-34 85%
- College Students 85%
- Urban Residents 83%

Global Warming Importance Among:

- College Students 70%
- Urban Residents 69%
- Age 18-34 62%
- African Americans 62%

Base (n=552); College Students (n=102); Urban Residents (n=91); 18-34 (n=113); African Americans (n=108)

Q3. How worried are you that climate change is negatively impacting Georgia? Q7. How important is the issue of global warming to you personally?

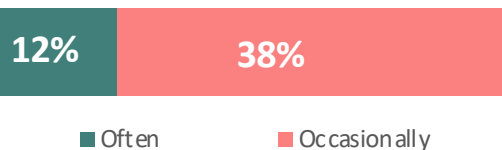
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Half of Georgians discuss climate change with their family & friends regularly; and more than half feel it is a controversial topic

Discussions around Climate Change

Frequency of climate change discussions with family & friends

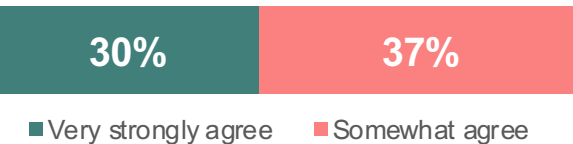
All Georgia Respondents



Top 2 Box
50%

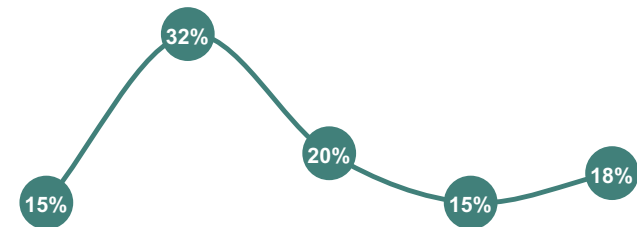
Agree that climate change is a controversial topic in GA

All Georgia Respondents



Top 2 Box
67%

Frequency of reading, hearing or searching for news about climate change in Georgia



At least once a week At least once a month Several times a year Once a year or less often Never

Base (n=552)

Q4. How often do you discuss climate change with your friends and family?

Q5. How often do you read, hear or search for news about climate change as it pertains to Georgia?

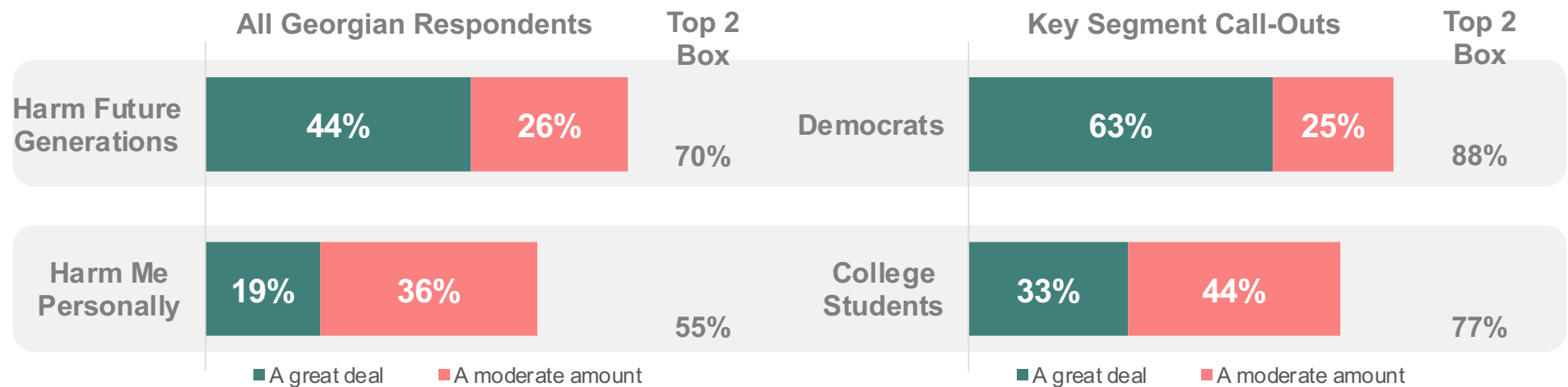
Q6. How strongly do you agree or disagree that climate change is a controversial topic of conversation in our state?

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Georgians feel global warming will harm themselves as well as future generations

Global Warming Impact on Self vs. Future Generation

(% A great deal / a moderate amount)



Base (n=552); College Students (n=102); Democrats (n=178)

Q9. How much do you think global warming will harm you personally?

Q10. How much do you think global warming will harm future generations of people?

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ACTION DRIVERS & AWARENESS

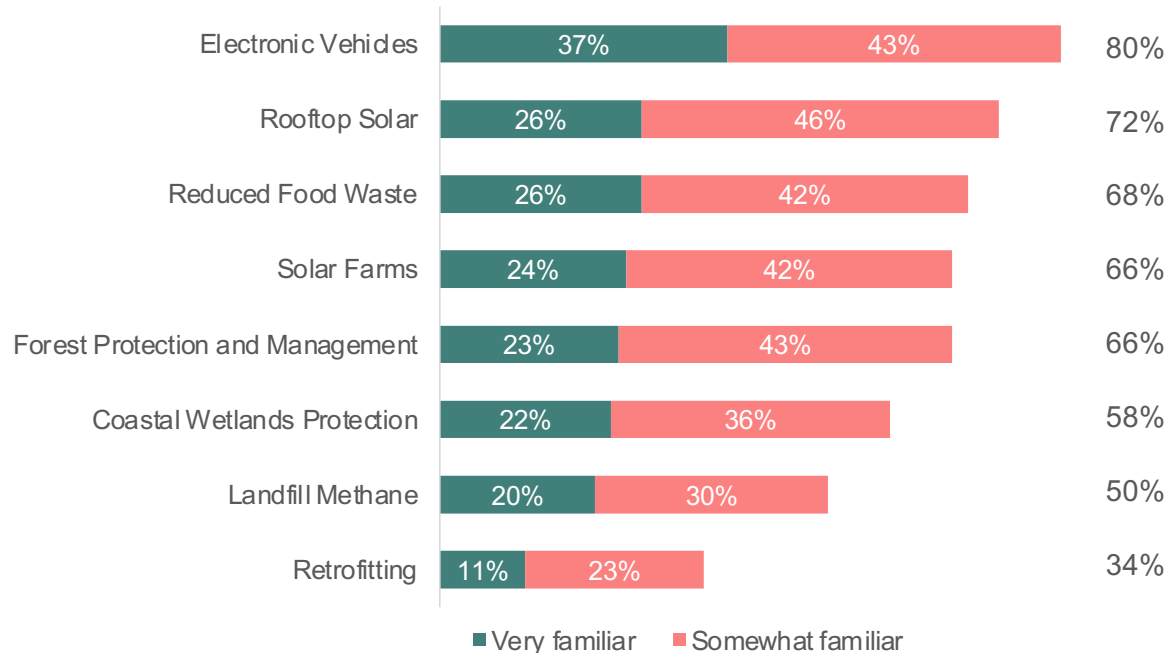


Georgians are generally familiar with most proposed solutions for climate change, except retrofitting

Climate Change Solution Familiarity

(% Very/Somewhat familiar)

Top 2 Box



Base (n=552)

C1. Below please find some proposed solutions for climate change. Please tell us how familiar you are with each of these ideas in general.

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Georgians are well-versed in climate change, but are interested in learning more

Solutions Interested in Learning About

(% Very/Somewhat Interested)

79% Forest Protection and Management

76% Coastal Wetlands Protection

75% Reduced Food Waste

73% Solar Farms

70% Rooftop Solar

67% Retrofitting

65% Landfill Methane

64% Electric Vehicles

The one solution
Georgians are
interested in learning
the MOST:

**Reduced
Food Waste
19%**

Base (n=552)

C2. How interested are you in learning more about [insert proposed solution]?
C6. Of these solutions, which one do you wish you knew more about as it relates to climate change?

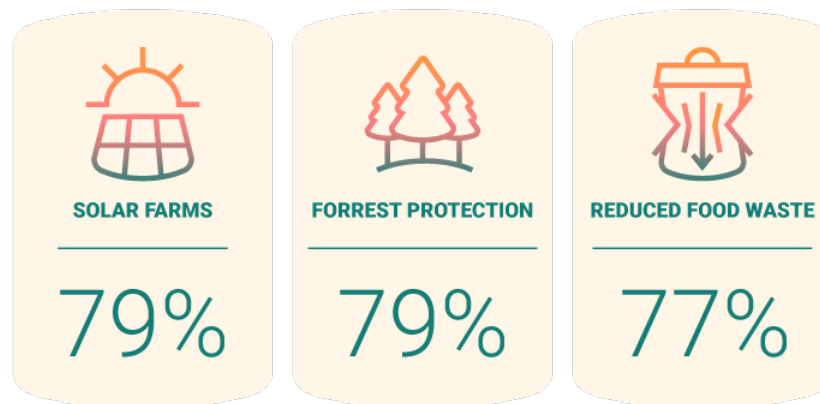
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Georgians are likely to buy products from companies and vote for politicians who support key issues

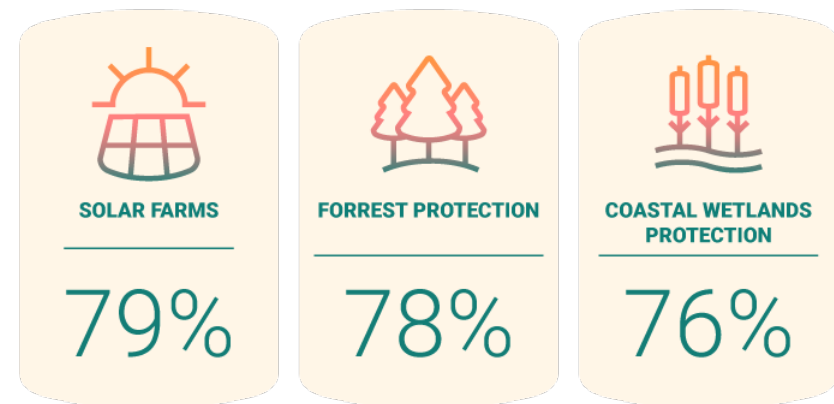
3 Most Important Issues

(% Very/Somewhat Likely to Buy/Vote)

Likely to buy products from Georgia companies actively supporting:



Likely to vote for Georgia politicians actively supporting:



Base (n=552)

C3. How likely are you to buy products from Georgia companies that are actively supporting this solution?

C4. How likely would you be to vote for Georgia politicians who are actively supporting this solution?

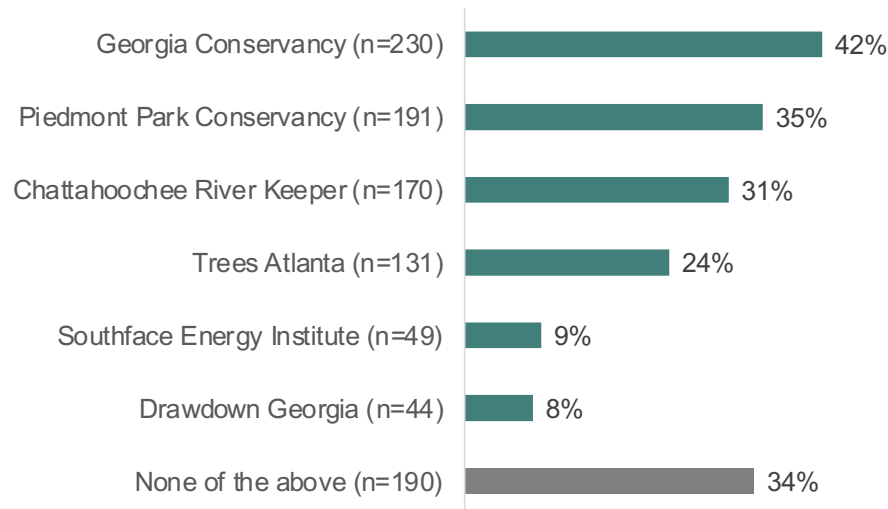
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Awareness of Drawdown Georgia is low in comparison to established non-profits in a similar playing field; those few who do know the organization are clear on its mission

Non-Profit Organization Awareness

(% Aware)

Non-Profit Organization Awareness



Q. In your own words, what is the goal or purposes of Drawdown Georgia?

"To work with researchers and industry to reduce the carbon emissions in our state until we reach the point of climate neutrality."

"Aims to identify a set of solutions to help Georgia."

"They intend to reduce our carbon footprint and reduce climate change."

Base (n=552); Base: Those aware of Drawdown Georgia (n=44)

A1. Which of the following non-profit organizations have you heard of?

A3. In your own words, what is the goal or purposes of Drawdown Georgia?

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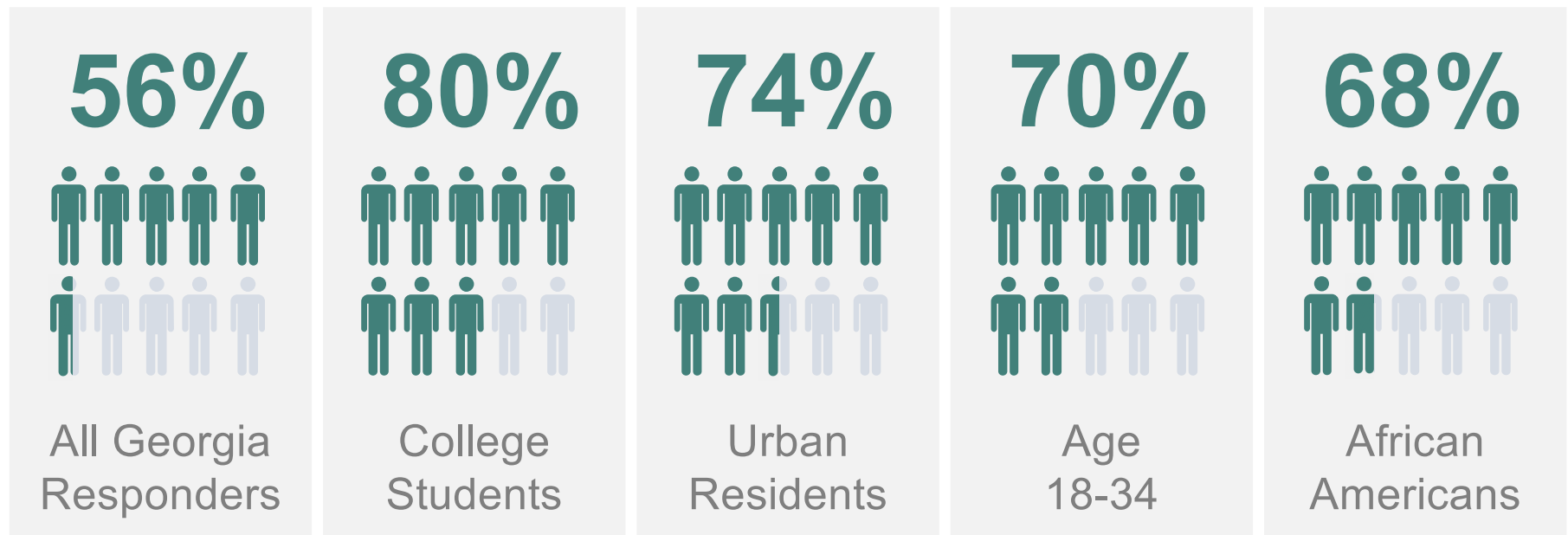
CLIMATE CHANGE & SOCIAL JUSTICE



Georgians believe climate change and social justice are related issues

Climate Change and Social Justice Relation

(% Strongly/Somewhat Related)



Base (n=552); College Students (n=102); Urban Residents (n=91); 18-34 (n=113); African Americans (n=108); Democrats (n=178)

J1. In your opinion, how related are climate change and social justice issues in general?

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“What is the relationship between climate change and social justice?”

NEEDS FIXING

“They both call for a solution”

NEEDS COOPERATION

“Both need cooperation to get things done”

NEEDS THOUGHTFULNESS

“They are both social issues that affect the future of the world”

NEEDS CHANGING BEHAVIORS

“By facing climate change and social injustice, we can make a difference by changing our behavior to make things better for generations to come”

Base (n=552)

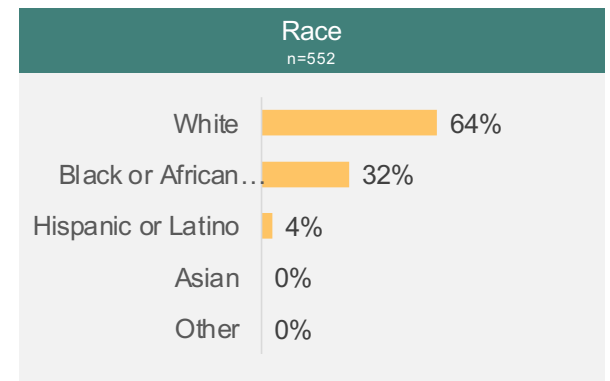
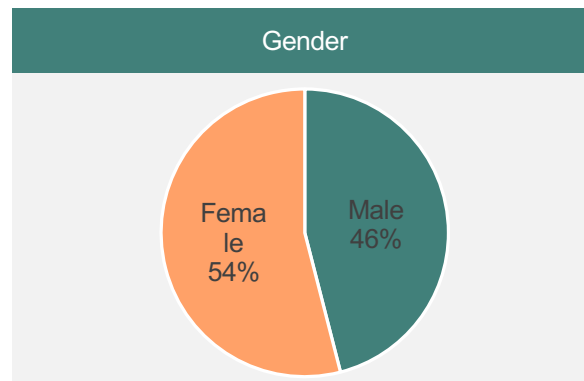
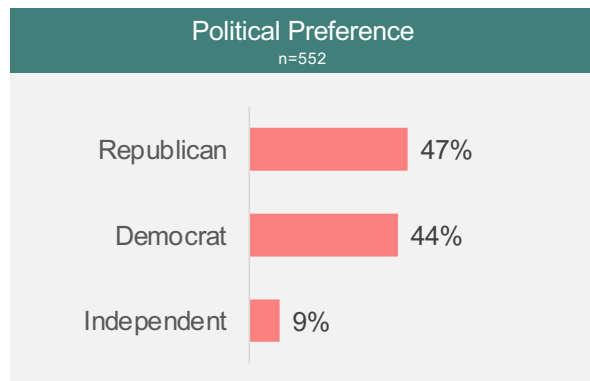
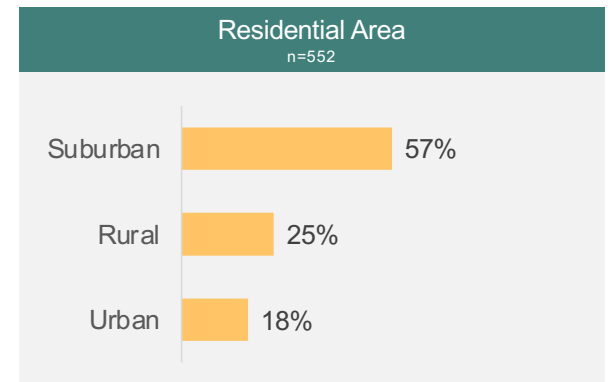
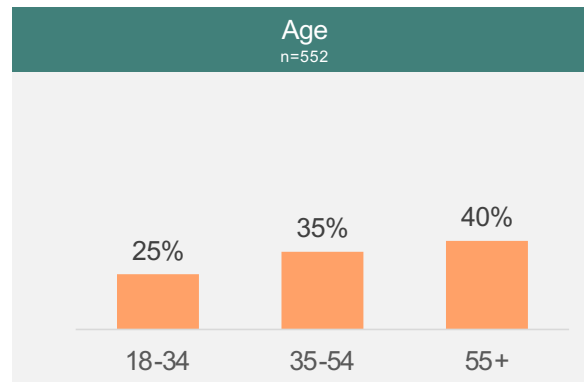
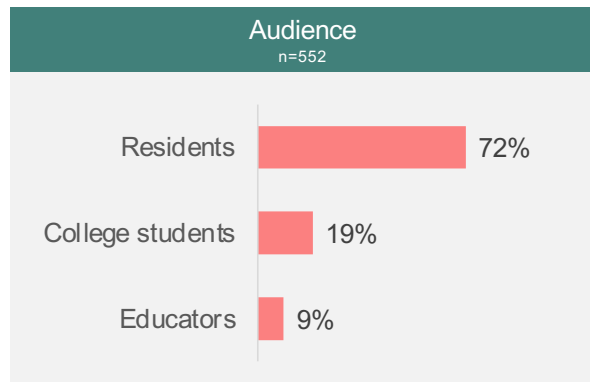
J2. In your opinion, what is the relationship between climate change and social justice? [open-ended]

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DEMOGRAPHICS



Demographics of All Respondents



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