



Walton Family Foundation: The Urgency of Water

National Survey Report
October 2020





Methodology

- National survey was fielded between September 24 and September 27, 2020 among 1,040 American adults.
- Working with Beck Research, the sample was drawn from NORC's probability-based AmeriSpeak Panel, which is designed to be representative of the U.S. population.
- The margin of sampling error for all respondents is +/- 4.05% points.
- Please see the end of this presentation for additional information about NORC's AmeriSpeak Panel.

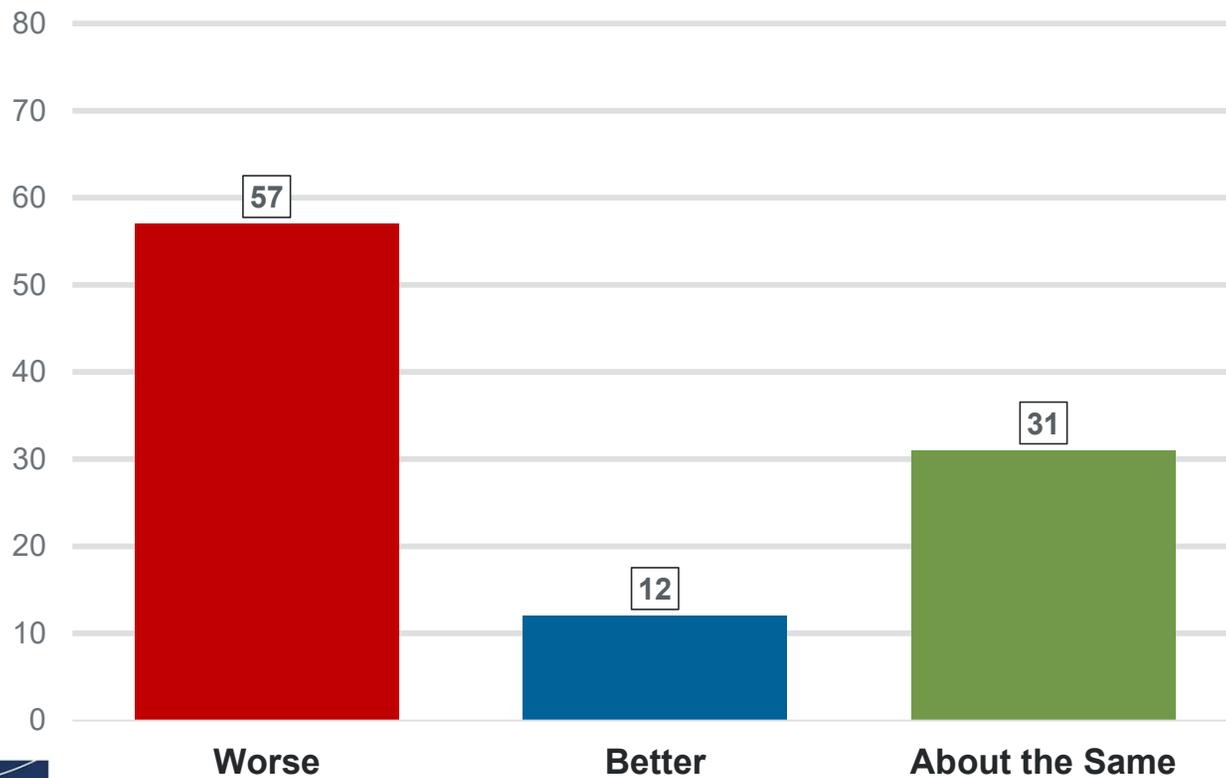




Key Findings

- Despite a crowded national issue agenda, Americans want action on the environment and prioritize protecting access to clean, safe water.
- America is bracing for a worsening environment. A majority (57%) expect the condition of the environment to get worse for the next generation; only 12% think things will be better and 31% think the environment will be the same.
- The top two things that Americans expect to get worse center on the environment; 57% think “damage from natural disasters” and 51% think “the environment where we live” will be worse in the next twenty years.
- There is a broad consensus that the U.S. needs to take more action. Fully 72% say that more needs to be done and 73% think humans can take action to reduce the impacts of climate change.
- Almost 9 out of 10 Americans (88%) think companies have an obligation to take more action on environmental issues

Majority think the Condition of the Environment Will Be Worse for the Next Generation



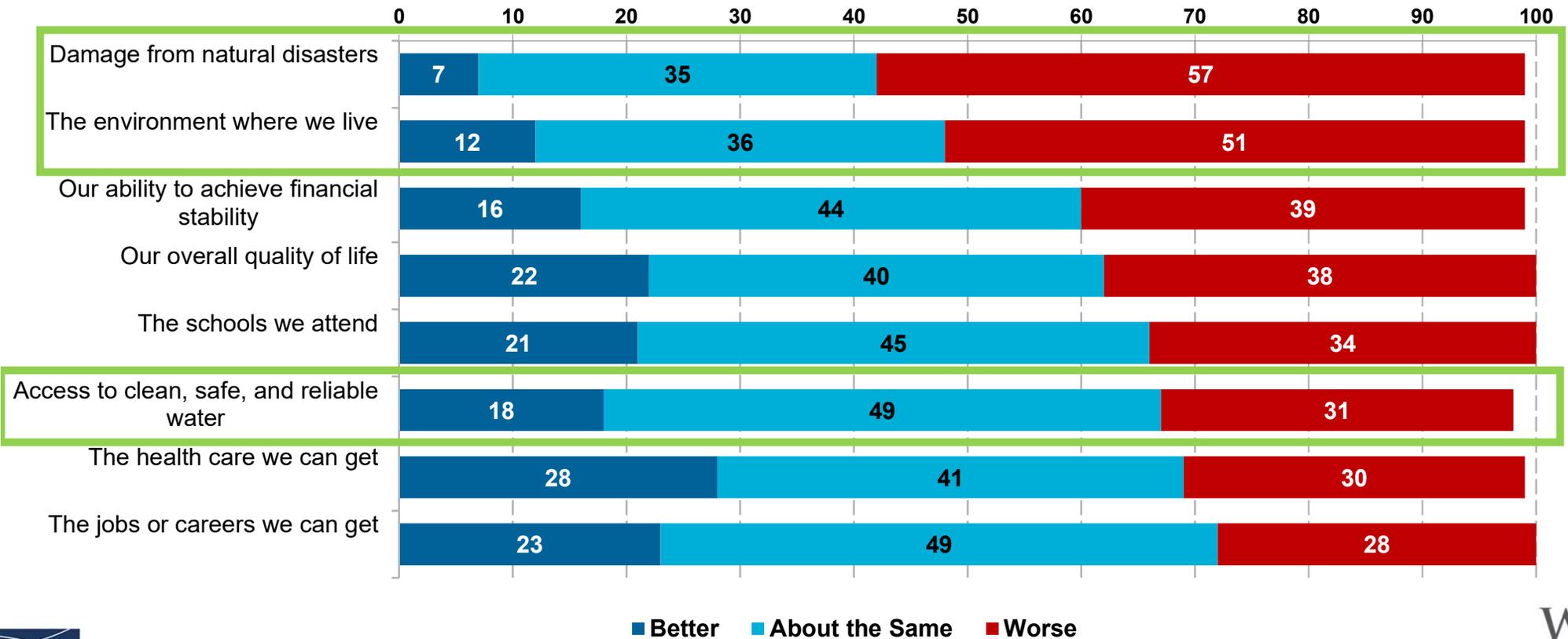
	Worse	Better	Same
Democrats	74%	12%	14%
Independents	59%	10%	31%
Republicans	36%	15%	49%
18-49	61%	12%	27%
50+	53%	12%	35%



Do you think the condition of the environment for the next generation will be better, worse, or about the same as it is now?



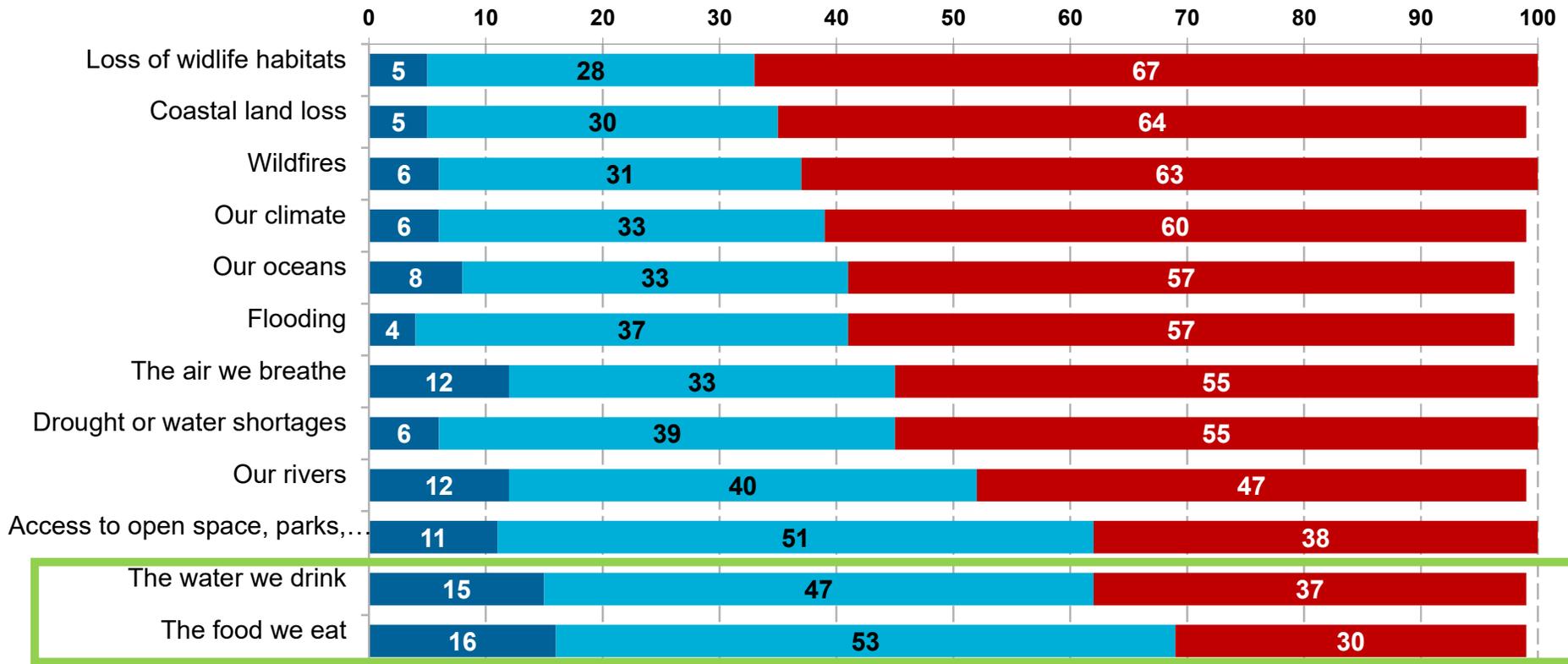
Top Concerns Focus on Environment; Americans Are Most Pessimistic about Damage from Natural Disasters



There are many things people may feel will be better or worse in the next twenty years. Do you think each of the following things will be better, about the same, or worse in twenty years?



Americans Are Less Likely to Perceive Water and Food As Future Threats

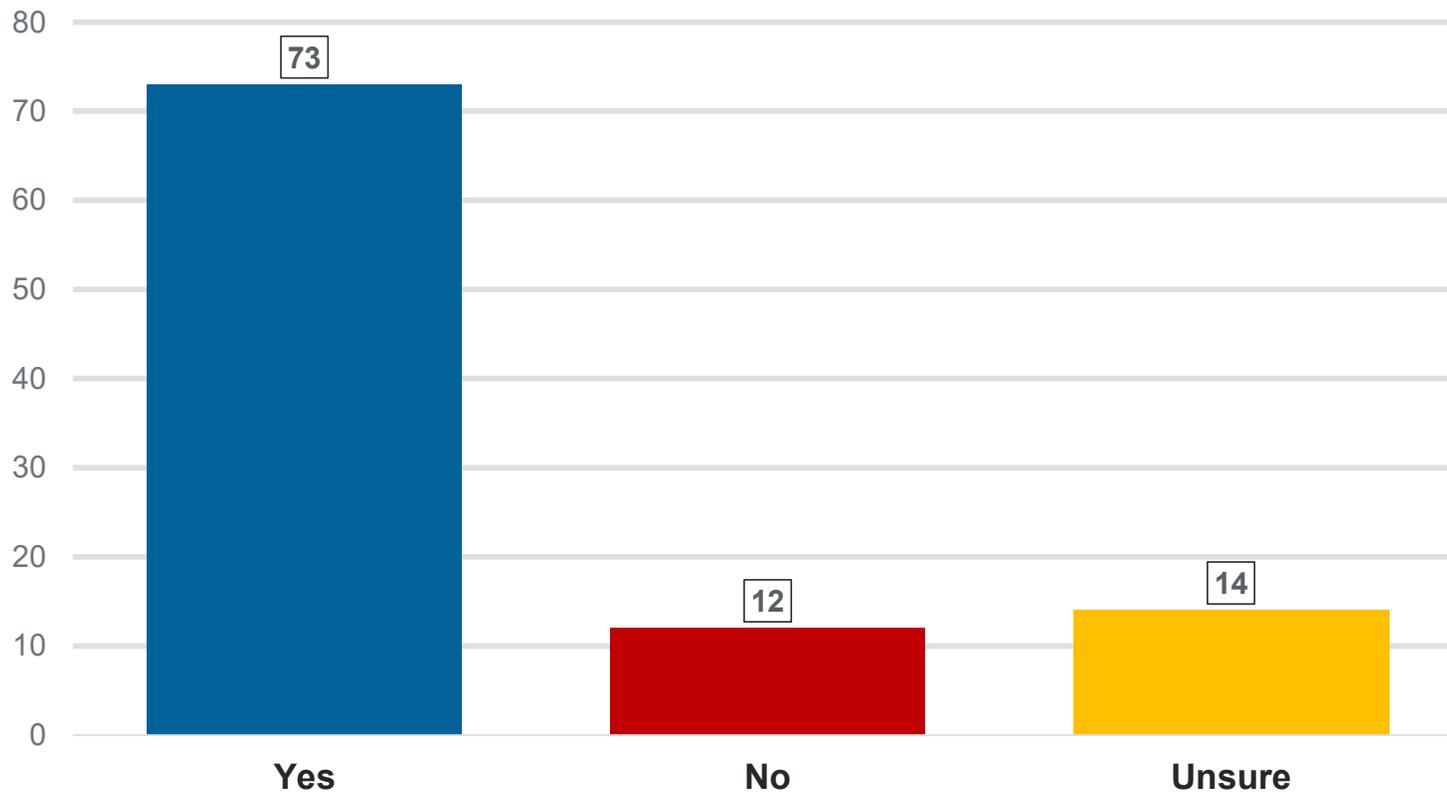


■ Better ■ About the Same ■ Worse

Now think about specific issues, do you think each of the following will be better, about the same, or worse in twenty years?



Humans Can Take Action



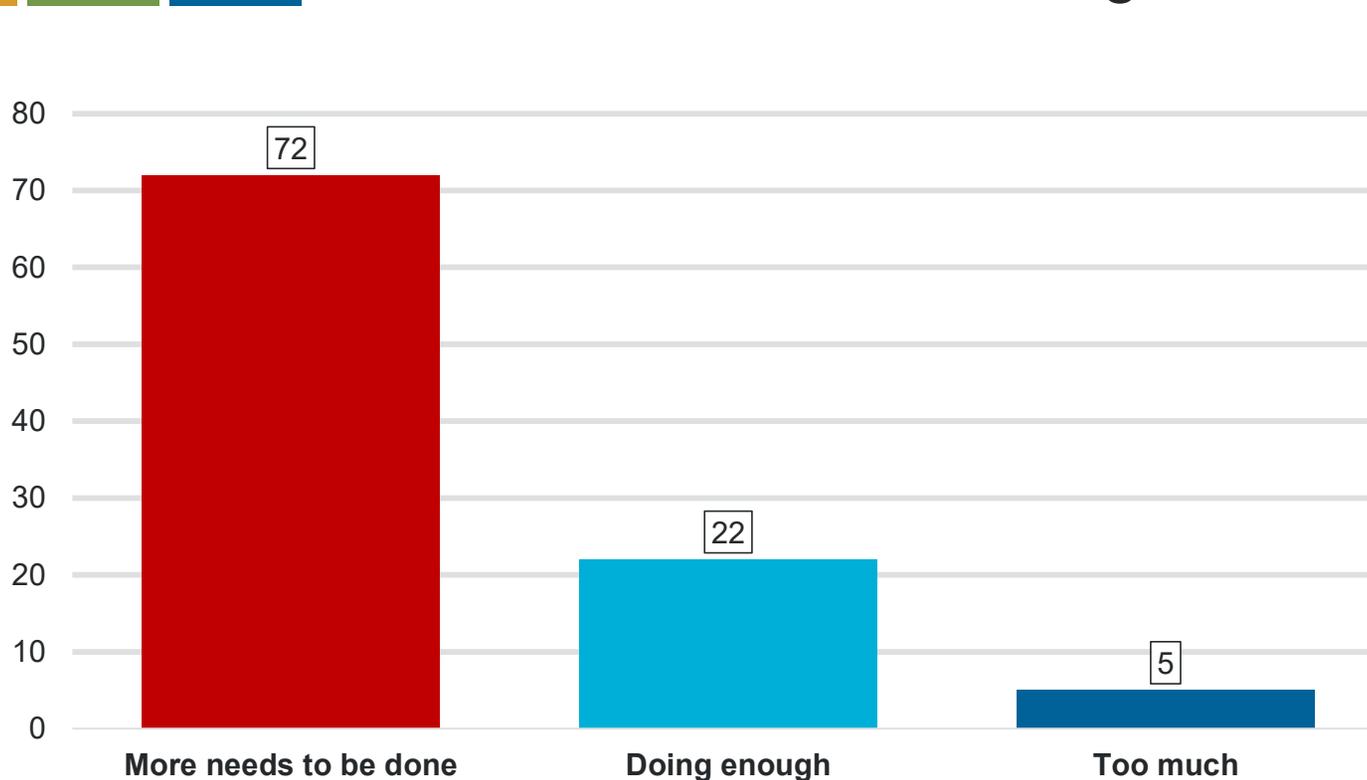
	Yes
Democrats	88%
College women	80%
BIPOC	80%
College men	79%
Younger men	77%
ALL ADULTS	73%
Independents	73%
Younger women	73%
Parents	72%
Non-college men	71%
Older men	70%
Older women	70%
White	69%
Non-college	68%
Republicans	55%



Do you believe that humans can take action to reduce the impacts of climate change?



Almost Three-Quarters Think U.S. Needs to Do More to Address Climate Change



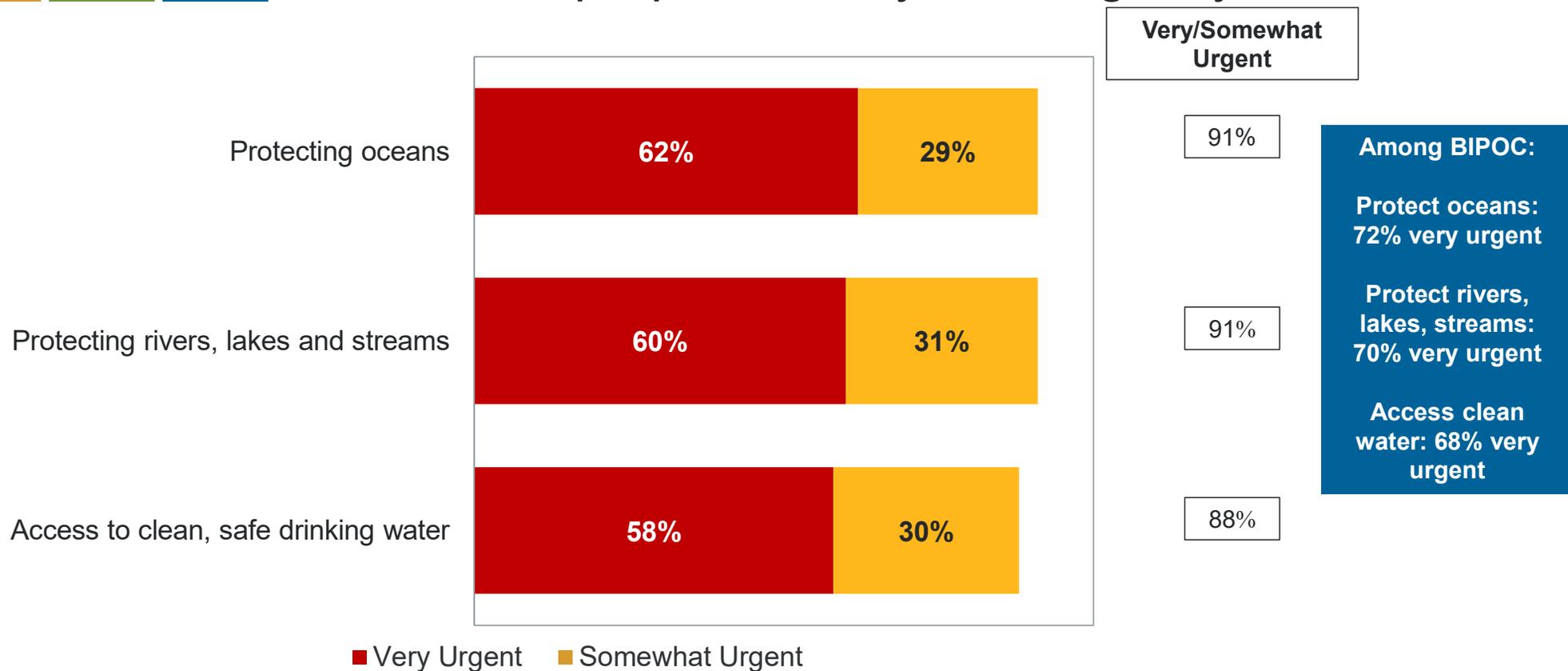
	More
Democrats	94
BIPOC	84
College women	70
Younger women	75
College men	74
Younger men	74
Older men	73
Independents	72
All adults	72
Non-college	71
Non-college men	67
White	65
Older women	63
Republicans	46



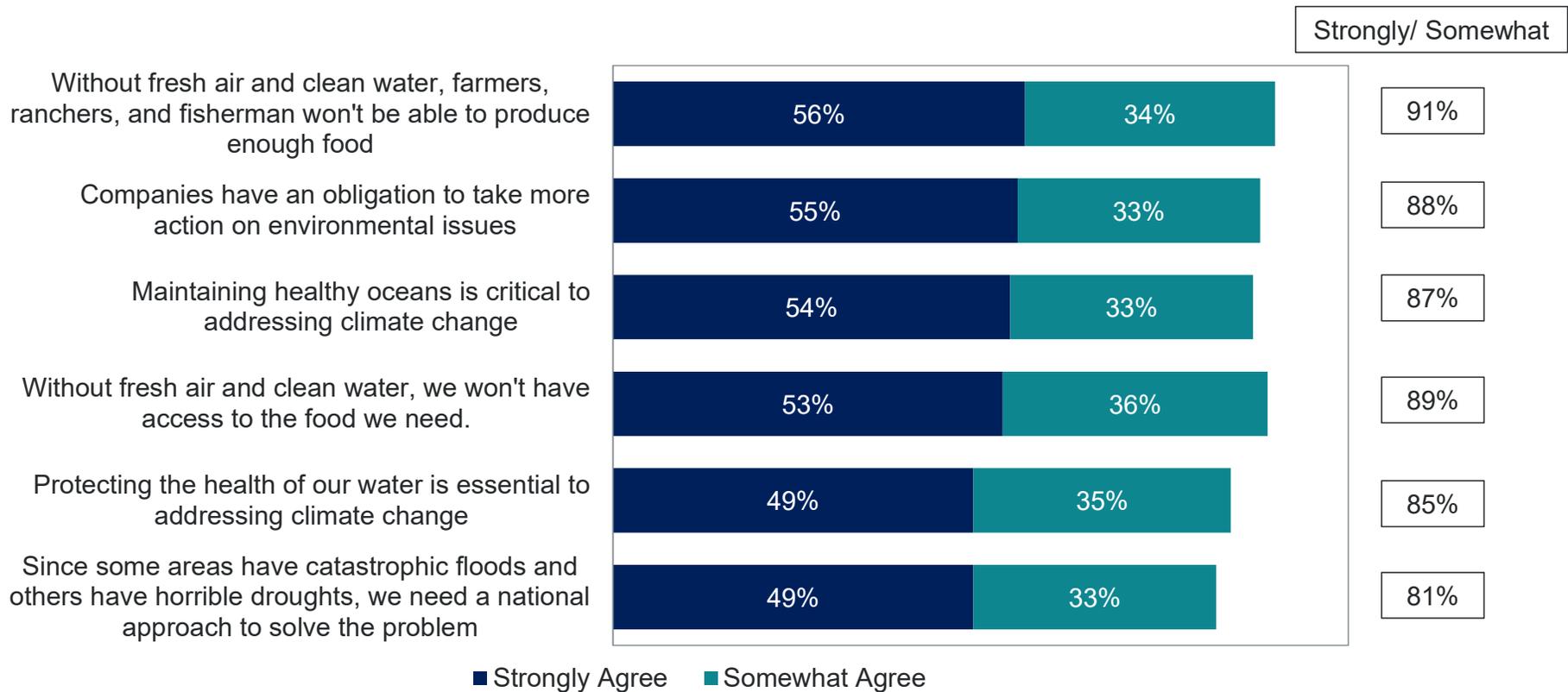
Do you think the United States is doing enough to address climate change, doing too much, or do you think more needs to be done to address climate change?



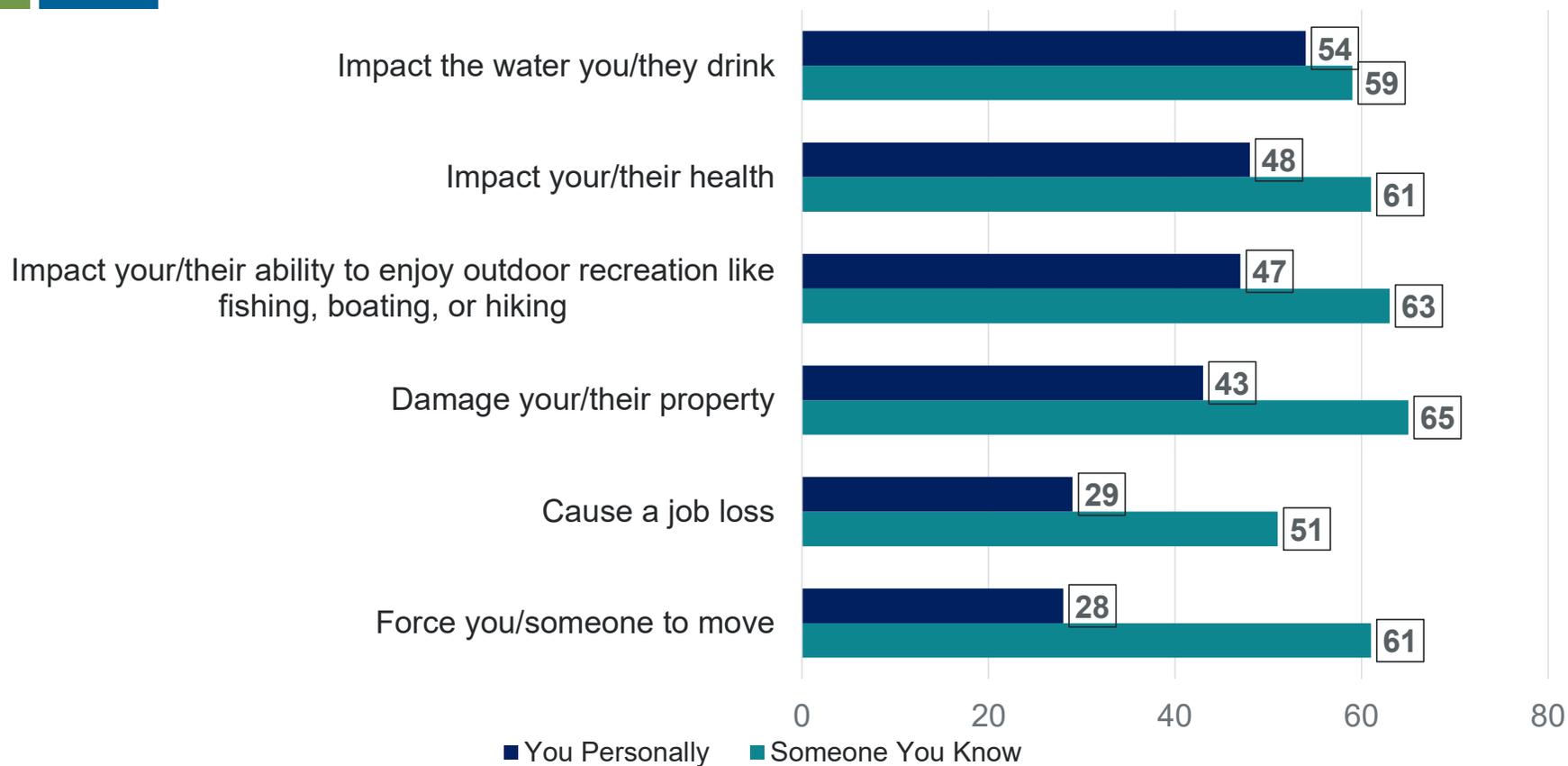
Water-Related Environmental Issues Are Urgent Problems; BIPOC Disproportionately See Urgency



Americans Agree that Companies Should Take More Action



Americans Are Doubtful of Their Personal Impact



1) Thinking about the future, how likely do you think it is that droughts, flooding, mega-storms or wildfires could cause each of the following to you personally? 2) Thinking about the future, how likely do you think it is that droughts, flooding, mega-storms or wildfires could cause each of the following to someone you know?



About Walton Family Foundation:

The Walton Family Foundation is, at its core, a family-led foundation. Three generations of the descendants of our founders, Sam and Helen Walton, and their spouses, work together to lead the foundation and create access to opportunity for people and communities. We work in three areas: improving K-12 education, protecting rivers and oceans and the communities they support, and investing in our home region of Northwest Arkansas and the Arkansas-Mississippi Delta. In 2019, the foundation awarded more than \$525 million in grants in support of these initiatives. To learn more, visit waltonfamilyfoundation.org

About the AmeriSpeak Panel:

Funded and operated by NORC at the University of Chicago, AmeriSpeak® is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic researchers, and media and commercial organizations. For more information, email AmeriSpeak-BD@norc.org or visit AmeriSpeak.norc.org.





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