

The following survey was utilized by a local land trust to specifically test climate messaging that would resonate with their current supporters. The survey was circulated via email and social media as well as being made available on their website.

Survey goal:

1. Understand where climate falls on people's scale of importance on land trust priorities
2. Understand who the current audiences are (are there differing opinions by age group?)
3. Understand specifically how respondents view the issue of climate change by severity

Survey question set:

I feel land conservation can help my community by... (Rank the following priorities by importance)

- Preserving clean water in nearby rivers and streams
- Creating access to open space and recreation
- Mitigating the impacts of climate change
- Supporting family farms and agriculture
- Ensuring my children and grandchildren have access to natural lands and open space
- Other

Choose the three statements that resonate with you most: (Select top three)

- Keeping land undeveloped will reduce the effects of rising flood waters from rivers and streams.
- Keeping land undeveloped will reduce pollution reaching our rivers and streams during extreme storm and flood events.
- Saving trees from being cut down will help sequester carbon from the atmosphere.
- Making changes in my own backyard or community will help slow the effects of climate change.
- Saving land will protect or restore habitats for birds and other wildlife to thrive.
- Nature provides me with healing benefits like promoting my mental and physical health.

Choose the statement that best applies to you: (Select one)

- Climate change is reversible if people take action to mitigate its effects.
- Climate change is reversible but our lawmakers need to take stronger action to mitigate its effects.
- Climate change is not reversible but people can take action to mitigate its effects.
- Climate change is not reversible and people cannot take action to mitigate its effects.
- Climate change is not an urgent issue I care about. *(if this answer is selected, they'll be bounced to the demographic section)*

Addressing the issue of climate change can only be successful if communities take action: (Select one)

- Locally
- Regionally
- Nationally
- Globally
- All the above

How can land conservation help tackle the issue of climate change?
(open answer)

The following best describes my relationship with land trust: (Select all that apply)

- I am a donor
- I have attended an event
- I follow on social media
- I receive emails
- I am a nonprofit or municipal partner
- I volunteer now or have in the past
- I am not currently connected with your organization but would like to learn more

How do you prefer to learn about land trust and their latest accomplishments? (Select all that apply)

- By receiving their newsletter (print)
- By receiving their newsletter (digital)
- By reading a story in my local newspaper or TV news station
- By receiving digital updates on web, emails, and social media
- By attending an event or volunteering
- By advocating for policies with local, state, and federal elected officials

If climate change is an important issue for you, what would you like to learn more about? (Select your top three)

- How land conservation lessens the impacts felt by climate change locally.
- How land conservation helps wildlife impacted by the effects of climate change.
- How land trust-protected properties are sequestering carbon from the atmosphere to combat climate change.
- How landowners are conserving their land to mitigate the effects of climate change.
- How land conservation preserves water quality that is being negatively impacted by our changing climate.
- How you can take small, simple actions to reduce the impacts of climate change in your community.
- How you can help land trusts save more land to address the issue of climate change.

Demographic data

(age, race, ZIP code, birthdate)

I'd like to be entered to win a \$100 VISA gift card.

(enter your email here)