PORTER NOVELLI FOCUS | Business Action for Climate Crisis

AMERICANS SEE THE CLIMATE CRISIS AS AN INCREASING THREAT

For many Americans, the climate crisis has shifted from an invisible to visible threat. Current events have made the climate crisis seem closer than ever – and with that, there is increasing anxiety and concern.

74% of Americans say current events like hurricanes, droughts and wildfires are making them more aware of the climate crisis

73% are more concerned than ever before about the impacts of the climate crisis
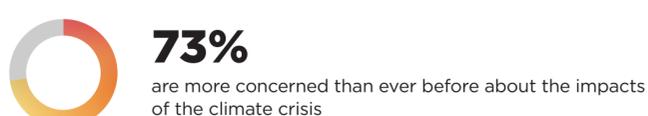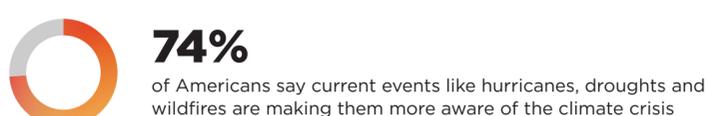
THEY VIEW COMPANIES AS CRITICAL PLAYERS IN IMPACTING CLIMATE SOLUTIONS

Americans are more likely to feel businesses have a responsibility, than themselves as individuals, in solving the climate crisis – and look to companies to help them take more sustainable actions in their own lives. They also feel empowered to make purchasing decisions based on a company's impact and action.
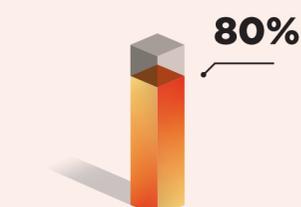
80% believe companies have a responsibility to help solve the climate crisis (vs. 67% who feel a personal responsibility)
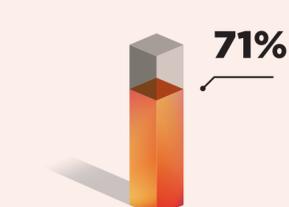
71% want companies to help them take more sustainable actions in their everyday lives
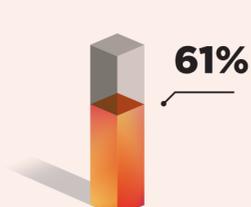
61% consider a company's environmental impact when making purchasing decisions
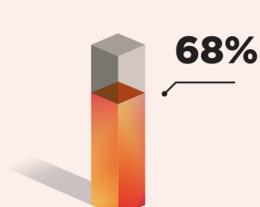
68% believe they can make an impact on the climate crisis through making more sustainable purchases

AND ARE WILLING TO REWARD COMPANIES THAT PRIORITIZE CLIMATE ACTION

Company action around climate does not go unnoticed – and Americans are ready to reward companies that prioritize climate through increased levels of loyalty, trust, propensity to purchase and more.

75%	More positive image of that company
73%	More likely to trust that company
73%	Purchase products or services from that company
70%	More loyal to that company
66%	Proud to be associated with that company
63%	Forgive that company if it makes a misstep
62%	Defend that company if people spoke badly of it
60%	Want to work for that company
58%	Pay more for products or services from that company
55%	Share information about that company on my social network

BUT AMERICANS AREN'T HEARING FROM COMPANIES ENOUGH

In order to further consumer support and engagement for climate action, companies must do a better job communicating with individuals. The majority of Americans want to hear more from companies, and these messages are likely to influence purchasing habits.

75% want to hear more from companies on what they are doing to help solve the climate crisis

71% would be more likely to buy from a company if it did a better job talking about how it is helping to solve the climate crisis
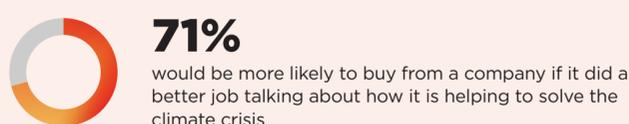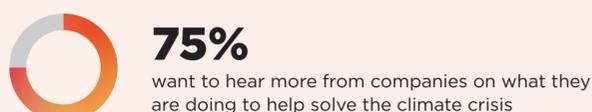
CLARITY AROUND CLIMATE TERMINOLOGY CAN HELP CREATE FURTHER ENGAGEMENT

Today, 61% of Americans say they are confused by the terms companies are using to talk about how they are helping solve the climate crisis. And in fact, there is a gap between the terms Americans say they understand and their ability to correctly define these terms.

% WHO FELT THEY KNEW TERM WELL OR VERY WELL	% WHO CORRECTLY DEFINED TERM	
54%	35%	Carbon neutral
49%	37%	Regenerative
46%	25%	Net Zero
44%	29%	Science-based Targets
31%	32%	Circularity

WHAT DOES THIS RESEARCH TELL US?

Americans are increasingly paying attention to the effects of the climate crisis, with expectations that companies play a leading role in solving for its impacts

There's a strong business case for companies that answer the challenge, including increased purchase and loyalty

But consumers need to understand how companies address climate change without getting lost in the jargon

Simple, consumer-friendly education, storytelling and engaging content can help create more clarity for consumers, while bringing even more Americans along on the journey to climate solutions

PORTER NOVELLI