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.

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.

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.

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.

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.

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

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

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

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