060223 - HOD FLASH (24 HOUR) SURVEY

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Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,B-E
Date Range:	(06/02/23 - 06/06/23)

Segment Definitions

Total	(ALL)	n=1009
Adult Gen Z 18-26	(Q4007.check('18-26'))	n=152
Millennials 27-41	(Q4007.check('27-41'))	n=264
Gen X 42-57	(Q4007.check('42-57'))	n=239
Boomers 58-76	(Q4007.check('58-76'))	n=302

Weighting

Total	nweight.q060223_24_hourprop.val	q060223_24_hourprop

QS6Q1: [res transfer_5] How frequently do you dream about climate change?

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1009	N=152	N=264	N=239	N=302
Total (Unweighted)	N=1009	N=158	N=263	N=219	N=316
Net: Dreamt about climate change	36%	57% DE	57% DE	35% E	14%
More than once a year	11%	15% E	17% E	12% E	5%
At least once a year	7%	14% DE	10% E	6% E	2%
A few times in my life	13%	22% DE	19% dE	12% E	6%
Once in my life	5%	7% E	10% DE	4%	1%
Never	53%	36%	37%	50% BC	73% BCD
Not at all sure	11%	7%	6%	15% BC	13% bC

Table Base: US RESPONDENTS

QS6Q2: Overall, how positively or negatively would you describe the emotions associated the dream that featured climate change? If you have had a dream that featured climate change more than once, please answer thinking of the most recent one.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=366	N=88 *	N=151	N=83 *	N=43 *
Total (Unweighted)	N=367	N=95 *	N=146	N=75 *	N=49 *
Net: Positive	43%	35% e	54% BdE	41% E	20%
Very positive	20%	12%	31% BDE	17% E	4%
Somewhat positive	23%	24%	23%	24%	16%
Neither negative nor positive	21%	21%	19%	22%	31%
Net: Negative	33%	44% C	24%	34%	41% C
Somewhat negative	22%	25%	16%	24%	29% c
Very negative	11%	18% C	8%	9%	12%
Not at all sure	3%	0%	3%	4%	8% B

Table Base: HAS DREAMT OF CLIMATE CHANGE BEFORE

QS6Q3: What specific emotions or themes do you remember from your dream(s) about climate change? Please select all that apply.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=366	N=88 *	N=151	N=83 *	N=43 *
Total (Unweighted)	N=367	N=95 *	N=146	N=75 *	N=49 *
Stress	37%	37%	35%	40%	40%
Fear	36%	45% c	31%	33%	47% c
Hope	30%	26% E	39% bE	28% E	10%
Excitement	27%	29% E	34% dE	22% E	5%
Happiness	26%	30% E	34% dE	22% E	2%
Sadness	26%	31%	22%	28%	27%
Action	26%	22%	30%	25%	18%
Curiosity	24%	23%	23%	28%	24%
Calmness	24%	21% e	30% E	27% E	7%
Escape	20%	19%	23% E	20%	8%
Anger	20%	23%	18%	14%	32% cD
Other	1%	0%	1%	1%	5% b
N/A – I don't remember any specific emotions or themes.	5%	1%	2%	7% b	20% BCd

Table Base: HAS DREAMT OF CLIMATE CHANGE BEFORE

QS6Q4: What specific images do you remember from your dream(s) about climate change? Please select all that apply.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=366	N=88 *	N=151	N=83 *	N=43 *
Total (Unweighted)	N=367	N=95 *	N=146	N=75 *	N=49 *
Extreme changes to weather (e.g., droughts, heat waves, floods)	46%	42%	54% D	36%	45%
Natural disasters (e.g., hurricanes, wildfires, earthquakes)	44%	38%	47%	43%	47%
Family	33%	33%	33%	36%	21%
Landscapes (e.g., mountains, deserts, forests)	31%	24%	34%	35%	28%
Science (e.g., scientists, weather forecasting, outer space)	30%	26%	37% E	27%	20%
Animals	30%	32%	30%	31%	25%
Food	26%	29%	26%	25%	21%
Home	24%	26%	24%	20%	24%
Politics (e.g., senators, laws, world leaders)	18%	21%	21%	14%	12%
Arctic imagery (e.g., icebergs, snow, icecaps)	17%	25% D	18% d	7%	15%
Pests (e.g., locusts, roaches, mosquitos)	16%	12%	21% b	13%	11%

continued...

QS6Q4: What specific images do you remember from your dream(s) about climate change? Please select all that apply.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Other	1%	0%	0%	2%	2%
N/A – I don't remember any specific images.	7%	2%	4%	13% BC	13% BC

Table Base: HAS DREAMT OF CLIMATE CHANGE BEFORE