

## 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,F-H
Date Range:	(06/02/23 - 06/21/23)

### Segment Definitions

Total	(ALL)	n=1009
Northeast	(netRegionUS.r1)	n=176
Midwest	(netRegionUS.r2)	n=208
South	(netRegionUS.r3)	n=386
West	(netRegionUS.r4)	n=239
Liberal	(Q1920.r3)	n=247
Moderate	(Q1920.r2)	n=467
Conservative	(Q1920.r1)	n=296

### Weighting

Total	nweight.q060223_24_hourprop.val	q060223_24_hourprop
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**QS6Q1: [res transfer\_5] How frequently do you dream about climate change?**

		Census Region				Self-Reported Political Ideology		
	Total A	Northeast B	Midwest C	South D	West E	Liberal F	Moderate G	Conservative H
<b>Total</b>	N=1009	N=176	N=208	N=386	N=239	N=247	N=467	N=296
<b>Total (Unweighted)</b>	N=1009	N=188	N=193	N=438	N=190	N=259	N=451	N=299
<b>Net: Dreamt about climate change</b>	36%	35%	32%	34%	44% CD	48% GH	38% H	24%
More than once a year	11%	9%	11%	11%	14%	16% H	12% h	7%
At least once a year	7%	10% C	4%	7%	7%	9% H	7%	4%
A few times in my life	13%	13%	12%	10%	18% D	17% H	14% H	8%
Once in my life	5%	2%	5%	6% b	5%	5%	5%	5%
<b>Never</b>	53%	56% E	55% E	57% E	42%	43%	49%	68% FG
<b>Not at all sure</b>	11%	9%	12%	8%	14% D	9%	13% H	8%

**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.**

		Census Region				Self-Reported Political Ideology		
	Total A	Northeast B	Midwest C	South D	West E	Liberal F	Moderate G	Conservative H
<b>Total</b>	N=366	N=61 *	N=68 *	N=133	N=105	N=119	N=176	N=71 *
<b>Total (Unweighted)</b>	N=367	N=68 *	N=63 *	N=151	N=85 *	N=122	N=174	N=71 *
<b>Net: Positive</b>	43%	49%	41%	41%	42%	45% g	34%	60% fG
Very positive	20%	19%	26%	18%	19%	23% G	12%	35% fG
Somewhat positive	23%	30% c	15%	23%	23%	22%	22%	25%
<b>Neither negative nor positive</b>	21%	21%	17%	25%	20%	15%	26% F	20%
<b>Net: Negative</b>	33%	26%	36%	32%	36%	35% h	37% H	20%
Somewhat negative	22%	17%	23%	22%	23%	20% h	28% H	9%
Very negative	11%	9%	12%	11%	13%	15%	9%	11%
<b>Not at all sure</b>	3%	4%	6%	2%	2%	5%	3%	0%

**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.**

	Census Region					Self-Reported Political Ideology		
	Total A	Northeast B	Midwest C	South D	West E	Liberal F	Moderate G	Conservative H
<b>Total</b>	N=366	N=61 *	N=68 *	N=133	N=105	N=119	N=176	N=71 *
<b>Total (Unweighted)</b>	N=367	N=68 *	N=63 *	N=151	N=85 *	N=122	N=174	N=71 *
<b>Stress</b>	37%	34%	34%	35%	44%	39%	36%	35%
<b>Fear</b>	36%	38%	34%	33%	42%	37%	38%	32%
<b>Hope</b>	30%	34%	25%	33%	28%	29%	29%	34%
<b>Excitement</b>	27%	26%	20%	30%	28%	22%	23%	44% FG
<b>Happiness</b>	26%	27%	27%	31%	20%	24%	23%	40% fG
<b>Sadness</b>	26%	24%	23%	33% e	20%	28%	27%	23%
<b>Action</b>	26%	25%	23%	24%	30%	27%	22%	34% g
<b>Curiosity</b>	24%	27%	22%	27%	21%	20%	23%	37% Fg
<b>Calmness</b>	24%	20%	19%	24%	30%	21%	19%	41% FG
<b>Escape</b>	20%	24% c	10%	23% c	21%	21%	20%	18%
<b>Anger</b>	20%	17%	22%	19%	20%	25% H	20%	11%
<b>Other</b>	1%	1%	1%	0%	3% d	1%	2%	1%

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

	Census Region					Self-Reported Political Ideology		
	Total A	Northeast B	Midwest C	South D	West E	Liberal F	Moderate G	Conservative H
<b>N/A – I don't remember any specific emotions or themes.</b>	5%	6%	7%	7%	2%	5%	8% H	0%

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.**

		Census Region				Self-Reported Political Ideology		
	Total A	Northeast B	Midwest C	South D	West E	Liberal F	Moderate G	Conservative H
<b>Total</b>	N=366	N=61 *	N=68 *	N=133	N=105	N=119	N=176	N=71 *
<b>Total (Unweighted)</b>	N=367	N=68 *	N=63 *	N=151	N=85 *	N=122	N=174	N=71 *
<b>Extreme changes to weather (e.g., droughts, heat waves, floods)</b>	46%	46%	52% d	37%	52% D	53% g	41%	45%
<b>Natural disasters (e.g., hurricanes, wildfires, earthquakes)</b>	44%	39%	53% d	37%	49% d	46%	39%	52% g
<b>Family</b>	33%	32%	22%	41% C	30%	27%	38%	30%
<b>Landscapes (e.g., mountains, deserts, forests)</b>	31%	32%	26%	26%	38% d	30%	28%	38%
<b>Science (e.g., scientists, weather forecasting, outer space)</b>	30%	32%	29%	23%	38% D	33%	29%	29%
<b>Animals</b>	30%	17%	30%	36% B	30% b	32%	29%	29%
<b>Food</b>	26%	22%	21%	28%	27%	24%	25%	30%

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

		Census Region				Self-Reported Political Ideology		
	Total A	Northeast B	Midwest C	South D	West E	Liberal F	Moderate G	Conservative H
<b>Home</b>	24%	21%	17%	26%	26%	29% H	24%	13%
<b>Politics (e.g., senators, laws, world leaders)</b>	18%	26%	14%	17%	17%	23% G	13%	21%
<b>Arctic imagery (e.g., icebergs, snow, icecaps)</b>	17%	21%	15%	13%	19%	18%	13%	22%
<b>Pests (e.g., locusts, roaches, mosquitos)</b>	16%	14%	21%	14%	16%	15%	16%	18%
<b>Other</b>	1%	1%	0%	0%	2%	0%	1%	0%
<b>N/A – I don't remember any specific images.</b>	7%	11%	7%	7%	3%	5%	9%	4%

**Table Base:** HAS DREAMT OF CLIMATE CHANGE BEFORE