

The Nature Conservancy



PUBLIC OPINION STRATEGIES

Fairbank, Maslin, Maullin, Metz & Associates - FM3

Public Opinion Research & Strategy

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How to Communicate Successfully Regarding Nature-Based Solutions: Key Lessons from Research with American Voters and Elites

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<i>Best Description of Concept Ranked by Voters</i>	Voters	Opinion Elites
Nature-based solutions	43%	39%
Natural Defenses	21%	18%
Natural Infrastructure	17%	24%
Green Infrastructure	14%	14%

Emphasize Complementarity of Nature-based Solutions and Engineering Solutions

<i>Preferred Method For Problem-solving</i>	Voters	Opinion Elites
The engineering solution	14%	15%
The nature-based solution	24%	21%
A combination of the two	56%	61%

Talk about “safe” or “sustainable” communities

<i>Mean Rating of Terms Ranked by Voters</i>	Voters	Opinion Elites
Healthy and safe communities	64.9	70.7
Healthy communities	57.5	67.6
Sustainable communities	55.6	61.7
Sustainable cities	55.3	63.4
Naturally resilient communities	52.7	58.1
Resilient Communities	52.5	60.2
Natural communities	50.8	54.9
Resilient cities	49.5	53.4