

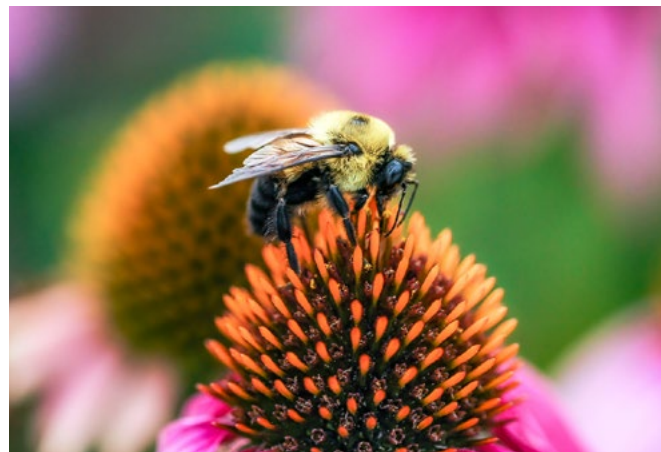


CONNECTED BY NATURE: WHAT UNITES AMERICANS

Insights from World Wildlife Fund's
US Public Attitudes Survey

UNDERSTANDING AMERICANS' VIEWS ON NATURE

Nature plays a vital role in the lives of people across the United States, shaping health, well-being, and cultural identity. It is important to understand American's views on nature because these perspectives shape how people value, prioritize, and act on environmental issues. Americans' connections with nature are deeply personal, rooted in family traditions, community identity, and national pride. These insights provide a foundation for action allowing organizations and decision-makers to inspire collective action, build public will, and create lasting change for both people and nature, ensuring nature remains a priority for future generations.



METHODOLOGY

This report is based on a nationally representative online survey of 2,000 adults in the US. The survey was designed by GlobeScan and World Wildlife Fund, Inc. and made available to respondents in both English and Spanish (US). GlobeScan recruited survey respondents from nationally recognized online panels for $n=2,000$ adults 18+ in the US. The survey was conducted between July 11–21, 2025.

The sample is representative of online populations and weighted to reflect general population census data in terms of age, gender, education, and ethnicity. The data was weighted to reflect balanced census data and to include additional factors of political affiliation and voter status of the US population based on census data and nationally recognized polls. Percentages are rounded to whole numbers; subgroup insights are indicative where base sizes are small.

$n=2,000$



July 11–21, 2025



Nationwide sample



NATURE IS UNIFYING

Seventy-three percent of Americans say nature is an essential part of America's cultural identity.

Nature is deeply valued across the United States. People see it as essential for health, well-being, and enjoyment, and as a defining part of American life and identity. This connection cuts across age groups, gender, region, and political affiliation, with people from all backgrounds recognizing nature's importance. These shared values demonstrate that nature is something people agree on.

NATURE IS PART OF OUR COLLECTIVE IDENTITY

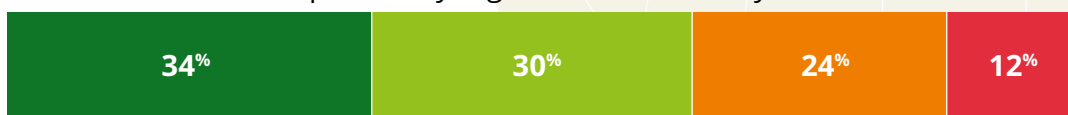
Nature is not only personally meaningful but also tied to identity. Seventy-three percent of Americans say nature is an essential part of America's cultural identity, and 64% believe it defines their region or state.

Nature and America's identity

Nature is an essential part of America's cultural identity



Nature is an essential part of my region or state identity



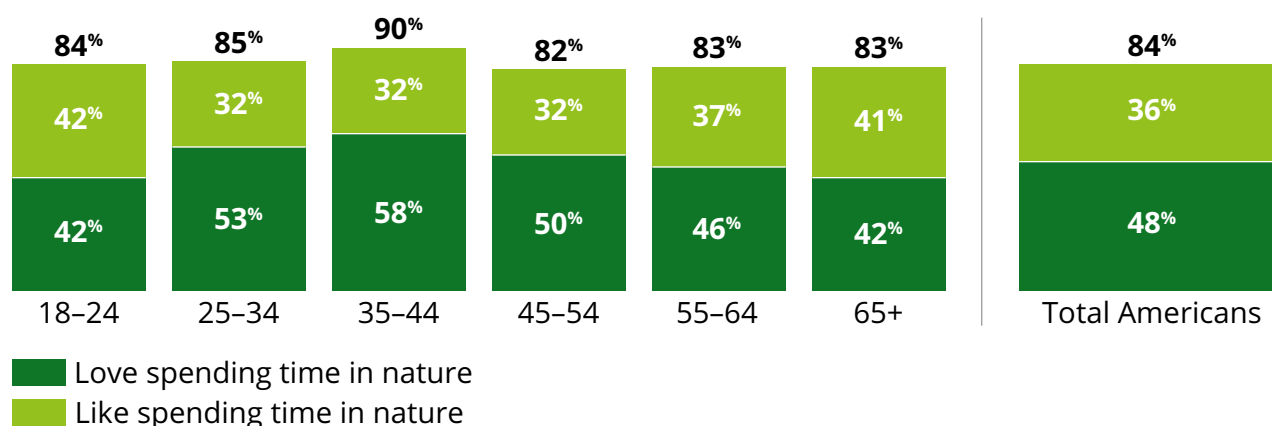
- Completely describes my opinion
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- Does not describe my opinion at all

Q17. We're now interested to know how you feel about nature. How much, if at all, do each of the below statements describe your opinion about nature?

LOVE FOR NATURE AMONG AMERICANS

A strong majority of Americans (84% overall) say they love or like spending time in nature. This sentiment is consistent across ages, suggesting nature is valued at all stages of adulthood.

Americans who like or love spending time in nature

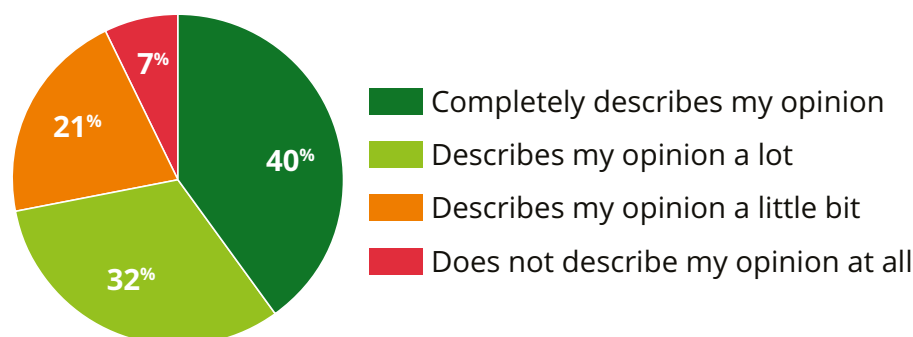


Q12. Which of the below best describes you?

NATURE IS A NECESSITY

Beyond enjoyment of nature, nearly three in four Americans say that spending time in nature is necessary for people. Nature is not only something that people enjoy; it is recognized for a range of individual and societal benefits.

Spending time in nature is necessary for people



Q17. We're now interested to know how you feel about nature. How much, if at all, do each of the below statements describe your opinion about nature? – Spending time in nature is important for my health.

NATURE'S INDIVIDUAL BENEFITS

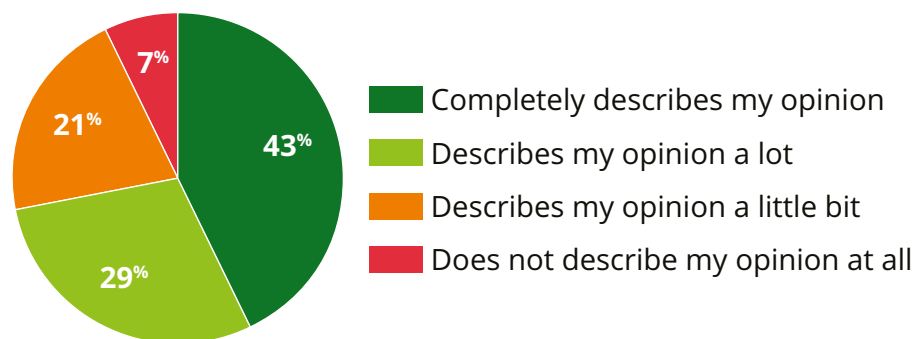
Seventy-two percent of Americans believe that spending time in nature is important for their health.

Americans recognize that nature delivers essential benefits to them personally. People value nature for its role in supporting health and well-being, with top personal benefits including clean air, water, and natural resources, as well as mental and physical health.

NATURE + HEALTH & WELLBEING

Nature is an integral part of individual health: 72% believe that spending time in nature is important for their health. This is a consistent finding across age groups, gender, region, and political affiliation.

Spending time in nature is important for my health



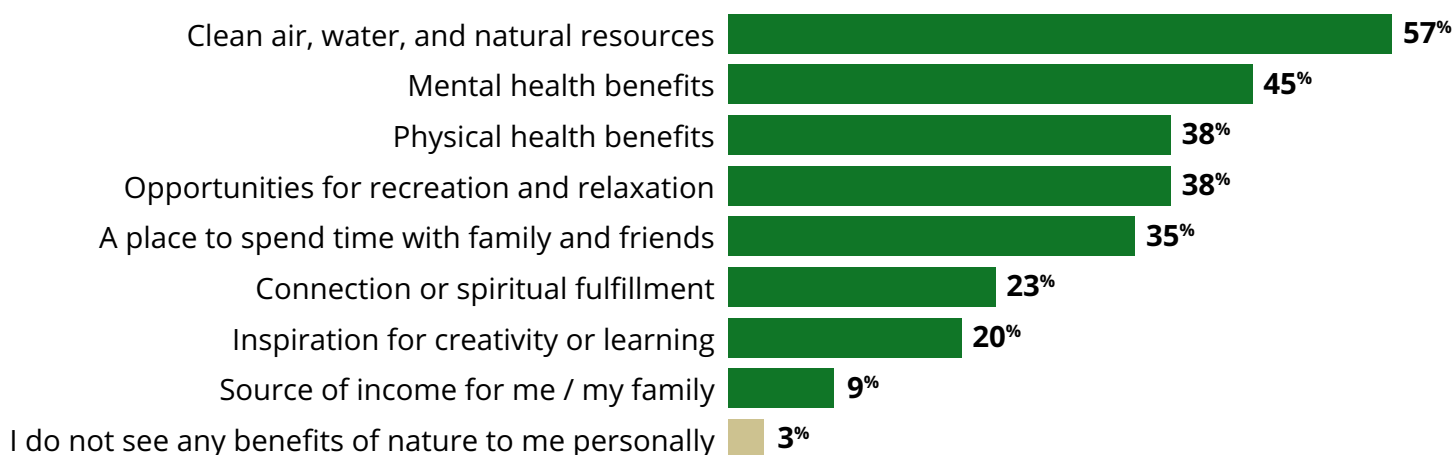
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– Spending time in nature is important for my health.



PERSONAL BENEFITS

When asked about personal benefits, 57% of Americans cite clean air, water, and natural resources as most important. Mental health (45%) and physical health (38%) follow closely, along with recreation and relaxation (38%). These findings highlight the strong link between nature and individual well-being.

Top Personal Benefits of Nature



Q20. Which, if any, of the below do you think are the biggest benefits that nature provides to you personally?
Please select up to three.



NATURE'S COLLECTIVE BENEFITS

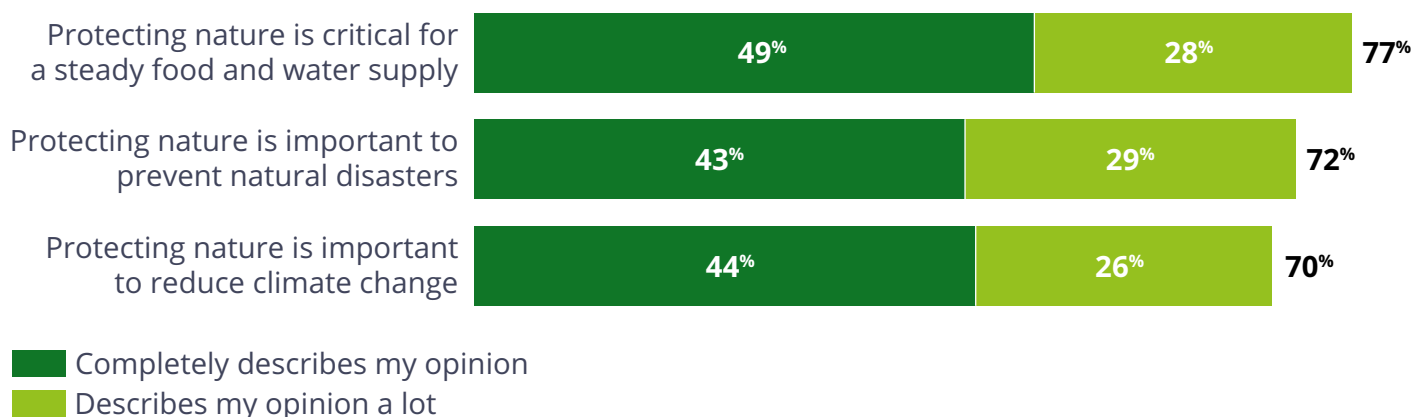
Seventy-seven percent of Americans believe that protecting nature is critical for our food and water supply.

Americans see nature as essential for both personal and societal well-being. Most believe it is critical for a steady food and water supply, helps prevent natural disasters, and reduces climate change. Beyond these priorities, Americans highlight benefits such as protecting species, ensuring clean water, and supporting food systems – underscoring that protecting nature sustains life, resilience, and societal well-being.

NATURE BENEFITS EVERYONE

Clear majorities of Americans believe that nature is essential for our food and water supply (77%), that it helps to prevent natural disasters (72%), and that it is important to reduce climate change (70%).

Outcomes from Protecting Nature

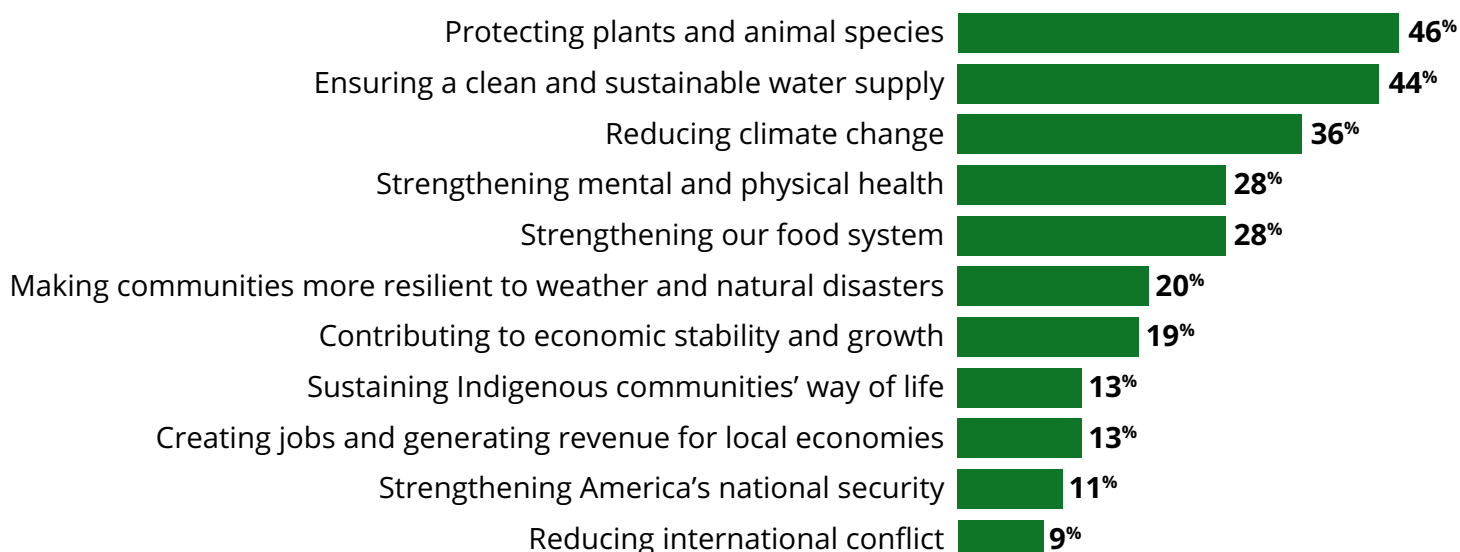


Q17. We're now interested to know how you feel about nature. How much, if at all, do each of the below statements describe your opinion about nature?

BENEFITS TO SOCIETY

Americans recognize several benefits of nature to society as a whole. When asked to identify the biggest benefits to society of protecting nature, Americans say protecting plants and animals (46%), with a similar proportion (44%) recognizing that protecting nature delivers a clean and sustainable water supply. More than one-third (36%) believe that protecting nature plays an important role in reducing climate change, and many see its role in strengthening food systems (28%).

Societal Benefits of Protecting Nature



Q21. Which, if any, of the below do you think are the biggest benefits that protecting nature provides to society?
Please select up to three.



NATURE IS PERSONAL

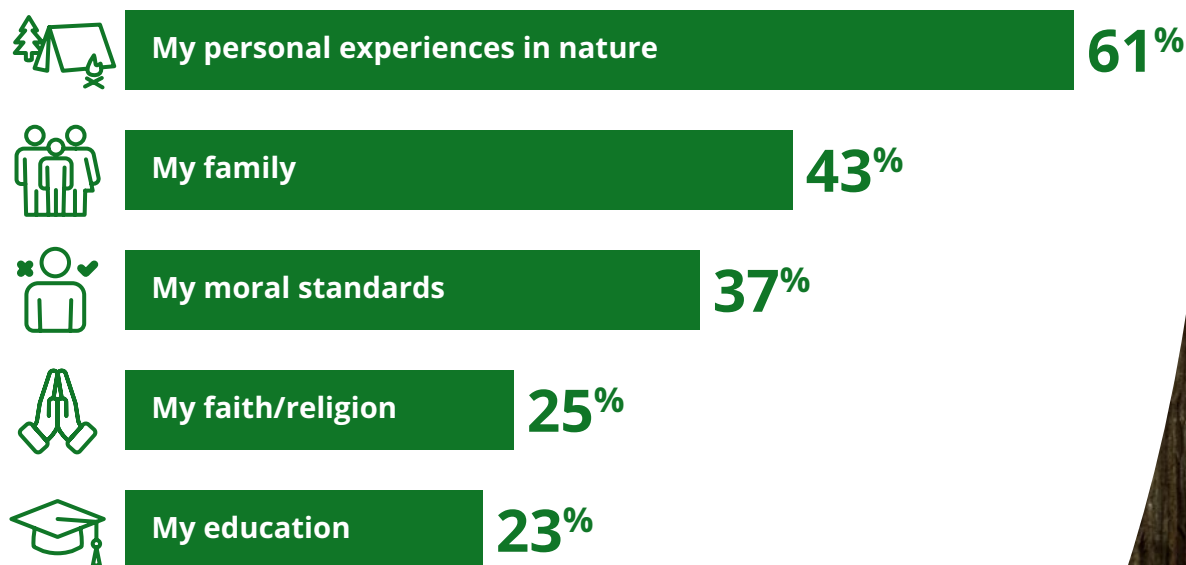
Seventy-one percent of Americans associate nature with relaxation and calm.

Americans' relationship with nature is deeply personal, with their own experiences shaping how they view its importance and benefits. Many elements of nature are considered important, including forests, rivers and streams, mountains, wild animals, and oceans. Spending time in these natural spaces is not only enjoyable but also essential for well-being. People recognize nature as beneficial for physical and mental health, and most associate it with positive emotions such as calm, joy, and gratitude. More than scenery, nature is a source of restoration and identity in everyday life.

PERSONAL EXPERIENCE SHAPES VIEWS ON NATURE

Sixty-one percent of Americans say that their personal experiences are most influential in shaping their views on nature, followed by their family (43%), moral standards (37%), faith/religion (25%), and education (23%).

Top Influences Shaping Views on Nature



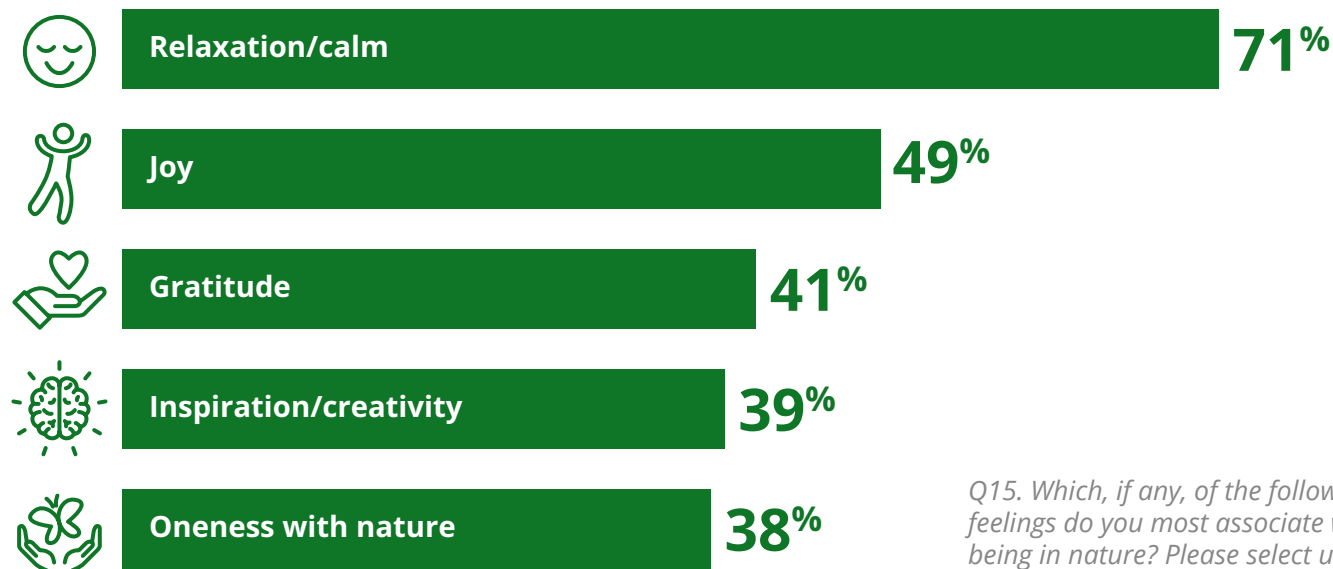
Q13. Which of the following are most influential in shaping your views on nature? Please select up to three.



EMOTIONAL BENEFITS OF NATURE

Seventy-one percent of Americans associate nature with relaxation and calm, 49% with joy, and 41% with gratitude.

Top Feelings Associated with Being in Nature



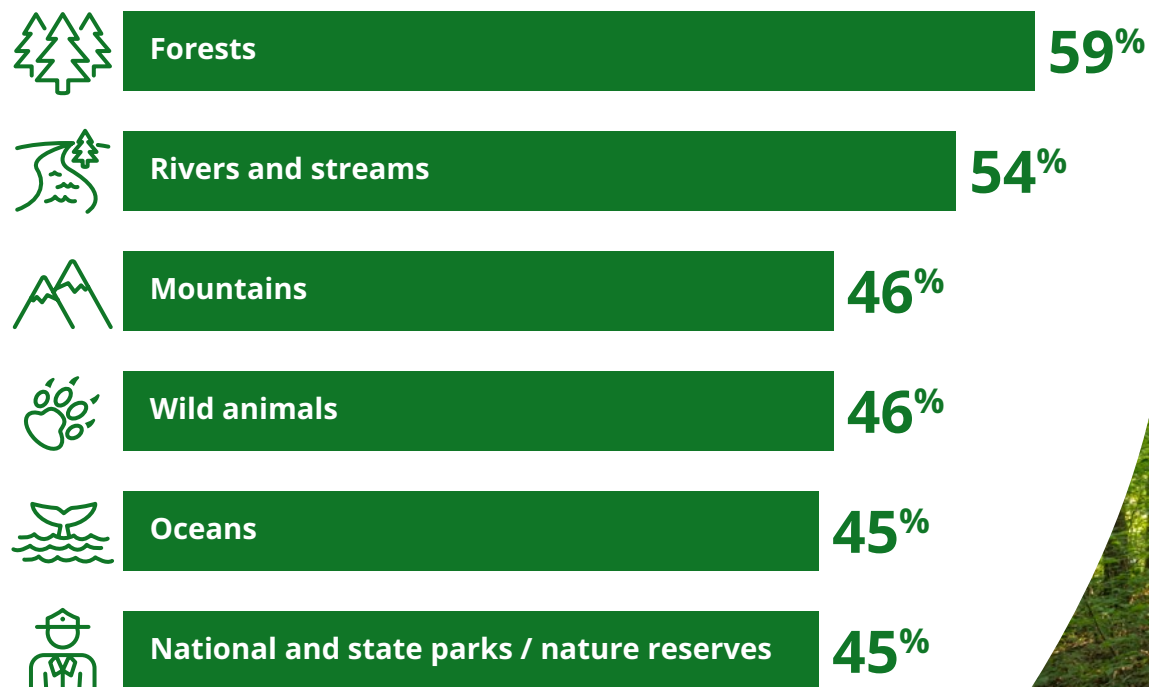
Q15. Which, if any, of the following feelings do you most associate with being in nature? Please select up to five.



CONNECTION TO NATURAL FEATURES

Forests (59%), rivers and streams (54%), mountains (46%), wildlife (46%), oceans (45%), and state parks (45%) are among the most valued aspects of nature for Americans.

Most Important Features of Nature



Q11. Which of these are most important to you? Please select up to five.





CONNECTION TO LEVELS OF NATURE

Americans feel most connected to nature in their state and in the US, compared to their local neighborhood and at a global level.

Connection to Nature

In your neighborhood



In your state



In the US



Around the world

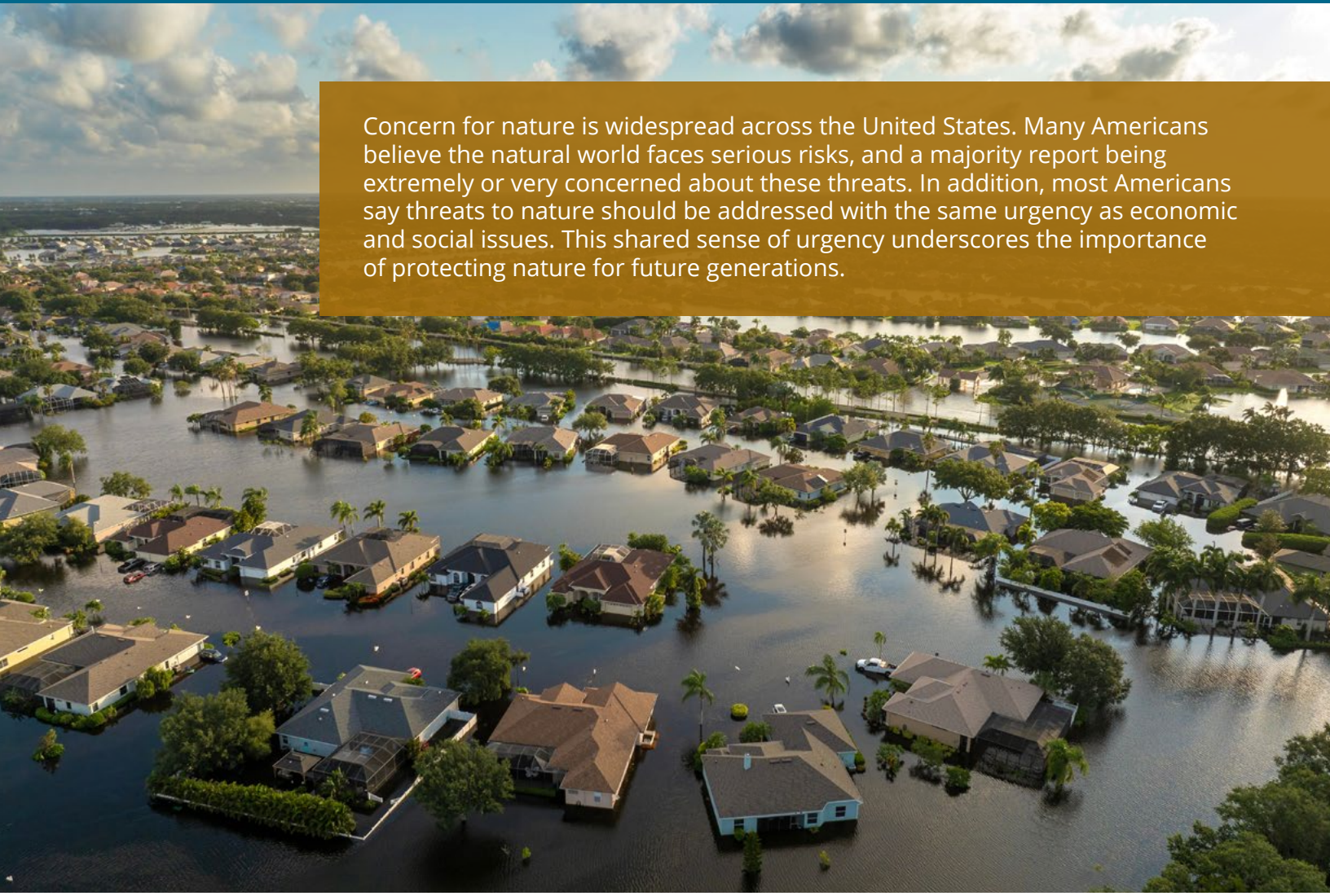


- Extremely connected
- Very connected
- Somewhat connected
- A little bit connected
- Not at all connected

Q7. How connected do you feel to nature?

AMERICANS ARE CONCERNED ABOUT THE STATE OF NATURE

Eighty-four percent of Americans are concerned about threats to nature.

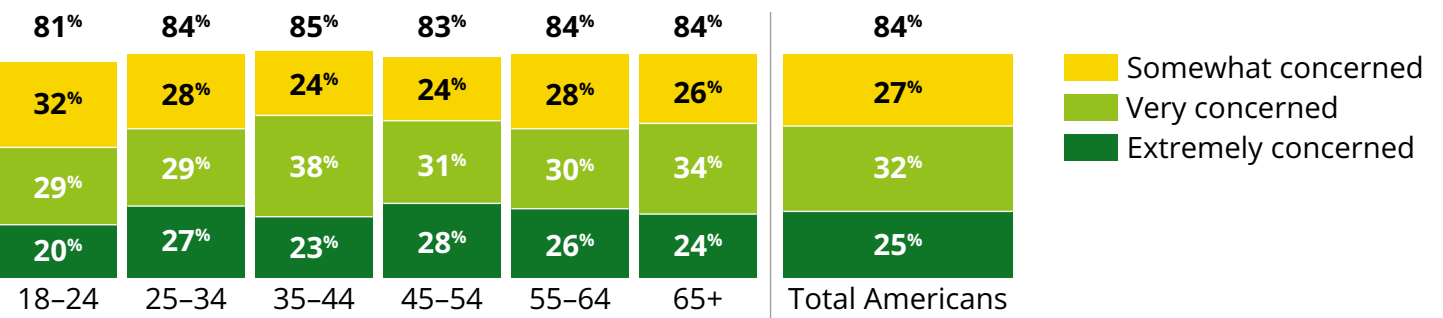


Concern for nature is widespread across the United States. Many Americans believe the natural world faces serious risks, and a majority report being extremely or very concerned about these threats. In addition, most Americans say threats to nature should be addressed with the same urgency as economic and social issues. This shared sense of urgency underscores the importance of protecting nature for future generations.

SHARED CONCERN ABOUT NATURE

Eighty-four percent of Americans are concerned about threats to nature, with about six out of 10 saying they are extremely or very concerned. This includes majorities across gender, region, political affiliation, and voter status. When including those who are “somewhat concerned” about nature, it is clear that concern for nature is something that unites Americans.

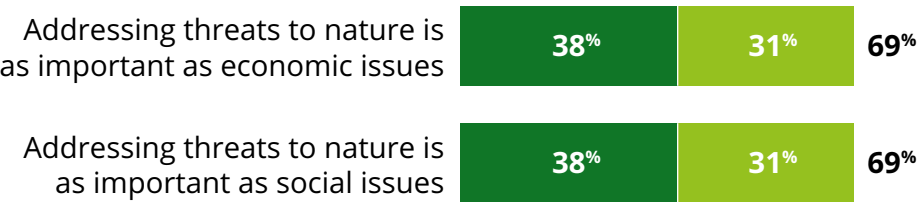
Concern About Threats to Nature



Q4. Thinking of nature as the physical world and everything in it, including all the animals, plants, and landscapes in the world and all the features, forces, and processes related to nature, how concerned, if at all, are you about threats to nature?

ADDRESSING THREATS TO NATURE IS IMPORTANT

Nature is important to Americans, even among the wide range of social and economic issues today. Most people believe that we should be addressing threats to nature with the same urgency as addressing economic issues (69%) and social issues (69%).



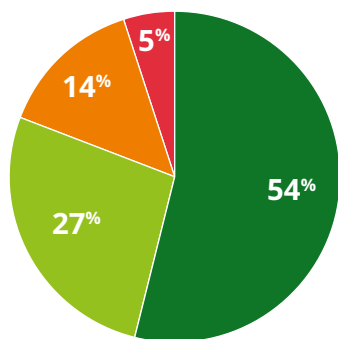
- Completely describes my opinion
- Describes my opinion a lot

Q17. We’re now interested to know how you feel about nature. How much, if at all, do each of the below statements describe your opinion about nature?

PROTECTING NATURE FOR FUTURE GENERATIONS

The concern for the state of nature is not just about the here and now; eight in 10 Americans believe it is important to protect nature for future generations.

We need to protect nature for future generations



- Completely describes my opinion
- Describes my opinion a lot
- Describes my opinion a little bit
- Does not describe my opinion at all

Q17. We're now interested to know how you feel about nature. How much, if at all, do each of the below statements describe your opinion about nature?
– We need to protect nature for future generations



THREATS TO NATURE

Fifty-seven percent of Americans believe that nature in the US is in a strained, critical, or catastrophic state.

While most do not yet view the damage as irreversible, many believe nature is under strain both in the United States and globally. People identify a range of threats, including water and air pollution, climate change, and deforestation, as key risks to the natural world.

PERCEIVED STATE OF NATURE

Most Americans do not see degradation of nature as a local problem. Many think of nature in their neighborhood or state as stable or thriving, but view ecosystems across the country or around the world as strained or degraded.

While more than half of Americans (57%) are extremely or very concerned about threats to nature, only 18% describe nature in their neighborhood or state as “critical” or “catastrophic” compared to 27% for nature in the US and 35% for nature around the world.

Americans who live in large cities (50%) and suburbs (45%) are more likely to believe the state of nature in their neighborhood is at minimum strained, compared to those who live in a small town (39%) or rural area (29%).

Views on the State of Nature

In your neighborhood



In your state



In the US



Around the world



Q16. How would you describe the current state of nature...

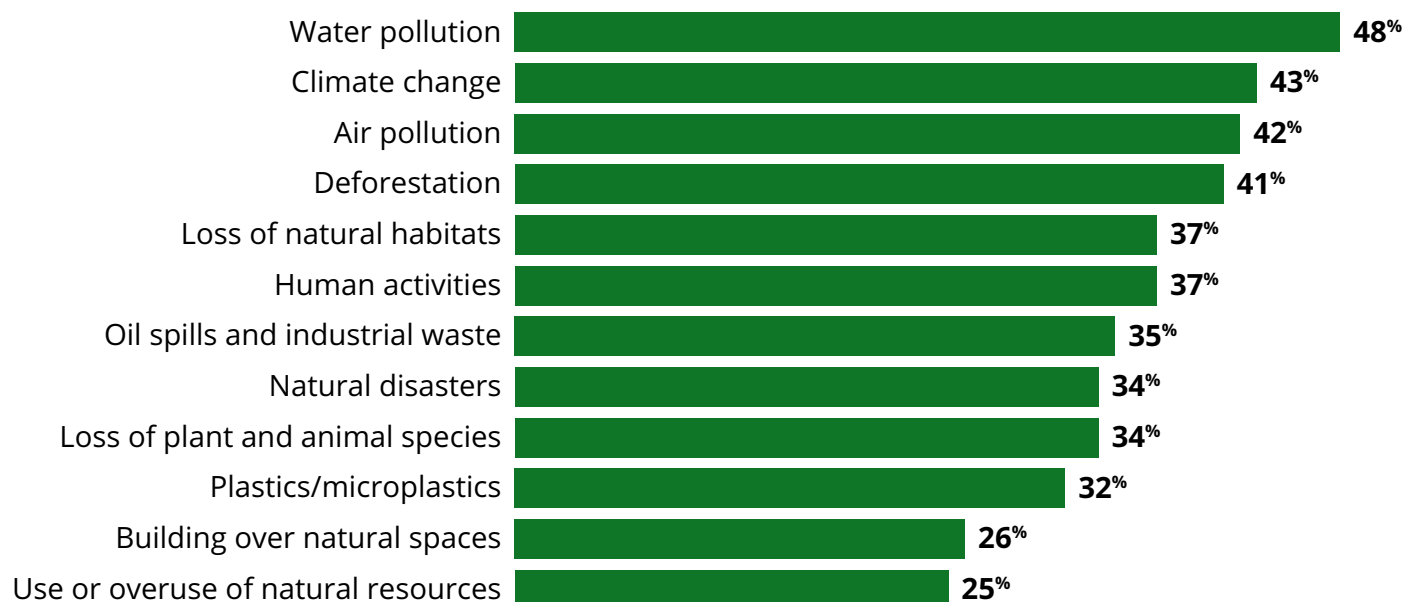
- Catastrophic:** Nature is in collapse with irreversible damage
- Critical:** Nature is severely degraded and requires urgent action
- Strained:** Nature is under pressure, showing both decline and resilience
- Stable:** Nature is relatively healthy, with manageable challenges
- Thriving:** Nature is flourishing and well-balanced



TOP THREATS TO NATURE

Americans identify water (48%) and air (42%) pollution, climate change (43%), and deforestation (41%) as the most pressing threats to nature.

Biggest Threats to Nature



Top Five Threats to Nature, by Age

Across most age groups, water pollution, climate change, and air pollution are seen as the biggest threats to nature. Deforestation and habitat loss is more top-of-mind for older Americans.

Multiple threats in one box indicate a tie for that rank.

	Total Americans	18–24	25–34	35–44	45–54	55–64	65+
1	Water pollution	Water pollution	Air pollution	Air pollution	Water pollution	Water pollution	Water pollution
2	Climate change	Climate change	Climate change	Water pollution	Air pollution	Deforestation	Deforestation
3	Air pollution	Air pollution	Water pollution Deforestation	Climate change	Climate change	Loss of natural habitats	Loss of natural habitats
4	Deforestation	Human activities		Deforestation	Loss of natural habitats	Climate change	Human activities Climate change
5	Loss of natural habitats Human activities	Loss of plant and animal species	Oil spills and industrial waste	Oil spills and industrial waste	Deforestation Natural disasters Human activities	Loss of plant and animal species	

Q18. There are many different potential threats to nature today. Which, if any, of these potential threats to nature concern you the most? Please select up to five that concern you most.



NATURE NEEDS COLLECTIVE ACTION

Seventy-three percent of Americans agree it’s a civic duty to take care of nature.

Americans believe caring for nature is not optional – it is a responsibility. A strong majority believes protecting nature is a shared societal obligation, and this sense of duty spans political and demographic lines. People view it as a collective effort involving individuals, communities, businesses, and government. Many feel personally responsible and believe it is urgent for individuals to act, while also expecting the strongest leadership from national and state governments, which they view as most capable. While some believe individual actions can have a significant impact, others recognize their limits, reinforcing the need for collective solutions.

PROTECTING NATURE IS A SHARED CIVIC DUTY

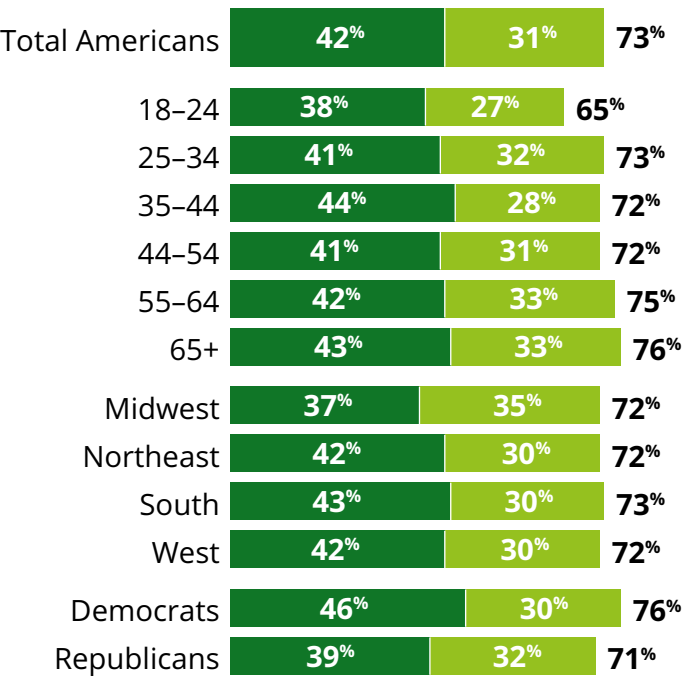
Seventy-three percent of Americans agree it is a civic duty to take care of nature. This view is consistent across region, political affiliation, and age (though less common among Americans 18-24).

Americans take this duty personally, with 62% saying they feel personally responsible for taking care of nature around them. This is also a consistent feeling among Americans, regardless of political party alignment.

Sixty-two percent of Americans feel personally responsible for taking care of nature

Q17. We’re now interested to know how you feel about nature. How much, if at all, do each of the below statements describe your opinion about nature?

It’s a Civic Duty to Take Care of Nature



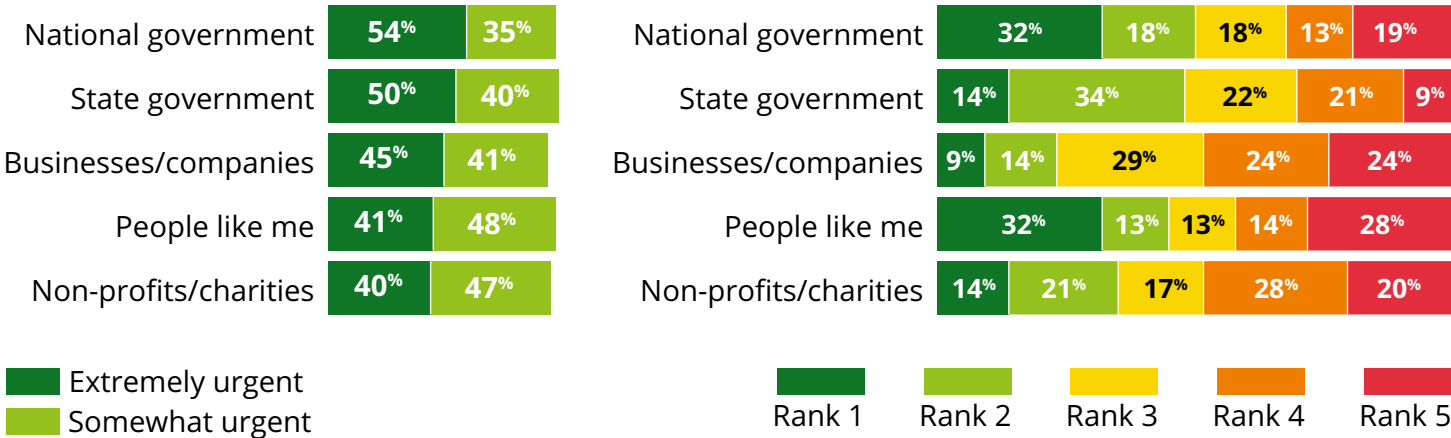
Completely describes my opinion
Describes my opinion a lot



URGENCY & CAPABILITY TO ACT ACROSS SOCIETY

Americans believe urgent action to protect nature is needed from all sectors, with the strongest expectations placed on government. Nearly nine in 10 say it is at least somewhat urgent for every actor to act, and more than half view action by the national government (54%) and state governments (50%) as “extremely urgent.” At the same time, people have some mixed views on who is most capable to act: national government and individuals are most often ranked as the top two actors, though views on individual capability are polarized. Many rank “people like me” as most capable, while others place it near the bottom. These findings underscore that Americans believe collective action across society remains essential and it is urgently needed from state and national government. However, there are different opinions on who is the most capable of making a difference.

Urgency and Capability to Protect Nature

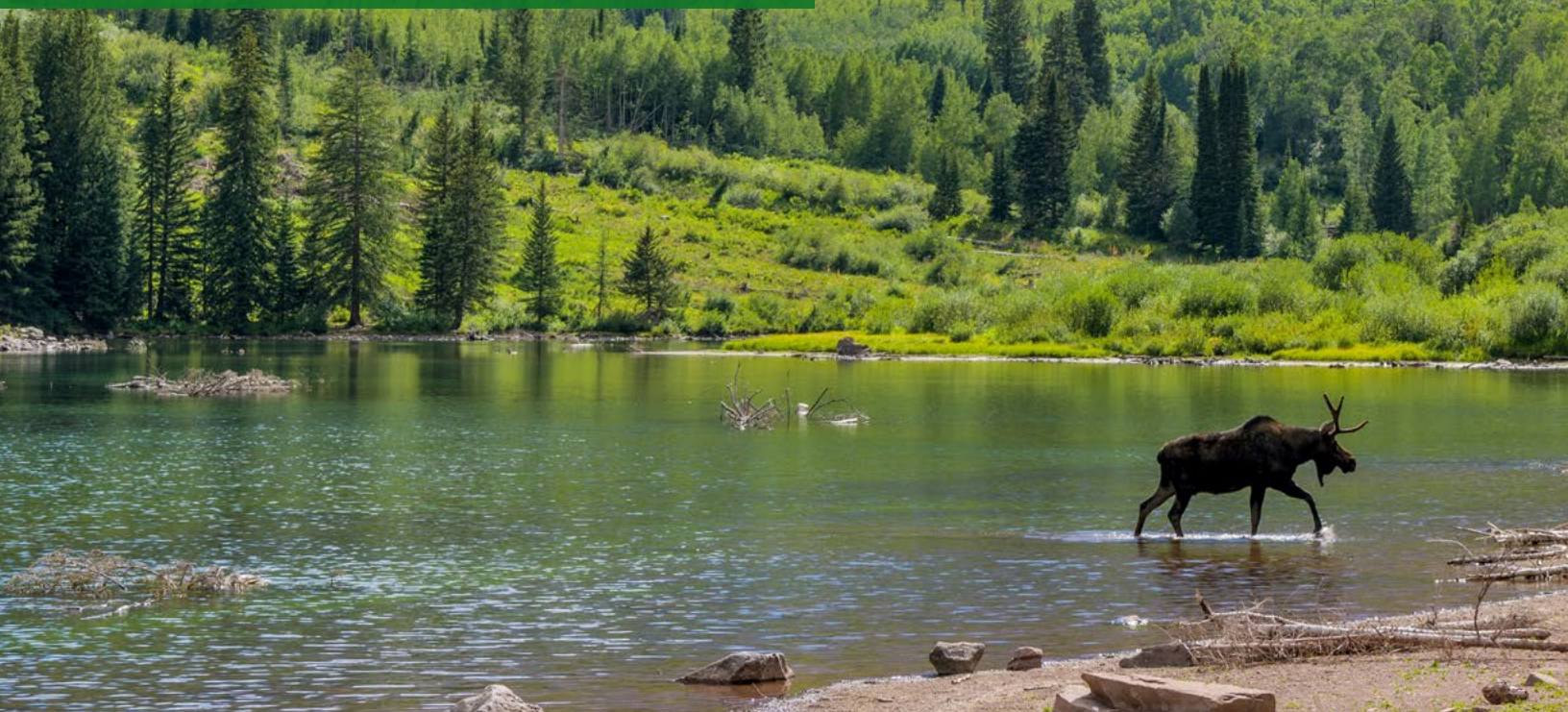


Q26. How urgent do you think it is for each of the below to take action to protect nature in the US?

Q27. Who do you think is most capable of protecting nature in the US? Please rank the below in terms of how capable you think they are, with the top rank (rank 1) being “Most capable” and your bottom rank being “Least capable.”

CONCLUDING THOUGHTS

Nature does more than surround us – it sustains us. From the clean air and fresh water to food, medicine, and the benefit of time outdoors, Americans see nature as both essential to daily life and deeply personal, rooted in family experiences, shared values, and a sense of civic duty. It is also a source of national pride and identity, with broad agreement that protecting it requires collective action from individuals and communities to all levels of government. Americans recognize that this life-support system is under threat, as biodiversity declines, ecosystems are lost, and climate impacts intensify and there is a shared concern and urgency to protect it. By working together, we can ensure a thriving planet for generations to come.





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