

US National Grasslands Survey

Quantitative Survey and
Segmentation Report 2026

June 2026



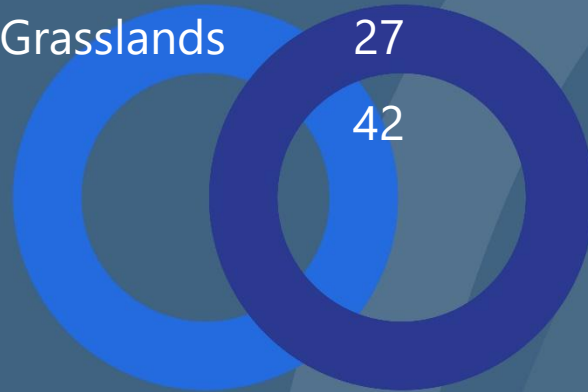
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Prepared for

AMERICA'S
**Grasslands
Coalition**

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Background and Approach



Background and Objectives

- The grasslands of the United States are vast and varied – ranging from Southeastern pine savannas to the Northwestern Palouse Prairie and the enormous expanse of the Great Plains. Grasslands are home to a mosaic of native species and varied habitats that are central to the lives and wellbeing of Americans far-and-wide. They also provide critical resilience in the face of drought, storing and filtering water, reducing soil erosion, and storing carbon safely in the earth beyond the reach of wildfire. In addition, these grasslands have been central to people for thousands of years, from long-standing Indigenous Nations, to ranchers and other rural communities who provide food for the nation. And yet today, grasslands are critically imperiled ecosystems.
- Many grasslands, which were once found across much of United States, have been destroyed or severely degraded to such a degree that they are unable to function as they once did.
- In response, the America's Grasslands Coalition—a consortium of leading conservation organizations—was formed to elevate the national profile of grasslands. This summer, the coalition is launching an unprecedented multi-year public awareness campaign to increase public understanding of grasslands and build nationwide support for a future in which people and grasslands can grow together.
- This survey was conducted by GlobeScan, an independent consultancy, to help the Coalition:
 - Understand public awareness, perceptions, and attitudes toward grasslands across the United States;
 - Assess support for grasslands conservation;
 - Inform campaign design and strategy.

A Cross-sector Coalition and Community



About the America's Grasslands Coalition

The America's Grasslands Coalition was established in 2023 as a collaboration to elevate the importance of grasslands. Ten organizations within the Coalition are leading the US Grasslands Campaign, supported by a broader network of members and partners aligned with this effort. The Coalition will continue to grow as additional organizations formally join and contribute resources to this work.

Current organizations involved in the US Grasslands Campaign include:

- Bird Conservancy of the Rockies
- Borderlands Restoration Network
- Buffalo Nations Grasslands Alliance
- Central Grasslands Roadmap Initiative
- Cornell Lab of Ornithology
- National Audubon Society
- National Wildlife Federation
- Southeastern Grasslands Institute
- The Nature Conservancy
- World Wildlife Fund

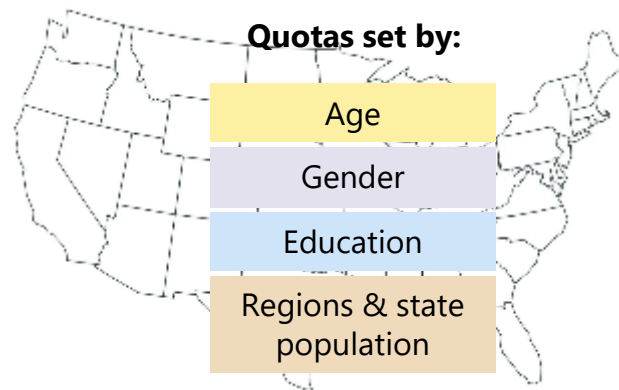


Methodology

An online survey among the general population in the USA

- **2,014 respondents** completed an online survey.
- The sample was weighted according to national demographics to 2,000.
- The survey was in fieldwork between 16th April 2026 and 28th April 2026.
- The survey completion time was 21 minutes on average and was available in English.
- The survey was conducted among the **general public**, with sampling designed to be representative of the U.S. population based on census data.

A nationally representative sample in the USA



Regional/States Definitions

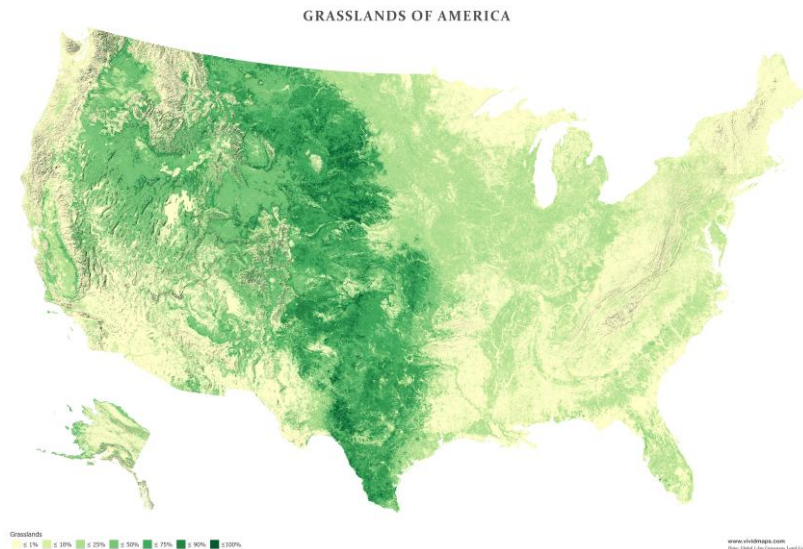
Regions

In this report, the results shown by region are based on the following regional groupings that are used by U.S. Census Bureau:

Regions	States included	% of total sample
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin	14
East South Central	Alabama, Kentucky, Mississippi, Tennessee	6
Middle Atlantic	New Jersey, New York, Pennsylvania	13
Mountain	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming	7
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	5
Pacific	Alaska, California, Hawaii, Oregon, Washington	16
South Atlantic	Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia	20
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota	7
West South Central	Arkansas, Louisiana, Oklahoma, Texas	12

States

At State level, only the results for the States with a sample size of at least $n=20$ are shown.



Source: <https://vividmaps.com/grasslands-of-america/>

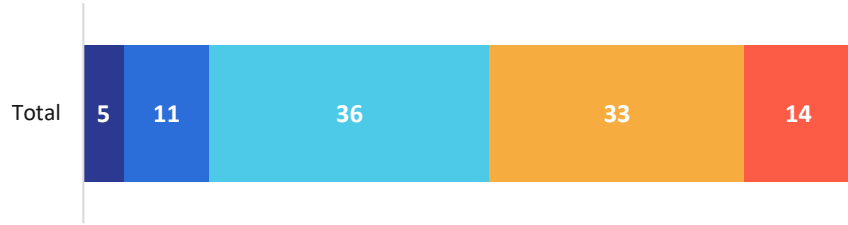
Key Findings



Key Findings

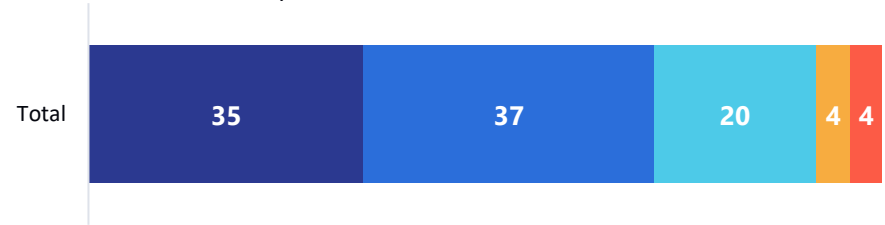
Subjective stated knowledge of grasslands (%)

■ A lot of knowledge ■ A significant amount ■ Some ■ Very little ■ None

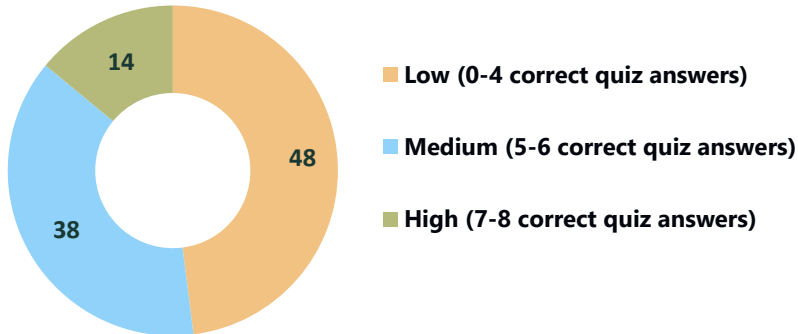


Likelihood to support grassland conservation (%)

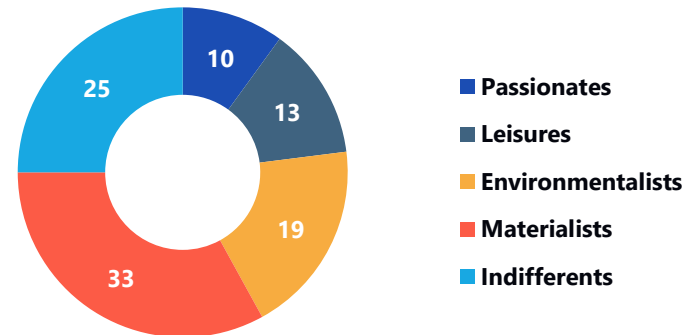
■ Very likely ■ Somewhat likely
■ Neither likely nor unlikely ■ Somewhat unlikely
■ Not at all likely



Objective quiz knowledge of grasslands (%)

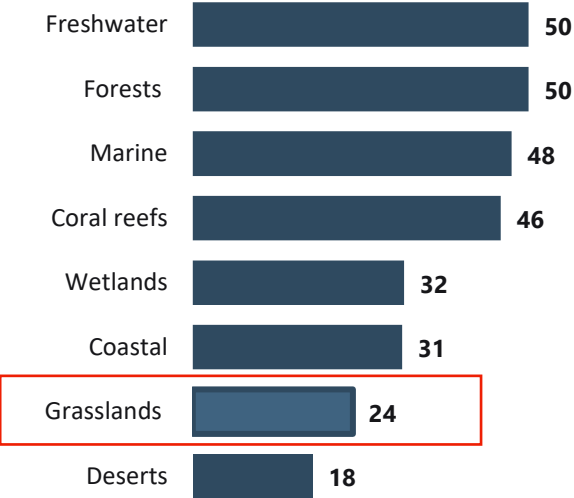


Segment Size (%)

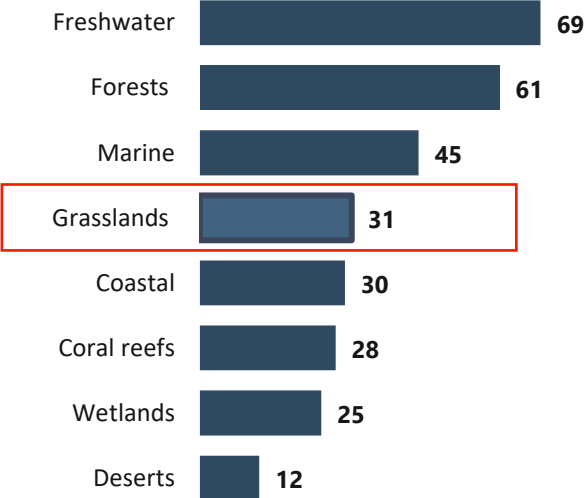


Key Findings

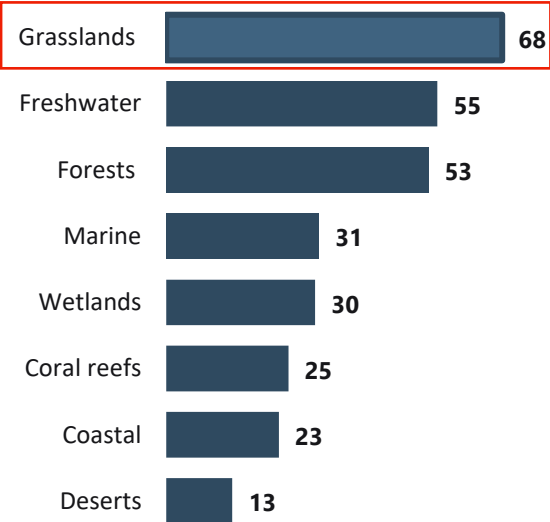
Perceived level of threat toward ecosystems (% top 3)



Perceived importance of ecosystems (% top 3) Pre-survey



Perceived importance of ecosystems (% top 3) Post-survey



Survey Results



1. Segmentation



Segmentation - Overview



Indifferents, 25%

Indifferents do not perceive the importance or urgency of threats to grasslands. Almost none have ever visited grasslands for recreational activities, and the large majority have only some or little interest in doing so.

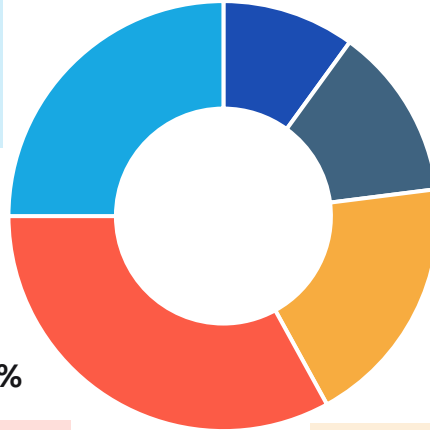


Passionates see grasslands as places to be utilized, strongly supporting their conservation while primarily focusing on their recreational value. They are the most likely group to perceive grasslands as stable. Along with Leisures, they are the most likely to view grasslands as great places for recreational activities. They are more than three times as likely to say they have high knowledge of grasslands than environmentalists, but scored lower on the objective quiz.

Passionates, 10%

Leisures, 13%

Leisures are visitors and users of grasslands for recreational activities, but show little concern for environmentalism and are less likely to support grassland conservation. Along with passionates, they are the most likely to view grasslands as great places for recreational activities, but less likely than passionates to know about grasslands (subjectively or objectively), and are the least likely group to know if grasslands are under threat.



Materialists, 33%

Materialists are driven by economic motivations and place strong importance on the economic value of grasslands. In addition to recognizing grasslands as habitats for wildlife, they are the most likely among all segments to believe that grasslands provide a food source for people.



Environmentalists, 19%

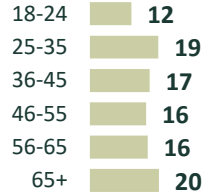
Environmentalists are ideologically green, showing strong concern for major environmental issues such as climate change. They are the most likely group to perceive grasslands as under threat and value them for providing habitats to wildlife species and for their vital role in emitting oxygen. They rank below passionates and leisures in subjective knowledge about grasslands, but highest in objective knowledge.



Segment Profile vs US National Average (1/2)

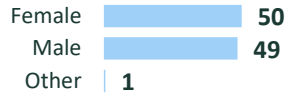
In green: Significantly higher than national average*

Age (%)



Age Group	Passionates	Leisures	Environmentalists	Materialists	Indifferents
18-24	17	18	11	11	9
25-35	38	39	17	15	9
36-45	20	21	18	18	12
46-55	12	7	16	18	19
56-65	8	10	18	17	20
65+	5	4	20	21	31

Gender (%)



Gender	Passionates	Leisures	Environmentalists	Materialists	Indifferents
Female	31	32	54	50	65
Male	68	68	45	49	34
Other	1	0	1	0	0

Education (%)



Education Level	Passionates	Leisures	Environmentalists	Materialists	Indifferents
Low Education	4	16	5	13	8
Medium Education	45	50	53	53	66
High Education	51	34	42	34	26

Income (%)



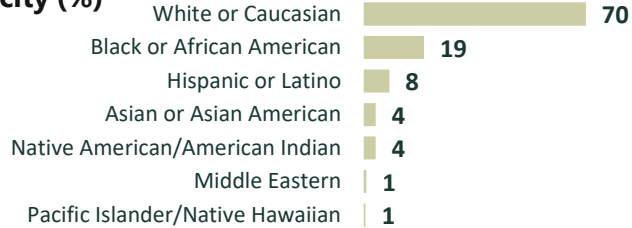
Income Level	Passionates	Leisures	Environmentalists	Materialists	Indifferents
Low Income	20	27	32	32	51
Medium Income	61	54	56	56	39
High Income	19	19	11	10	5

* Statistical significance means the higher percentage observed in the segment is large enough to prove a real difference exists, carrying less than a 5% probability that the data reflects a random fluke or sampling fluctuation.

Segment Profile vs US National Average (2/2)

In green: Significantly higher than national average*

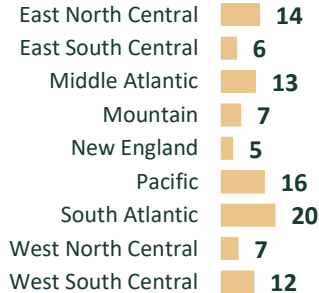
Ethnicity (%)



Living area (%)



Regions (%)



	Passionates	Leisures	Environmentalists	Materialists	Indifferents
White or Caucasian	76	55	74	72	69
Black or African American	14	26	17	19	20
Hispanic or Latino	7	13	7	7	8
Asian or Asian American	1	6	1	5	4
Native American/American Indian	6	6	4	3	3
Middle Eastern	0	1	2	1	0
Pacific Islander/Native Hawaiian	0	2	1	0	0

	Passionates	Leisures	Environmentalists	Materialists	Indifferents
Urban	60	48	37	34	31
Suburban	27	37	43	47	43
Rural	14	15	20	19	26

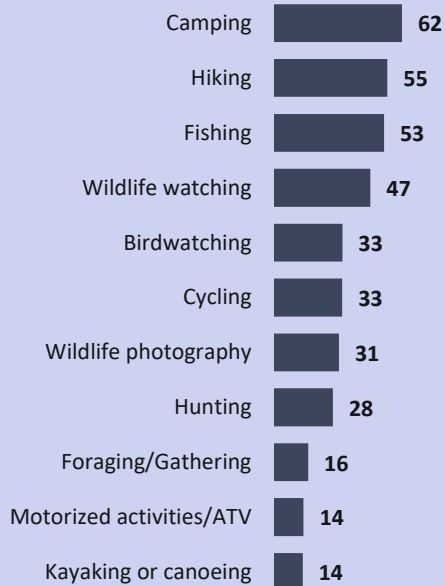
	Passionates	Leisures	Environmentalists	Materialists	Indifferents
East North Central	12	15	16	15	13
East South Central	6	3	6	5	8
Middle Atlantic	14	10	10	11	19
Mountain	9	5	8	8	7
New England	3	6	6	5	3
Pacific	18	17	14	20	12
South Atlantic	17	21	21	18	23
West North Central	8	7	8	7	4
West South Central	12	16	12	11	12

* Statistical significance means the higher percentage observed in the segment is large enough to prove a real difference exists, carrying less than a 5% probability that the data reflects a random fluke or sampling fluctuation.

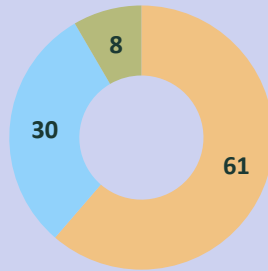
Profile of Passionates (10%)



Participation in recreational activities in grasslands in the past year (%)



Subjective stated knowledge of grasslands (%)

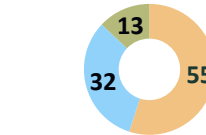


■ A lot of knowledge
■ Some knowledge
■ Little knowledge

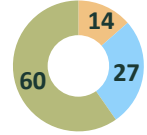
Objective knowledge of grasslands score (mean quiz score)

5.18

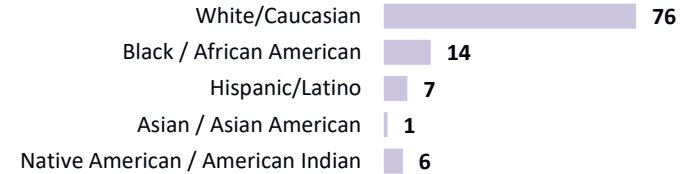
Demographics



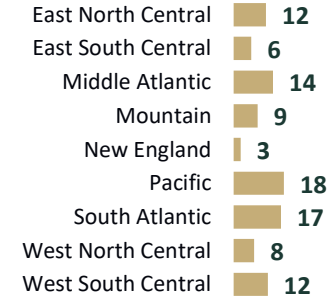
■ 18-35
 ■ 36-55
 ■ 55+



■ Rural
 ■ Suburban
 ■ Urban

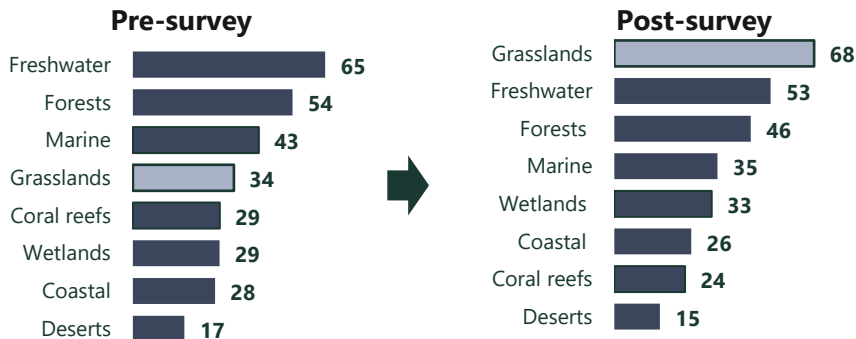


Regions

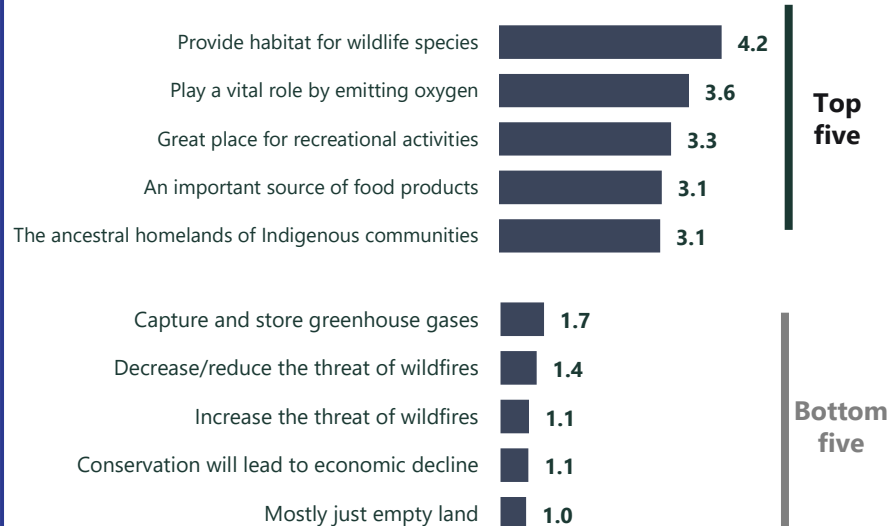


Profile of Passionates (10%)

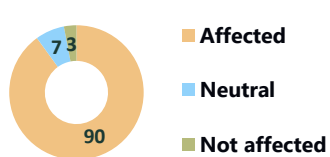
Perceived importance of ecosystems – % Ranked within Top 3



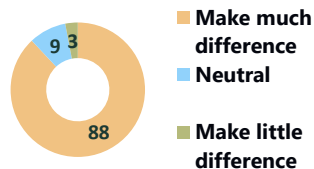
Perceptions of grasslands (Relative Importance Score)



Personal Impact from Grasslands' Future (%)



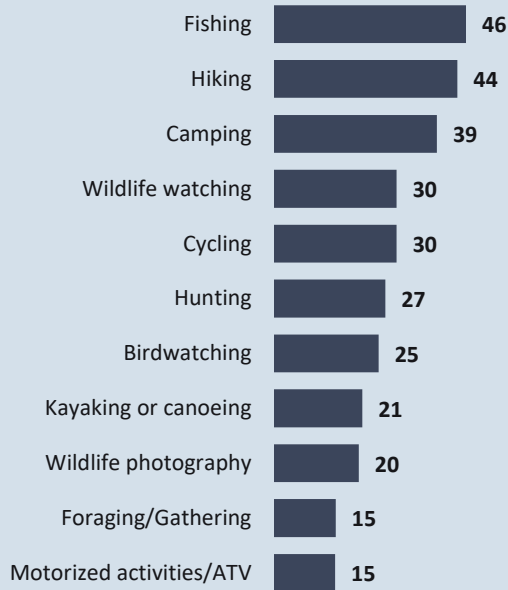
Perceived Ability to Influence Grassland Protection (%)



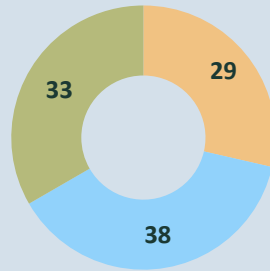
Profile of Leisures (13%)



Participation in recreational activities in grasslands in the past year (%)



Subjective stated knowledge of grasslands (%)

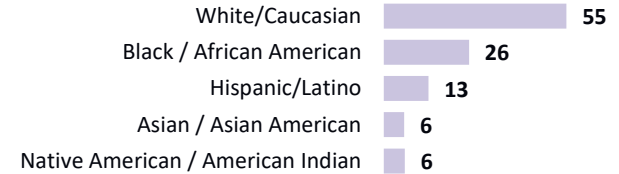


■ A lot of knowledge
■ Some knowledge
■ Little knowledge

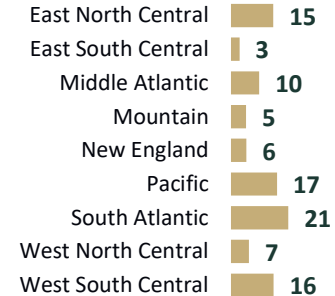
Objective knowledge of grasslands score (mean quiz score)

4.26

Demographics

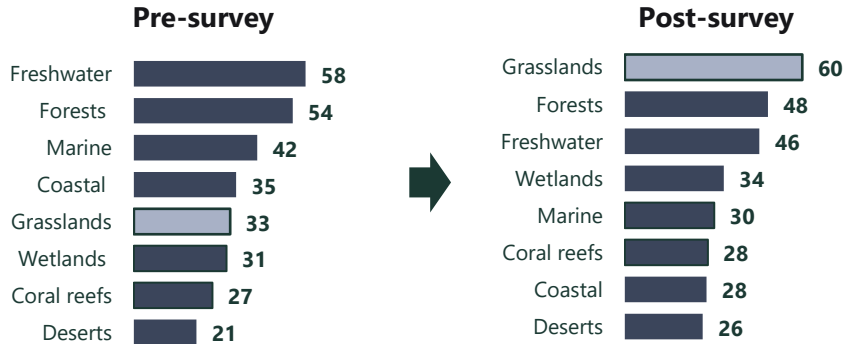


Regions

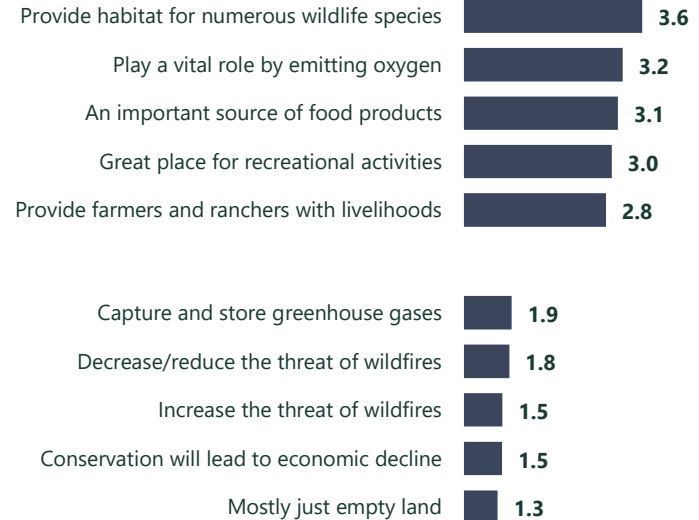


Profile of Leisures (13%)

Perceived importance of ecosystems – % Ranked within Top 3



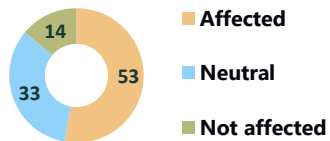
Perceptions of grasslands (Relative Importance Score)



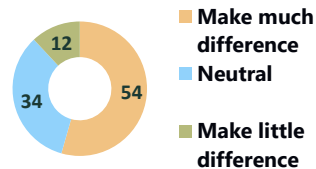
Top five

Bottom five

Personal Impact from Grasslands' Future (%)



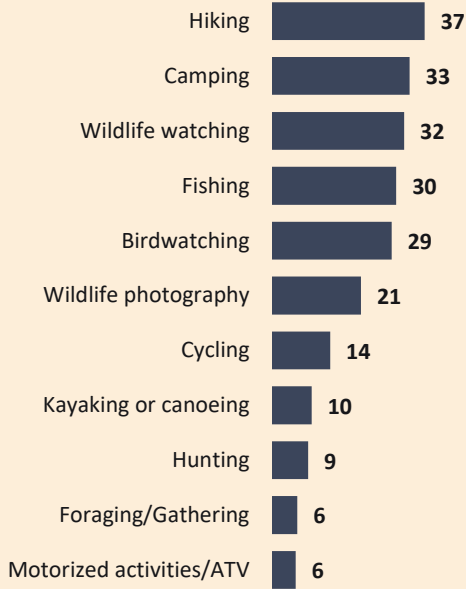
Perceived Ability to Influence Grassland Protection (%)



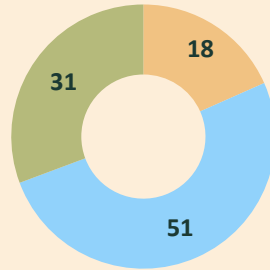
Profile of Environmentalists (25%)



Participation in recreational activities in grasslands in the past year (%)



Subjective stated knowledge of grasslands (%)

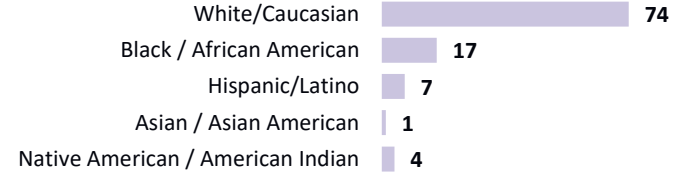
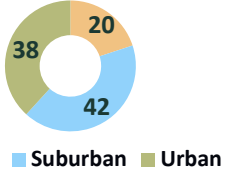
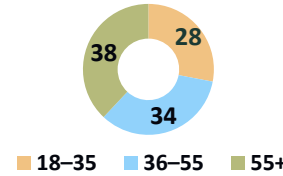


■ A lot of knowledge
■ Some knowledge
■ Little knowledge

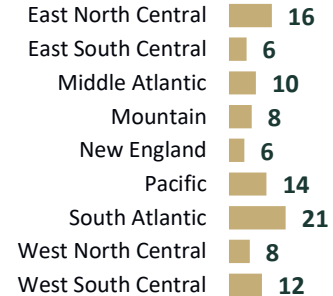
Objective knowledge of grasslands score (mean quiz score)

5.38

Demographics

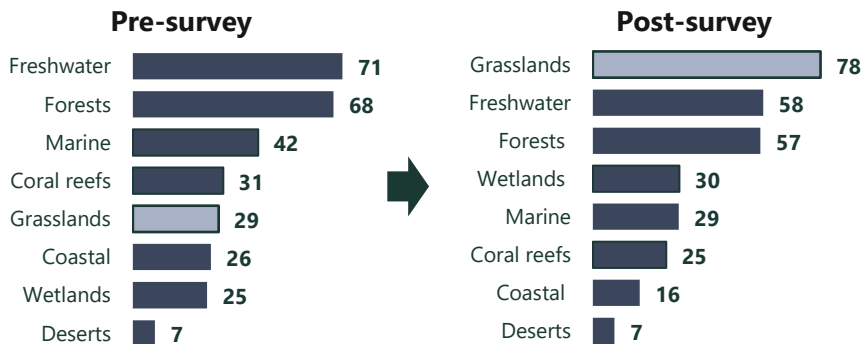


Regions

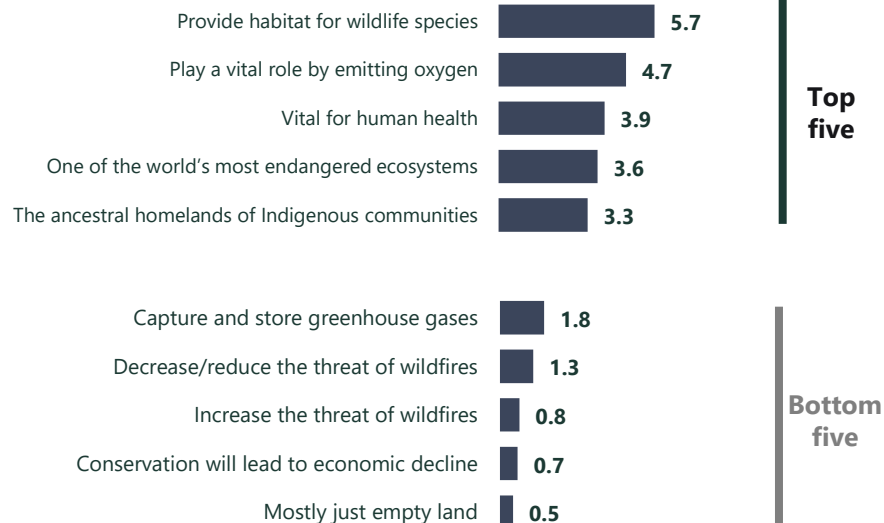


Profile of Environmentalists (25%)

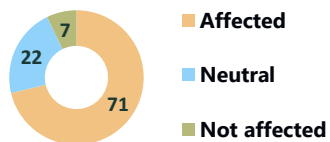
Perceived importance of ecosystems – % Ranked within Top 3



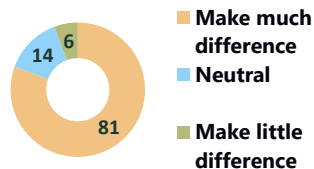
Perceptions of grasslands (Relative Importance Score)



Personal Impact from Grasslands' Future (%)



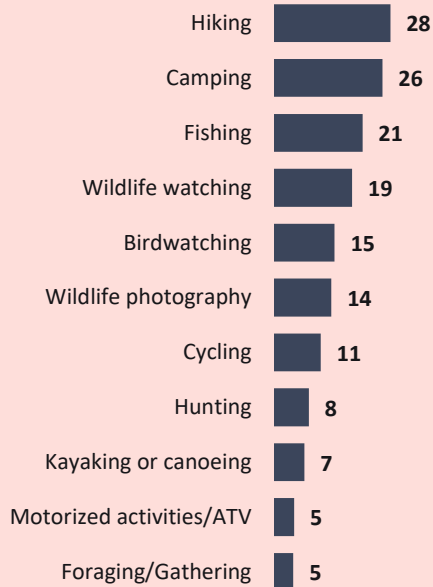
Perceived Ability to Influence Grassland Protection (%)



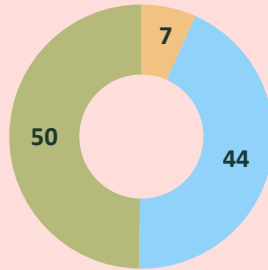
Profile of Materialists (33%)



Participation in recreational activities in grasslands in the past year (%)



Subjective stated knowledge of grasslands (%)

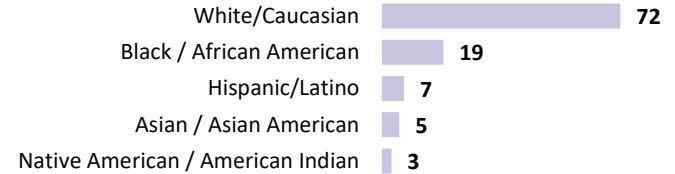
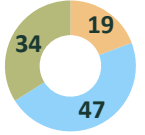
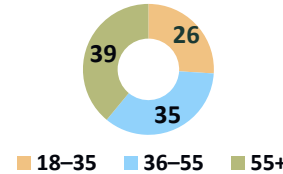


■ A lot of knowledge
■ Some knowledge
■ Little knowledge

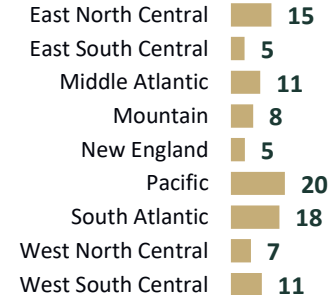
Objective knowledge of grasslands score (mean quiz score)

4.31

Demographics

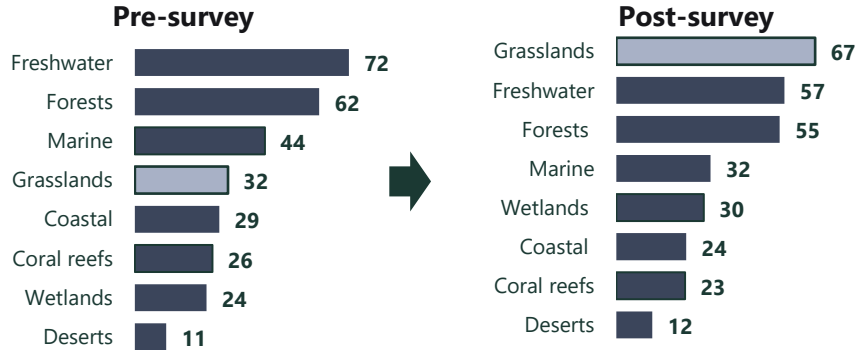


Regions

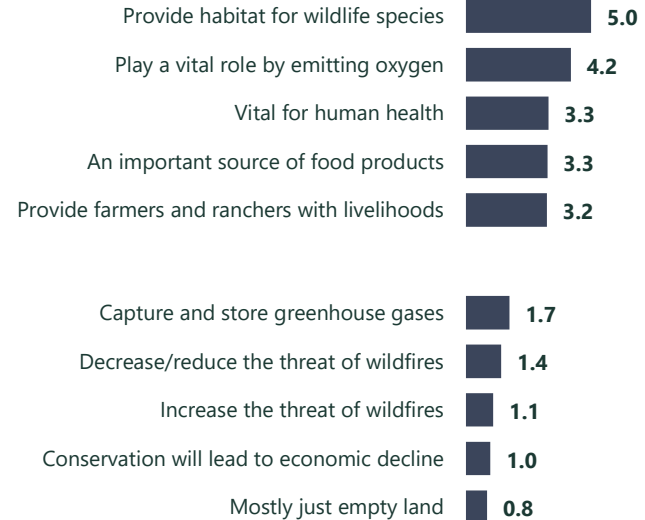


Profile of Materialists (33%)

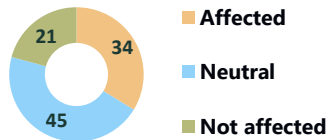
Perceived importance of ecosystems – % Ranked within Top 3



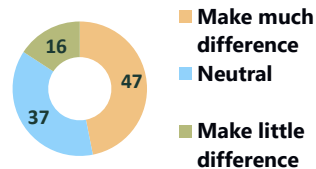
Perceptions of grasslands (Relative Importance Score)



Personal Impact from Grasslands' Future (%)



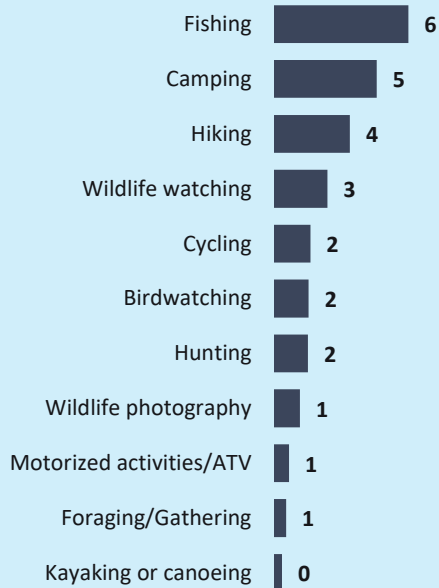
Perceived Ability to Influence Grassland Protection (%)



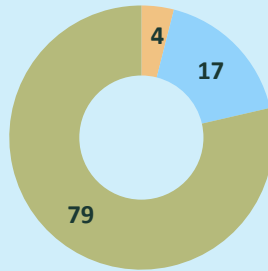
Profile of Indifferentents (19%)



Participation in recreational activities in grasslands in the past year (%)



Subjective stated knowledge of grasslands (%)

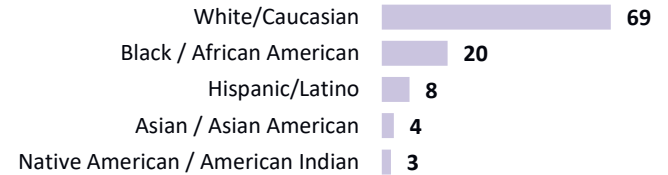


■ A lot of knowledge
■ Some knowledge
■ Little knowledge

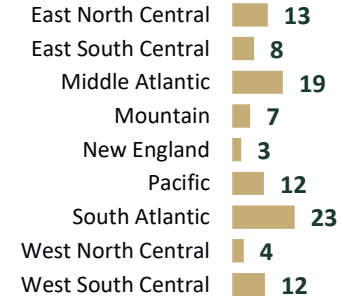
Objective knowledge of grasslands score (mean quiz score)

3.43

Demographics

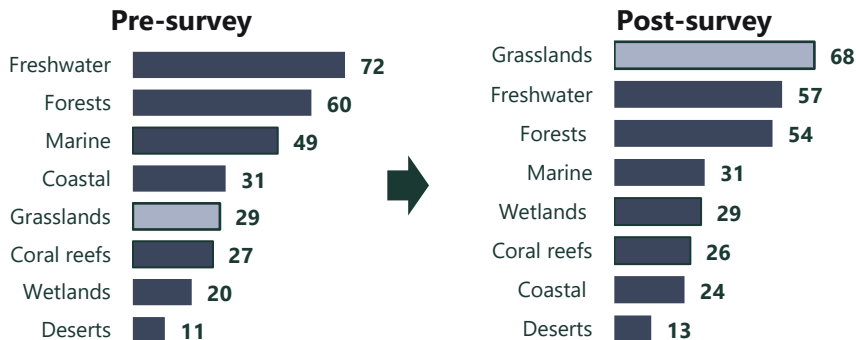


Regions

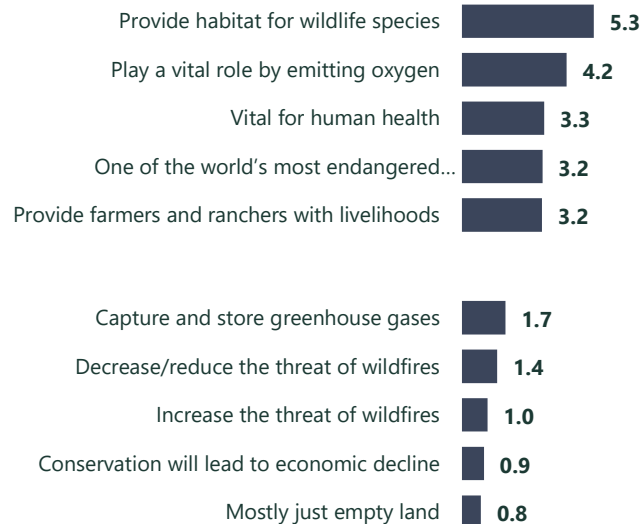


Profile of Indifferentents (19%)

Perceived importance of ecosystems – % Ranked within Top 3



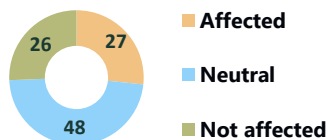
Perceptions of grasslands (Relative Importance Score)



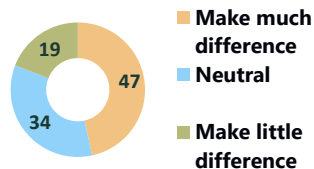
Top five

Bottom five

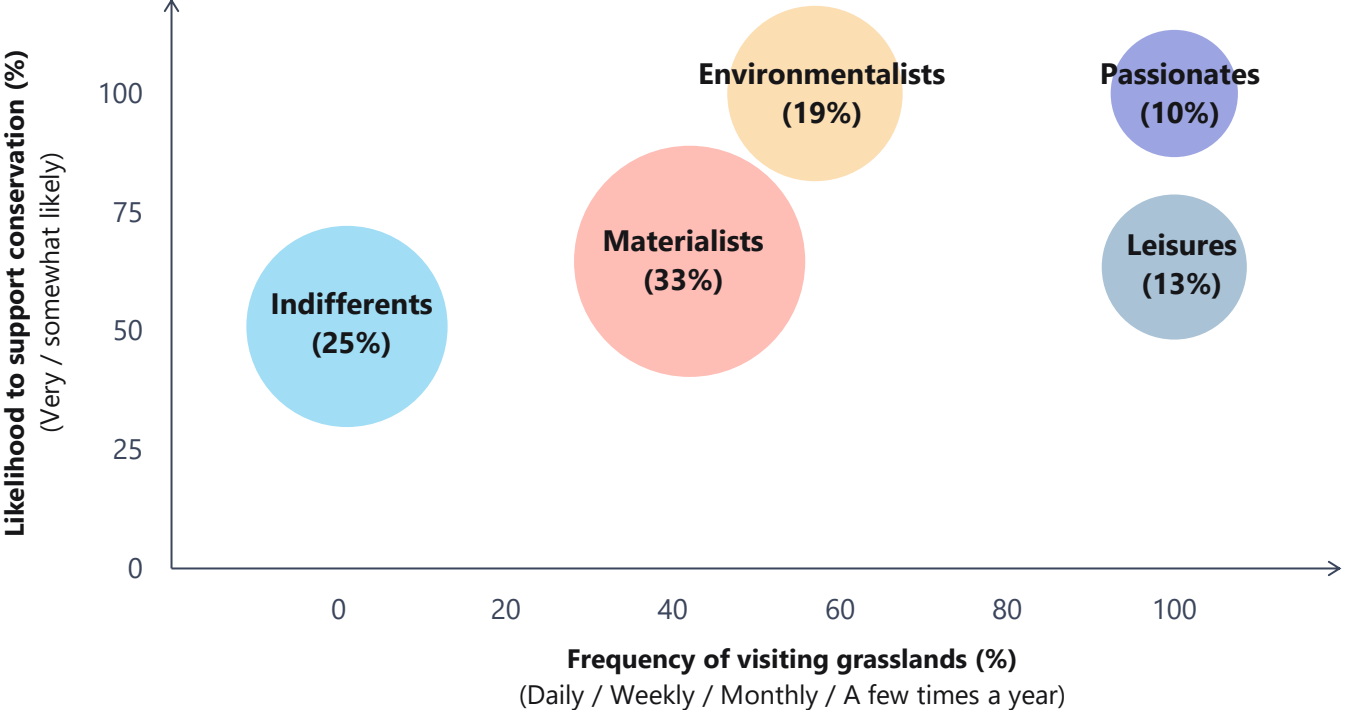
Personal Impact from Grasslands' Future (%)



Perceived Ability to Influence Grassland Protection (%)



Frequency of Visiting Grasslands x Likelihood to Support Conservation



Base: All respondents; n=2,014

Q3_2. How likely are you to support grassland conservation? %4+5 (Very / somewhat likely)

Q2_7. How often do you visit grasslands for recreational activity? % At least a few times a year or more frequently

Size of the Bubble: Size of the segment in % of total population

2. Awareness of and Attitudes toward Grasslands



Awareness of and Attitudes toward Grasslands

Insight 1

- Overall, **subjective knowledge of grasslands** matches closely with **objective knowledge**, with just over half (53%) of participants claiming to have some, a significant amount, or a lot of knowledge of grasslands, and almost the same percentage being ranked as medium or high knowledge (52%) based on the quiz result.
- Passionates tend to overestimate their knowledge of grasslands, while environmentalists tend to underestimate their knowledge.

Insight 2

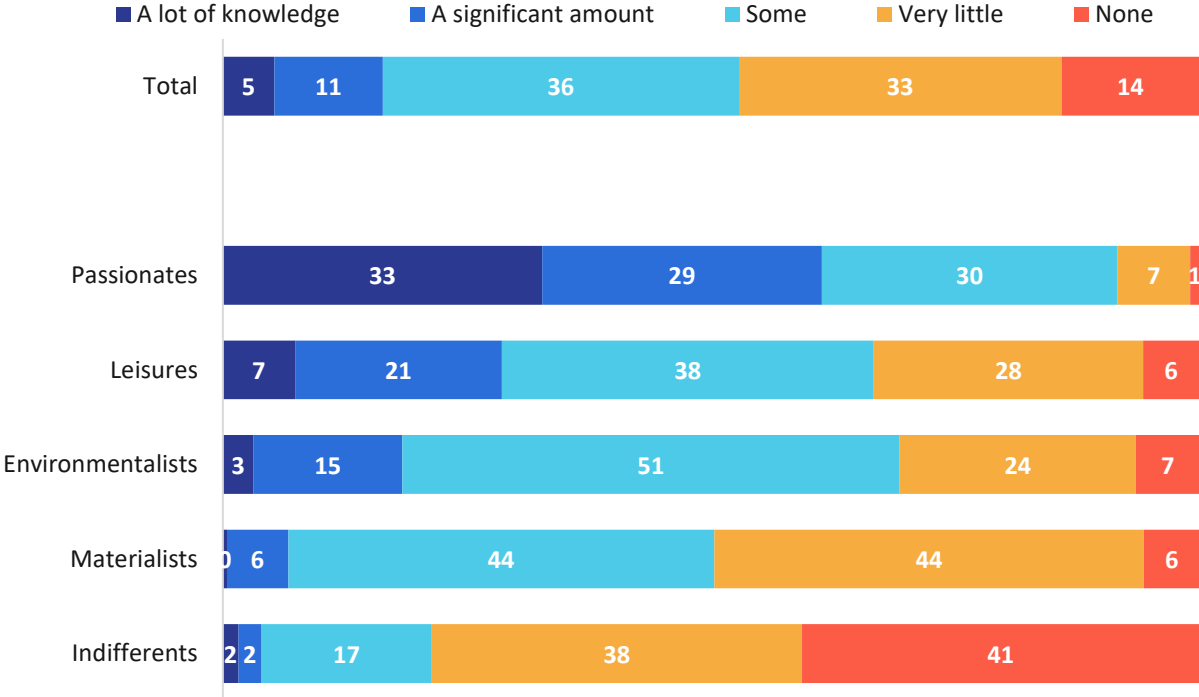
- Grasslands are **the fourth most chosen ecosystem** in people's perception of importance in the United States, after freshwater, forest, and marine ecosystems.
- Views are mixed on the condition of grasslands, with a similar proportion of the population saying they are stable (31%) vs those who say they are under threat (39%), but nearly half say grasslands' future affects them personally, and more than half say they can have a personal impact on grasslands' future.
- The **perceived comparative level of threat** to grasslands, however, is lower, and they are ranked seventh out of eight, above only deserts.

Insight 3

- **Six in ten** visited grasslands for recreational activities in the last year, with hiking being the most common activity.
- The largest proportion of people visit grasslands **monthly or less frequently**.
- Of those who have never visited, **about one quarter** would have a significant or high interest in visiting grasslands for recreational purposes.

Subjective Knowledge of Grasslands – by Segment

Stated knowledge of grasslands (%), by segment



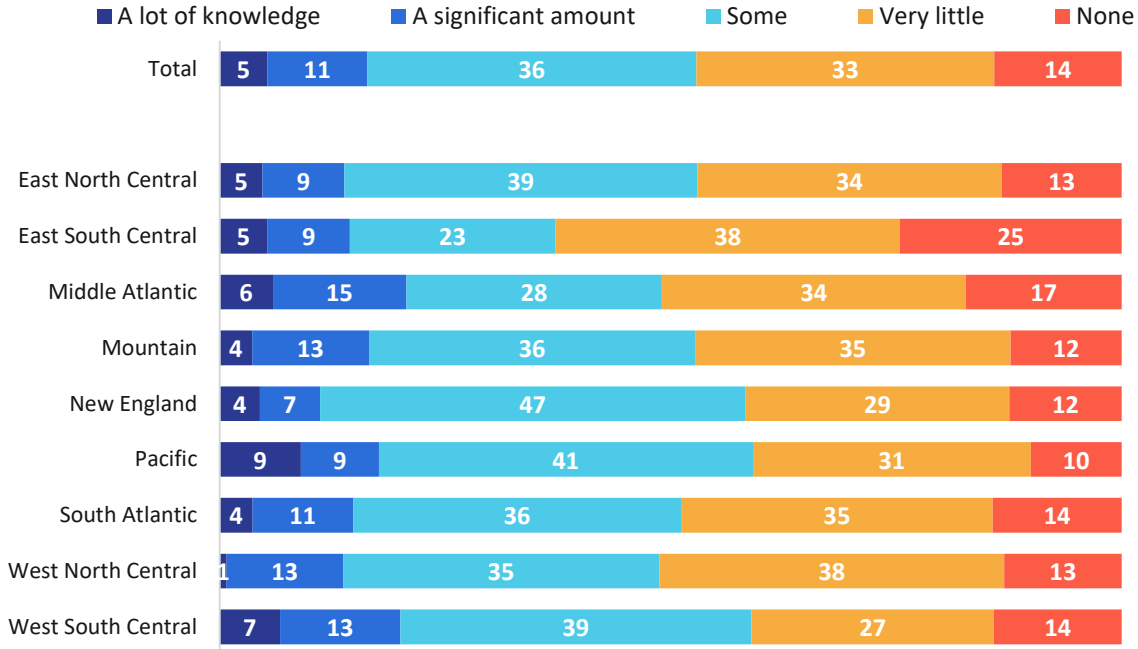
Knowledge of grassland, % A lot / significant amount (4+5 at a 5-point scale)	
Total	16
Passionates	61
Leisures	29
Environmentalists	18
Materialists	7
Indifferents	4

Base: All respondents; 2026 n=2,014
 Q2_3. How much knowledge would you say you have about the grasslands in the United States?



Subjective Knowledge of Grasslands – by Region

Stated knowledge of grasslands (%), by region



Knowledge of grassland, % A lot / significant amount (4+5 at a 5-point scale)	
Total	16
East North Central	14
East South Central	14
Middle Atlantic	21
Mountain	17
New England	11
Pacific	18
South Atlantic	15
West North Central	14
West South Central	20

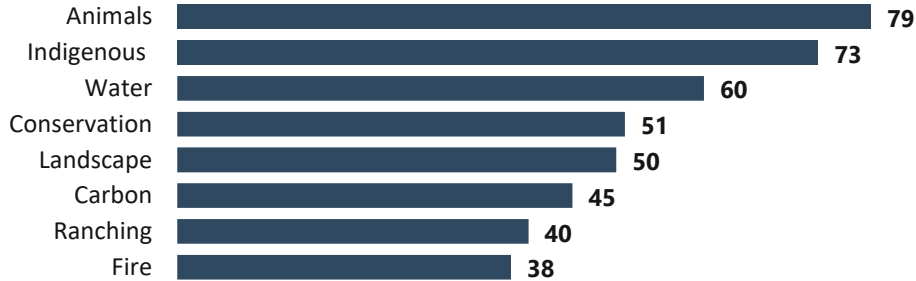
Base: All respondents; 2026 n=2,014
 Q2_3. How much knowledge would you say you have about the grasslands in the United States?

Objective Knowledge of Grasslands Quiz

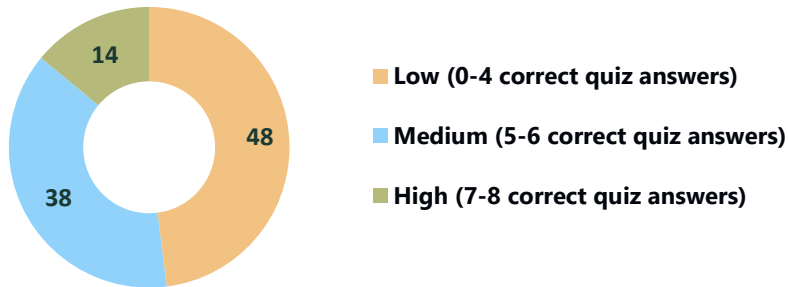
Topic	Question	Answer
Landscape	Q2_5_1 The Great Plains, spanning the central United States, is the only place in the United States where grasslands can be found	False
Water	Q2_5_2 Grasslands do not play a role in flood protection because they lack trees	False
Fire	Q2_5_3 Fires permanently damage grasslands, preventing plants from growing back.	False
Carbon	Q2_5_4 The combined grasslands in the United States store nearly as much carbon as the forests	True
Animals	Q2_5_5 Grasslands in the United States historically supported large populations of bison, elk, and many bird and pollinator species	True
Conservation	Q2_5_6 At times, grasslands in North America have been disappearing at a faster rate than the Brazilian Amazon rainforest in recent decades	True
Indigenous	Q2_5_7 Grasslands continue to provide traditional foods like bison, wild fruits, and medicinal plants to Indigenous communities	True
Ranching	Q2_5_8 Most of the Great Plains, the United States' largest continuous grassland, is privately owned and used for cattle ranching	True

Objective Knowledge of Grasslands

Objective knowledge of grasslands (% correct)



Objective knowledge of grasslands (%)



Base: All respondents; 2026 $n=2,014$
Q2_5. Knowledge Quiz

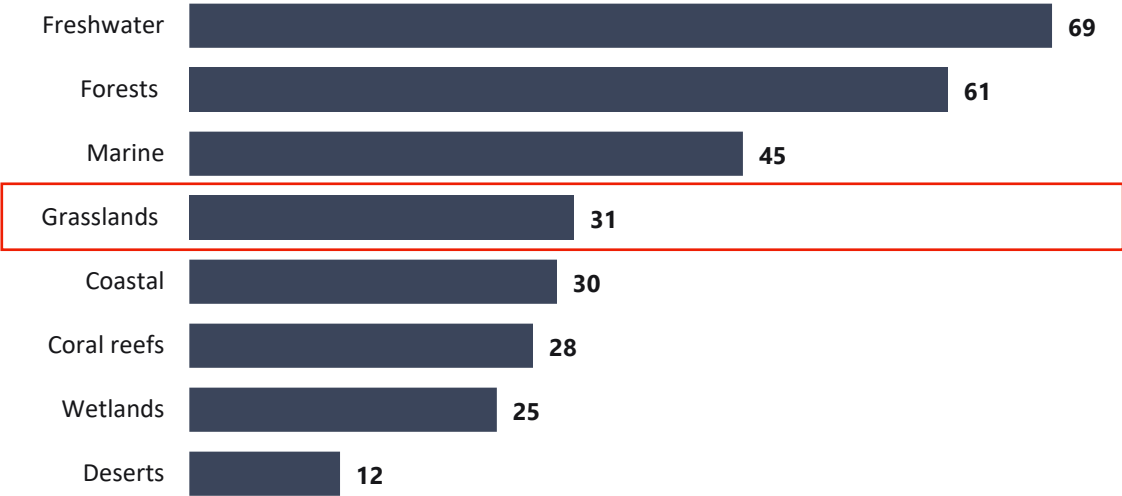
Mean Score on Knowledge Quiz	
Total	4.4
Passionates	5.2
Leisures	4.3
Environmentalists	5.4
Materialists	4.3
Indifferents	3.4
East North Central	4.5
East South Central	4.1
Middle Atlantic	4.1
Mountain	4.6
New England	4.6
Pacific	4.3
South Atlantic	4.3
West North Central	4.5
West South Central	4.5

Note: Participants were rated as having a low, medium, or high knowledge of grasslands based on the number of questions they got correct:

- **Low:** 0-4 correct answers out of 8
- **Medium:** 5-6 correct answers out of 8
- **High:** 7-8 correct answers out of 8

Perception of the Importance of Ecosystems

Perceived importance of ecosystems (% top 3)
At beginning of survey



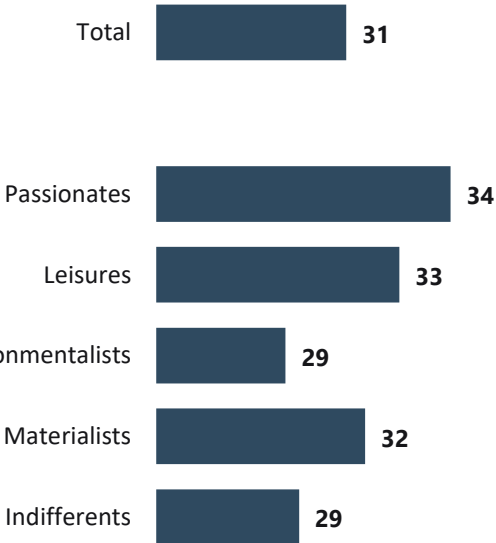
Base: All respondents; 2026 n=2,014

Q2_1. Please rank these ecosystems, using your judgment, from the most important to the least important in terms of their overall value in the United States.

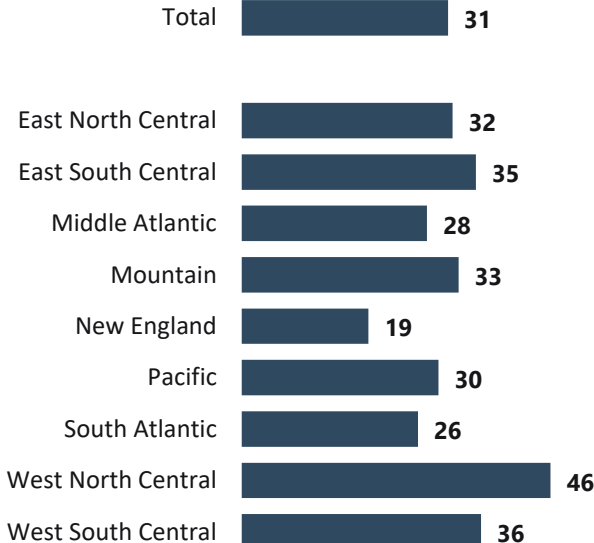
Perception of the Importance of Grasslands – by Segment and Region

Perceived importance of grasslands (% top 3)
At beginning of survey

By segment



By region



Rank (out of 8 ecosystems)	
Total	#4
Passionates	#4
Leisures	#5
Environmentalists	#5
Materialists	#4
Indifferents	#5
East North Central	#4
East South Central	#5
Middle Atlantic	#5
Mountain	#4
New England	#7
Pacific	#7
South Atlantic	#6
West North Central	#3
West South Central	#4

Base: All respondents; 2026 n=2,014

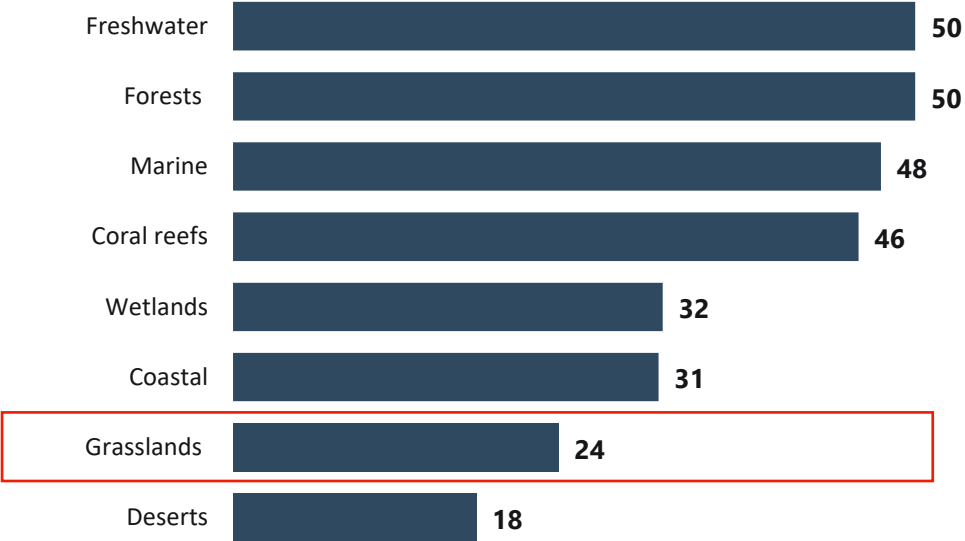
Q2_1. Please rank these ecosystems, using your judgment, from the most important to the least important in terms of their overall value in the United States.



Perception of the Level of Threat toward Ecosystems



Perceived level of threat toward ecosystems (% top 3)

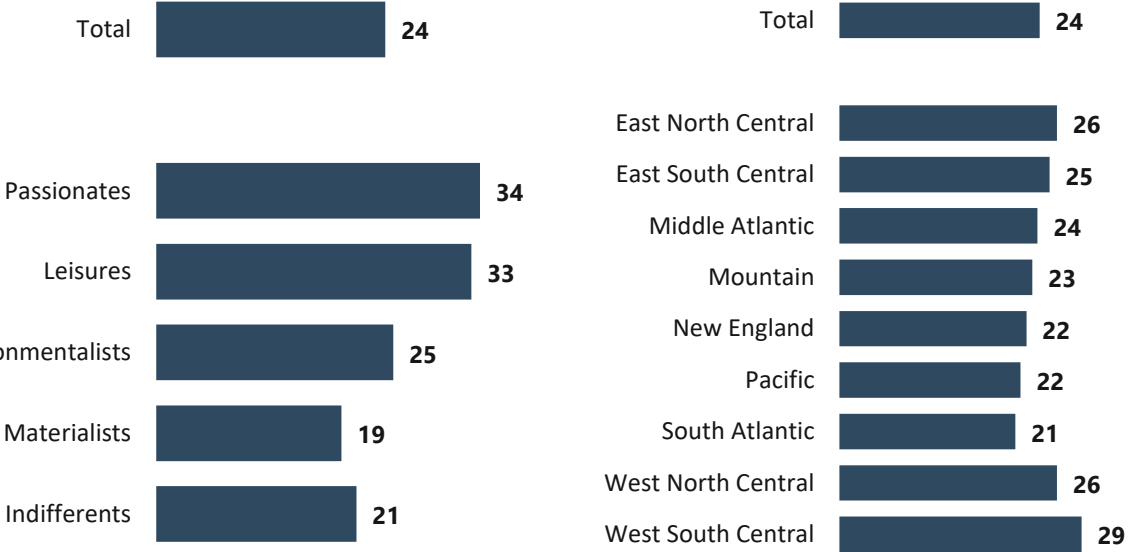


Base: All respondents; 2026 n=2,014

Q2_2. Please rank these ecosystems, using your judgment, from the most threatened to the least threatened in terms of which are most at risk.

Perception of the Level of Threat toward Grasslands – by Segment and Region

Perceived level of threat toward grasslands (% top 3)



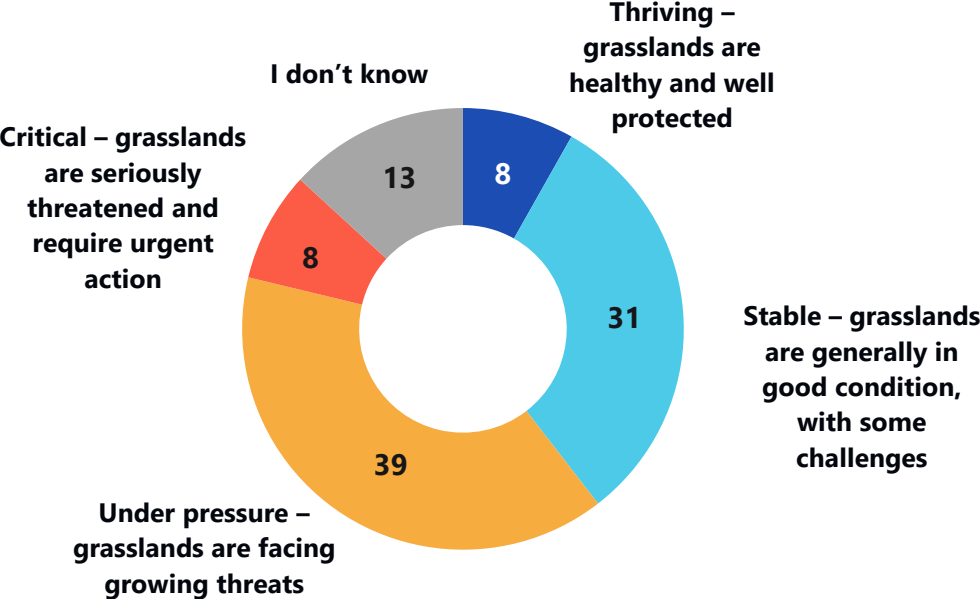
Rank (out of 8 ecosystems)	
Total	#7
Passionates	#5
Leisures	#6
Environmentalists	#7
Materialists	#7
Indifferents	#7
East North Central	#7
East South Central	#7
Middle Atlantic	#7
Mountain	#7
New England	#7
Pacific	#7
South Atlantic	#7
West North Central	#6
West South Central	#6

Base: All respondents; 2026 n=2,014

Q2_2. Please rank these ecosystems, using your judgment, from the most threatened to the least threatened in terms of which are most at risk.

Perceived Condition of Grasslands

Perceived condition of grasslands in the USA (%)



Percentage that think grasslands are under pressure or critical

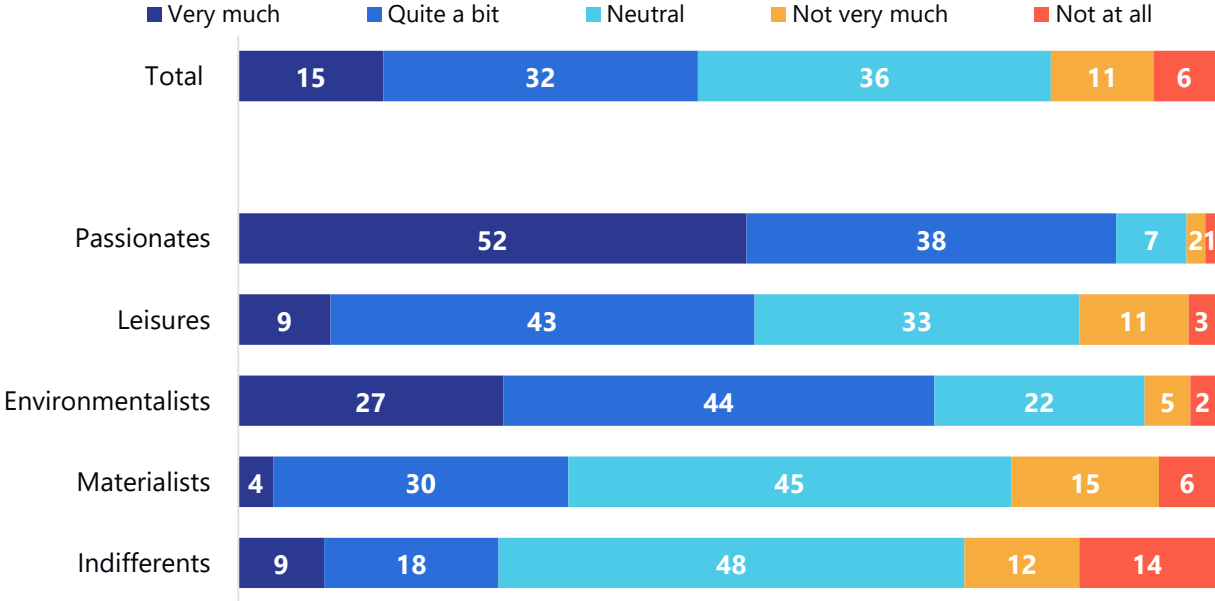
Category	Percentage (%)
Total	47%
Passionates	38%
Leisures	35%
Environmentalists	63%
Materialists	49%
Indifferents	44%
East North Central	50%
East South Central	41%
Middle Atlantic	45%
Mountain	55%
New England	53%
Pacific	43%
South Atlantic	52%
West North Central	48%
West South Central	41%

Base: All respondents; 2026 n=2,014

Q2_3_1. How would you describe the current state of grasslands in the United States?

Personal Impact from Grasslands' Future

Extent to Which Grasslands' Futures have Effects on a Personal Level(%)



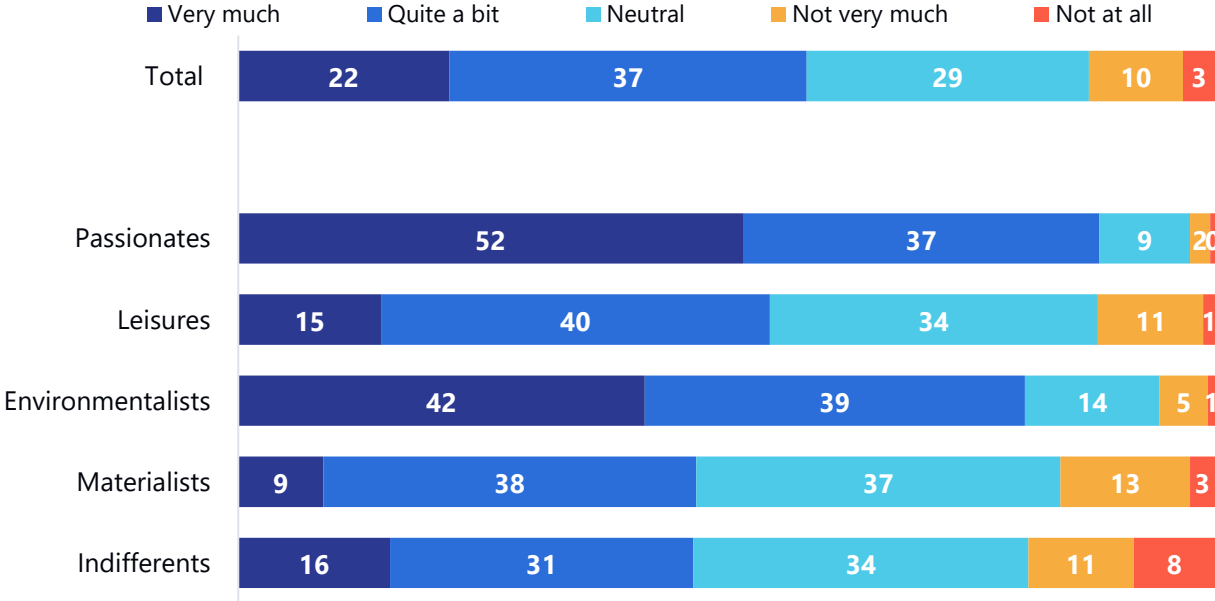
Percentage of people who say the future of grasslands has an effect on a personal level	
	2026
Total	47%
Passionates	90%
Leisures	53%
Environmentalists	71%
Materialists	34%
Indifferents	27%

Base: All respondents; 2026 n=2,014

Q3_3_1. To what extent do you feel that the future of grasslands affects you personally?

Ability to Have a Personal Influence on Grasslands

Perceived Ability to Influence Grassland Protection (%)



Percentage of people who say they can have a personal influence on future of grasslands	
	2026
Total	58%
Passionates	88%
Leisures	54%
Environmentalists	81%
Materialists	47%
Indifferents	47%

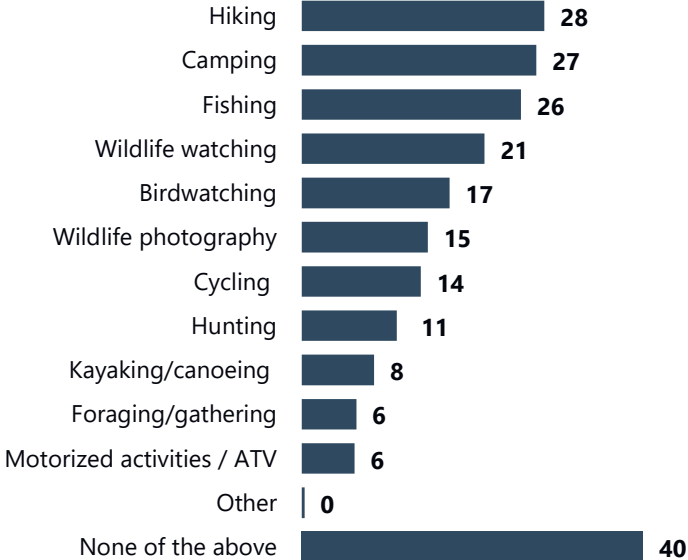
Base: All respondents; 2026 n=2,014

Q3_4_1. How much do you feel that the actions of people like you can make a difference in protecting grasslands?

Interactions with Grasslands

Took part in recreational activities in grasslands in the past year (%)

Bold: Top 3

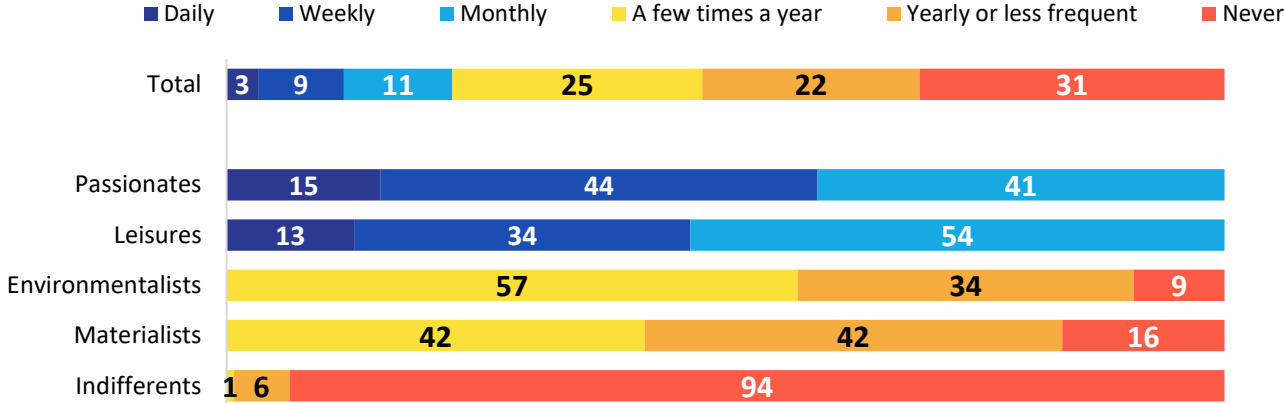


Recreational activities by segment					
	Passionates	Leisurers	Environment alists	Materialists	Indifferents
Hiking	55	44	37	28	4
Camping	62	39	33	26	5
Fishing	53	46	30	21	6
Wildlife watching	47	30	32	19	3
Birdwatching	33	25	29	15	2
Wildlife photography	31	20	21	14	1
Cycling	33	30	14	11	2
Hunting	28	27	9	8	2
Kayaking/canoeing	14	21	10	7	0
Foraging/gathering	16	15	6	5	1
Motorized activities / ATV	14	15	6	5	1
Other	1	1	0	0	0
None of the above	3	5	25	39	85

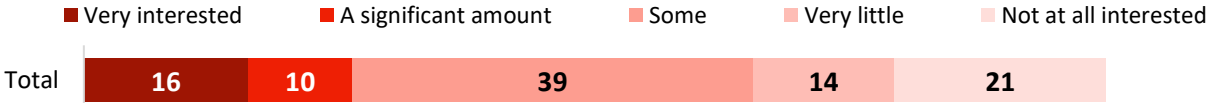
Base: All respondents; 2026 n=2,014
 Q2_6. Have you taken part in any of the following recreational activities in grasslands in the past year?

Interactions with Grasslands

Frequency of visiting grasslands for recreational activity (%)



Interest in visiting grasslands for recreation*



* Asked those who never visit grasslands for recreational activity
 Base: All respondents; 2026 n=2,014
 Q2_7. How often do you visit grasslands for recreational activity?
 Q2_8. How interested would you be in visiting grasslands for recreation?

3. Support for Grasslands



Support for Grasslands

Insight 1

- Grasslands are primarily viewed as having a link to **the environment, nature, and wildlife**, as well as fulfilling a social role related to **human health, recreational activities, and farming**.
- Grasslands' link to increasing or decreasing the chance of wildfires is not a strongly-held opinion by people.

Insight 2

- More than seven in ten people are likely to support grassland conservation.
- Around nine in ten support sustainable **farming and ranching activities in grasslands**, as do **recreational activities**. Also, more than three-quarters support **row crop farming**, and more than half support industrial agriculture.

Insight 3

- When asked if they are more likely to support grassland conservation or development, almost **six in ten support grassland conservation**, while just over one in ten support grassland development, while one quarter support conservation in some cases, and development in others.
- When presented with information about grasslands, perception of their importance **rises significantly, to the most-chosen ecosystem in terms of importance**

MaxDiff – Methodology and How to Use

MaxDiff methodology summary

MaxDiff (maximum differentiation) is a research methodology which allows us to **understand the strength of an attribute relative to the other attributes** rated. Respondents can only select one attribute which best describes their opinion or behavior among a list of five, and one which describes their opinion the least in the same list of five.

Hence, it gives the chance for each attribute to be selected as the preferred one and to be compared with the others. This method gives a much better differentiation than rating each attribute.

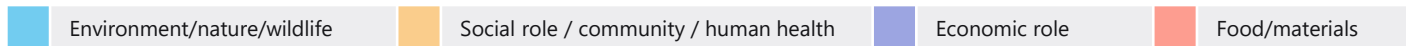
The next pages summarise the findings of this trade-off exercise to determine which potential characteristics of grasslands respondents feel are most important to them personally.

Use of MaxDiff in this survey

We tested a total of 20 different characteristics of grasslands (benefits, risks, etc.). The full wording of the attributes tested is included in the Appendix.

The responses were used to calculate which potential elements related to grasslands are considered most and least important to people on average using a MaxDiff methodology. The results for this question are reported based on the MaxDiff score. It is a relative score, reported as a measure of importance (Note: The MaxDiff score is not a percentage).

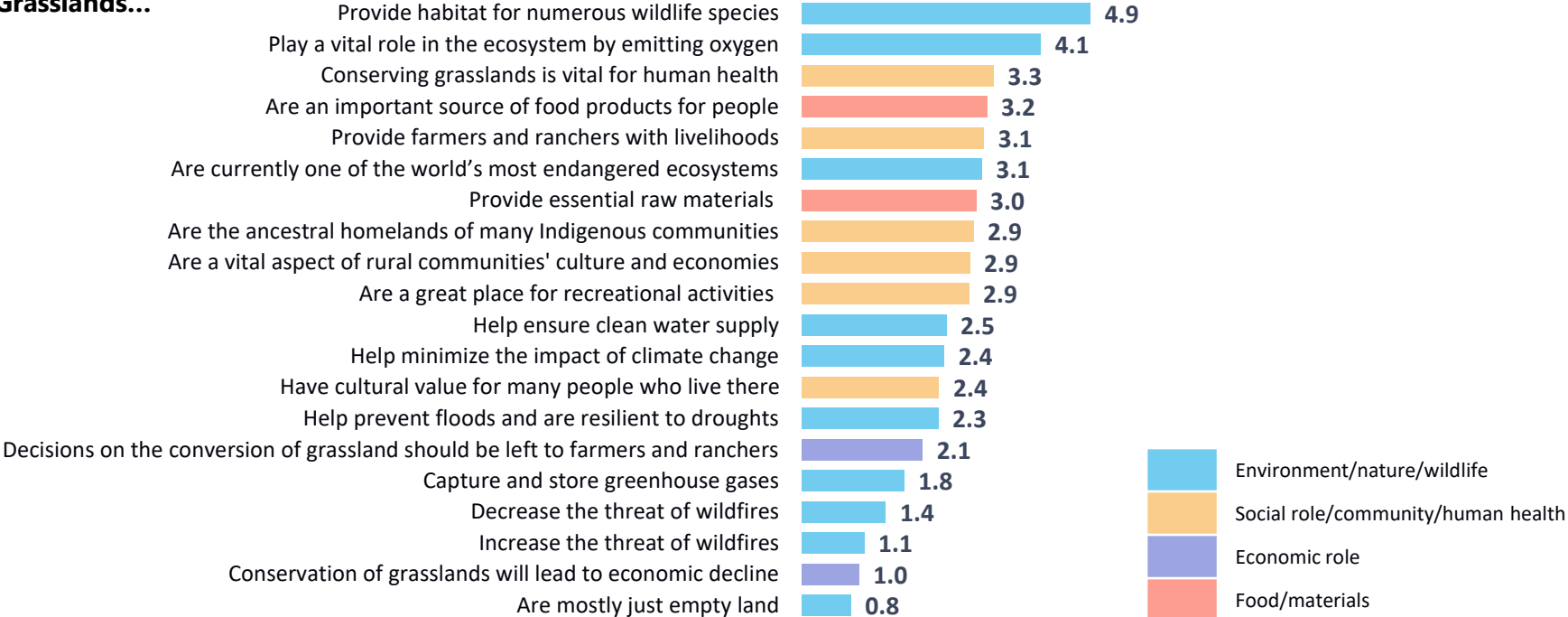
The attributes were grouped into the following larger categories:



Perceptions of Grasslands

MaxDiff, relative importance score

Grasslands...



Base: All respondents; 2026 n=2,014

Q3_1. On the following screens, you will be shown several sets of statements. For each set, please select the statement that most aligns with your view of grasslands and the statement that least aligns with your view.





Perceptions of Grasslands – by Segment

MaxDiff, relative importance score – Grasslands...

	Top 3	Total	Passionates	Leisures	Environmentalists	Materialists	Indifferents
	Bottom 3						
Provide habitat for numerous wildlife species		4.9	4.2	3.6	5.7	5.0	5.3
Play a vital role in the ecosystem by emitting oxygen		4.1	3.6	3.2	4.7	4.2	4.2
Conserving grasslands is vital for human health		3.3	3.0	2.6	3.9	3.3	3.3
Are an important source of food products for people		3.2	3.1	3.1	3.2	3.3	3.1
Provide farmers and ranchers with livelihoods		3.1	3.0	2.8	3.1	3.2	3.2
Are currently one of the world's most endangered ecosystems		3.1	2.8	2.4	3.6	3.0	3.2
Provide essential raw materials		3.0	2.9	2.8	3.2	3.0	3.0
Are the ancestral homelands of many Indigenous communities		2.9	3.1	2.6	3.3	2.9	2.9
Are a vital aspect of rural communities' culture and economies		2.9	2.9	2.5	3.0	3.0	2.8
Are a great place for recreational activities		2.9	3.3	3.0	2.7	2.8	2.9
Help ensure clean water supply		2.5	2.5	2.4	2.5	2.5	2.5
Help minimize the impact of climate change		2.4	2.4	2.3	2.7	2.4	2.4
Have cultural value for many people who live there		2.4	2.5	2.2	2.4	2.4	2.3
Help prevent floods and are resilient to droughts		2.3	2.2	2.2	2.5	2.3	2.4
Decisions on conversion should be left to farmers and ranchers		2.1	2.0	2.3	1.8	2.1	2.2
Capture and store greenhouse gases		1.8	1.7	1.9	1.8	1.7	1.7
Decrease the threat of wildfires		1.4	1.4	1.8	1.3	1.4	1.4
Increase the threat of wildfires		1.1	1.1	1.5	0.8	1.1	1.0
Conservation of grasslands will lead to economic decline		1.0	1.1	1.5	0.7	1.0	0.9
Are mostly just empty land		0.8	1.0	1.3	0.5	0.8	0.8

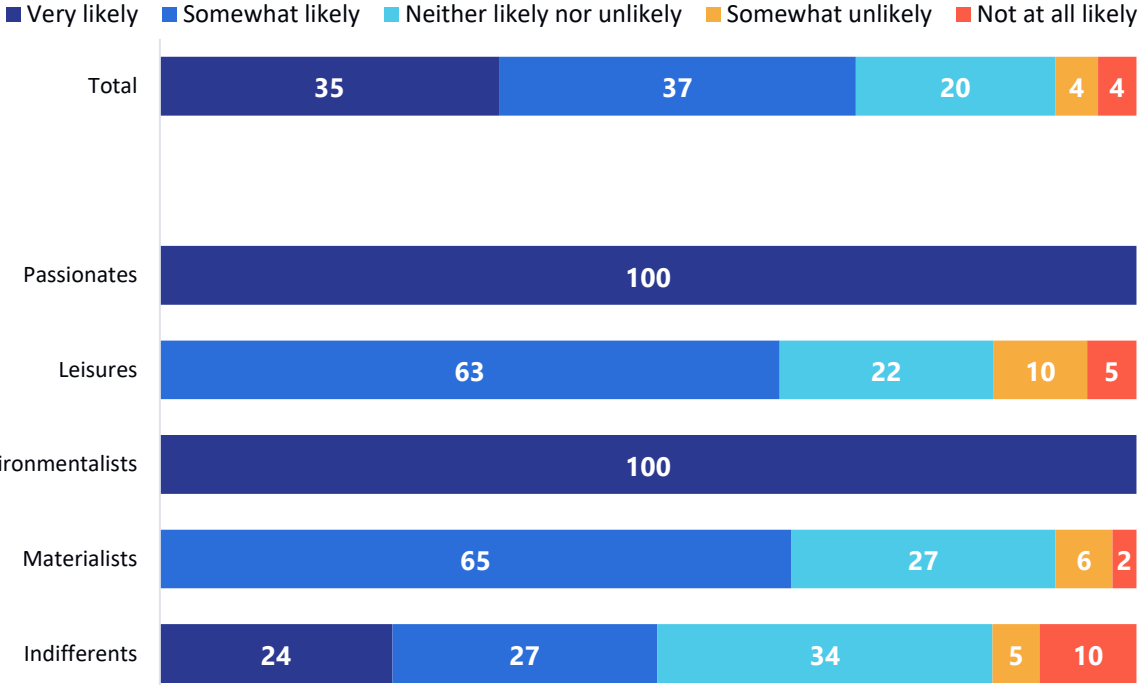
Base: All respondents; 2026 n=2,014

Q3_1. On the following screens, you will be shown several sets of statements. For each set, please select the statement that most aligns with your view of grasslands and the statement that least aligns with your view.

	Environment/nature/wildlife		Economic role
	Social role / community / human health		Food/materials

Likelihood to Support Grassland Conservation – by Segment

Likelihood to support grassland conservation (%), by segments

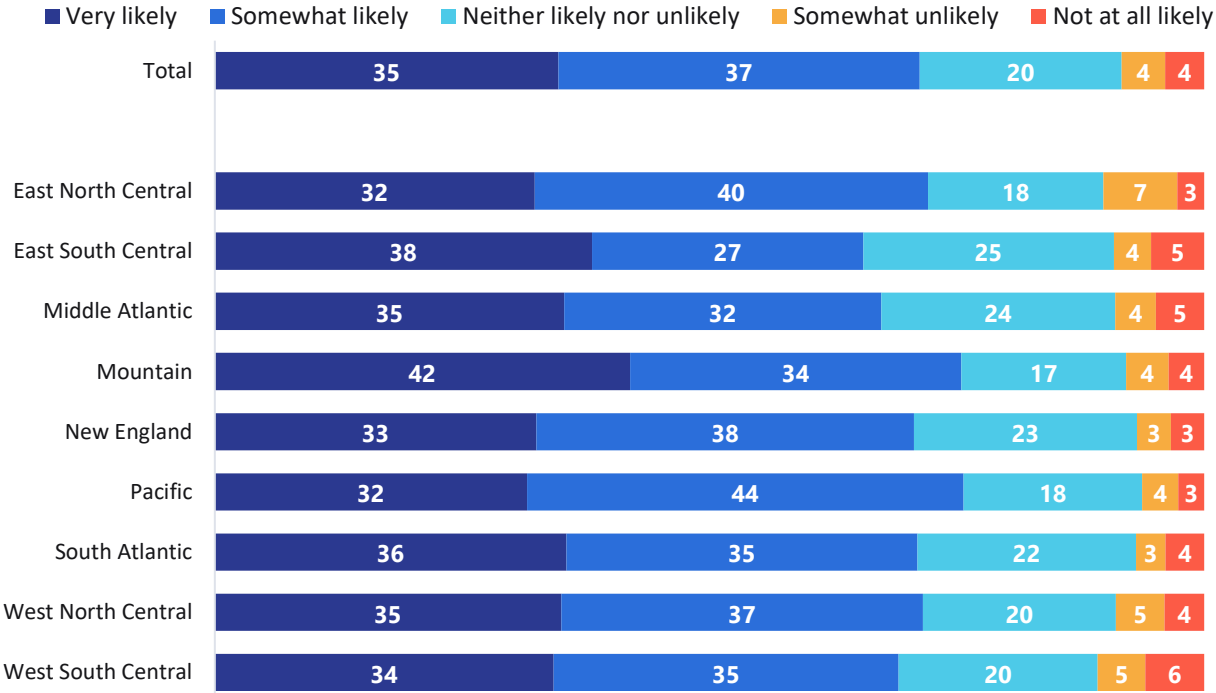


Likelihood to support conservation, % Very / somewhat likely (4+5 at a 5-point scale)	
Total	71
Passionates	100
Leisures	63
Environmentalists	100
Materialists	65
Indifferents	51

Base: All respondents; 2026 n=2,014
 Q3_2. How likely are you to support grassland conservation?

Likelihood to Support Grassland Conservation – by Region

Likelihood to support grassland conservation (%), by region

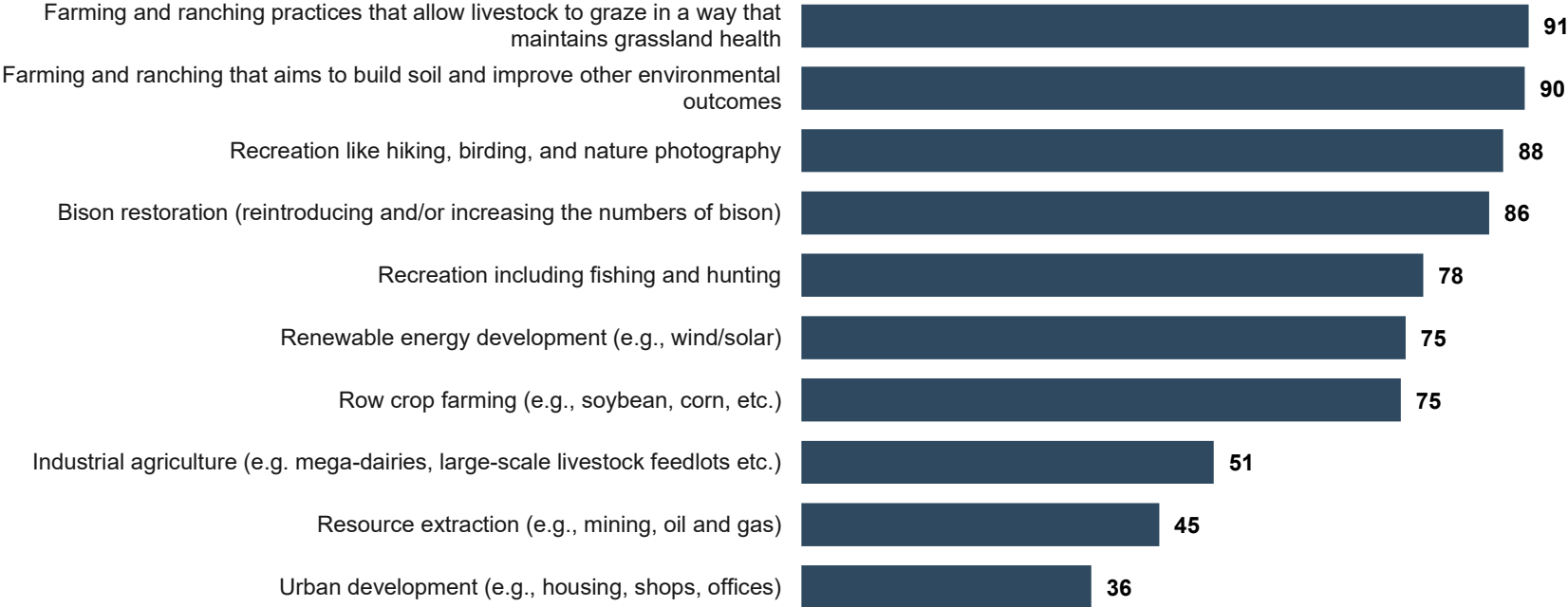


Knowledge of grassland, % A lot / significant amount (4+5 at a 5-point scale)	
Total	71
East North Central	72
East South Central	66
Middle Atlantic	67
Mountain	75
New England	71
Pacific	76
South Atlantic	71
West North Central	72
West South Central	69

Base: All respondents; 2026 n=2,014
 Q3_2. How likely are you to support grassland conservation?

Support for the Use of Grasslands






Support for the use of grasslands (%)



Base: All respondents; 2026 n=2,014
Q3_5. How do you feel about using grasslands for the following activities? Please indicate whether you support or oppose each option.

Support for the Use of Grasslands – by Segment

Support the use of grasslands for activities (%)

						
	Top 3	Passionates	Leisures	Environmentalists	Materialists	Indifferents
	Bottom 3					
Farming and ranching practices that allow livestock to graze in a way that maintains grassland health		87	87	93	93	90
Farming and ranching that aims to build soil and improve other environmental outcomes		89	86	92	93	89
Recreation like hiking, birding, and nature photography		92	83	94	87	84
Bison restoration		82	73	94	86	87
Recreation including fishing and hunting		83	77	80	77	75
Row crop farming		81	76	74	74	73
Renewable energy development		86	79	76	75	69
Industrial agriculture		68	68	44	47	48
Resource extraction		57	61	32	45	40
Urban development		52	59	25	30	35

Base: All respondents; 2026 n=2,014

Q3_5. How do you feel about using grasslands for the following activities? Please indicate whether you support or oppose each option.

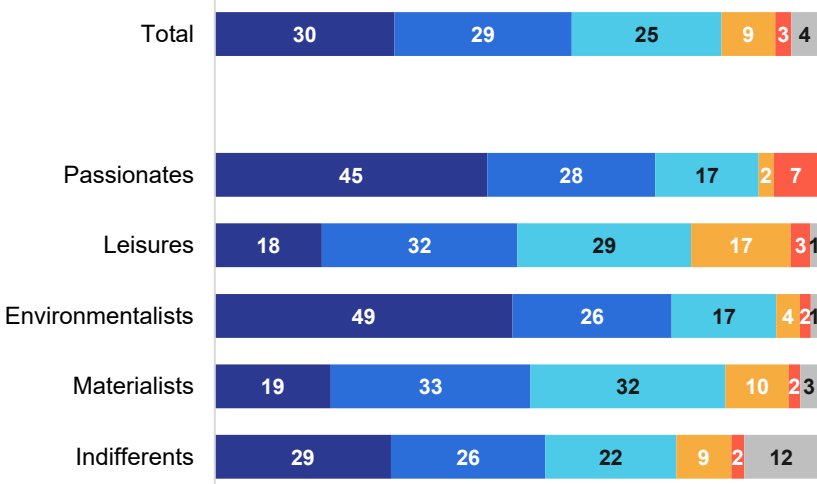
Support for Grassland Conservation or Grassland Development

1. Participants were first presented with the following definitions:

Conservation of grasslands: Protecting and managing grasslands to maintain animal, plant, and soil health while people can still interact with them in a sustainable way.

Grassland development: Reducing/converting grassland areas to allow for more row crop agriculture, urban infrastructure, energy production (e.g., oil and gas, solar), and/or resource extraction.

2. Then participants rated their likelihood to support conservation or development of grasslands (%):



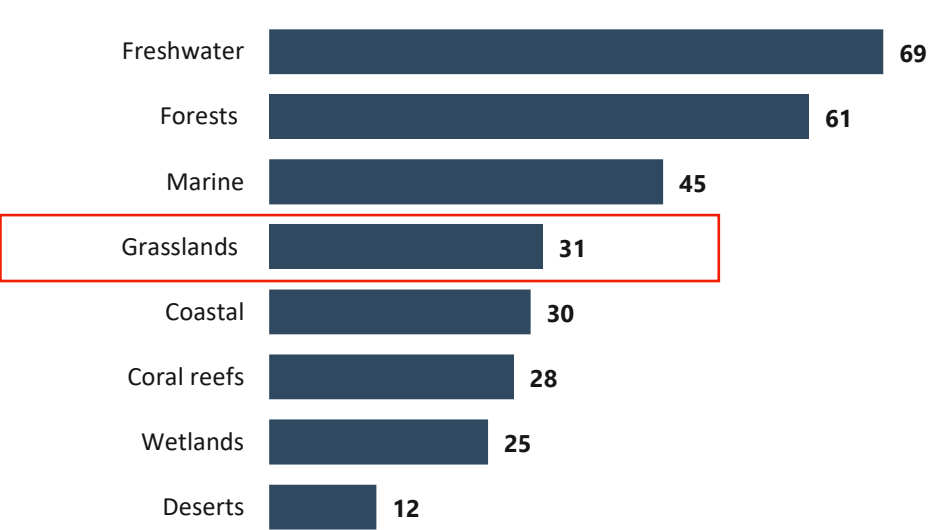
- Very strongly support conservation of grasslands
- Somewhat support conservation of grasslands
- Support conservation in some contexts but development in others
- Somewhat support grassland development
- Very strongly support grassland development
- Hard to say / no opinion

Likelihood to support conservation or development of grasslands, % Very strongly / somewhat support		
	Conservation	Development
Total	59	12
Passionates	73	10
Leisures	50	20
Environmentalists	76	6
Materialists	52	12
Indifferents	55	11

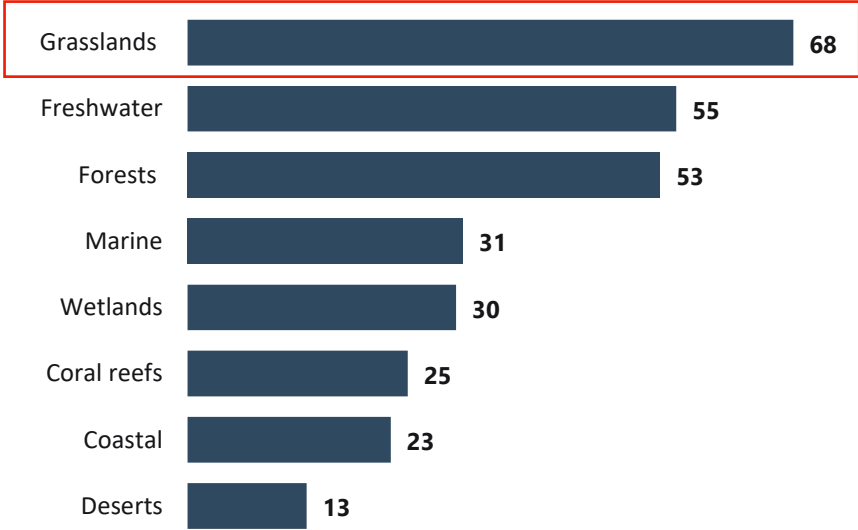
Base: All respondents; 2026 n=2,014 Q3_6. To summarize your opinions about the state and the future of grassland, could you indicate if you would be likely to support grassland conservation or grasslands development, based on the following definitions?

Perception of the Importance of Ecosystems

Perceived importance of ecosystems (% top 3)
Pre-survey



Perceived importance of ecosystems (% top 3)
Post-survey



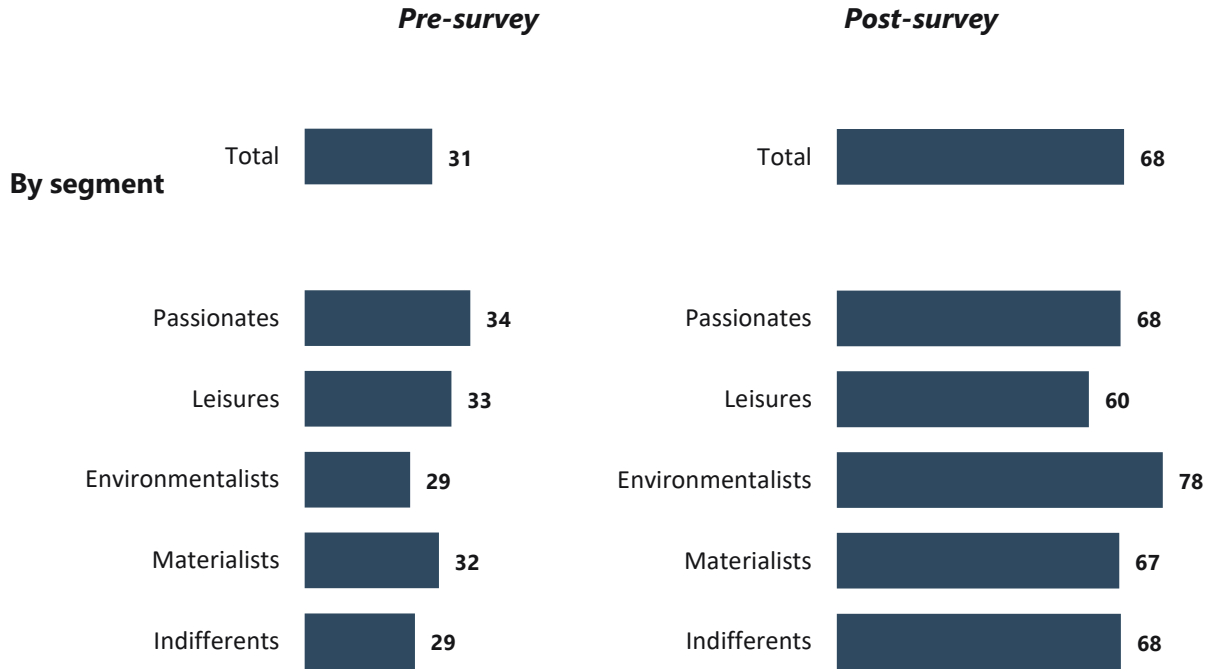
Base: All respondents; 2026 n=2,014

Q2_1. Please rank these ecosystems, using your judgment, from the most important to the least important in terms of their overall value in the United States.

Q5_4. Given the information you have received today, please rank these ecosystems again in the order that you believe they are most important in terms of their overall value in the United States.

Perception of the Importance of Grasslands – by Segment

Perceived importance of ecosystems (% top 3)



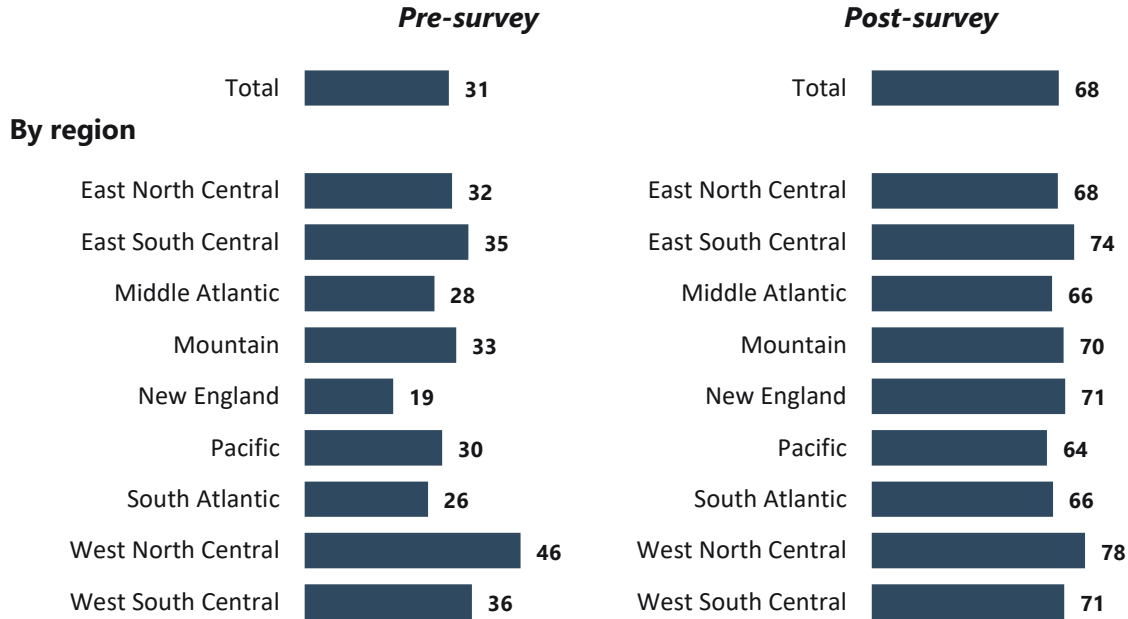
Rank (out of 8 ecosystems)		
	Pre-survey	Post-survey
Total	#4	#1
Passionates	#4	#1
Leisures	#5	#1
Environmentalists	#5	#1
Materialists	#4	#1
Indifferents	#5	#1

Base: All respondents; 2026 n=2,014

Q2_1. Please rank these ecosystems, using your judgment, from the most important to the least important in terms of their overall value in the United States. Q5_4. Given the information you have received today, please rank these ecosystems again in the order that you believe they are most important in terms of their overall value in the United States.

Perception of the Importance of Grasslands – by Region

Perceived importance of grasslands (% top 3)



Rank (out of 8 ecosystems)		
	Pre-survey	Post-survey
Total	#4	#1
East North Central	#4	#1
East South Central	#5	#1
Middle Atlantic	#5	#1
Mountain	#4	#1
New England	#7	#1
Pacific	#7	#1
South Atlantic	#6	#1
West North Central	#3	#1
West South Central	#4	#1

Base: All respondents; 2026 n=2,014

Q2_1. Please rank these ecosystems, using your judgment, from the most important to the least important in terms of their overall value in the United States. Q5_4. Given the information you have received today, please rank these ecosystems again in the order that you believe they are most important in terms of their overall value in the United States.



**Know your world.
Lead the future.**

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We equip clients with insights to navigate shifting societal and stakeholder expectations, crafting evidence-based strategies that reduce risks and create value for their organizations and society.

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