

To: Interested Parties

From: Global Strategy Group

Date: October 24th, 2022

Re: NEW Green 2.0 Nationwide AAPI Voter Climate Survey Results

KEY SURVEY FINDINGS

- **Asian and Pacific Islander (AAPI) voters are hopeful and motivated to get involved with the progress the U.S. is making on climate change, even as overall midterm voters feel frustrated by the progress being made. A clear majority of voters believe it is important that the groups and organizations working to address climate change are racially and ethnically diverse – shares are even stronger among AAPI voters.**
- **Outside of the economy, climate change has broken through as a top priority among AAPI voters; It is now seen to be more important than *jobs, economic growth*, and abortion.**
- **AAPI voters are overwhelmingly concerned by the perceived worsening impacts of climate change – more than four in five are worried about climate change. AAPI voters' sense of urgency to address the issue is even stronger.**
- **Our research finds that climate change alone can decisively influence voters' choice of candidates at the ballot box this November. AAPI voters especially are far more likely to support a candidate for Congress who has "addressing climate change" as one of their top three priorities. Messaging only improves support for such candidates.**

FOR AAPI VOTERS, ADDRESSING CLIMATE CHANGE REQUIRES INCLUSIVENESS; ENVIRONMENTAL ORGANIZATIONS ARE SEEN AS LEADERS ON THE ISSUE

AAPI voters are currently *hopeful* (39%) and *motivated to get more involved* (27%) when it comes to the progress the U.S. is making on climate change. While AAPI voters also feel *frustrated* (30%), more feel *hopeful* and fewer AAPI voters express frustration compared to overall likely midterm voters (39%).

Overwhelming majorities of voters believe the groups and organizations working to address climate change should be racially and ethnically diverse, with 68% of voters saying this is important and 35% saying this is *very important*. **Among AAPI voters, racial and ethnic diversity of these groups is even more important (73% important, 35% very important).**

AAPI voters trust the opinions of experts and those closest to them when it comes to climate change and actions that can be taken to protect the country from its impacts. *Family* (83% trust, 17% distrust) and *scientists* (85% trust, 15% distrust) are seen as the most trustworthy, while *federal politicians* (37% trust, 63% distrust) and *CEOs and business leaders* (34% trust, 66% distrust) are some of the least trustworthy.

Among AAPI voters, the net amount saying *environmental advocates and organizations* are welcoming the inputs of communities of color in their solutions to climate change is net +36 (60% yes, 24% no). The net difference is 12 points stronger among AAPI voters in comparison to the overall electorate (net +24, 52% yes, 28% no).

When it comes to climate change, *environmental advocates and organizations* are trusted by nearly three-quarters of AAPI voters (73%) and a third of all AAPI voters trust them *a lot* (33%). **Moreover, *environmental advocates and organizations* are the only group tested in our battery of climate entities that more than three in five AAPI voters believe are taking their opinions and concerns on climate change into account (61%).** The following is detailed below:

- Environmental advocates and organizations (61% yes, 23% no)

- Community leaders and organizers (56% yes, 30% no)
- Local politicians (45% yes, 44% no)
- State politicians (41% yes, 46% no)
- Federal politicians (40% yes, 48% no)

ADDRESSING CLIMATE CHANGE IS A TOP PRIORITY FOR AAPI VOTERS

A plurality of AAPI voters (37%) say inflation is the most important issue America is facing right now, but – outside of inflation and gun violence – climate change (11%) breaks through as an important top priority to AAPI voters. **Climate change is now seen to be just as important as jobs and economic growth (10%) and abortion/reproductive rights (6%) among AAPI voters.**

AAPI voters are concerned about climate change – even more so than the already highly-concerned electorate overall. While, two in three voters overall are worried about climate change (68% worried, 34% extremely worried), by 14-points AAPI voters are far more worried (82% worried, 42% extremely worried). **An even larger share of AAPI voters – more than nine in ten! – say it is important that the U.S. address climate change (93%),** with a majority of AAPI voters saying it is *very* important (59%). In fact, the total share of AAPI voters who say it is *very* important is 15-points higher than the electorate overall (78% important).

AAPI VOTERS ARE FEELING THE IMPACTS OF CLIMATE CHANGE

Seven in ten voters say climate change has had an impact on their region or community, with over a quarter of voters (27%) saying climate change has had a *major* impact. **AAPI voters, however, are more likely to say climate change has had an impact on their region or community,** with nearly nine in ten AAPI voters saying climate change has an impact (87%) and more than two in five saying it has a *major* impact (41%).

An open-ended question asking AAPI voters to describe these impacts on their community shows a multitude of unique impacts associated with extreme weather from across the country.

AAPI Voters: [If Impact] Describe the impacts climate change has had, or currently has, on your region or community.



AAPI VOTERS FIND DEMOCRATS' RECENT CLIMATE ACCOMPLISHMENTS APPEALING

Three in five AAPI voters (61%) are familiar with Biden's plan to address climate change, and AAPI voters largely approve of Biden's handling of climate change by a net +22 (61% approve, 39% disapprove). Notably, AAPI voters' approval of his handling on climate change is far greater than their approval on *his role as president* overall at a net +8 (54% approve, 46% disapprove).

In the context of voting in the upcoming election, recent Democratic climate accomplishments are appealing to a majority of AAPI voters. In particular, investing in infrastructure that moves domestic energy away from oil and gas (80% appealing, 47% very appealing), and Biden's pledge to achieve a 100% clean energy economy and reach net-zero emissions by 2050 (82% appealing, 43% very appealing) are among the most appealing accomplishments to AAPI voters.

Moreover, after a brief description* of the climate-related benefits of the Inflation Reduction Act, 73% of AAPI voters support a candidate who voted in favor of the IRA and over a third (34%) of AAPI voters would *strongly* support them.

AAPI VOTERS SHOW STRONG SUPPORT FOR CLIMATE-FOCUSED CANDIDATES

In our initial vote, **three-quarters of AAPI voters (75%) are more likely to support a candidate for Congress who has “addressing climate change” as one of their top three priorities to address once elected** – with more than a third (36%) of AAPI voters saying they would be *much more* likely to support such a candidate (net+63, 75% more likely, 12% less likely).

Messaging focused on the impacts of climate change are widely appealing to AAPI voters and moves them to further support climate-focused candidates. Specifically, messages focused on saving U.S. households on energy costs from a shift to more efficient and renewable energy sources (41% very convincing) and messages on health and improved air quality through reduced emissions (39% very convincing) are the most convincing to AAPI voters.

Potential negative impacts of not addressing climate change are also very convincing to AAPI voters, including messages focused on the health consequences of climate seen here in the U.S. (47% very convincing), food supply disruptions (46% very convincing), and the economic impacts climate change would have on global supply chains (45% very convincing) are the most convincing reasons among AAPI voters to vote for a candidate that supports addressing climate change.

After messaging, AAPI voters shift a net+7 points toward more likely to support a climate-focused candidate (net+70; 81% more likely, 11% less likely) and the share saying *much* more likely grows by 7 points (from 36% to 43%) **making two in five AAPI voters much more likely to support a candidate that prioritizes climate change.**

All of which demonstrates that candidates who prioritize addressing climate change and make it a top three platform position, stand to benefit from the overwhelming majority of AAPI voters who find climate-focused agendas appealing.

ABOUT THE POLL

Global Strategy Group conducted a nationwide online survey of 1,000 likely general election voters with oversamples of 100 Black, 100 Hispanic/Latinx, and 100 Asian and Pacific Islander voters between September 29 and October 4, 2022. The margin of error at the 95% confidence level is +/-3.1%. The margin of error on sub-samples is greater.

**IRA description: “As you may or may not know, Congress recently passed the Inflation Reduction Act or the IRA. This legislation will expand domestic production of wind, solar, and fossil fuel energy sources, so the U.S. is less dependent on foreign oil, it will also reduce carbon emissions while funding environmental justice related projects. This plan will be paid for by closing unfair tax loopholes and raising taxes on companies that ship jobs overseas. Based on what you know, would you support or oppose a candidate for Congress who voted YES on the Inflation Reduction Act or the IRA bill?”*