

**To:** Interested Parties  
**From:** Global Strategy Group  
**Date:** October 24<sup>th</sup>, 2022  
**Re:** NEW Green 2.0 Nationwide Black Voter Climate Survey Results

## KEY SURVEY FINDINGS

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- **Black midterm 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 Black voters.**
- **Outside of the economy, climate change has broken through as a top priority among Black voters; It is now equally as important to them as crime, racism, and abortion.**
- **Black voters are overwhelmingly concerned by the perceived worsening impacts of climate change – almost three in four are worried about climate change. Black 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. Black 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 BLACK VOTERS, ADDRESSING CLIMATE CHANGE REQUIRES INCLUSIVENESS; ENVIRONMENTAL ORGANIZATIONS ARE SEEN AS LEADERS ON THE ISSUE

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Black voters currently feel *hopeful* (42%) and are *motivated to get more involved* (35%) when it comes to the progress the U.S. is making on climate change. This is in stark contrast to overall likely midterm voters who are most likely to feel *frustrated* (39%), *disappointed* (27%), and *anxious* (26%).

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 Black voters, racial and ethnic diversity of these groups is even more important (86% important, 45% very important).**

Black voters trust the opinions of experts when it comes to climate change and actions that can be taken to protect the country from its impacts. *Scientists* (73% trust, 27% distrust) and *climate change and environmental experts* (72% trust, 28% distrust) are seen as the most trustworthy, while *CEOs and business leaders* (30% trust, 70% distrust) and *local politicians* (37% trust, 63% distrust) are at a net some of the least trustworthy.

**Among Black 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 +34 (60% yes, 26% no). The net difference is 10 points stronger among Black 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 two-thirds of Black voters (68%). **Moreover, *environmental advocates and organizations* are the only group tested in our battery of climate entities that more than three in five Black voters believe are taking their opinions and concerns on climate change into account (65%).** For comparison, 10% more Black voters say this of *environmental advocates and organizations* than the next highest-testing group. The following is detailed below:

- Environmental advocates and organizations (65% yes, 19% no)
- Community leaders and organizers (55% yes, 29% no)



Moreover, after a brief description\* of the climate-related benefits of the Inflation Reduction Act, 80% of Black voters support a candidate who voted in favor of the IRA and nearly half (49%) of Black voters would *strongly* support them.

## BLACK VOTERS SHOW STRONG SUPPORT FOR CLIMATE-FOCUSED CANDIDATES

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In our initial vote, **seven in ten Black voters (71%) 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 (34%) of Black voters saying they would be *much more* likely to support such a candidate (net+56, 71% more likely, 15% less likely).

Messaging focused on the impacts of climate change are widely appealing to Black voters and moves them to further support climate-focused candidates. Specifically, messages focused on health and improved air quality through reduced emissions (50% very convincing) and saving U.S. households on energy costs from a shift to more efficient and renewable energy sources (47% very convincing) are the most convincing to Black voters.

Potential negative impacts of not addressing climate change are also very convincing to Black voters, including messages focused on the health consequences of climate seen here in the U.S. (54% very convincing), food supply disruptions (51% very convincing), and how people of color and underserved communities are disproportionately impacted by the climate crisis (50% very convincing) are the most convincing reasons among Black voters to vote for a candidate that supports addressing climate change.

After messaging, the share of Black voters who say they 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 grows from 71% to 76%, but more importantly, **the share of Black voters who say they are *much more* likely grows by 6 points (from 34% to 40%) – making two in five Black 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 Black 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?”*