

To: Interested Parties
From: Global Strategy Group
Date: October 13, 2022
Re: NEW Green 2.0 Nationwide Climate Survey Results

KEY SURVEY FINDINGS

- **Midterm voters of color 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 voters of color.**
- **Outside of the economy, climate change has broken through as a top priority among overall likely midterm voters and voters of color: it is now equally as important to them as abortion, immigration, and gun violence.**
- **Voters are overwhelmingly concerned by the perceived worsening impacts of climate change – especially voters of color of which three in four are worried about climate change. 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. Voters of color are overwhelmingly 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.**

ADDRESSING CLIMATE CHANGE REQUIRES INCLUSIVENESS AND TRUSTED MESSENGERS

Voters currently feel *frustrated* (39%), *disappointed* (27%) and *anxious* (26%) with the progress the U.S. is making on climate change. **Some remain hopeful (31%) and are motivated to get more involved (22%). These perceptions are even larger among voters of color:**

- Asian and Pacific Islander voters: *hopeful* (39%), *motivated to get more involved* (27%).
- Black voters: *hopeful* (42%), *motivated to get more involved* (35%).
- Hispanic/Latinx voters: *hopeful* (35%), *motivated to get more involved* (32%).

Importantly, 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 voters of color, racial and ethnic diversity of these groups is even more important, including Asian and Pacific Islander voters (73% important), Black voters (86% important), and Hispanic/Latinx voters (70% important).

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* (74% trust, 26% distrust) and *scientists* (72% trust, 28% distrust) are seen as the most trustworthy, while *federal politicians* (27% trust, 73% distrust) and *CEOs and business leaders* (24% trust, 76% distrust) are at a net the least trustworthy.

Among voters of color, the share saying environmental advocates and organizations take their opinions and concerns on climate change into account is significantly higher than the electorate overall, including Asian and Pacific Islander voters (61% yes), Black voters (65% yes), and Hispanic/Latinx voters (63% yes).

Overall, when it comes to climate change, *environmental advocates and organizations* are trusted by nearly three in five voters (59%). **In fact, environmental advocates and organizations are the only group tested in our**

battery of climate entities that, at a net, voters believe are taking their opinions and concerns on climate change into account. The following is detailed below:

- Environmental advocates and organizations (net+20; 55% yes, 35% no)
- Community leaders and organizers (net even; 44% yes, 44% no)
- State politicians (net-19; 35% yes, 54% no)
- Local politicians (net-20; 35% yes, 55% no)
- Federal politicians (net-30; 30% yes, 60% no)

ADDRESSING CLIMATE CHANGE IS A TOP PRIORITY

A plurality of voters (37%) say inflation is the most important issue America is facing right now, but – outside of inflation and the economy – climate change (10%) breaks through as an important top priority to voters. **Climate change is now seen to be equally as important as abortion/reproductive rights (9%), immigration (7%), and gun violence (7%). This is true across various racial and ethnic groups, including:**

- Asian and Pacific Islander voters: *climate change* (11%), *abortion/reproductive rights* (6%), *immigration* (4%), *gun violence* (12%).
- Black voters: *climate change* (7%), *abortion/reproductive rights* (9%), *immigration* (1%), *gun violence* (11%).
- Hispanic/Latinx voters: *climate change* (8%), *abortion/reproductive rights* (8%), *immigration* (8%), *gun violence* (8%).

THE URGENCY BEHIND CLIMATE CHANGE

Two in three voters are worried about climate change (68%), with half of the worried voters saying they are *extremely* worried (34%). **Concerns about climate change are greater with voters of color**, including Asian and Pacific Islander voters (82% worried, 42% extremely worried), Black voters (74% worried, 36% extremely worried), and Hispanic/Latinx voters (74% worried, 43% extremely worried).

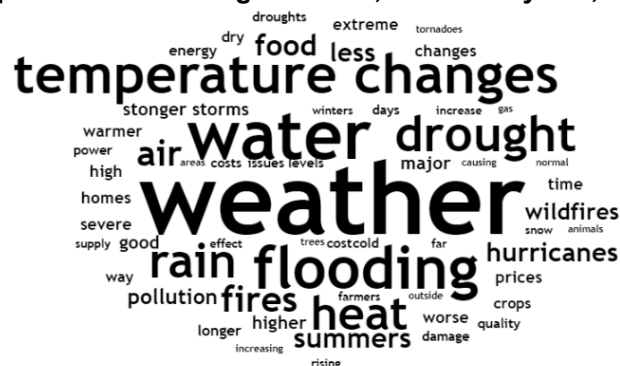
An even larger majority say it is important that the U.S. address climate change (78%), with half of all voters saying it is *very* important (50%). Again, the importance of addressing climate change – while very high among the electorate overall – is even greater with voters of color, including Asian and Pacific Islander voters (93% important, 59% very important), Black voters (88% important, 53% very important), and Hispanic/Latinx voters (81% important, 64% very important).

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. **Voters of color are more likely to say climate change has had an impact on their region or community**, including Asian and Pacific Islander voters (87% impact, 41% major impact), Black voters (72% impact, 31% major impact), and Hispanic/Latinx voters (76% impact, 38% major impact).

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

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



DEMOCRATS' RECENT ACCOMPLISHMENTS IN THE SPACE ARE APPEALING

A majority of voters (63%) are familiar with Biden's plan to address climate change and – while Biden's approval on climate change alone breaks even (50% approve, 50% disapprove) – compared to his approval on inflation (net-30) and the economy (net-20), voters are much more favorable towards his handling of climate change.

In the context of voting in the upcoming election, recent Democratic climate accomplishments are widely appealing to voters. In particular, highlighting investments in FEMA to combat extreme weather (40% very appealing), investing in infrastructure that moves domestic energy away from oil and gas (39% very appealing), and plans to cut pollution in half by 2030 (39% very appealing) were among the most appealing accomplishments to voters.

- Among Asian and Pacific Islander voters, investing in infrastructure that moves domestic energy away from oil and gas (47% very appealing) is the most appealing accomplishment.
- Among Black voters, investing in FEMA to combat extreme weather (53% very appealing) and investing in infrastructure that moves domestic energy away from oil and gas (53% very appealing) were the most appealing accomplishments.
- Among Hispanic/Latinx voters, investing in FEMA to combat extreme weather (45% very appealing) is the most appealing accomplishment.

Moreover, after a brief description* of the climate-related benefits of the Inflation Reduction Act, 63% of voters support a candidate who voted in favor of the IRA and a 36% plurality of voters strongly support them. This too has varying degrees of higher support among voters of color, including Asian and Pacific Islander voters (73% support), Black voters (80% support, 49% strongly support), and Hispanic/Latinx voters (64% support, 38% strongly support).

STRONG SUPPORT FOR CLIMATE-FOCUSED CANDIDATES

In our initial vote, **three in five voters (62%) 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 a 31% plurality of voters saying they would be *much more* likely to support such a candidate (net+36, 62% more likely, 26% less likely). **Among voters of color, support for climate-focused candidates is higher**, including Asian and Pacific Islander voters (75% more likely, 36% much more), Black voters (71% more likely, 34% much more), and Hispanic/Latinx voters (69% more likely, 45% much more).

Messaging focused on the impacts of climate change are widely appealing to voters and moves them to further support climate-focused candidates.

Messages focused on health and improved air quality through reduced emissions (40% very convincing) and saving U.S. households on energy costs from a shift to more efficient and renewable energy sources (39% very convincing) are most convincing to likely midterm voters.

- The health and improved air quality message is the top reason among Black and Hispanic/Latinx voters (50% and 48% very convincing) to support a climate-focused candidate.
- Among Asian and Pacific Islander voters, saving U.S. households on energy costs (41% very convincing) is the most convincing reason.

Potential negative impacts of not addressing climate change also tested well, including messages focused on food supply disruptions (43% very convincing), the worsening climate globally and its relation to climate refugees (41% very convincing) and the health consequences of climate seen here in the U.S. (41% very convincing) are the most convincing reasons to vote for a candidate that supports addressing climate change.

- The domestic health consequences message is the most convincing among Asian and Pacific Islander voters (47% very convincing), Black voters (54% very convincing), and Hispanic/Latinx voters (48% very convincing).

After messaging, the share of 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 62% to 64%, but more importantly, **the share of voters who say they are much more likely grows 5% (from 31% to 36%) – making up over a third of all voters.**

- Asian and Pacific Islander 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 7% (from 36% to 43%).
- Black voters shift a net+4 points toward more likely to support a climate-focused candidate (net+60; 76% more likely, 16% less likely) and the share saying *much* more likely grows 6% (from 34% to 40%)
- Hispanic/Latinx voters shift a net+11 points toward more likely to support a climate focused candidate (net+56; 76% more likely, 20% less likely).

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 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?"*