

# Nationwide Voters of Color Polling Results on Climate Change

October 2022



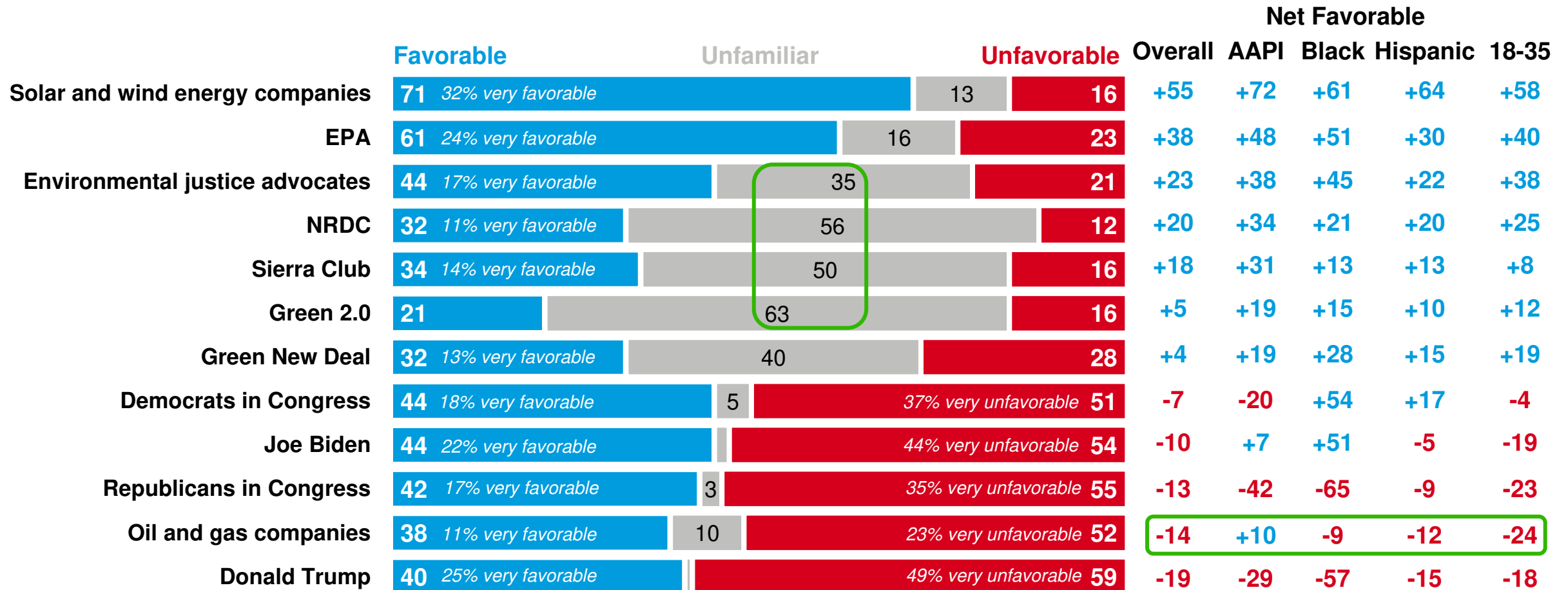
# Key Insights

- **Midterm voters of color and younger 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 voters of color and younger voters.
- **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. Among younger voters, climate change is now just as important to them as jobs and economic growth – while also nearly as important as abortion.
- **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 and younger voters of which more than four in five say the same. 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.** Voters of color and younger voters 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.

# Landscape

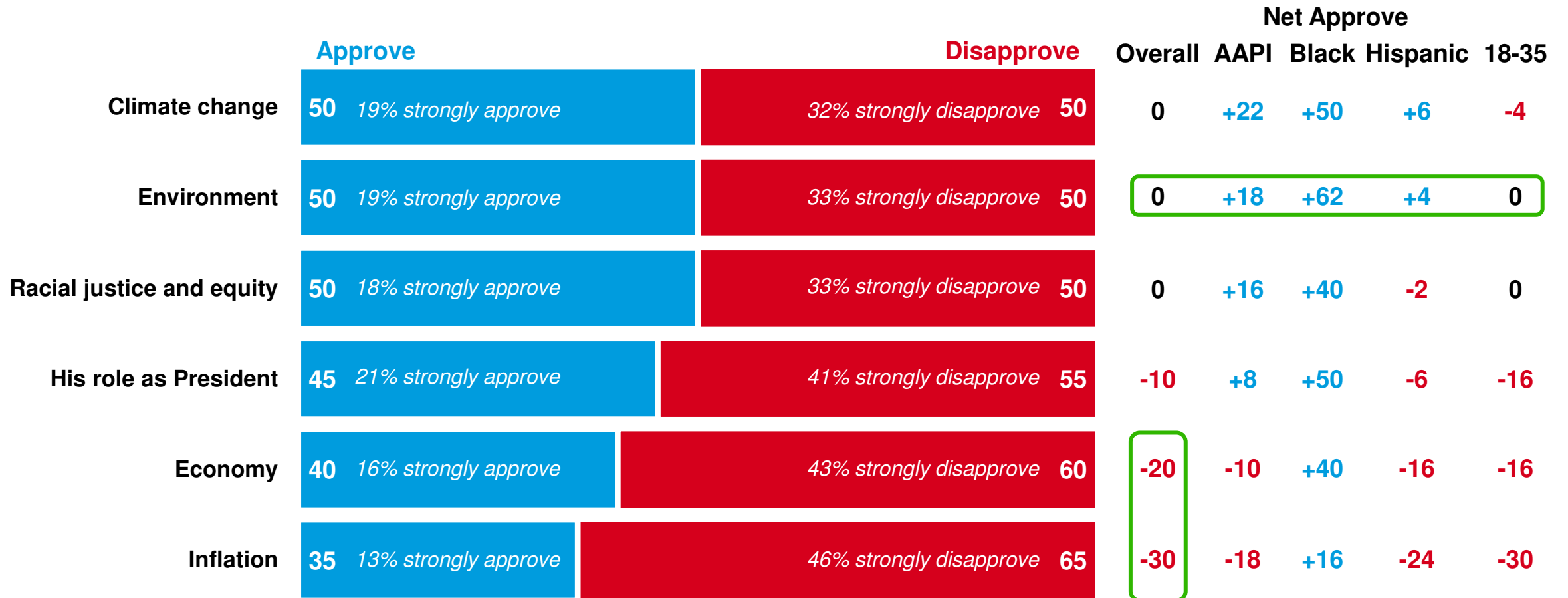
# Clean energy and environmental organizations are widely popular, while politicians as well as oil and gas companies are underwater

## Personal Popularity of People, Groups, etc.



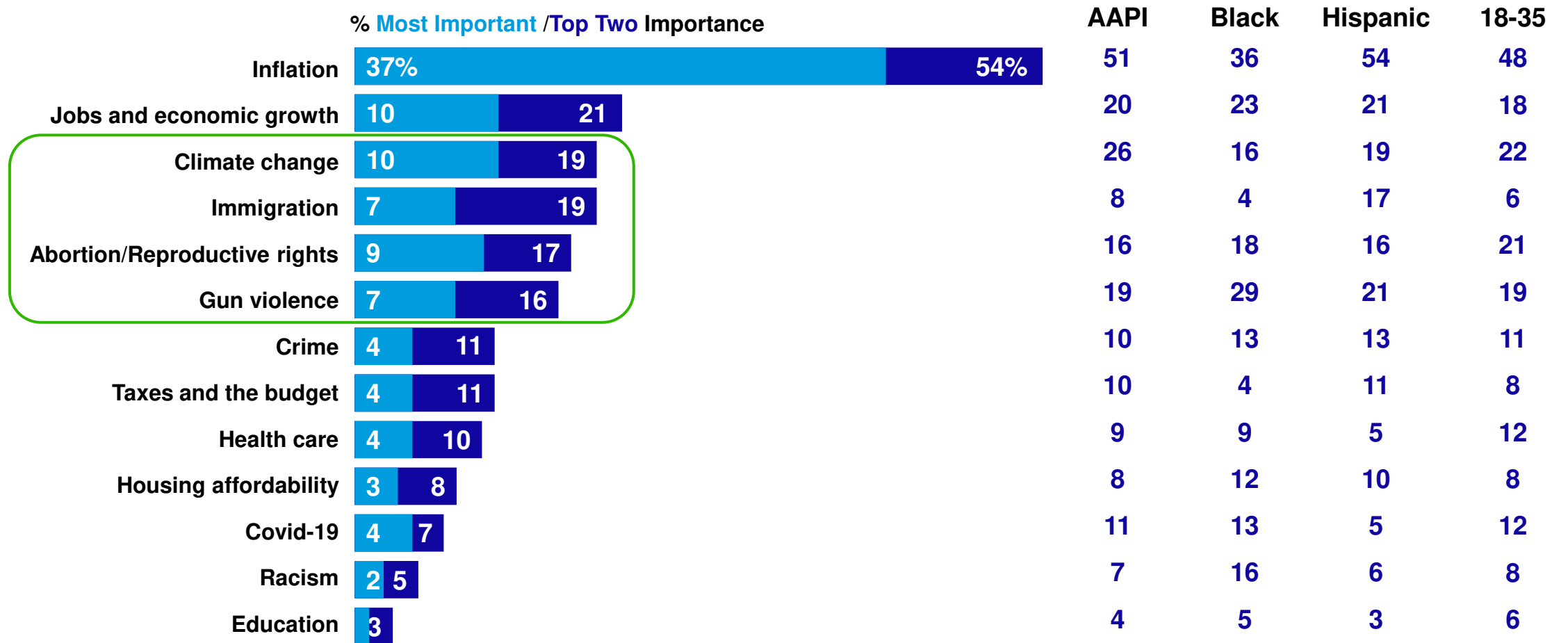
# Biden's approval on climate change and the environment break even, though approval on those issues fair far better than inflation or the economy

## Biden Approval



Climate change has undoubtedly broken through as a top priority; It is now equally as important to voters as abortion, immigration, and gun violence

Most important issue America is facing right now



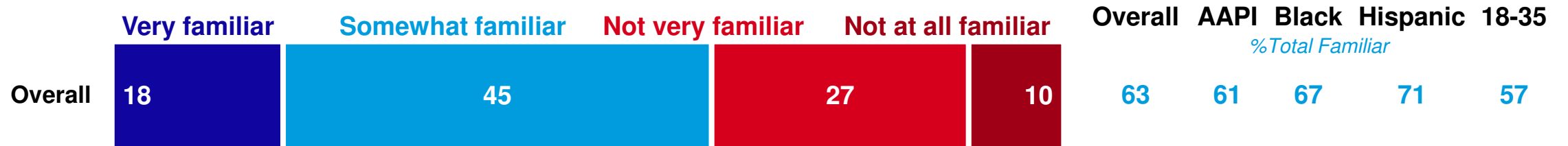
# Democrats gain the trust of key groups on all climate-related issues; Not on rebuilding the economy

## Trust on Issues – Democrats vs. Republicans

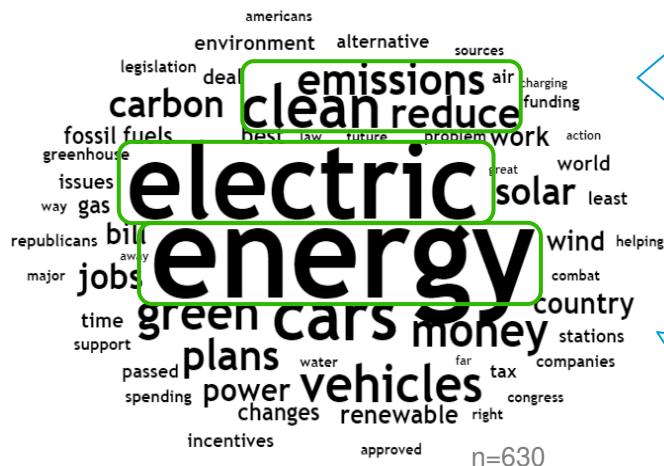
	Trust Democrats more		Trust Republicans more		Net Trust Democrats More				
	Overall		Overall		Overall	AAPI	Black	Hispanic	18-35
Fighting climate change	60	33% Dems much more	40	19% GOP much more	+20	+36	+68	+22	+30
Protecting the environment	59	30% Dems much more	41	20% GOP much more	+18	+42	+68	+20	+30
Protecting Americans' water resources	55	28% Dems much more	45	22% GOP much more	+18	+42	+68	+20	+30
Increasing U.S. production of clean energy	58	29% Dems much more	42	22% GOP much more	+16	+30	+64	+20	+28
Protecting Americans from pollution	58	27% Dems much more	42	20% GOP much more	+16	+26	+70	+10	+26
Protecting vulnerable communities from environmental hazards	56	27% Dems much more	44	21% GOP much more	+12	+22	+64	+18	+24
Protecting Americans from natural disasters	54	25% Dems much more	46	22% GOP much more	+8	+16	+62	+8	+22
Keeping U.S. investors and manufacturers ahead of the competition in clean energy	53	24% Dems much more	47	24% GOP much more	+6	+10	+64	+10	+6
Protecting American coast lines	52	25% Dems much more	48	23% GOP much more	+4	+10	+58	+6	+8
Cutting costs for working families	51	28% Dems much more	49	28% GOP much more	+2	+16	+68	+14	+6
Rebuilding our economy	47	24% Dems much more	53	33% GOP much more	-6	-2	+56	+6	+2

Positive recall on Biden’s climate plan centers around clean and renewable energy, while negative recall centers on costs; Notably, some negative attitudes come from a desire for more aggressive action

How familiar are you with Joe Biden’s and the Democrats in Congress’ plans to address climate change?



What **positive** things have you heard about Biden’s and Democrats in Congress’ plan to address climate change?



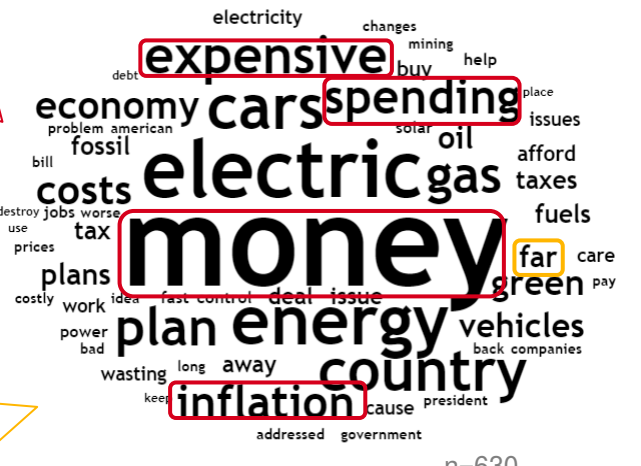
*“Joe Biden and the Democratic Party care about air quality, the American People, saving money for the long haul by switching to natural and sustainable energy sources, instead of relying on foreign or fossil energies.”*  
- Hispanic man, 25 years old

*“They understand the need to hold companies accountable for their carbon emissions.”*  
- White woman, 65 years old

What **negative** things have you heard about Biden’s and Democrats in Congress’ plan to address climate change?

*“It will take years to go into effect and it’s very expensive. Everything has to be switched from fossil fuel to renewable energy. We are in heavy debt and it could bankrupt the nation.”*  
- Black man, 48 years old

*“It’s not aggressive enough and it doesn’t go far enough to improve the disaster that’s going on now.”*  
- Hispanic woman, 40 years old

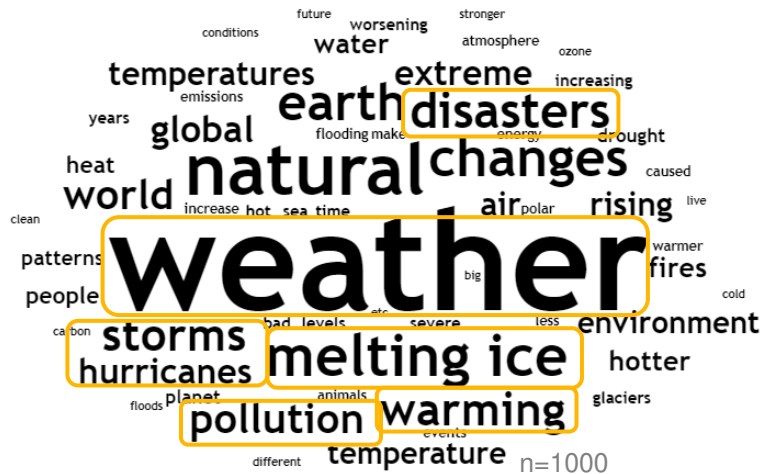


# Attitudes on Climate Change

# Voters see climate change as extreme weather disasters impacting our planet; only positives – even though minimal – are that we’re now making strides to combat it

When it comes to “climate change,” what comes to mind?

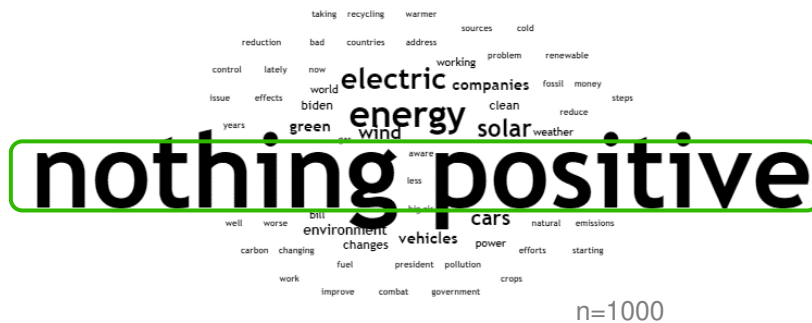
*“Drastic changes in weather, temperature and sea levels caused by carbon emissions from human activity.”*  
- White man, 48 years old



*“Extreme weather events, coastal flooding and that there are still deniers.”*  
- Asian woman, 45 years old

What positive things, if any, have you heard about climate change?

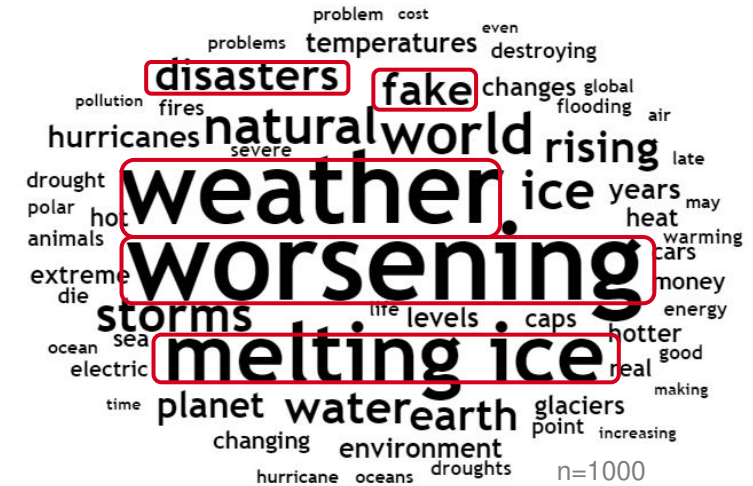
*“As of late, there is nothing positive I have heard about climate change. Animals have been uprooted, weather patterns are out of control and the worst is the sea/body of water is becoming warmer every year.”*  
- Black woman, 72 years old



*“We are doing a lot to combat this issue, like making more electric vehicles rather than vehicles dependent on gasoline.”*  
- Black man, 30 years old

What negative things, if any, have you heard about climate change?

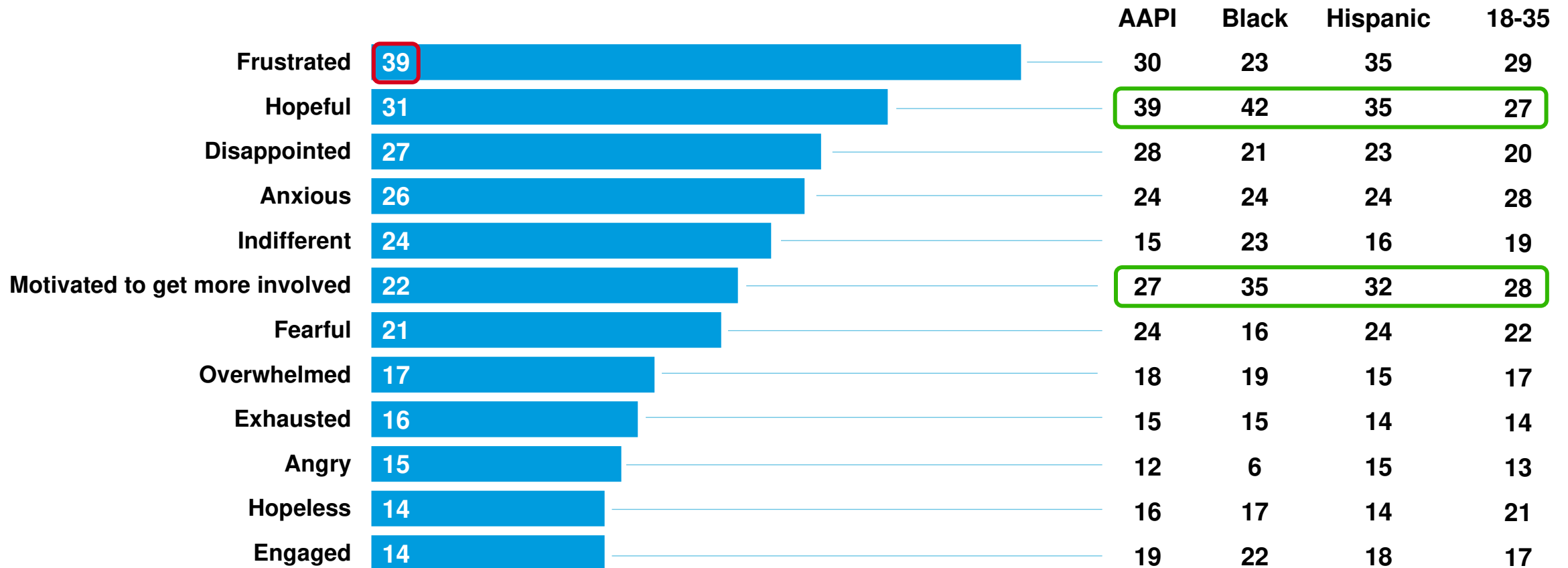
*“That it displaces populations, increases energy demand, and causes more disputes and conflicts.”*  
- Asian man, 39 years old



*“Everything about climate change is negative, the ice caps are almost fully melted, we aren’t getting snow or rain, and soon enough no crops will be growing causing the human race to completely wipe out.”*  
- Hispanic woman, 18 years old

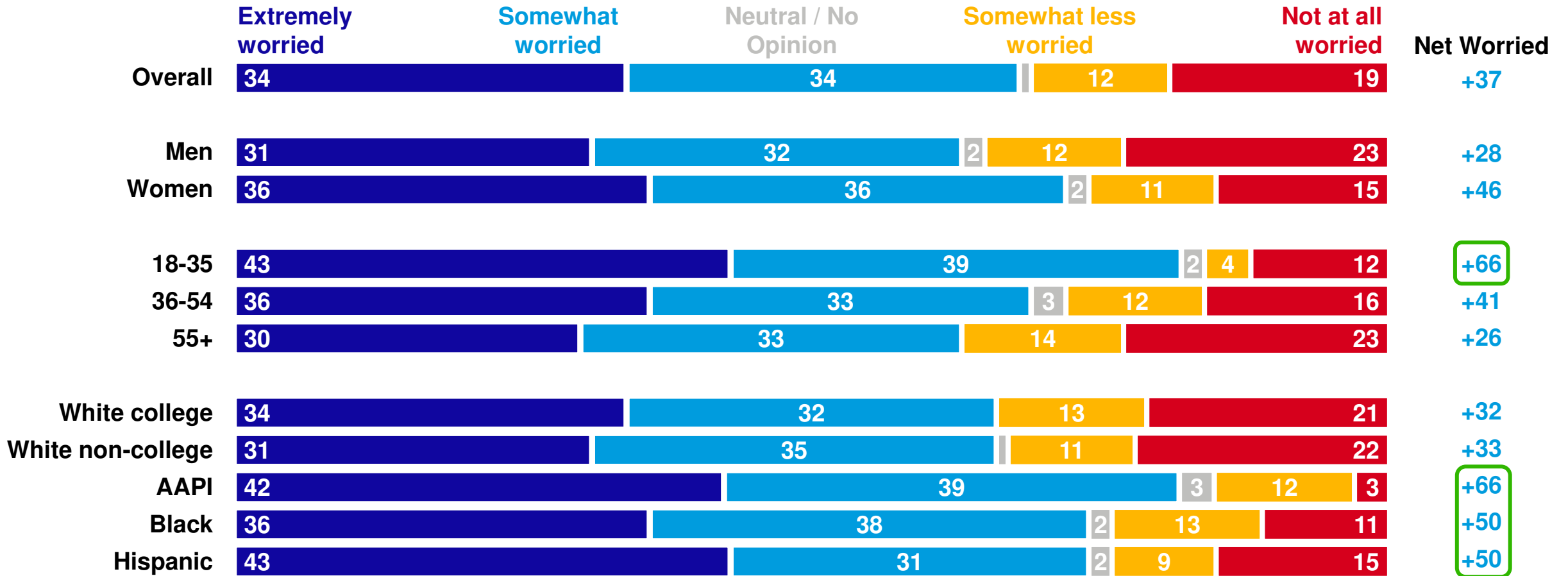
# Voters of color are far more likely to feel hopeful and motivated to get involved on the country's progress on climate change; Voters of color and younger voters are also far less frustrated on the issue overall

Select three that best describe how you're feeling about the United States' progress on climate change.



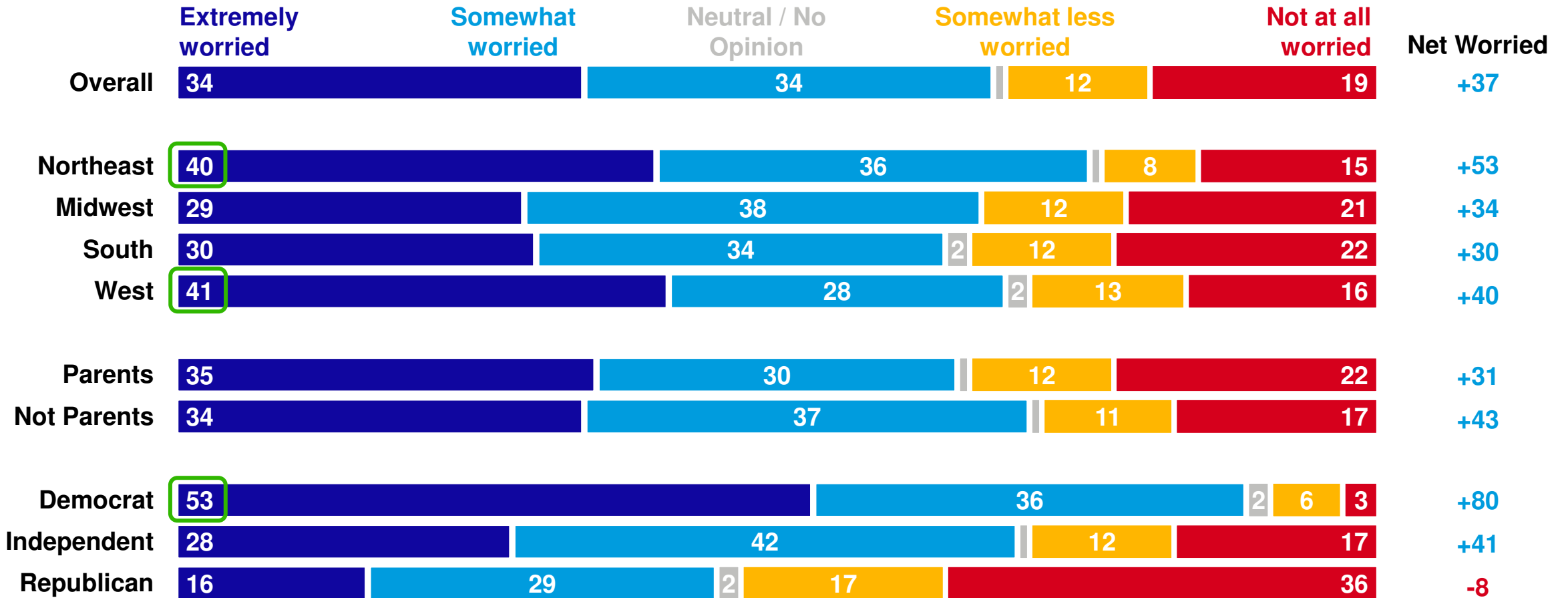
# An overwhelming majority of voters are worried about climate change, with voters of color and younger voters being among the most worried

How worried are you about climate change?



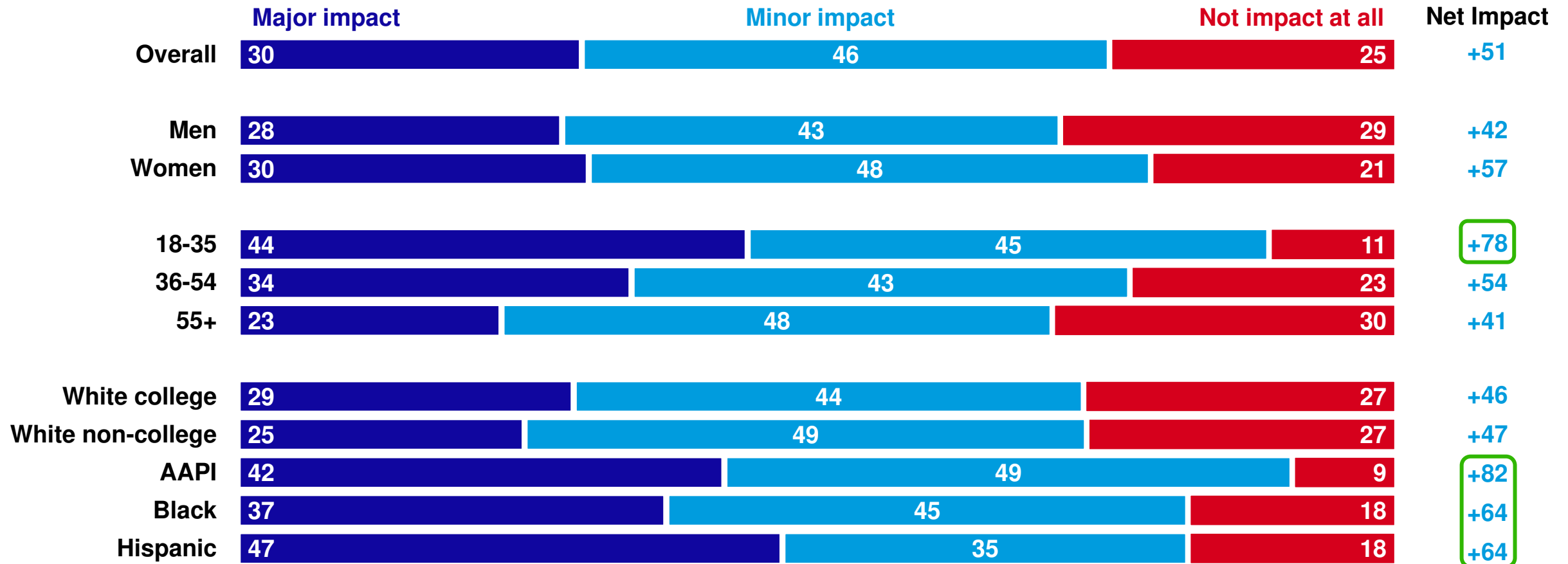
# Along with Democrats, a plurality of voters in the Northeast and in the West are extremely worried about climate change

How worried are you about climate change?



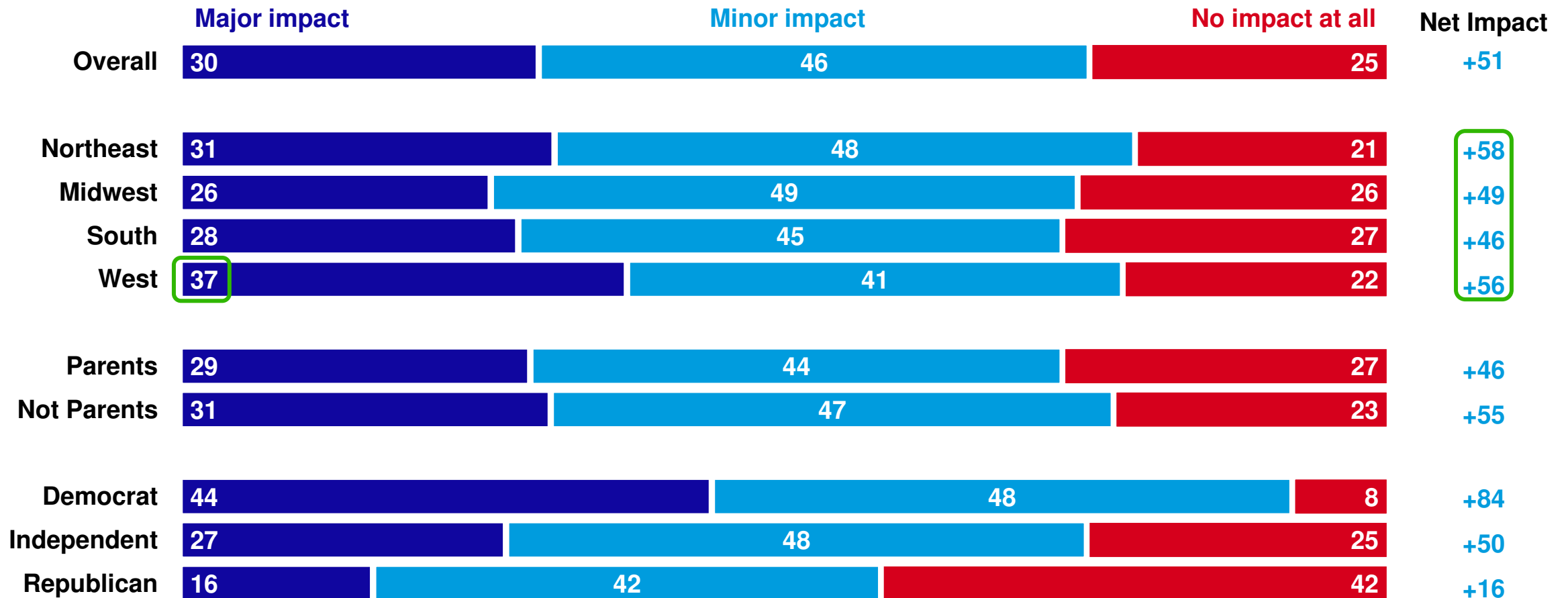
# While all voters attest to climate change having an impact on their lives; Voters of color and young voters have felt these more intensely

How much of an impact has climate change had, or currently, has in your life?



# While intensity is higher among West Coast voters; a strong majority of voters from across the county say climate change has an impact on their lives

How much of an impact has climate change had, or currently, has in your life? (continued)



# Extreme weather such as droughts, flooding, wildfires and heat waves are impacts voters have suffered in their communities

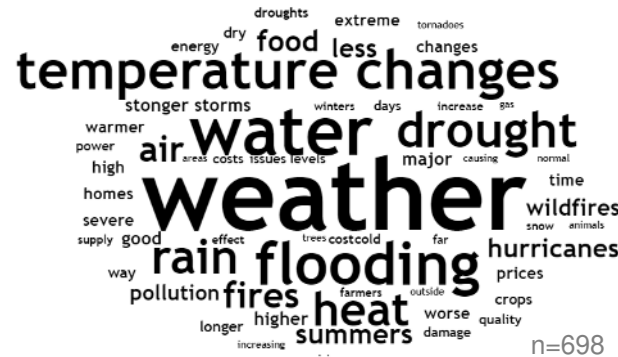
Among voters who said it is has an impact: Please describe the impacts climate change has had, or currently has, in your community.

## AAPI



*"We have had more droughts and drier areas longer. We have had brush fires more frequently. Less water and rainfall."  
- Asian woman, 64 years old*

## Overall

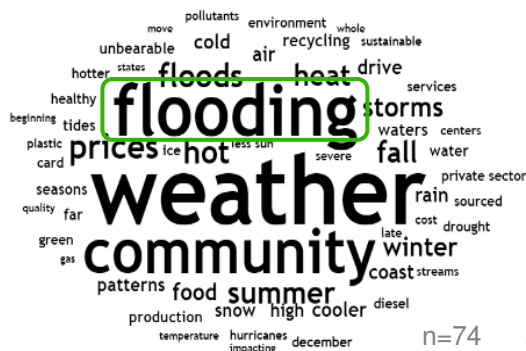


*"Temperature fluctuations (high highs and low lows) and storms (hurricanes, winter storms, flooding) have had the largest impacts in my area."  
- White woman, 29 years old*

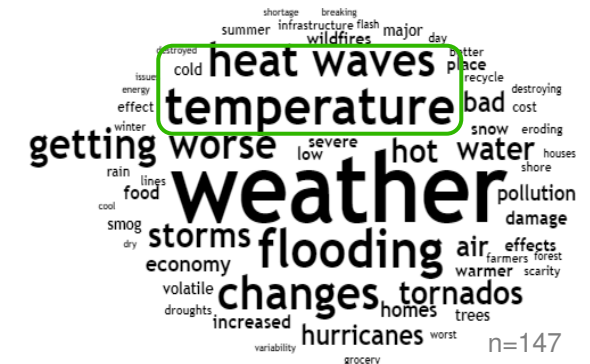
## Hispanic



## Black



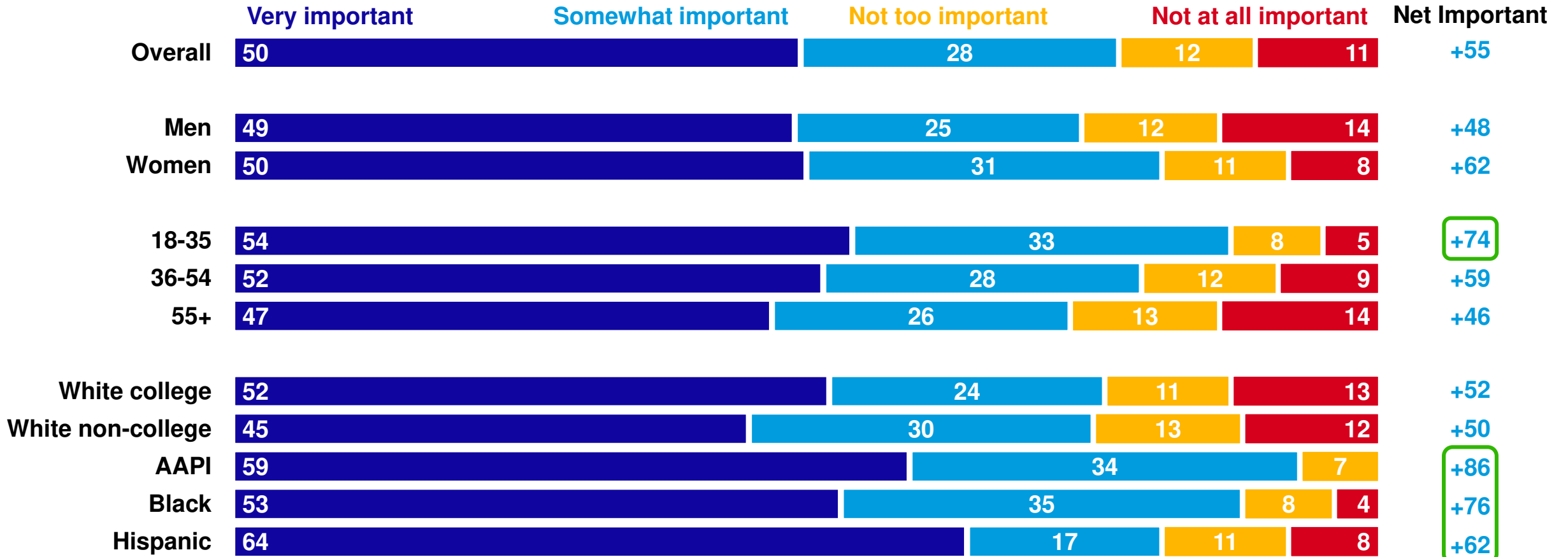
## 18-35



# Taking Action on Climate

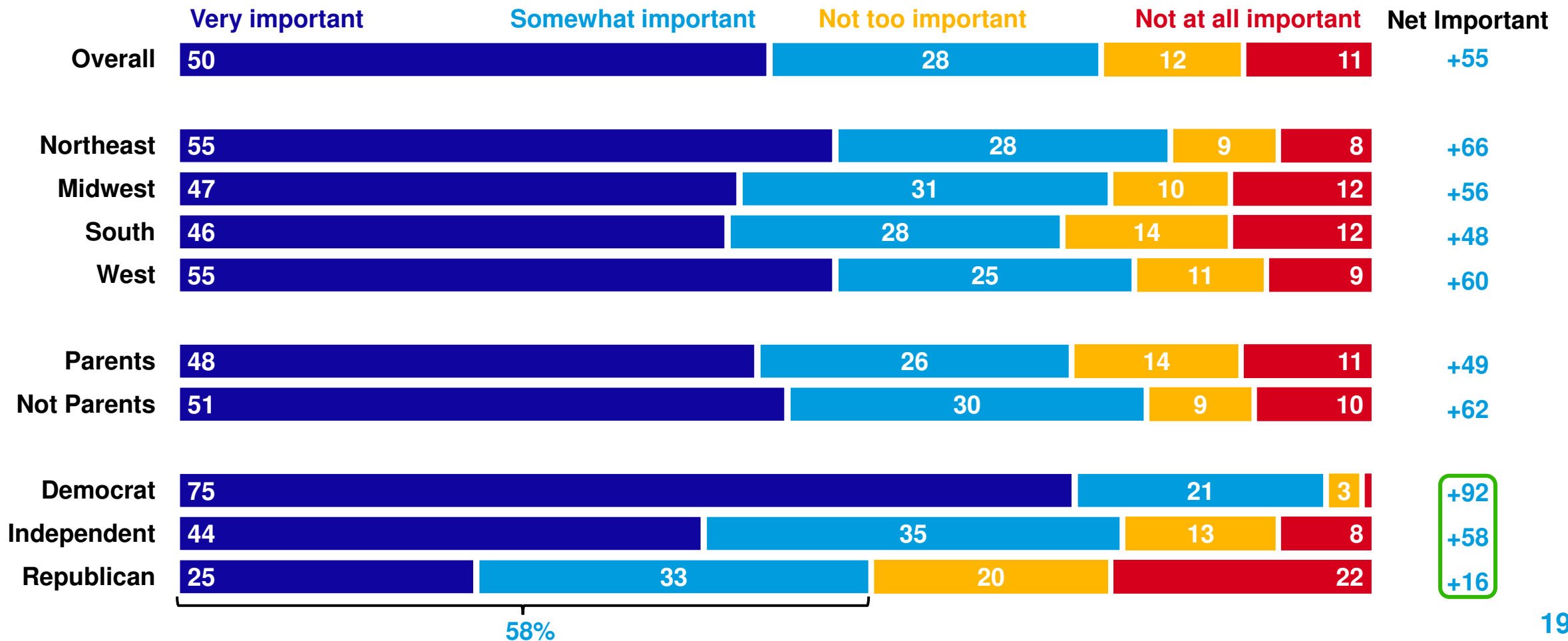
# A strong majority of voters say it's important for the U.S. to address climate change, with half thinking this is very important

How important is it to you for the U.S. to address climate change?



# While partisanship impacts importance, a strong majority of Republicans still say it's important for the U.S. to address climate change

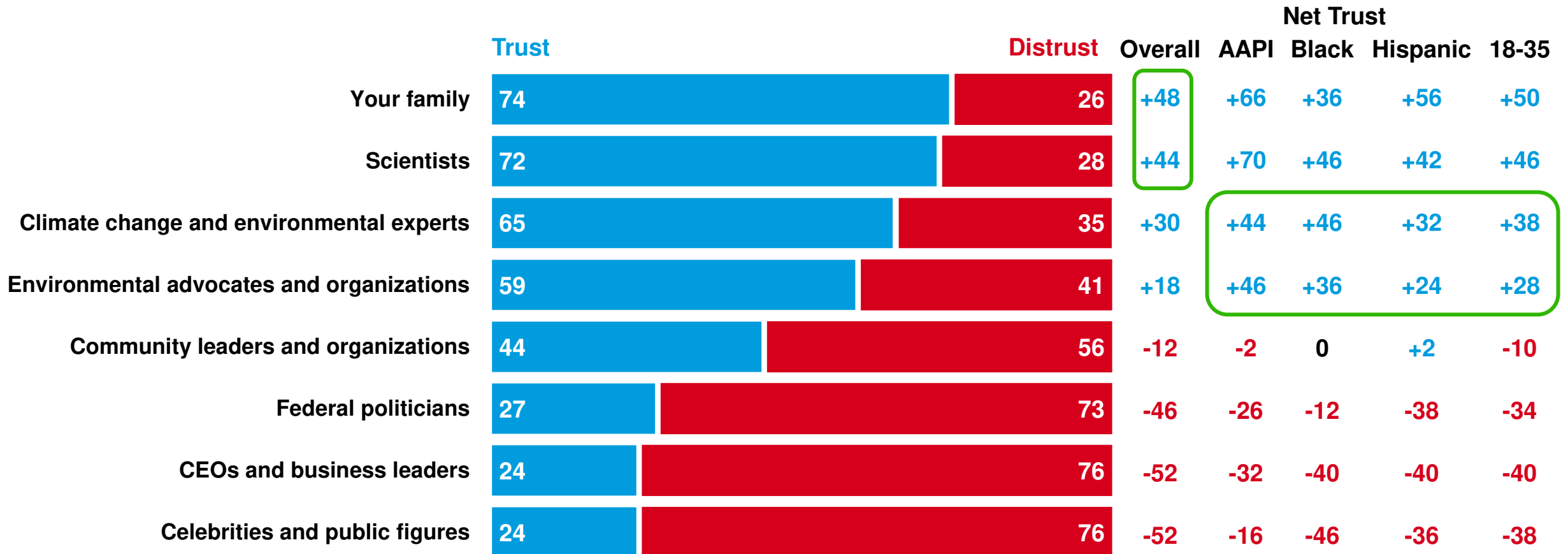
How important is it to you for the U.S. to address climate change? (continued)





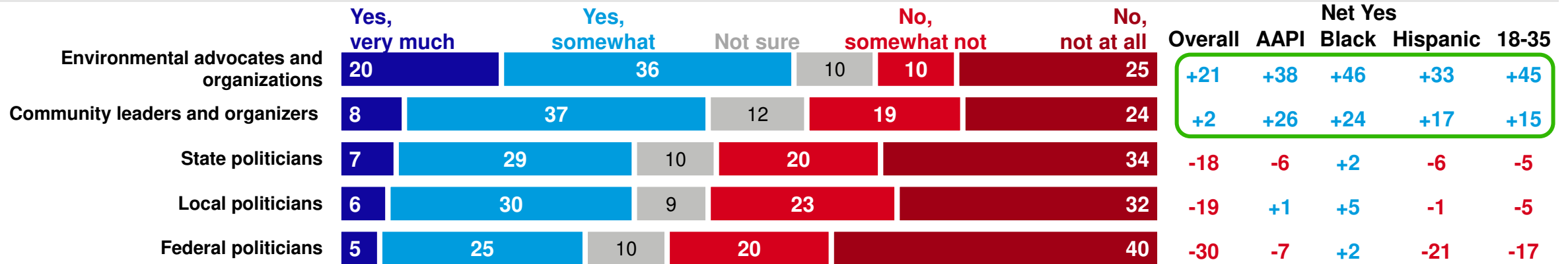
# When it comes to climate change, voters trust the opinions of those closest to them, as well as experts

Trust on what [each] would have to say about climate change, including actions that can be taken to protect the country from climate change

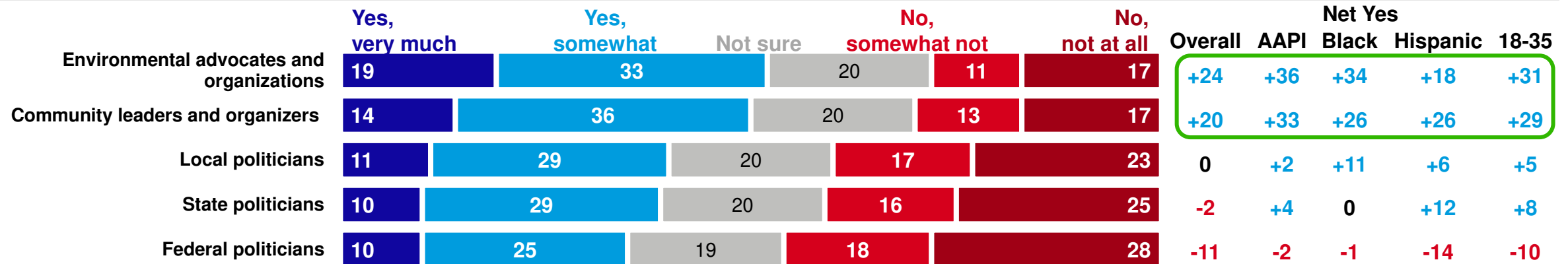


Environmental advocates & organizations are the only group that, on net, voters believe are taking their opinions into account; Community leaders & organizers break that threshold as well

Please indicate whether you believe [each] are taking into account your opinions and concerns on climate change.

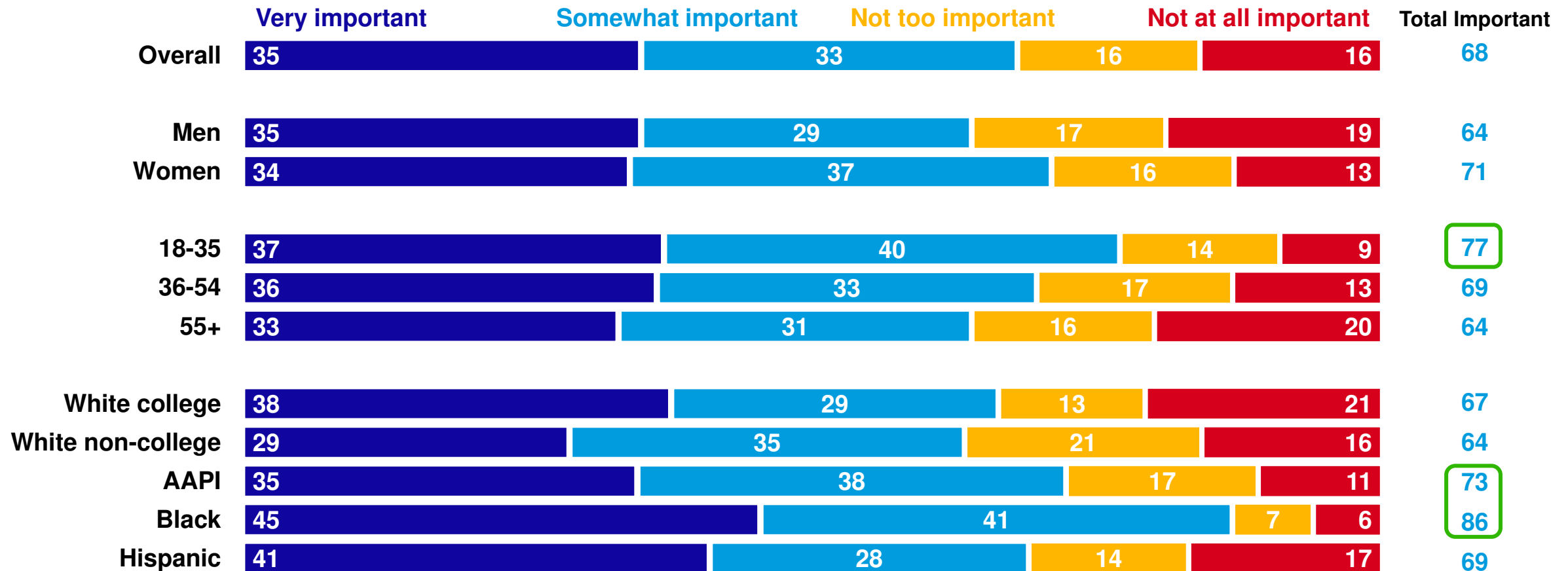


Please indicate whether you believe [each] are welcoming input of communities of color in their solutions to climate change.



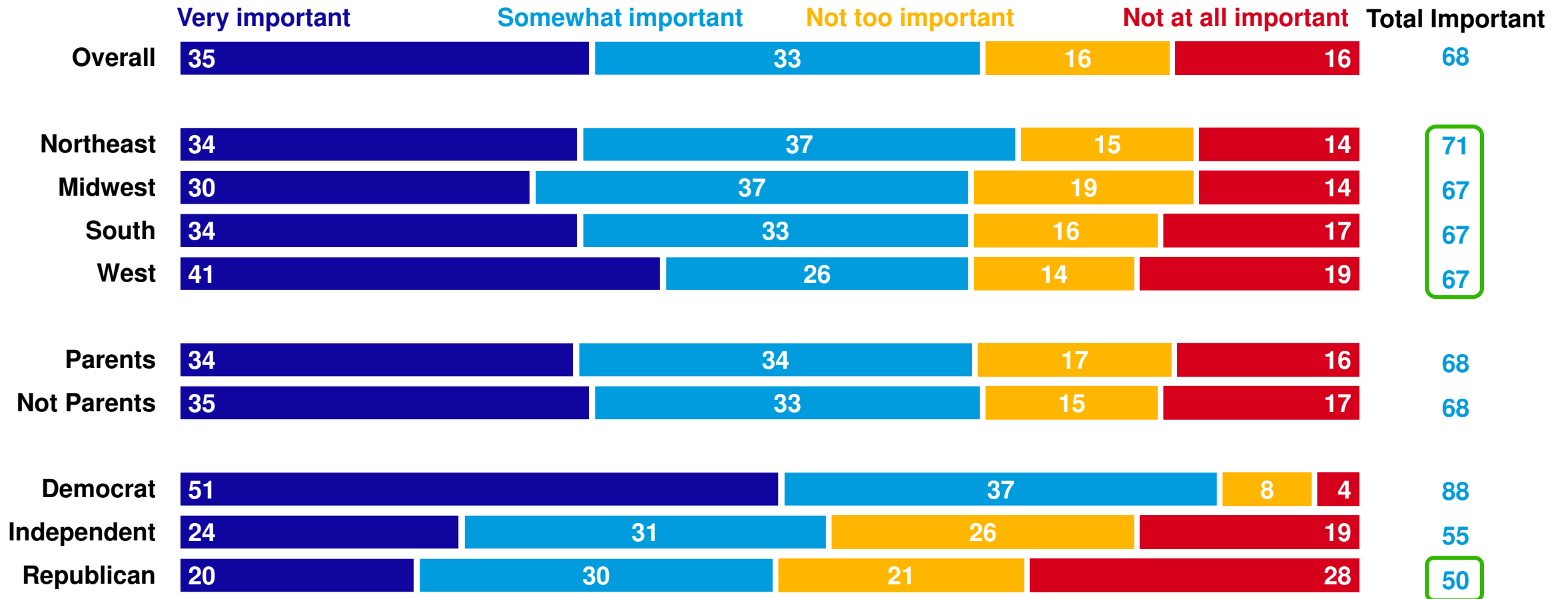
# Over two thirds of voters, particularly Black voters, say that it's important that environmental groups are racially and ethnically diverse

How important is it that the groups and organizations working to address climate change are racially and ethnically diverse?



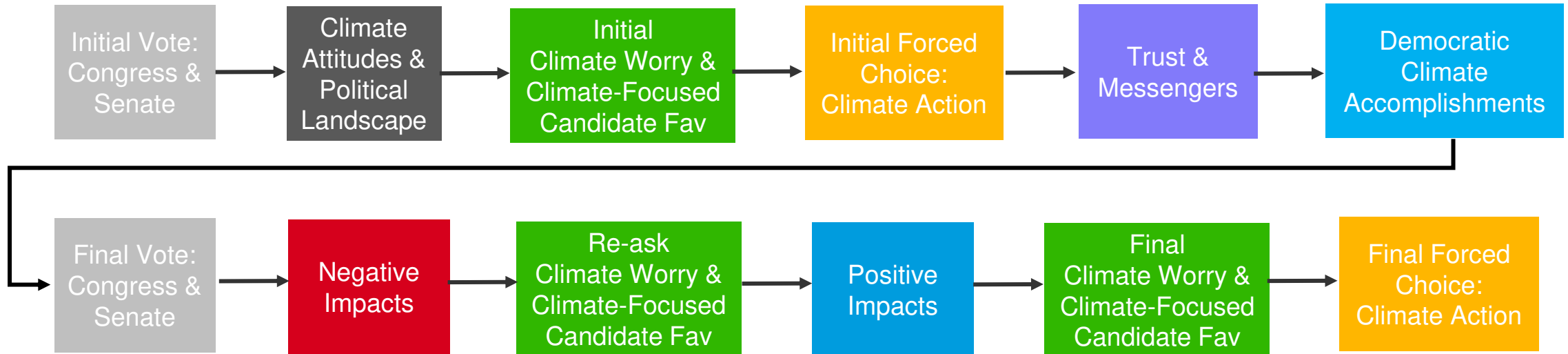
# In every region across the country, a plurality of voters find racial and ethnic diversity in environmental groups to be very important

How important is it that the groups and organizations working to address climate change are racially and ethnically diverse?



# **Messaging and Movement**

# Survey Structure



# After messaging, the share of voters switching to immediate action grows – especially among AAPI voters, Black voters, parents, voters in the South, and across all partisan groups

**What is more important to you? (Vote Movement – Immediate Action vs. Inflation then Action – Net Immediate Action)**

**[IMMEDIATE ACTION]** *Our communities and environment need to be protected from the impacts of climate change, we need to take substantial action immediately*

**[INFATION THEN ACTION]** *Our communities and environment need to be protected from the impacts of climate change, yet we have more pressing issues like inflation, that need to be tackled prior to taking action on climate change*

	Total Immediate Action			Immediate Action, Much More		
	Initial	Final	Change	Initial	Final	Change
<b>Overall</b>	40	42	+2	20	24	+4
<b>Men</b>	40	40	0	20	23	+3
<b>Women</b>	40	44	+4	20	24	+4
<b>18-35</b>	46	53	+7	22	25	+3
<b>36-54</b>	41	44	+3	21	26	+5
<b>55+</b>	38	38	0	19	22	+3
<b>White college</b>	44	42	-2	22	23	+1
<b>White non-college</b>	34	37	+3	17	22	+5
<b>AAPI</b>	50	59	+9	26	36	+10
<b>Black</b>	45	52	+7	22	28	+6
<b>Hispanic</b>	52	50	-2	25	24	-1

	Total Immediate Action			Immediate Action, Much More		
	Initial	Final	Change	Initial	Final	Change
<b>Northeast</b>	43	43	0	20	24	+4
<b>Midwest</b>	40	42	+2	21	23	+2
<b>South</b>	35	41	+6	16	23	+7
<b>West</b>	49	44	-5	26	25	-1
<b>Parents</b>	39	42	+3	19	25	+6
<b>Not Parents</b>	42	43	+1	21	23	+2
<b>Democrat</b>	60	64	+4	32	38	+6
<b>Independent</b>	39	37	-2	14	17	+3
<b>Republican</b>	21	22	+1	9	11	+2

# Post messaging, voters shift their opinions on the need for immediate action on climate. These Action Swing Voters are more likely to be college-educated women, AAPI voters and middle-aged voters

## What is more important to you? Immediate Action or Inflation

**[IMMEDIATE ACTION]** *Our communities and environment need to be protected from the impacts of climate change, we need to take substantial action immediately.*

**[INFLATION THEN ACTION]** *Our communities and environment need to be protected from the impacts of climate change, yet we have more pressing issues like inflation, that need to be tackled prior to taking action on climate change.*

36

21

43

### Base

Always supported immediate action

#### Black voters (47% are base)

- Black women (42%)

#### Voters under 44 years old (44%)

- Voters under 35 years old (47%)

#### Hispanic voters (43%)

- Hispanic women (42%)
- Hispanic Republicans (57%)\*
- Hispanic moderates (52%)

#### Parents of children under 18 (43%)

#### AAPI Democrats (43%)

#### Men (41%)

- Men under 55 years old (51%)
- Non-college educated men (44%)

### Swing

Switched to immediate action post messaging

#### College educated women (26% are swing)

#### AAPI voters (26%)

- AAPI men (29%)\*
- Liberal AAPI voters (29%)\*

#### Voters who trust Democrats more on climate change, but Republicans more on the economy (26%)

#### Voters who say the U.S. addressing climate change is not too important (26%)

#### College educated Hispanic voters (25%)

#### Voters between 45 and 64 years old (24%)

#### Parents with children over 18 (24%)

### Oppo

Always supported inflation before action, or ended the survey supporting inflation before action

#### Independent voters (51% are oppo)

#### White women (48%)

#### White liberals (48%)

#### Hispanic liberals (48%)\*

#### Voters over 55 years old (47%)

- Seniors (49%)
- White voters over 55 years old (48%)

#### Non-college educated women (47%)

#### White Democrats (47%)

#### Non-college educated Hispanic voters (47%)

\*Small sample size

# After messaging, the already strong support for climate-focused candidates grows even further – with intensity climbing 5 points

How much more likely are you to support a candidate for Congress that has “addressing climate change” as one of their top 3 priorities to address once elected? (Showing Vote Movement – Total More Likely vs. Total Less Likely – Net More Likely)

	Total More Likely			Much More Likely		
	Initial	Final	Change	Initial	Final	Change
<b>Overall</b>	62	64	+2	31	36	+5
<b>Men</b>	61	62	+1	31	33	+2
<b>Women</b>	62	65	+3	31	37	+6
<b>18-35</b>	75	74	-1	36	37	+1
<b>36-54</b>	65	66	+1	31	34	+3
<b>55+</b>	55	59	+4	30	36	+6
<b>White college</b>	62	62	0	33	37	+4
<b>White non-college</b>	57	59	+2	27	31	+4
<b>AAPI</b>	75	81	+6	36	43	+7
<b>Black</b>	71	76	+5	34	40	+6
<b>Hispanic</b>	69	76	+7	45	46	+1

	Total More Likely			Much More Likely		
	Initial	Final	Change	Initial	Final	Change
<b>Northeast</b>	70	70	0	39	39	0
<b>Midwest</b>	59	61	+2	26	33	+7
<b>South</b>	57	61	+4	28	33	+5
<b>West</b>	65	66	+1	37	39	+2
<b>Parents</b>	59	61	+2	33	35	+2
<b>Not Parents</b>	64	66	+2	29	36	+7
<b>Democrat</b>	88	90	+2	53	58	+5
<b>Independent</b>	55	54	-1	21	25	+4
<b>Republican</b>	36	39	+3	12	15	+3

Independent voters, AAPI moderates and Black voters shift their worries on climate post messaging. While women of color, Democrats, young voters are more likely to support a candidate who prioritizes this issue post messaging

### Climate Target Groups

**How worried are you about climate change? // How much more likely are you to support a candidate for Congress that has “addressing climate change” as one of their top 3 priorities to address once elected?**

#### Climate Worried (34%)

*Always extremely worried about climate change or moved to extremely worried about climate change*

##### Demographic

##### % are Climate Worried

<b>Independents</b>	<b>41</b>
White independents	44
<b>AAPI moderates</b>	<b>41</b>
<b>Black voters</b>	<b>38</b>
Black moderates	45
College educated Black voters	43
Black Democrats	43
Black voters under 55 years old	39
Black men	38
<b>Midwest</b>	<b>38</b>

#### Climate Swing (11%)

*Shifted to extremely worried about climate change AND shifted to much more likely to vote for a climate focused candidate*

##### Demographic

##### % are Climate Swing

<b>Women of color</b>	<b>22</b>
AAPI women	29
Hispanic women	20
Black women	19
<b>Democrats</b>	<b>17</b>
<b>Voters under 55 years old</b>	<b>15</b>
Voter under 30 years old	17
Voters between 36 and 54 years old	15
Women under 55 years old	15
<b>Northeast</b>	<b>15</b>

# Democratic accomplishments are widely appealing to voters, particularly Biden's investments in FEMA and national infrastructure

## Biden and Democratic Accomplishments

Overall AAPI Black Hispanic 18-35 Climate Swing Climate Worried Action Swing  
 % very appealing

40	38	53	45	41	62	33	42
39	47	53	44	39	52	30	39
39	44	52	39	36	61	32	40
39	40	50	39	43	58	29	40
37	43	48	42	39	59	29	36
34	38	50	38	35	51	24	38
33	33	45	36	37	53	24	32

**[FEMA]** Under President Biden's leadership, The Federal Emergency Management Agency, also known as FEMA, announced \$2.3 billion dollars in funding that will help communities throughout the country increase resilience to heat waves, drought, wildfires, flood, hurricanes, and other hazards by preparing before disaster strikes.

**[INFRASTRUCTURE]** President Biden and Democrats in Congress have passed legislation that will start investing billions of dollars in infrastructure to give Americans access to cleaner, domestically produced energy that cuts our reliance on oil and gas.

**[PARIS]** On his first day in office, President Biden announced that the U.S. would rejoin the Paris Agreement, an international pact signed by more than 190 countries to commit to action to avert catastrophic climate change.

**[2030]** President Biden has pledged to cut U.S. climate pollution by 50%-52% by 2030, putting the U.S. in the top tier of countries leading the global climate fight.

**[2050]** President Biden has pledged that the U.S. will achieve a 100% clean energy economy and reach net-zero emissions no later than 2050.

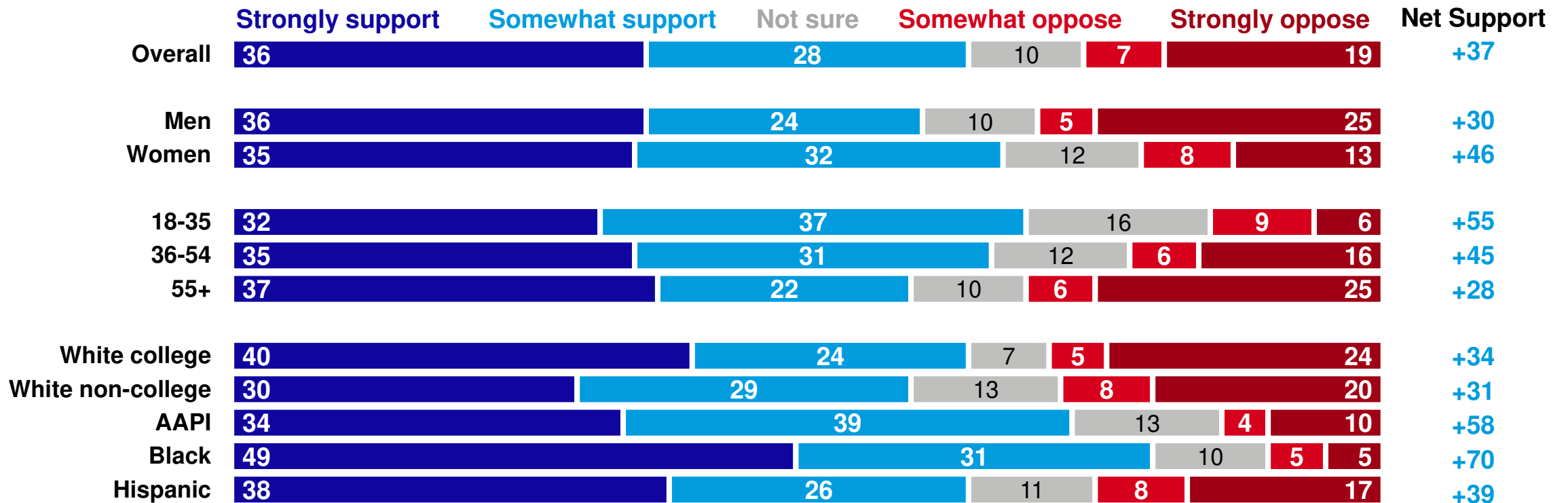
**[EJ]** President Biden established the first-ever White House Environmental Justice Advisory Council to provide guidance to government entities on how the government can provide more resources to low-income and communities of color who have historically received less funding.

**[JUSTICE40]** President Biden implemented a whole-of-government effort to ensure that federal agencies work to deliver at least 40% of the overall benefits from federal investments in climate and clean energy to disadvantaged communities, which include low-income and communities of color.

# The climate-related benefits of the IRA drives strong support for candidates who voted for it

## Would you support or oppose a candidate for Congress who voted YES on the Inflation Reduction Act or the IRA bill?

*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.*



# Voters, in particular voters of color, find the negative impacts on food security and national health convincing reasons to address climate change; Younger voters are also convinced by global impacts

## Negative Impacts of Not Addressing Climate Change

Overall AAPI Black Hispanic 18-35 Climate Swing Climate Worried Action Swing  
 % very convincing

	Overall	AAPI	Black	Hispanic	18-35	Climate Swing	Climate Worried	Action Swing
	43	46	51	46	45	60	36	42
	41	40	49	43	48	62	32	44
	41	47	54	48	45	64	33	43
	40	45	46	45	43	60	33	40
	40	35	41	40	43	54	33	41
	32	31	50	36	41	45	22	32
	31	35	42	36	36	42	26	29

**[FOOD]** Climate change is expected to negatively affect the stability of our food supply. Increasing temperatures, changing precipitation patterns, and greater frequency of extreme weather are already disrupting our food system. As food availability decreases, prices increase – putting low-income communities particularly at risk of hunger.

**[WORLD]** Within the next two decades, global temperatures are set to rise by over 1.5 degrees Celsius and tens of millions of people have been turned into climate refugees while hundreds of thousands die annually from air pollution, heat waves, drought-based food shortages, epidemics, severe storms, and other lethal impacts of climate change and our over-reliance on fossil fuels.

**[HEALTH]** The climate crisis is making heat waves more intense and frequent, taking a toll on health across the country—sending tens of thousands of Americans to the emergency room, increasing risks of heart and respiratory problems, particularly for people with underlying health conditions.

**[SUPPLY CHAIN]** Experts warn that worsening climate change, and the extreme weather it brings, can wreak havoc on global supply chains – halting international trade, exacerbating shortages of goods, delaying deliveries, all of which will result in higher prices for businesses and consumers.

**[DISASTER]** Last year alone, the United States faced 20 extreme weather and climate related disaster events with losses exceeding \$1 billion for each event – a cumulative price tag of more than \$145 billion to taxpayers.

**[POC]** People of color and underserved communities are disproportionately impacted by the climate crisis and are more likely to experience the negative health and environmental effects of climate-related and extreme weather events.

**[ECON]** The global economy could lose 10% of its total economic value by 2050 due to climate change.

# Key groups see the positive impacts on health as the most convincing reason to address climate change; Voters of color and action swing targets also see lower energy costs and jobs as very convincing arguments

## Positive Impacts of Addressing Climate Change

Overall AAPI Black Hispanic 18-35 Climate Swing Climate Action Worried Swing Action Swing  
 % very convincing

	Overall	AAPI	Black	Hispanic	18-35	Climate Swing	Climate Action Worried Swing	Action Swing	
40	39	50	48	44	62	32	40	[HEALTH]	Reducing emissions through a shift to clean energy will improve air quality, reducing cases of asthma and other respiratory illnesses that result from high levels of ozone and airborne particulates.
39	41	47	42	40	57	33	41	[HOUSEHOLDS]	Studies show that a shifting to more efficient and renewable sources of energy would save U.S. households as much as \$321 billion annually in energy costs.
37	36	46	38	43	61	29	39	[ECON-JOBS]	The Global Commission on the Economy and Climate concluded that transitioning to a low-carbon, sustainable growth path could deliver a direct economic windfall of \$26 trillion and create over 65 million new jobs by 2030 compared with business-as-usual.
36	38	42	39	41	53	29	36	[WIND]	Government analysis shows installing wind energy from Maine to Maryland could basically power the Northeast as well as providing 36,000 jobs.
35	38	39	37	41	54	28	33	[JOBS – FOSSIL FUELS]	\$1 million spent on clean energy in the United States generates more than twice as many jobs as \$1 million spent on fossil fuels in the short- to medium-term.
34	35	45	40	35	57	24	37	[GROWING]	By taking a stand on climate change, 41 U.S. States and the District of Columbia are growing their economies while reducing emissions.
33	35	41	41	41	49	25	31	[JOBS - WAGES]	Numerous research studies predict that jobs linked to green infrastructure will expand in the coming years. Building and maintaining green infrastructure offers a chance for workers currently underrepresented in the workforce to earn competitive wages

Threats on food supply stand out as most convincing negative, but economic benefits dominate positive impacts; Voters also found these the most surprising

(NEG Impacts) Out of all the reasons you just read for taking action on climate change, what was the **most convincing**?



*“The ones that point out that the extreme weather changes can disrupt growing conditions for food crops and cause the prices of food to go up even more, which will put low income people at an even worse disadvantage.”*  
 - Black woman, 68 years old

(NEG Impacts) In just a few words, what was the **most surprising** thing you read?

*“That in 2050 the world food supply will be reduced dramatically because of climate change and rising temperatures.”*  
 - White man, 39 years old



(POS Impacts) Out of all the reasons you just read for taking action on climate change, what was the **most convincing**?



*“Doing things to improve green energy and add renewable power sources only produces more jobs and positive economic impacts.”*  
 - White woman, 58 years old

(POS Impacts) In just a few words, what was the **most surprising** thing you read?

*“\$1 million spent on clean energy in the United States generates more than twice as many jobs as \$1 million spent on fossil fuels in the short- to medium.”*  
 - Hispanic woman, 44 years old



# Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle

# Methodology

## Voters

Global Strategy Group conducted a nationwide online survey of **1,000 likely 2022 general election voters** with oversamples of 100 Black voters, 100 Hispanic/Latinx voters, and 100 Asian and Pacific Islander voters between September 29 and October 4, 2022.

## Margin of Error

The margin of error at the 95% confidence level is +/- 3.1%.

The margin of error on sub-samples is greater.

# National Likely Voter Electorate

## Gender

Men	47
Women	53

## Education

Non-College	63
College	37

## Age

18-29 year olds	10
30-44 year olds	21
45-54 year olds	18
55-64 year olds	22
Seniors 65+	3

## Ethnicity

Asian or Asian-American	4
Black or African-American	10
Hispanic or Latine	8
Native American/Indigenous	1
Pacific Islander	1
White	77

## Party Identification

Democrat	44
Independent	13
Republican	43

## Ideology

Very Liberal	13
Somewhat Liberal	18
Moderate	35
Conservative	18
Very Conservative	16

## Region

Northeast	17
Midwest	23
South	37
West	23