

# **CLIMATE** *Policy & Strategy*

## Climate Policy and Strategy

Tracking Survey, June 2024

YouGov Blue



**GREENBERG** RESEARCH

YouGov<sup>®</sup> Blue



## Sample methodology

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- On behalf of Climate Policy & Strategy Associates, YouGov Blue fielded the June 2024 wave of the US Climate Tracker, including 2,015 US voters
- The June 2024 wave fielded from June 14 to June 18, 2024
- Respondents were weighted according to gender, age, race/ethnicity, education, marital status, how many times respondents have voted in recent elections, recent vote method, primary participation, urbanity, cultural views, residence in battleground states and 2020 presidential vote, based on targets provided by Climate Policy & Strategy Associates

## Executive Summary

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- A majority of US voters continue to believe climate change is a threat that requires major action, though economic concerns like inflation and jobs top their general concerns
  - Voters support more government investment in domestic energy production – climate-friendly or not
- Voters believe high costs are driven by a combination of too much government spending and corporate greed
- Voters believe Biden's strongest accomplishments include Medicare price negotiations, protecting abortion rights, and creating infrastructure jobs
  - Among reasons to support specific policies like CHIPs and IRA, voters point to job creation, bringing down healthcare costs
- Across key samples, voters' biggest concerns about Biden include inflationary government spending and unchecked illegal immigration

## Key Findings

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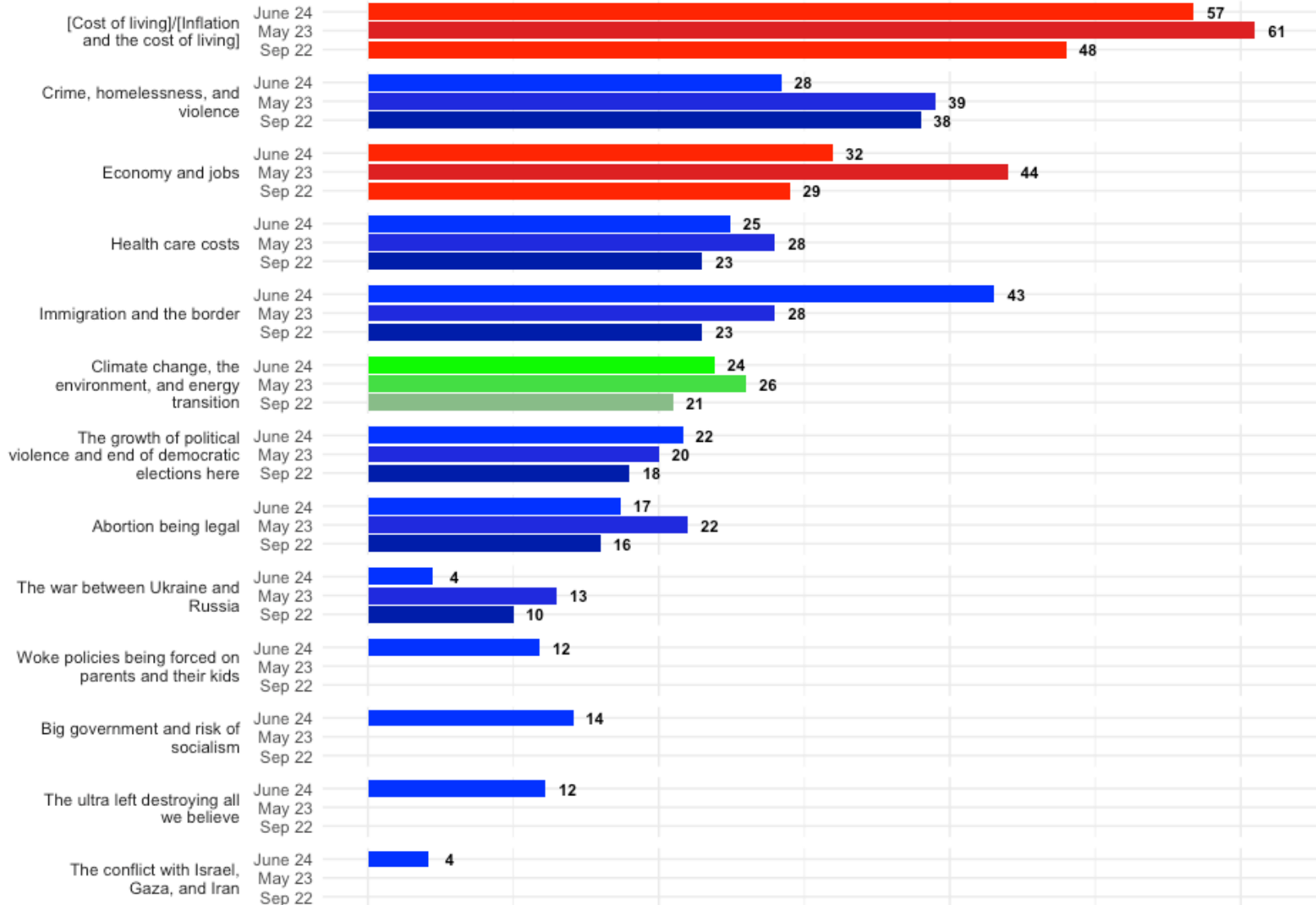


- Biden leads on health care, being for the middle class, women's rights, and climate, but Trump leads on issues including the border, immigration, economy, and crime
- Trump's primary weakness is he is seen as "working for the rich"
- For key samples, social security cuts, refusal to empower Medicare, tax cuts, and abortion bans are the top criticisms of Trump
- Voters respond more favorably to Biden's message about the "hard working middle class" than current messages
- Biden makes some gains with voters in favor of his handling of climate change and the environment



# Cost of living and inflation dominant concerns, backed up by crime and immigration; climate in second-level with healthcare and political violence

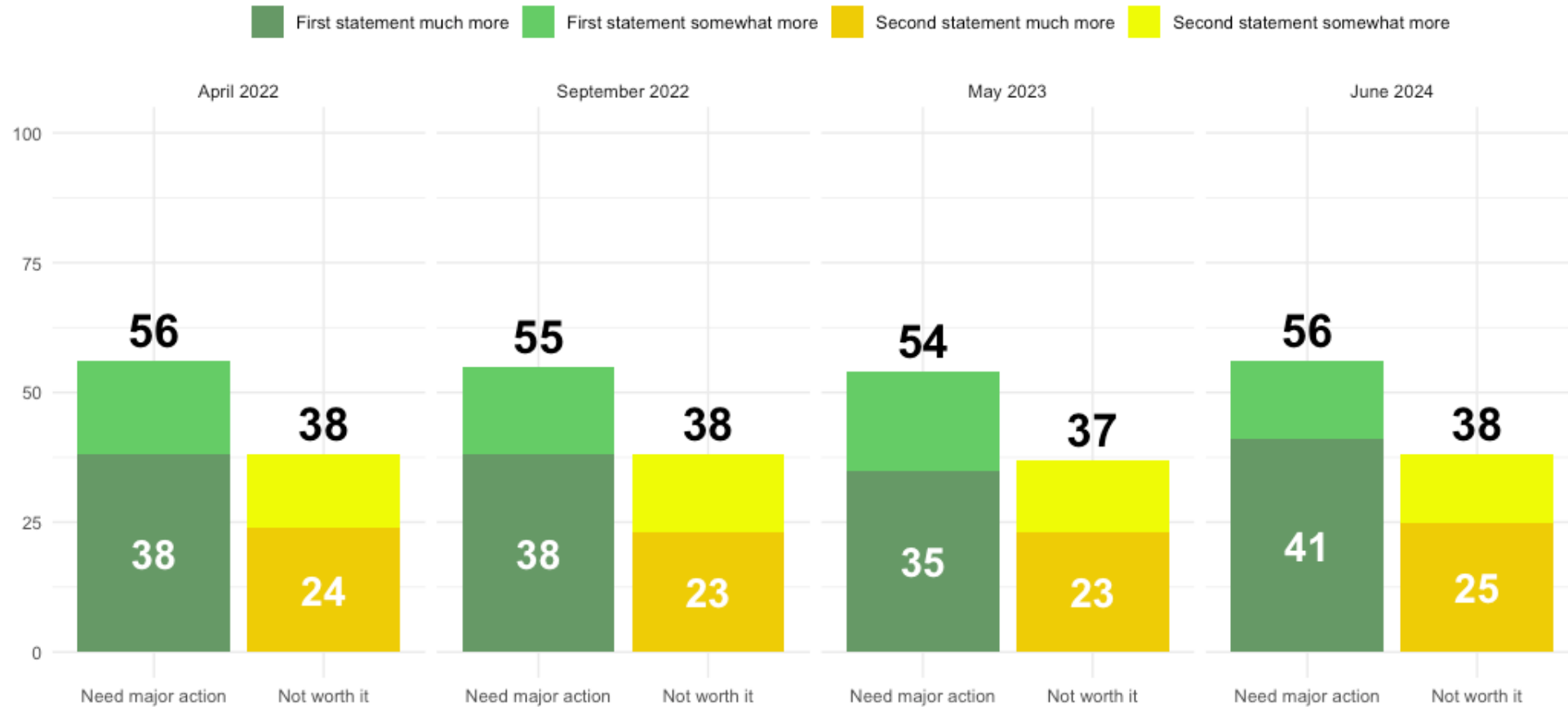
Priorities for government, total sample





# Majority believe climate change is a threat that requires major action, with growth among those who believe it strongly

1) Climate change is a threat and we need major action to combat it. 2) The threat of climate change is exaggerated and the high cost of fixing it may not be worth it.



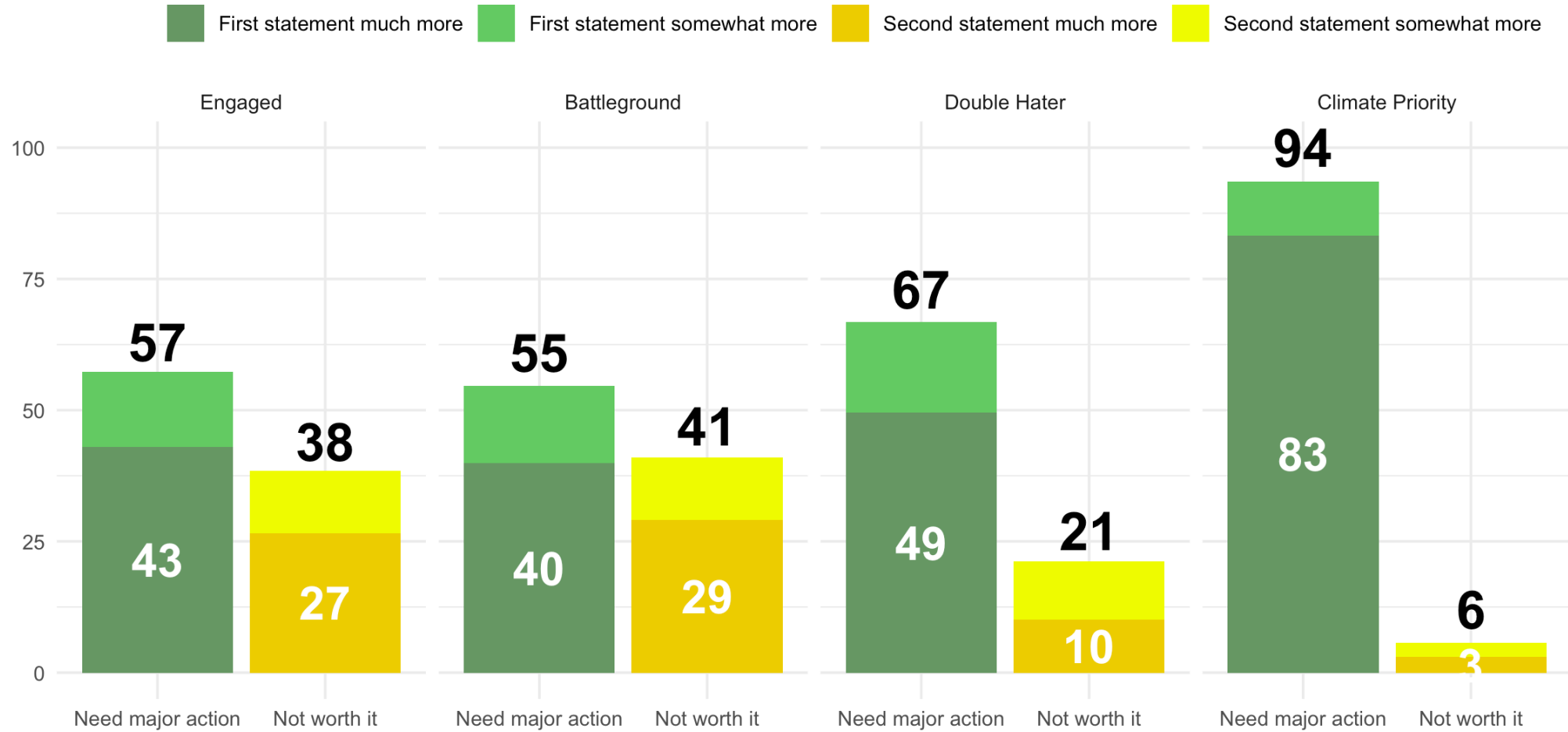
On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.



# Belief climate a threat requiring major action also true among engaged voters, those in battleground states, and particularly for double haters

1) Climate change is a threat and we need major action to combat it.

2) The threat of climate change is exaggerated and the high cost of fixing it may not be worth it.

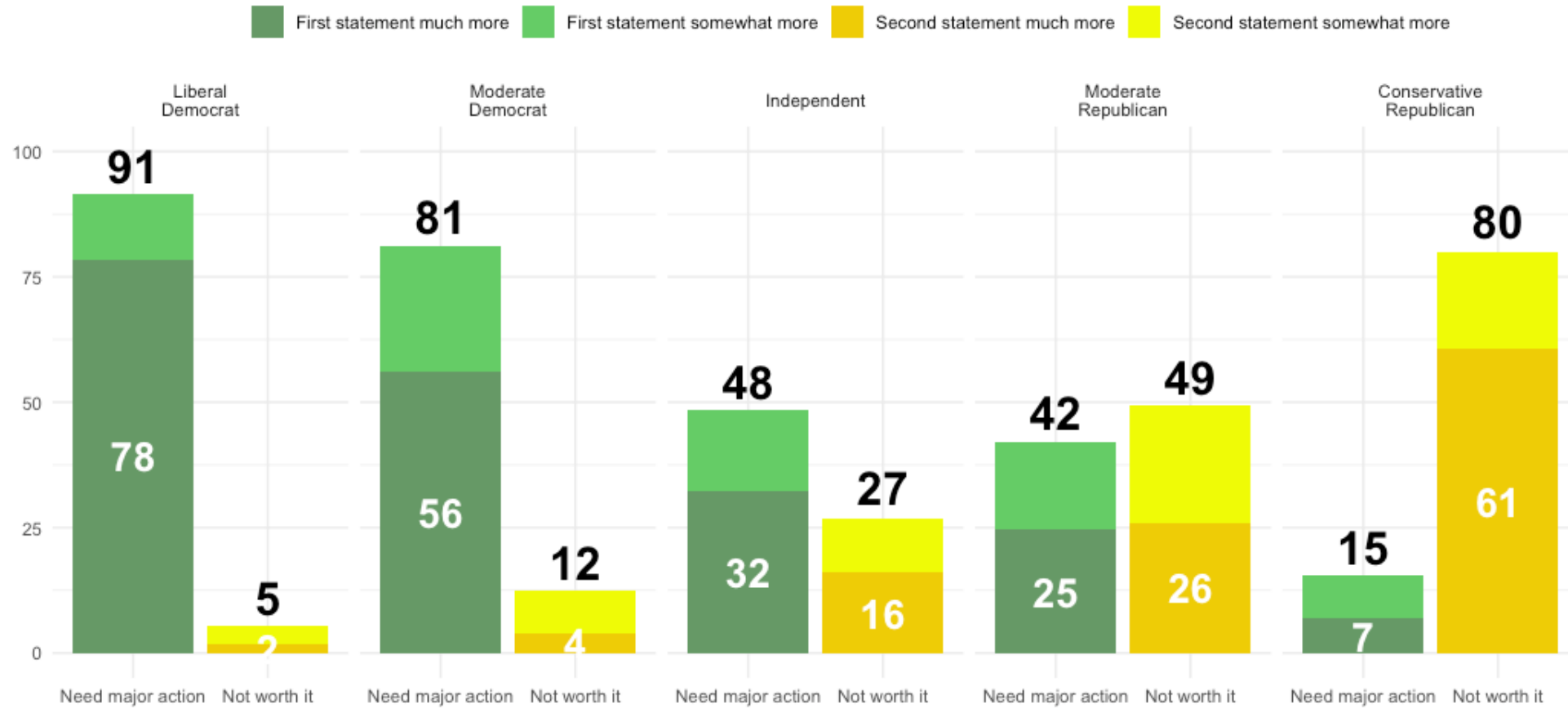


On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.



# Intense majorities of Democrats, nearly half of Independents, and over 40 percent of moderate Republicans say climate change requires major action

1) Climate change is a threat and we need major action to combat it. 2) The threat of climate change is exaggerated and the high cost of fixing it may not be worth it.



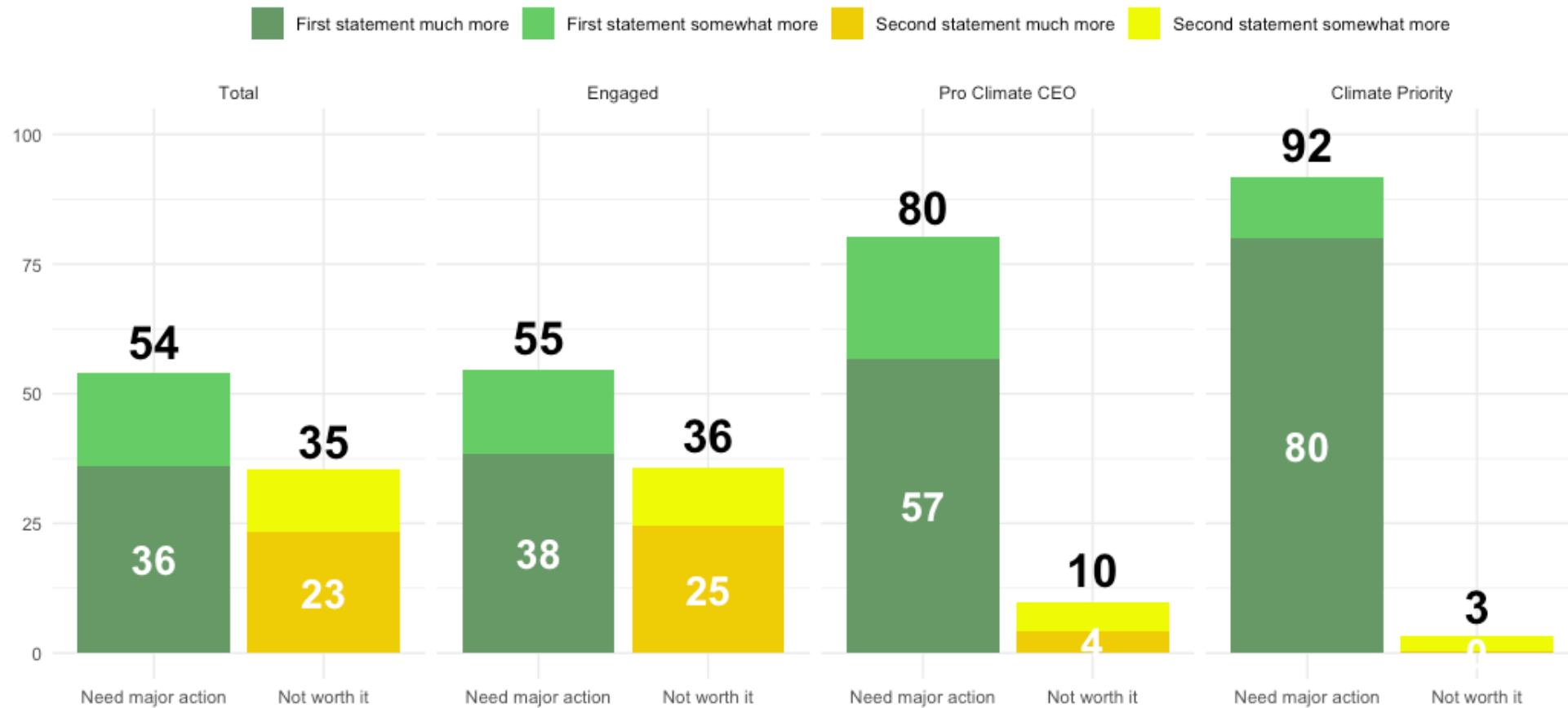
On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.





# A big majority in the US say it's right for companies to factor in climate change in their investments

1) Climate change is a major factor affecting future operations and companies and banks are right to bring it into their investment decisions globally. 2) Bringing climate change into investment decisions is about forcing a left wing, woke agenda on companies and banks and will hamper flourishing of the economy and our ability to make correct decisions for USA.

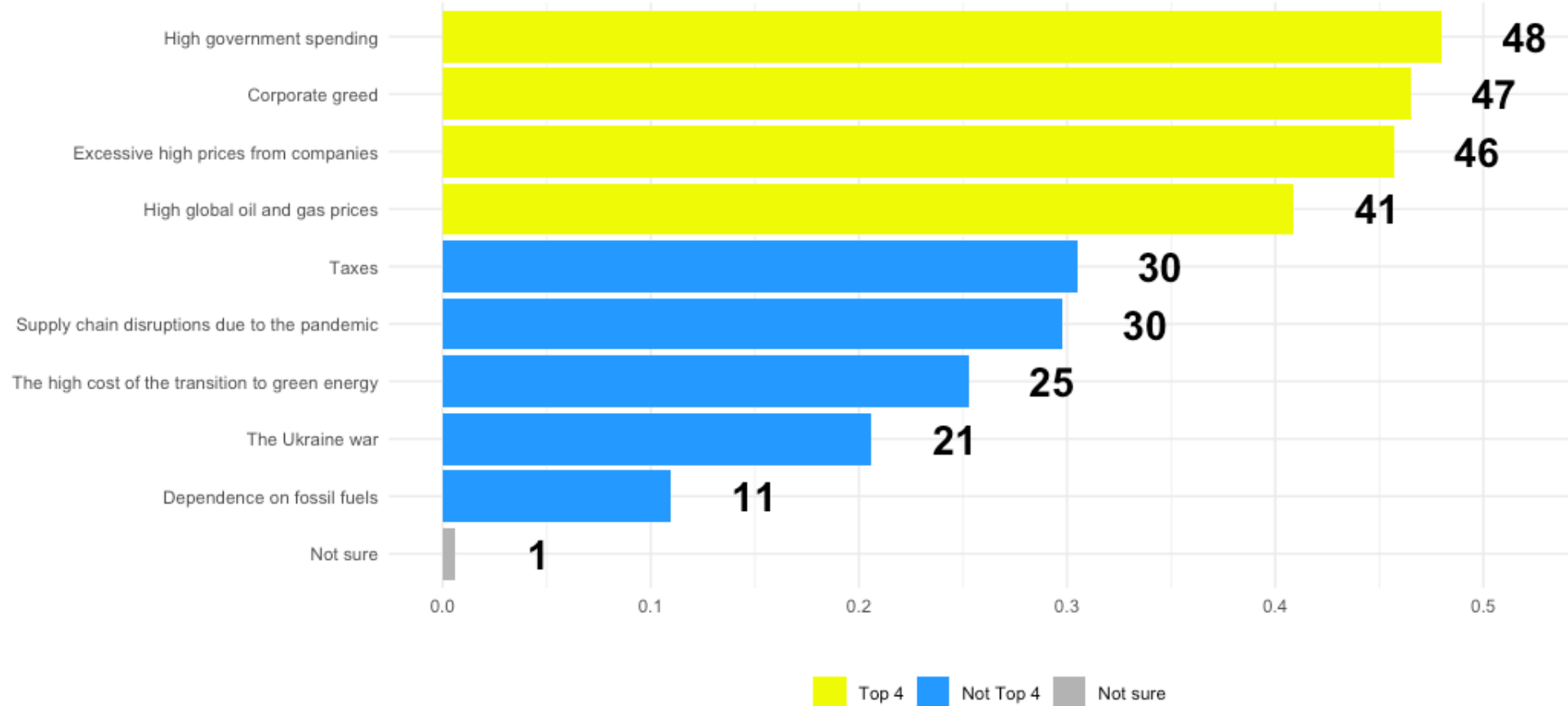


On the following pages are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

# Corporate greed and excessive high prices explain high prices, along with government spending



Reasons for increased cost of living, total June 2024 sample

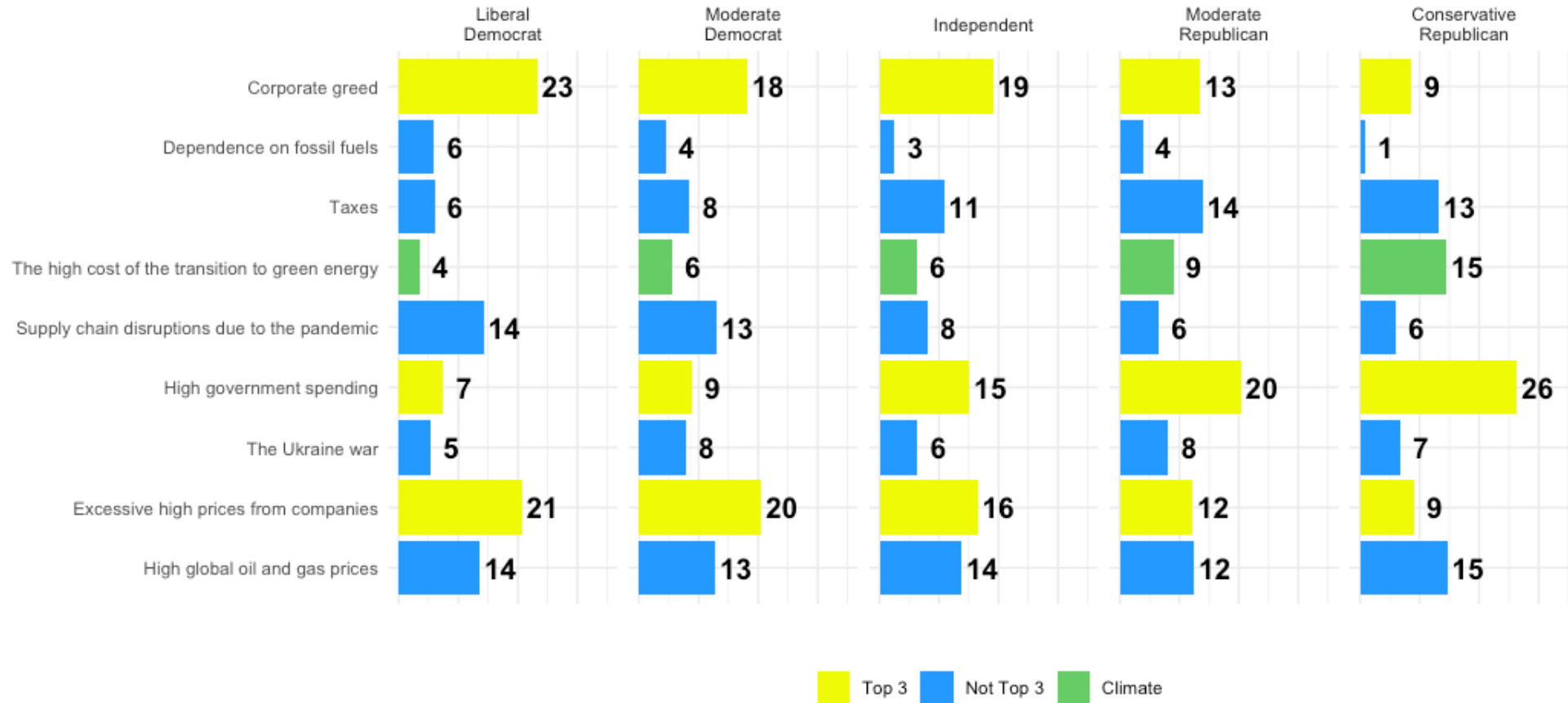


You may have noticed increased prices recently, particularly for energy and food. Why do you think prices are high today? Please select the TWO (April) / THREE (September) most important reasons from the list below.



# Corporate greed, supply chains, and government spending drive peoples' concerns about the cost of living. Republicans say it is high government spending

Reasons for increased cost of living, by ideology, June 2024 wave

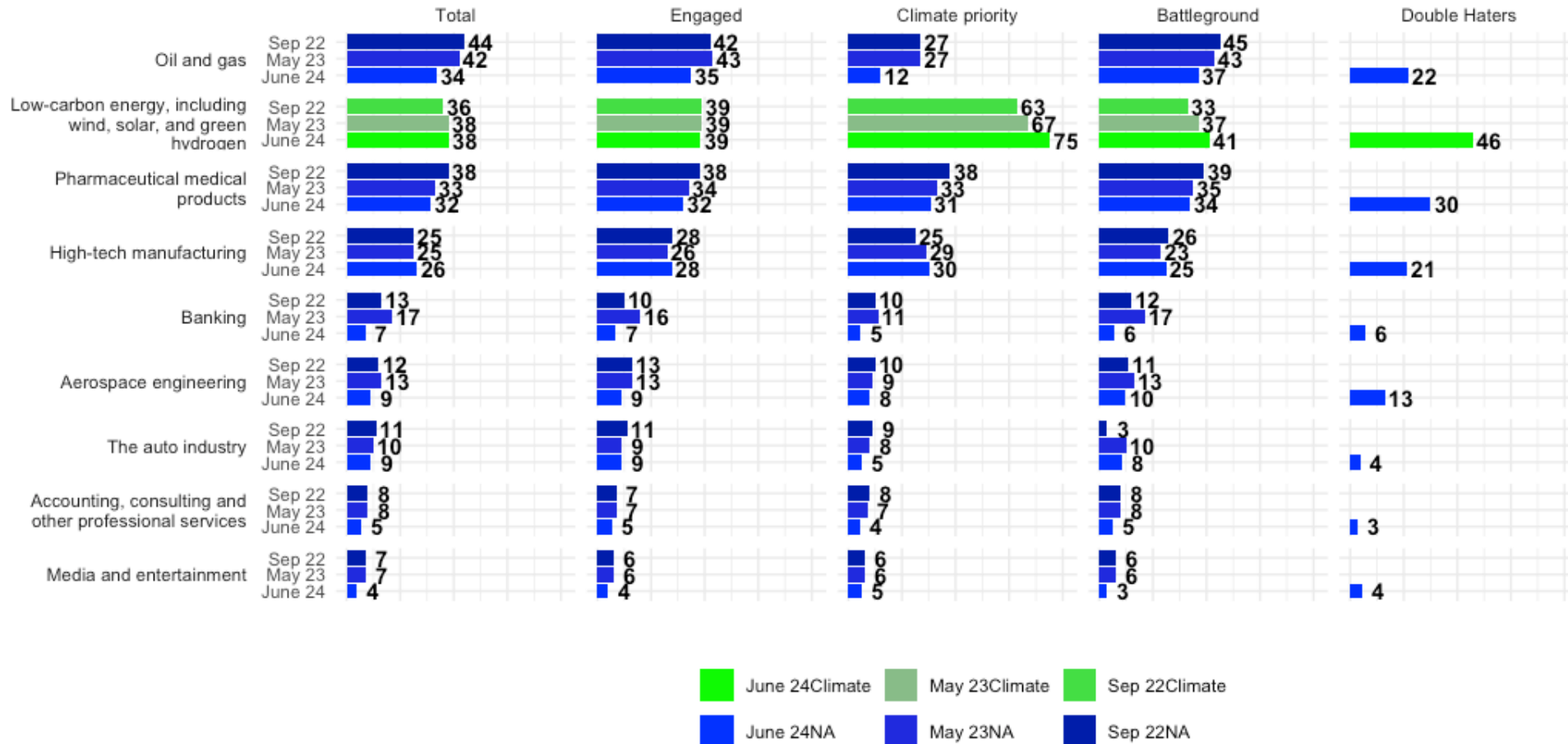


You may have noticed increased prices recently, particularly for energy and food. Why do you think prices are high today? Please select the TWO (April) / THREE (September) most important reasons from the list below.



# US voters support government subsidies for energy, green or otherwise, and medical products, though clean energy has edge in battleground and with double haters

Industries that government should support, by target



Which of these industries would you MOST want the government to support and champion? Please choose two.



# Majority of voters are excited to tackle climate change, because doing so will lead to new tech, lower bills, and will make America safer

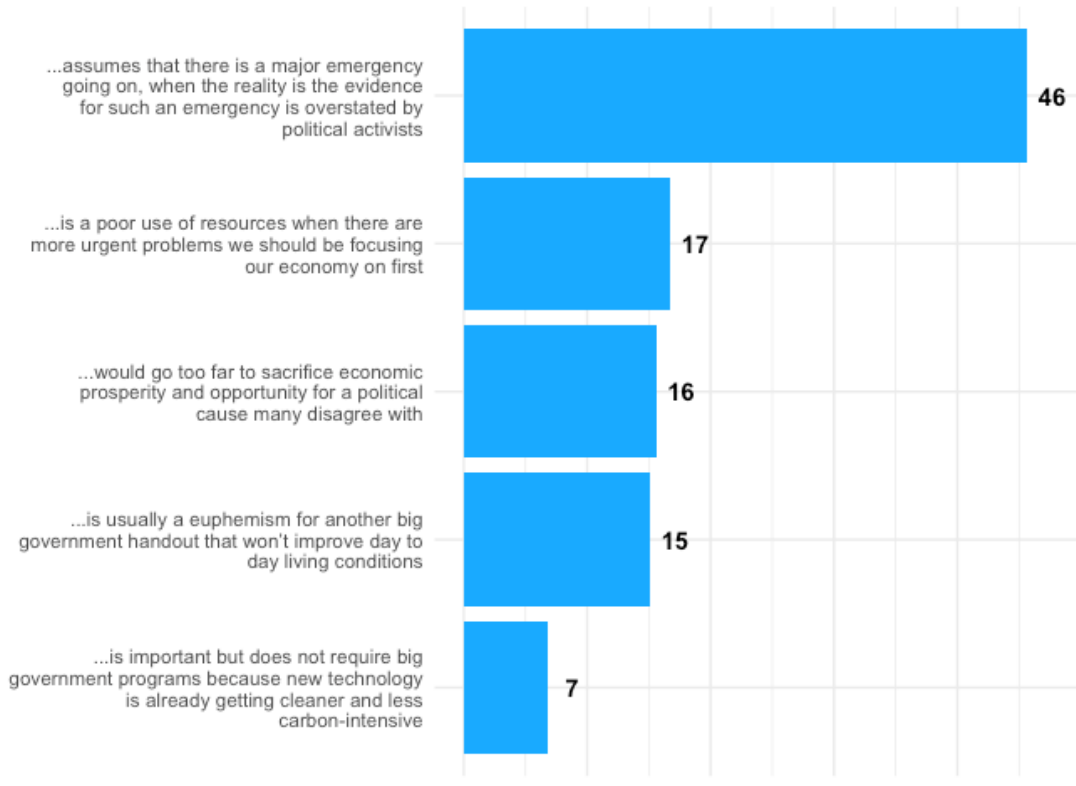
The excited want new tech and domestic security: the angry don't think climate change is urgent

Majority of voters are excited to tackle climate change

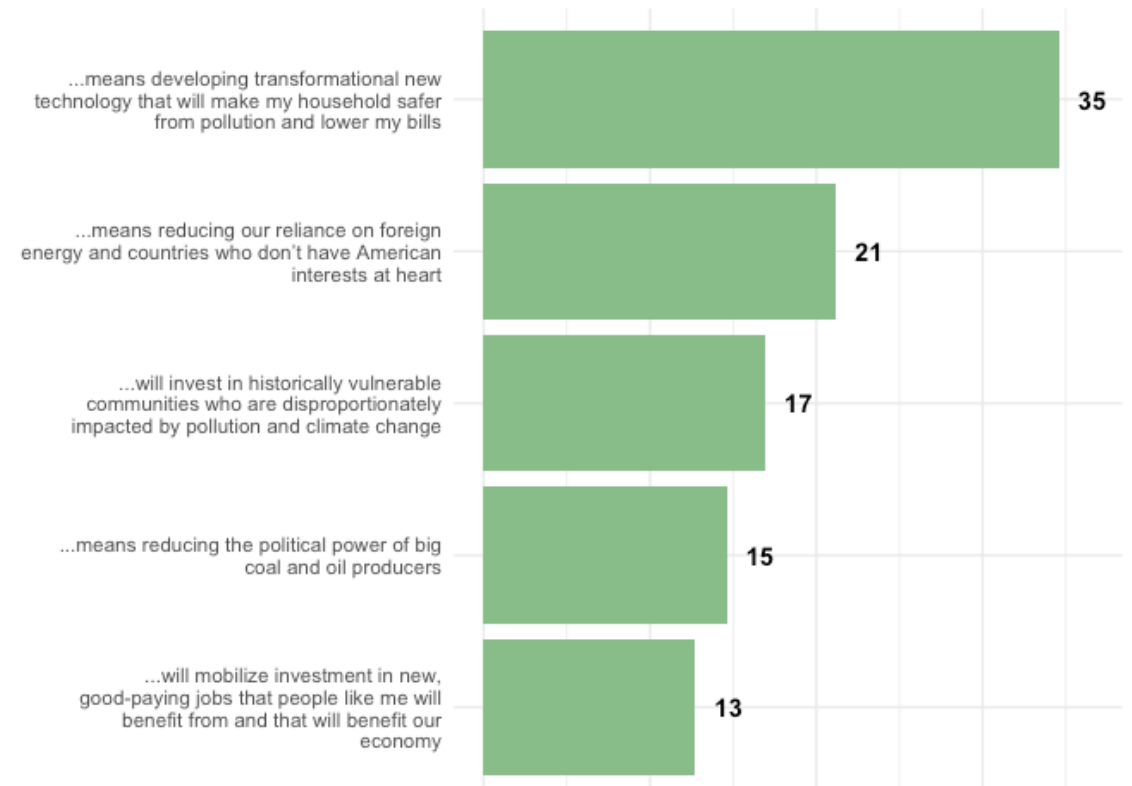


Angered Indifferent Excited

Angered to combat climate change because it...

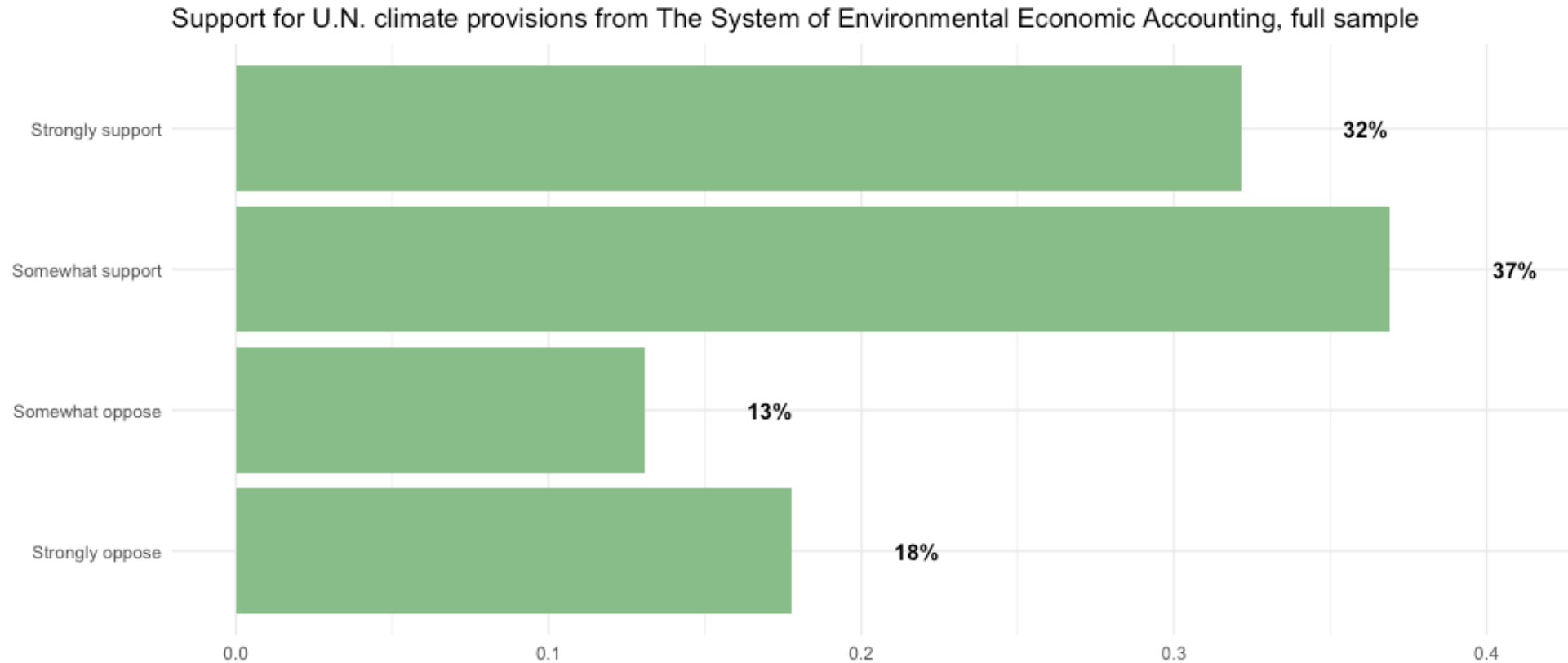


Excited to combat climate change because it...





# A plurality of voters support U.S. adoption of the U.N. climate provisions

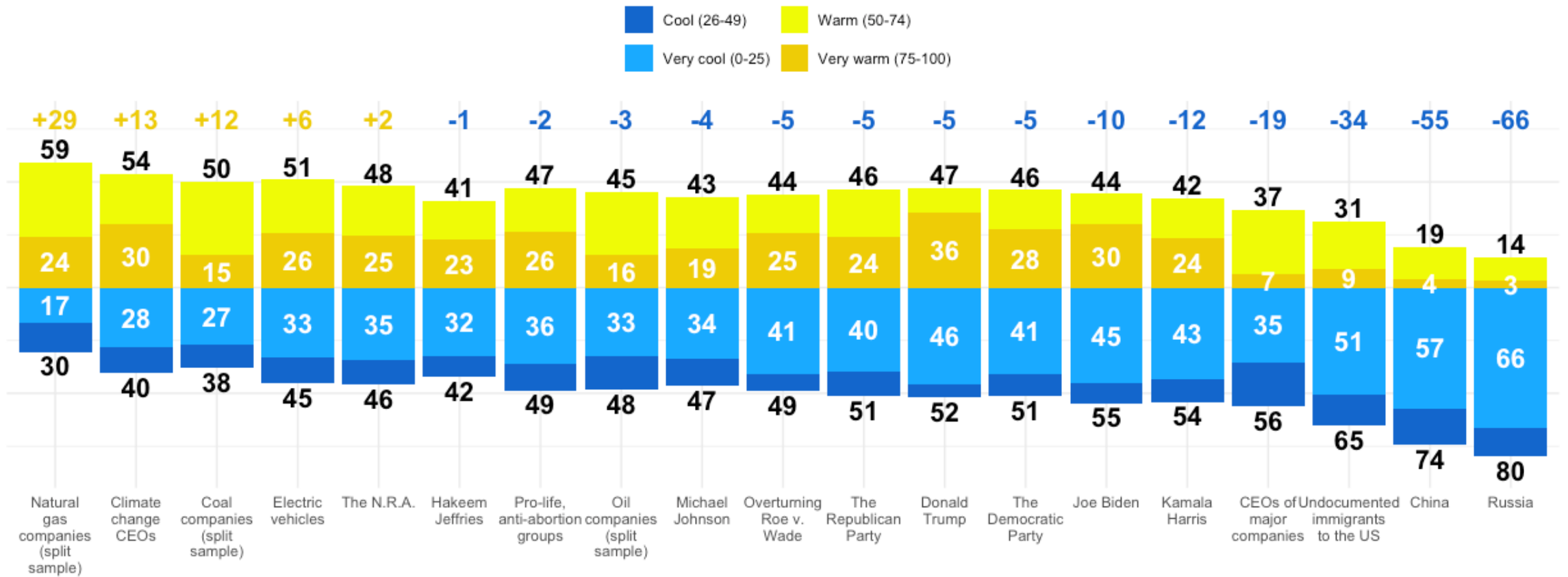


Recently, the United Nations asked member countries including the United States, to measure impacts on climate change, changes in biodiversity, and the amount of recycling and reusing of products. Generally speaking, do you [support or oppose] the United States complying with this request from the United Nations to help estimate the impact of climate change?



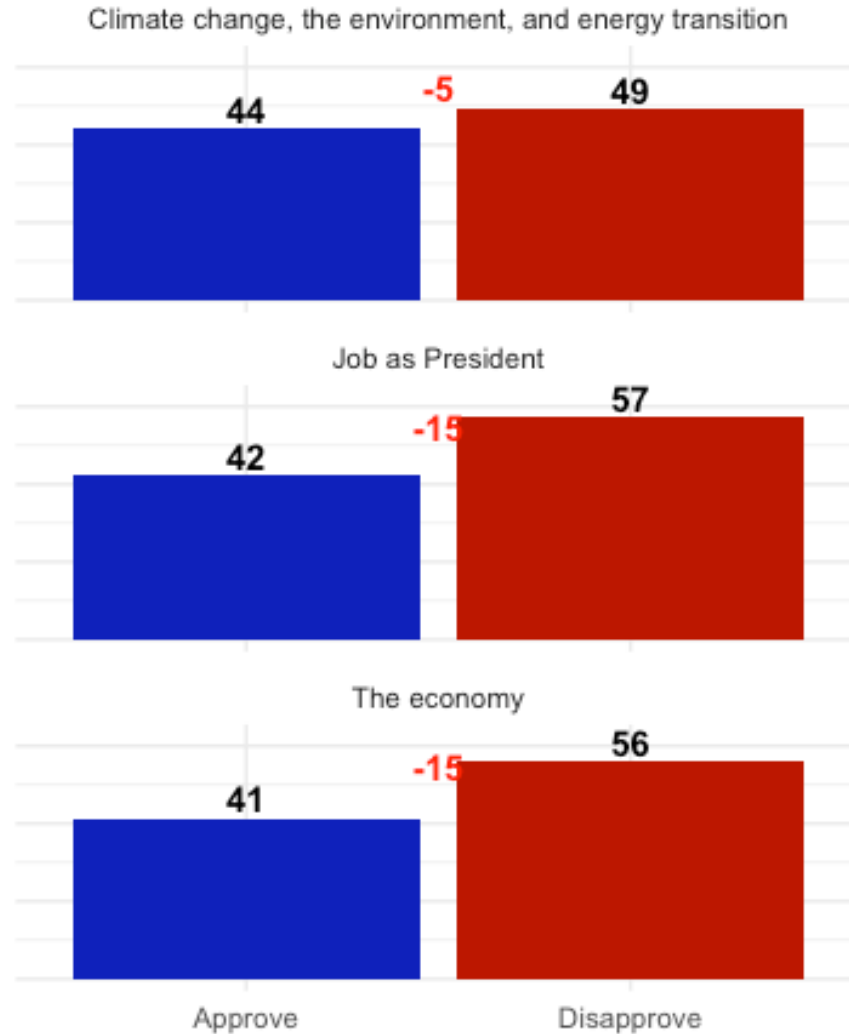
# Natural gas companies viewed favorably, as are CEOs who take climate seriously. Russia and China viewed overwhelmingly unfavorably

Feelings toward companies and environmental actors, total sample



Please rate your feelings toward some people, organisations and activities, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

# Biden approval remains negative as in previous waves, but voters split on his approach to climate



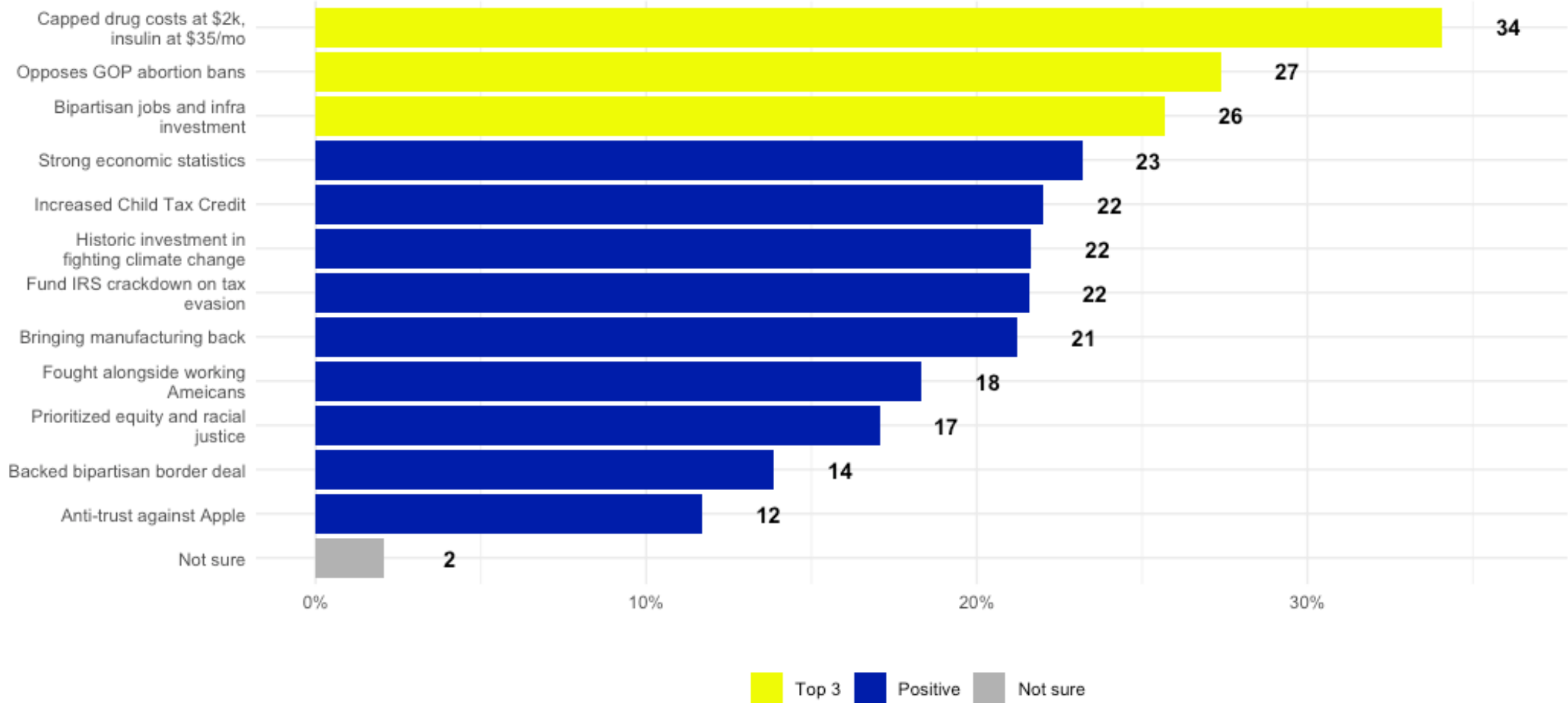
How much do you approve or disapprove of each of the following?





# The most important Biden accomplishments include reducing health costs, protecting abortion, supporting infrastructure, creating jobs

Top four Biden accomplishments, total sample

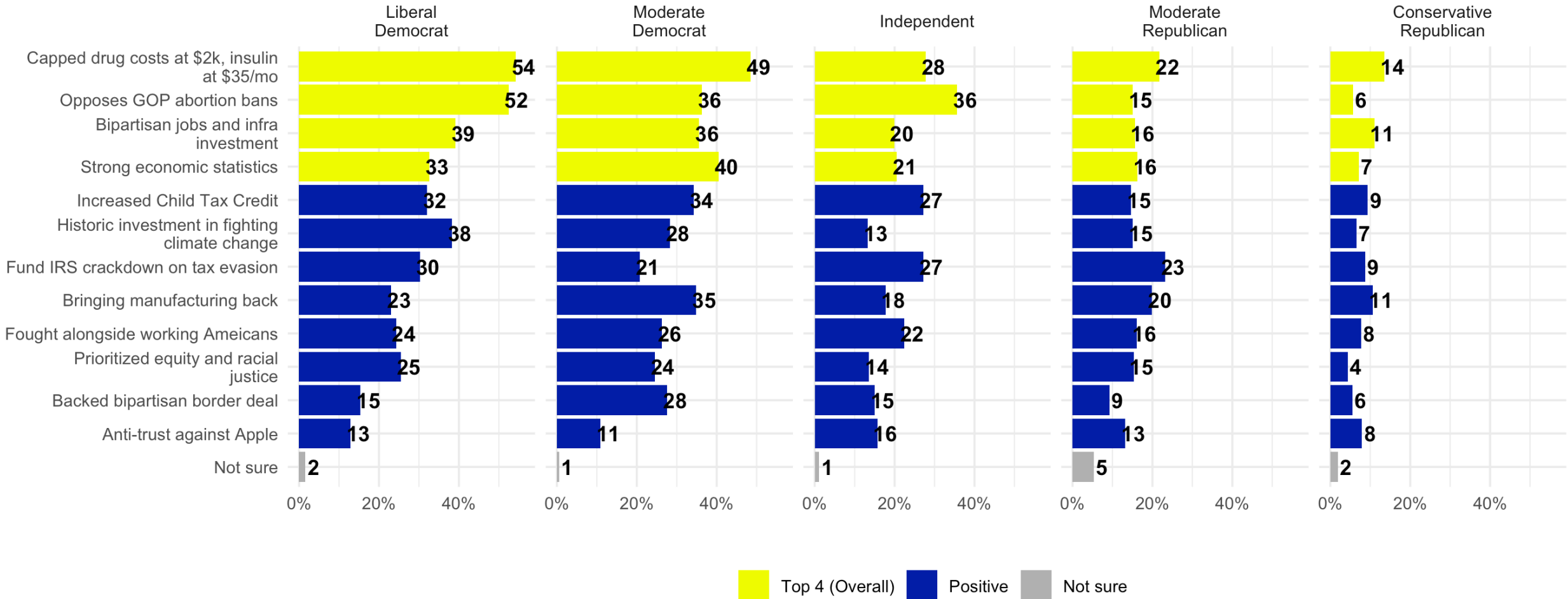


Now, please read the following list that describes accomplishments that President Biden and his supporters say his administration has accomplished. Which FOUR are the most important for you?

# Biden accomplishments by different ideological segments



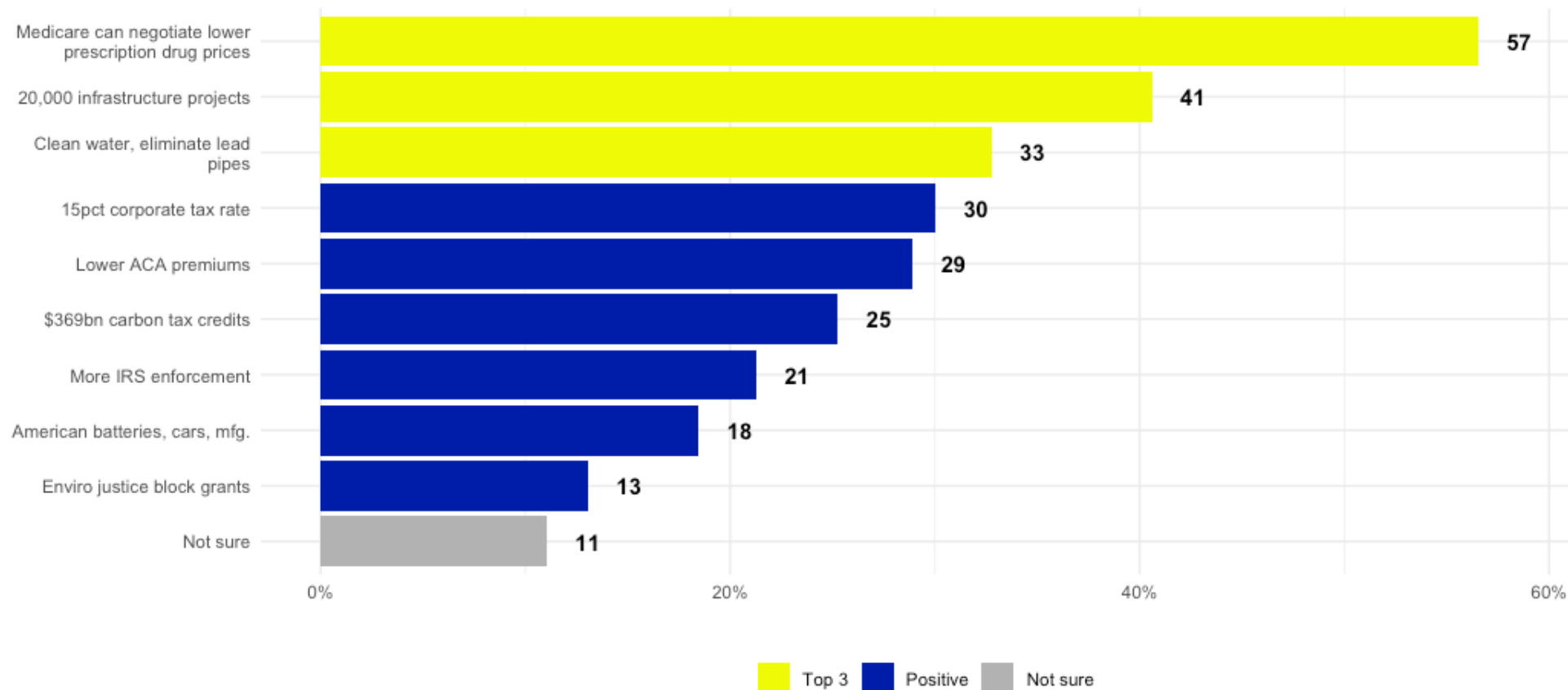
Top four Biden accomplishments, total sample



Now, please read the following list that describes accomplishments that President Biden and his supporters say his administration has accomplished. Which FOUR are the most important for you?

# The most important IRA/CHIPS policies to voters are: negotiating a fair price for insulin, funding infrastructure projects and investing money to deliver clean water and remove lead.

Top 3 Important IRA Policies, total sample



Some major legislation passed during the Biden presidency includes the Infrastructure bill, the Chips and Science Act, and Inflation Reduction Act. Below is a list of many different parts of these bills. Which THREE do you think are MOST IMPORTANT?



## Most convincing policies for supporting the IRA include raising corporate taxes; the climate crisis impacting future generations and low cost of renewables

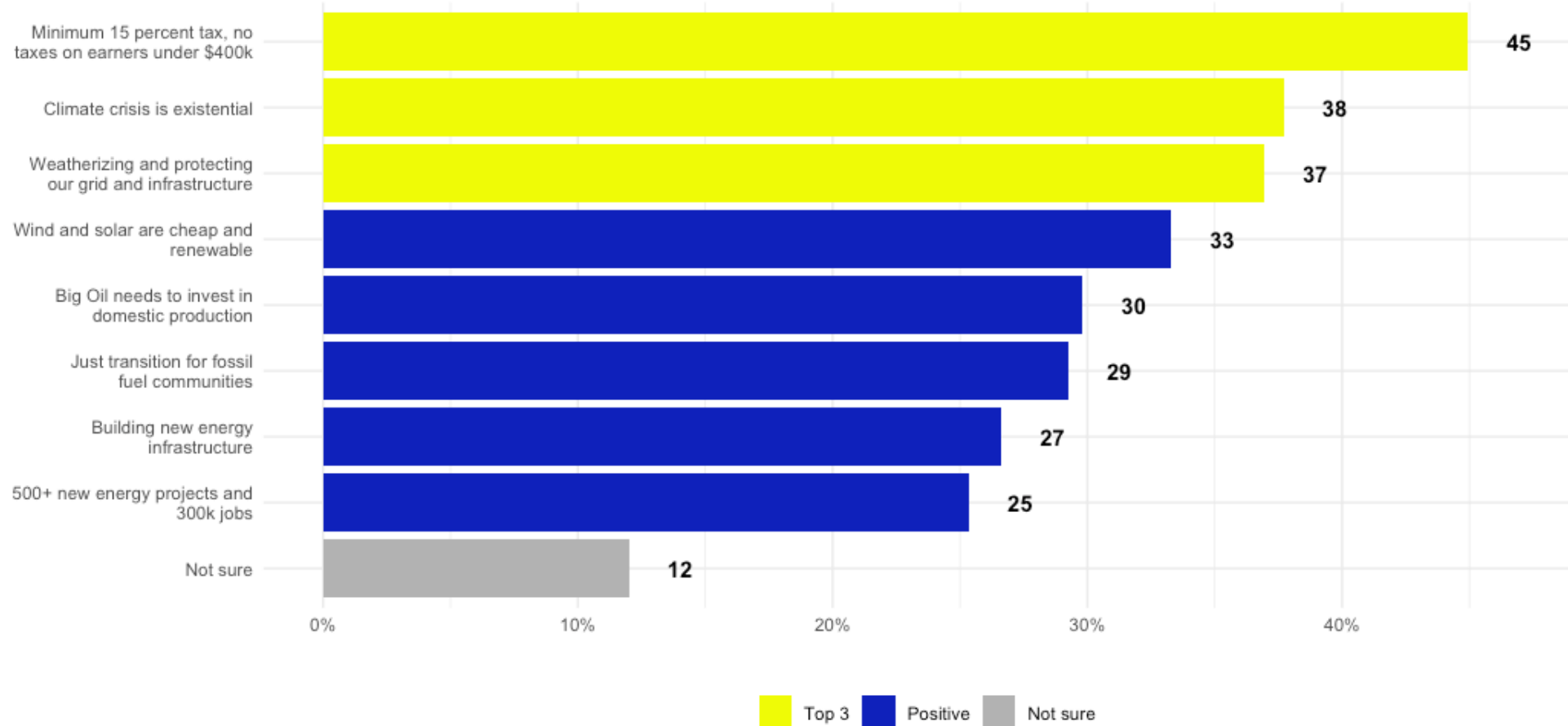
Top 3 statements in support of the Inflation Reduction Act are:

- 1) Minimum 15 percent tax:** We are making the biggest corporations pay their tax. In 2020, 55 of the biggest made \$40 billion in profits and paid zero in tax. Now, billion-dollar companies have to pay a minimum of 15 percent and nobody earning less than \$400,000 pays more in taxes.
- 2) Climate crisis is existential:** Let's face reality. The climate crisis doesn't care if you're in a red or a blue state. It's an existential threat. We have an obligation not to ourselves, but to our children and grandchildren to confront it. And America is stepping up to the challenge.
- 3) Weatherizing and protecting our grid and infrastructure:** We're rebuilding for the long term. New electric grids will be able to weather major storms. Roads and water systems will withstand the next big flood. Clean energy will cut pollution and create jobs in communities often left behind"

# Most convincing policies for supporting the IRA include raising corporate taxes; the climate crisis impacting future generations and low cost of renewables



Top 3 statements in support of the Inflation Reduction Act, full sample

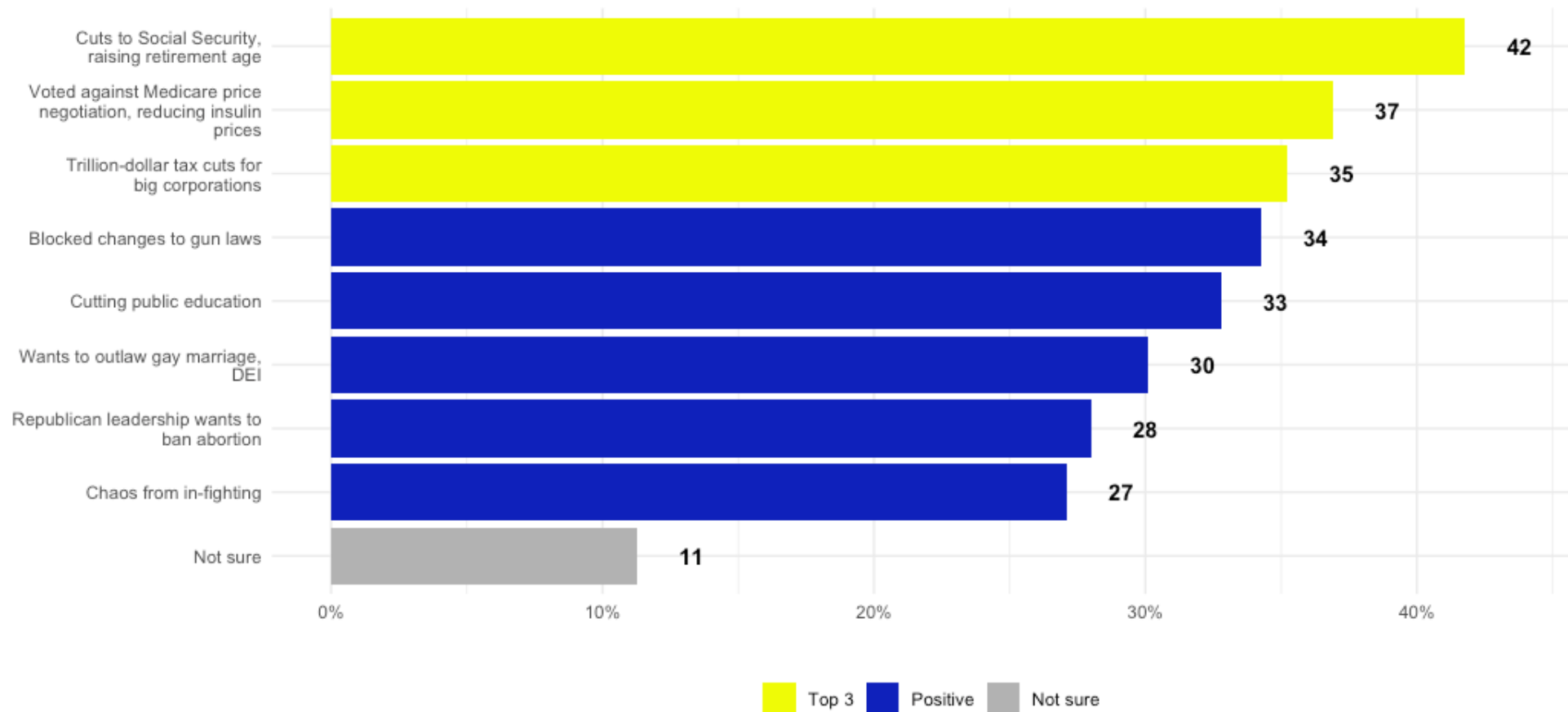


Here are some statements in support of the new law by Joe Biden and the Democrats. Please pick the THREE that are most convincing.



# Most convincing Democratic criticisms of Trump include cuts to social safety net, voting against Medicare price negotiation, tax cuts for the rich

Top 3 Democrat Criticisms of Trump, total sample



Now you will read some things that Democratic critics are saying about Donald Trump and Republicans. Please pick the THREE that raise the most doubts in your mind.

# The failure to stop inflation and threat of unreliable EVs are the most convincing criticisms of the IRA



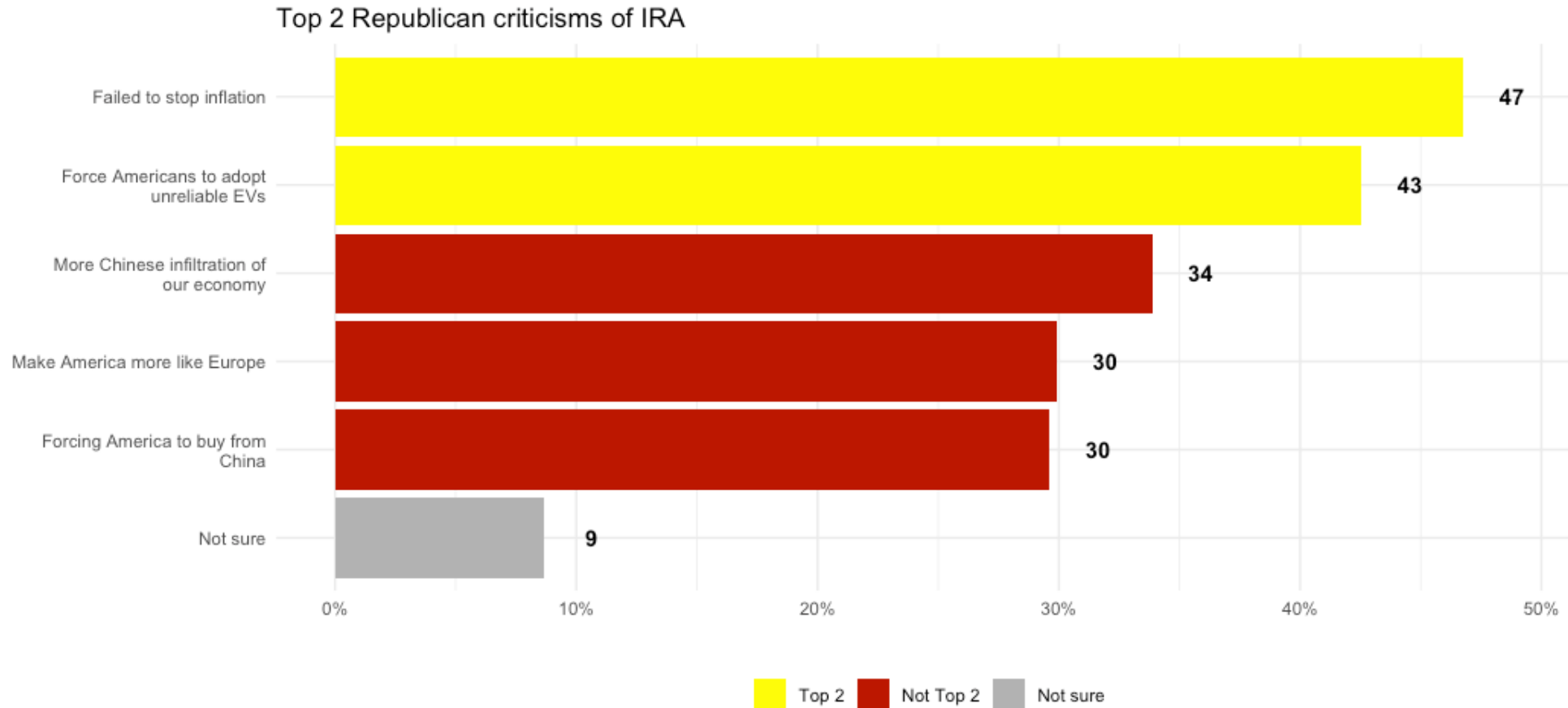
Top 2 most convincing criticisms of the IRA are:

- 1) Failed to stop inflation:** They failed to stop inflation or improve the lives of everyday Americans. Anyone with common sense knows pouring trillions of taxpayer dollars into big spending programs kept inflation high and consumer confidence low." ~ "Failed to stop inflation
- 2) Forcing America to buy from China:** They push Americans to adopt electric vehicles (EVs) quickly without giving Americans a choice or supporting American manufacturing. Those great American cars can get you anywhere, not leave you short, like electric cars and their unreliable batteries.

# The failure to stop inflation and threat of unreliable EVs are the most convincing criticisms of the IRA



Convincing criticisms of the IRA, full sample



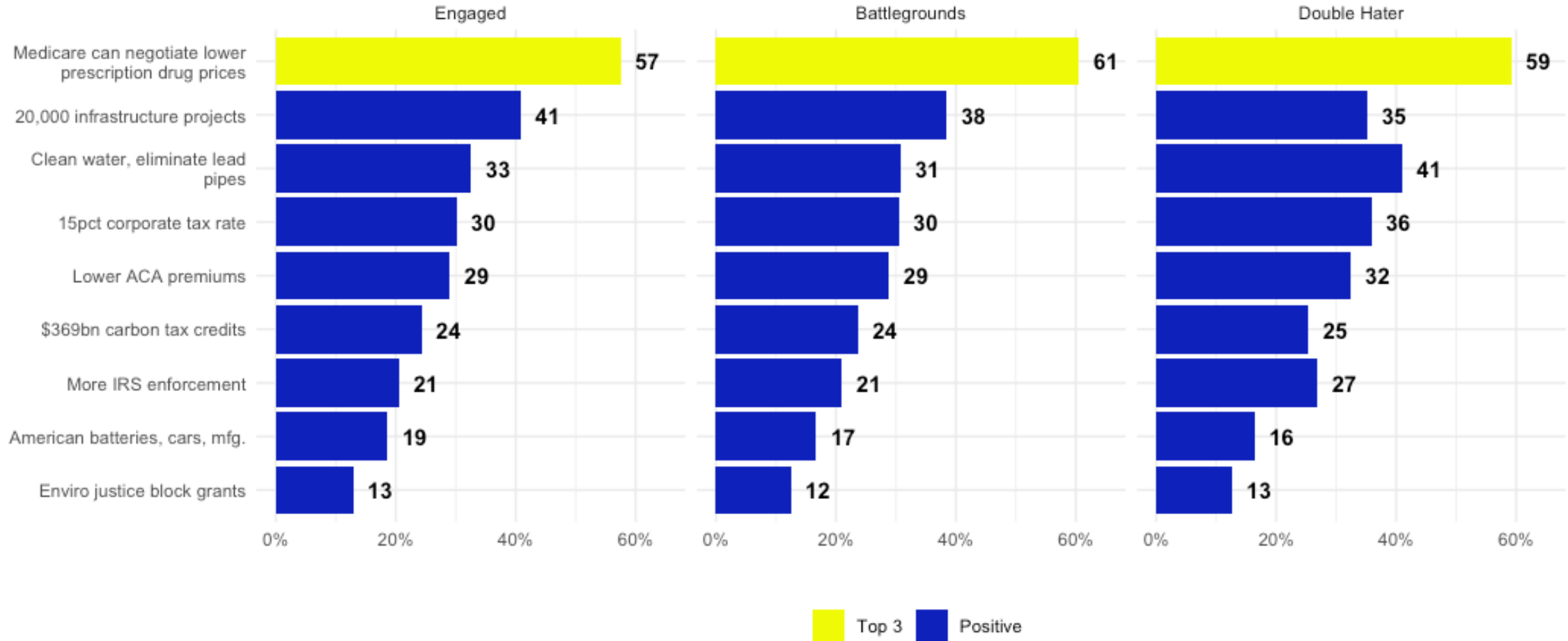
Next, you will read what Donald Trump and Republicans are saying about Joe Biden's Inflation Reduction Act. Please pick the TWO that raise the most doubts about Biden and the Democrats.



# For key targets, the most important IRA/CHIPS policies are aligned with voters nationally



Important IRA Policies, key targets



Some major legislation passed during the Biden presidency includes the Infrastructure bill, the Chips and Science Act, and Inflation Reduction Act. Below is a list of many different parts of these bills. Which THREE do you think are MOST IMPORTANT?

# Illegal immigration, government spending, and crime top Republican criticisms of Biden. Less concern about climate change, schools, and abortion



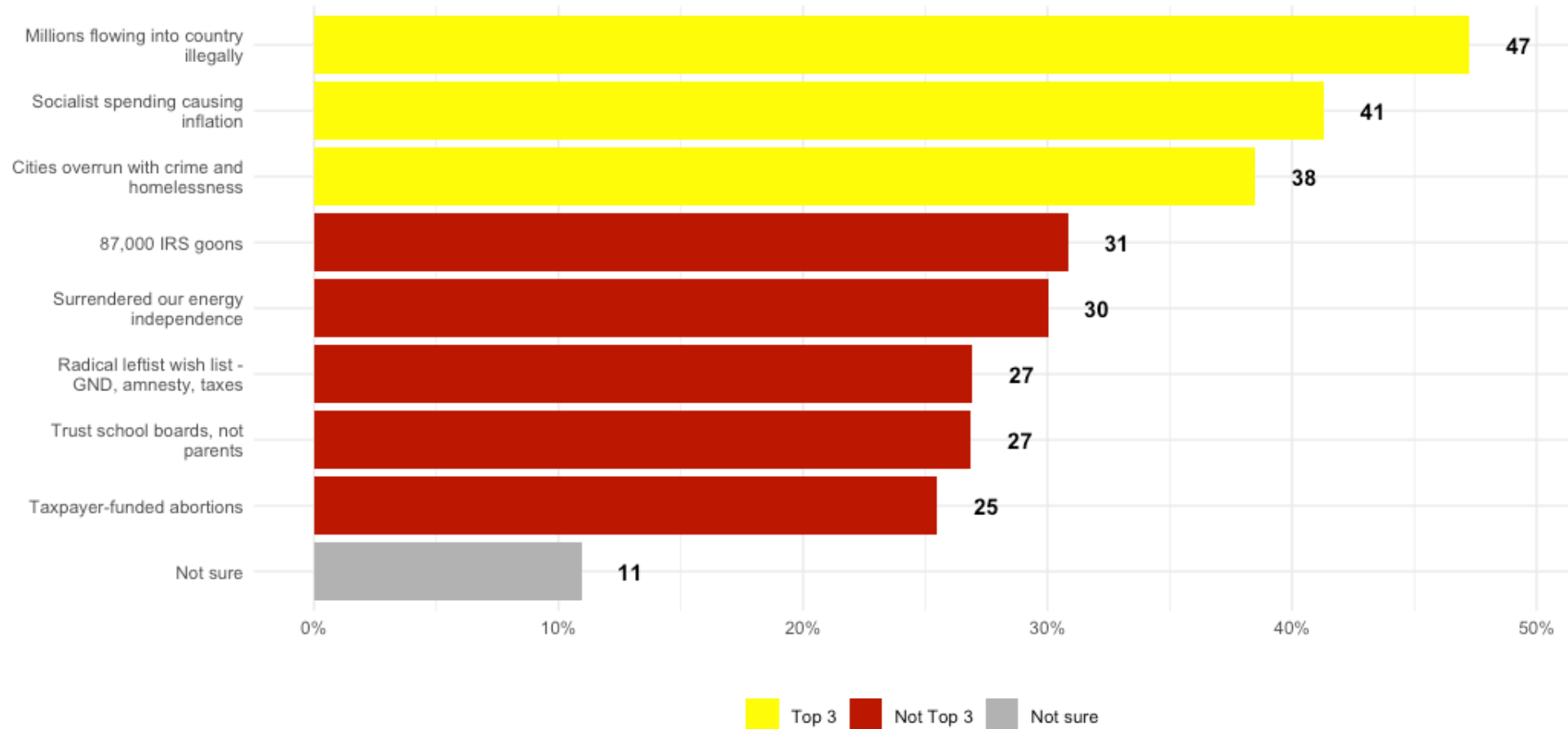
Top 3 Republican Criticisms of Biden are:

- 1) Millions flowing into country illegally:** Under Biden, millions and millions of people are flowing into our country illegally. We have no idea who these people are. They walk right through, and there is nobody there to stop them. They come from prisons and mental institutions. It is killing our country.
- 2) Socialist spending causing inflation:** Due to Biden's socialist spending, American families are being decimated by the worst inflation in half a century. Since Biden took office, prices have risen 18 percent. Democrats passed trillions of dollars in new spending which is increasing inflation and crushing taxpayers and small businesses.
- 3) Cities overrun with crime and homelessness:** Our cities are overrun with homelessness, drug addicts, and released violent criminals, as President Biden's America is plagued by bloodshed, chaos, and violent crime, with law enforcement weaponized against law-abiding conservatives." ~  
"Cities overrun with crime and homelessness

# Illegal immigration, government spending, and crime top Republican criticisms of Biden. Less concern about climate change, schools, and abortion



Top 3 Republican Criticisms of Biden, total sample

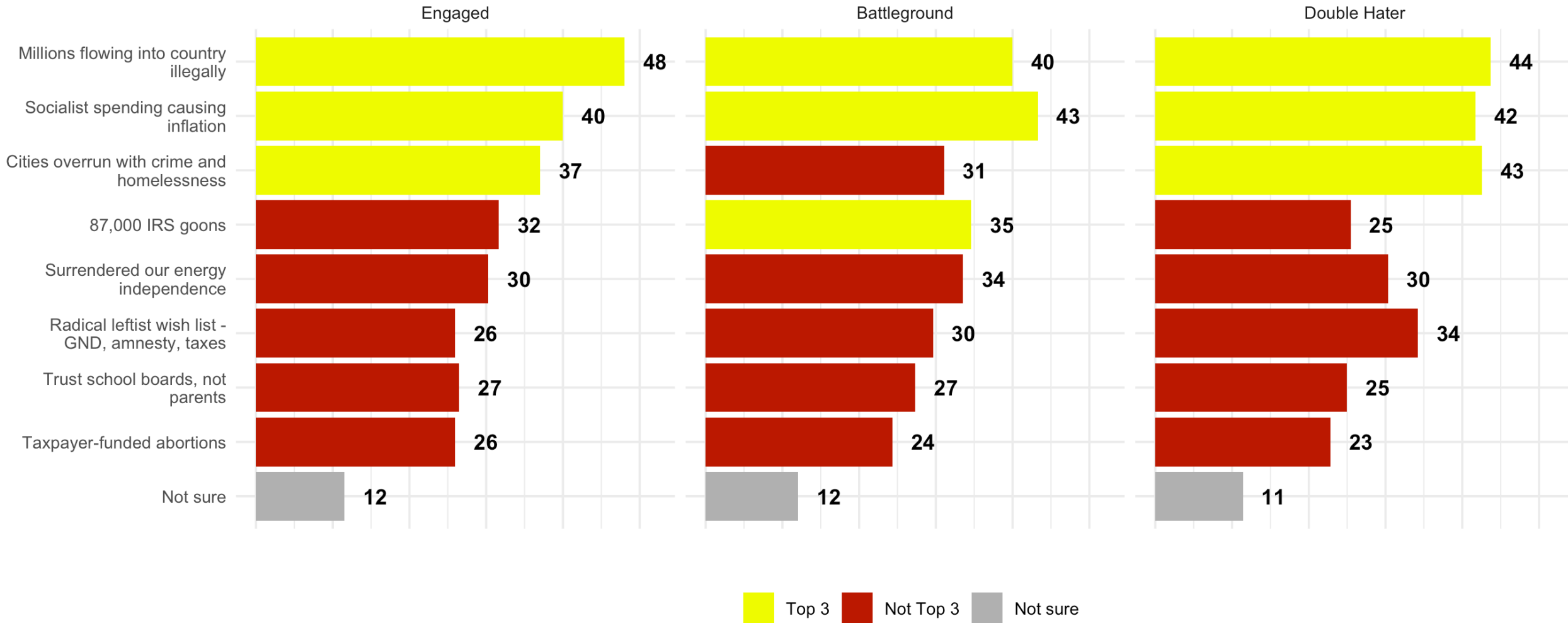


Now you will read some things Republicans are saying about Joe Biden and the Democrats. Please pick the THREE that raise the most doubts in your mind.



# For battleground voters and double haters, the top criticisms of Biden are influx of illegal immigrants and spending that causes inflation

Top 3 Republican Criticisms of Biden, key targets

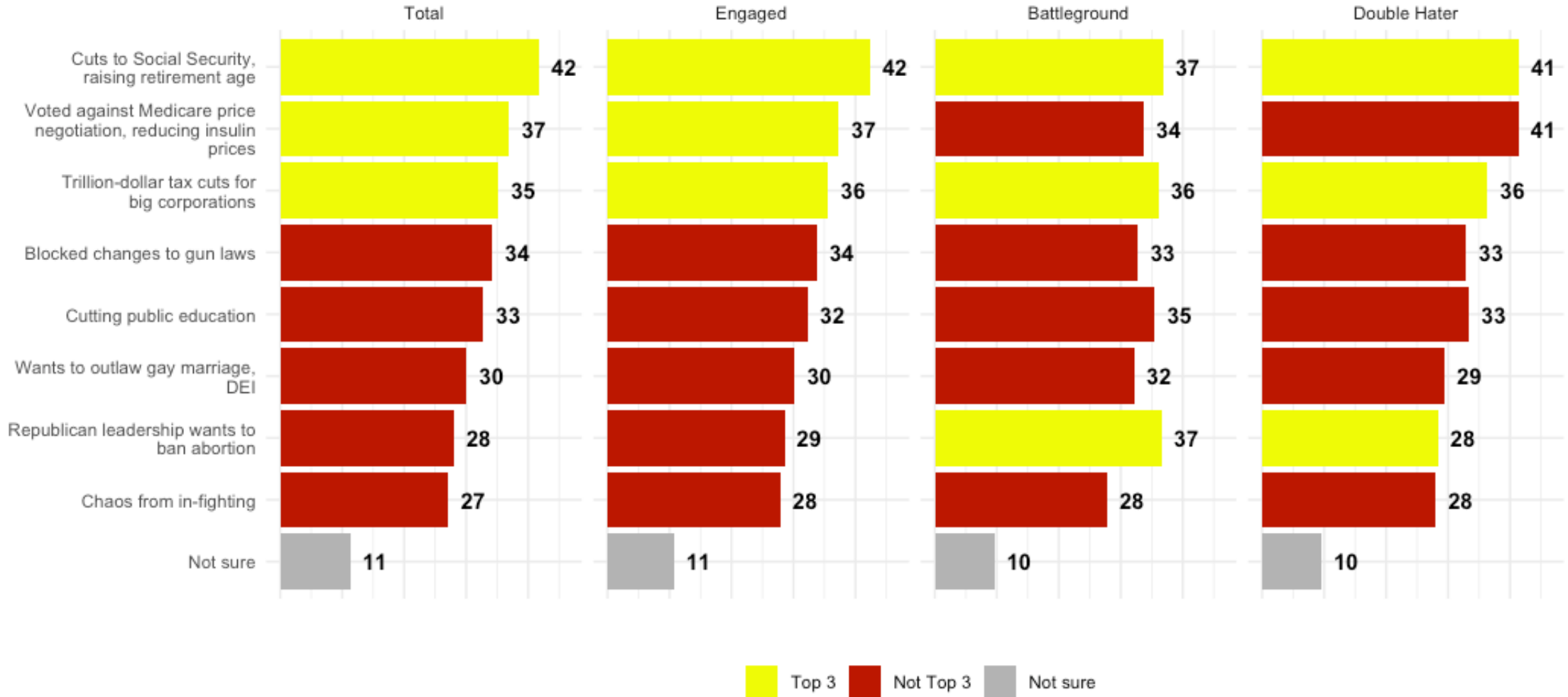


Now you will read some things Republicans are saying about Joe Biden and the Democrats. Please pick the THREE that raise the most doubts in your mind.



# For targets, Social Security cuts, refusal to empower Medicare, tax cuts, and abortion bans top criticisms of Trump

Top 3 Republican Criticisms of Biden, key targets



Now you will read some things that Democratic critics are saying about Donald Trump and Republicans. Please pick the THREE that raise the most doubts in your mind.



## Most convincing Democratic criticisms of Trump include cuts to social safety net, voting against Medicare price negotiation, tax cuts for the rich

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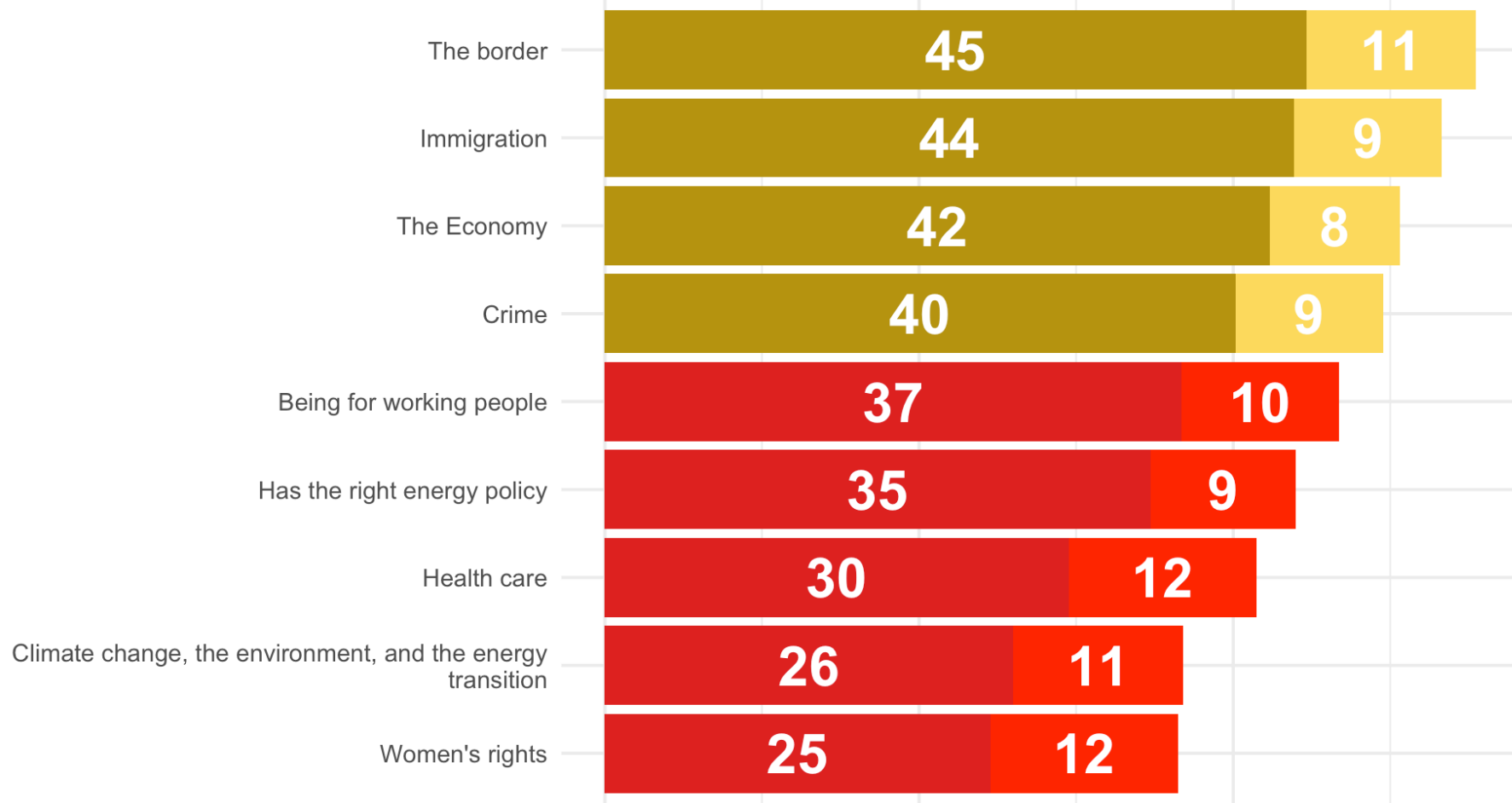
Top 3 Democrat Criticisms of Trump are:

- 1) Cuts to Social Security, raising retirement age:** They've enacted cuts to Social Security, hindering services for seniors and the disabled. The new Speaker backs raising the retirement age, exacerbating senior poverty. Trump's recent remarks hint at more cuts, citing 'theft' and 'bad management' in entitlements.
- 2) Voted against Medicare price negotiation, reducing insulin prices:** Every Republican in Congress voted against the law to reduce the price of insulin and allow Medicare to negotiate lower prices. They also voted against the increased and expanded Child Tax Credit that gave monthly checks to working families with kids.
- 3) Trillion-dollar tax cuts for big corporations:** Trump promises to make even bigger his trillion dollar tax cut for big corporations. And every Republican voted against the biggest corporations paying even a minimum tax of 15 percent and voted against increasing IRS enforcement to ensure billionaires pay tax too.

# When comparing Trump and Biden, Trump leads on the border, immigration, economy and crime



## Top 5 Strengths of Trump



Indicate whether you think Donald Trump or Joe Biden would do better with this issue.

## When it comes to 2024 election messaging, a majority of voters respond favorably to Trump, except double haters

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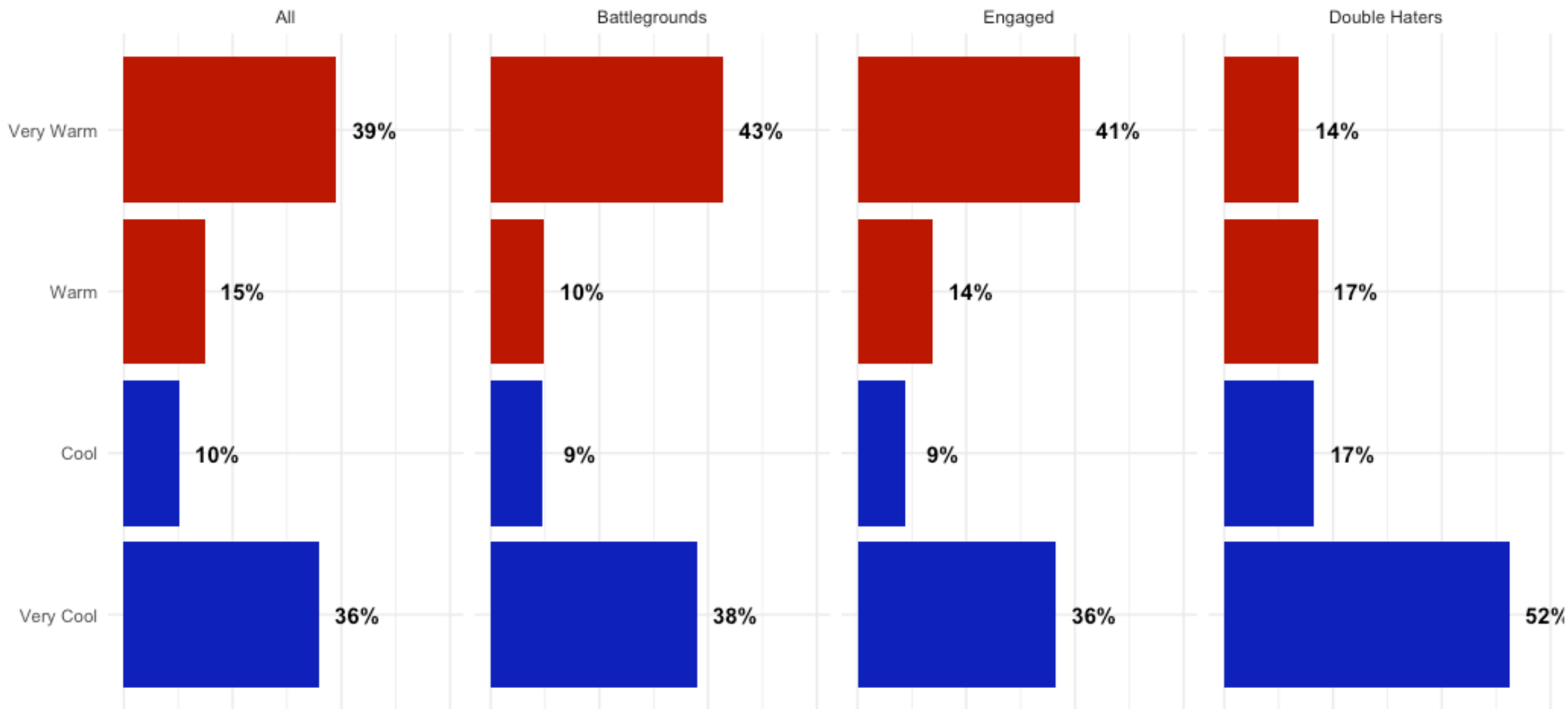
**Trump Main Message:** The American Way of Life faces threats as career politicians damage our economy and hinder our potential. We aim to reclaim our nation from corrupt Washington elites, empowering the people. Our vision: prosperity, security, and peace with the world's leading economy, secure borders, energy independence, and global leadership. It's time to prioritize America and restore faith, family, and freedom, ushering in a new era. Together, we'll save lives, jobs, and our nation. Join the movement to Make America Great Again





# When it comes to 2024 election messaging, a majority of voters respond favorably to Trump, except double haters

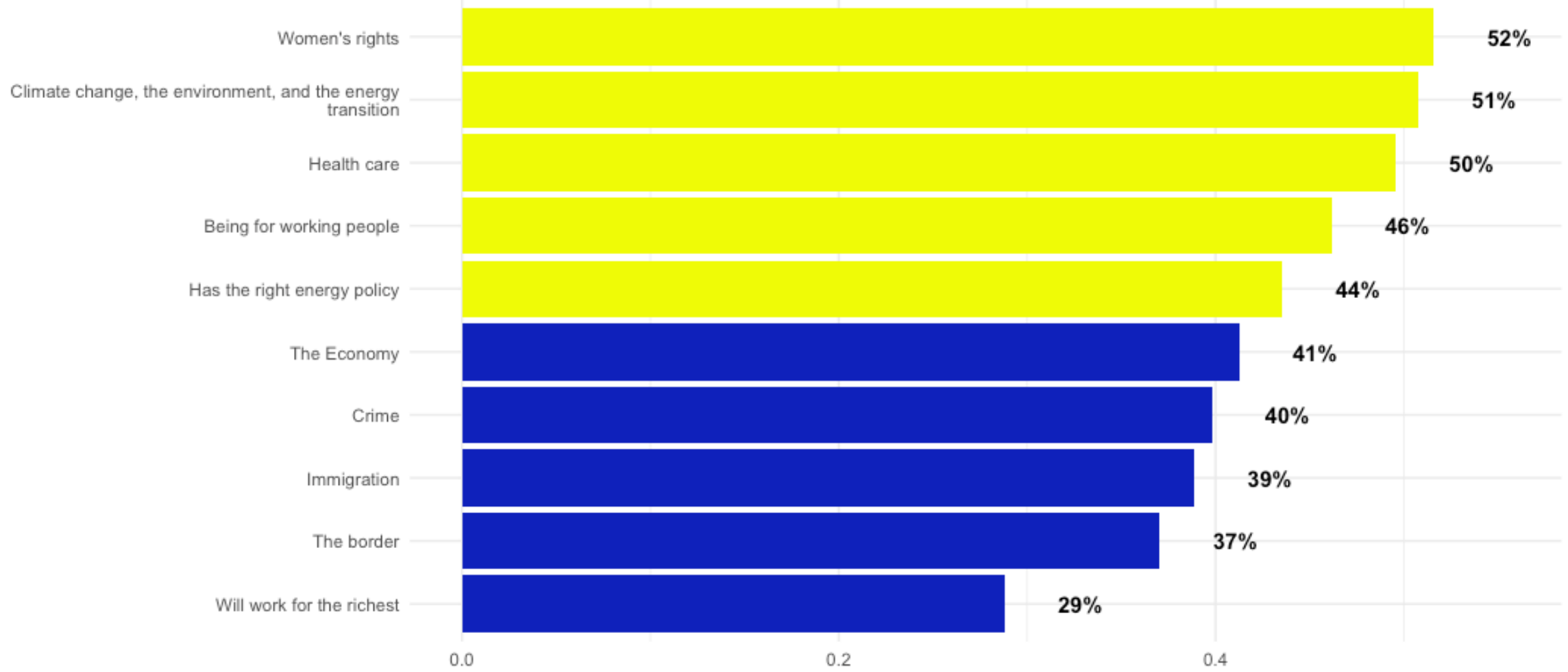
Feelings toward Trump's statement on 2024 election, full sample



# Biden leads on climate issues, women's rights, health care and supporting working people



## Top 5 Strengths of Biden



Indicate whether you think Donald Trump or Joe Biden would do better with this issue.

## Biden's overall message does not get majority support —with 6 percent fewer saying very warm feelings than very cool feelings

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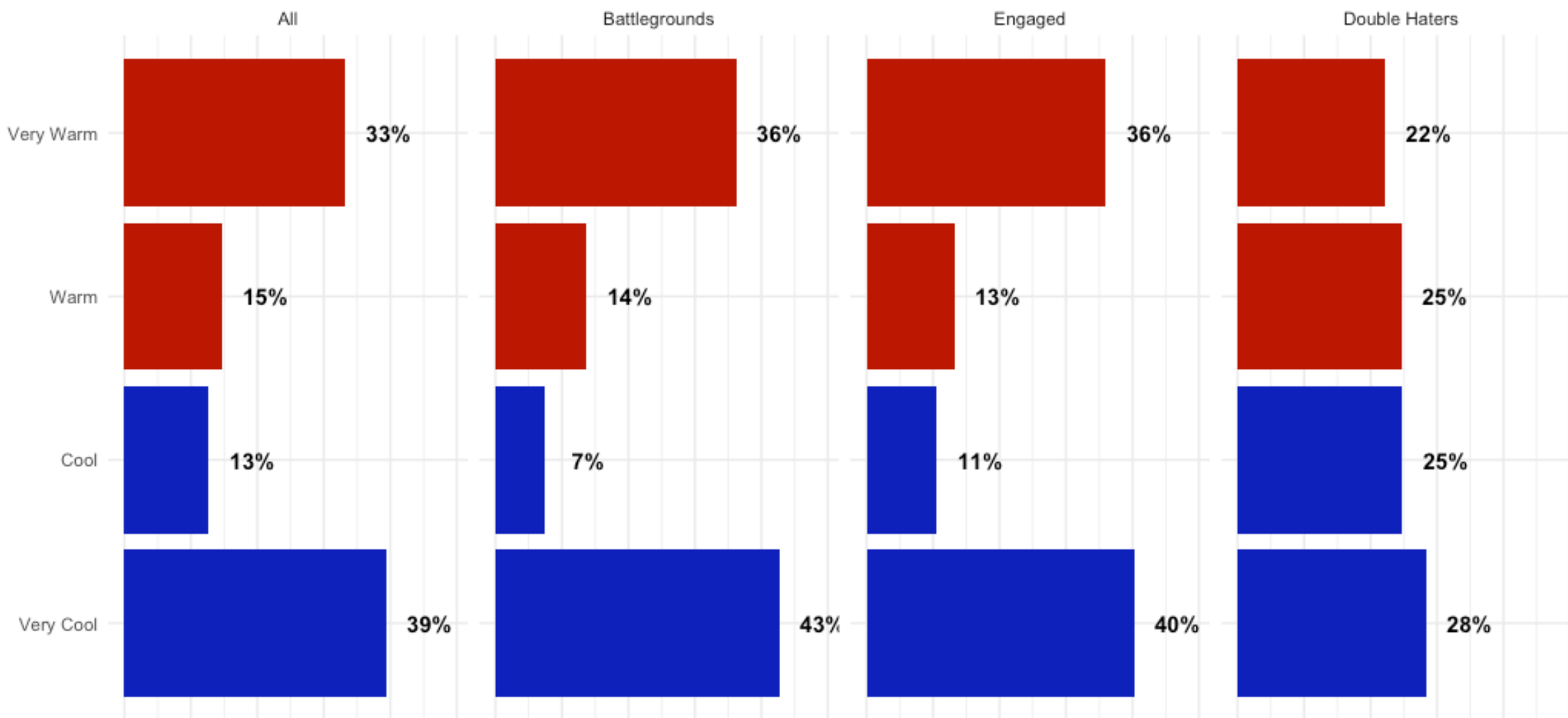


**Biden Current Message:** “We raise the American flag, a symbol of what we hold dear: courage, opportunity, democracy, and freedom. They’re the values that built this country. But they’re under attack by Donald Trump and his extreme movement that seeks to overturn elections, ban books, and eliminate a woman’s right to choose. Joe Biden has made defending our freedoms, and he’s running to finish the job. To protect women’s freedom to make their health care decisions, keep our children safe from gun violence, the freedom to vote and have them counted. I supported the toughest possible bipartisan law to control at the border and I’ve just closed the border. I also support dreamers getting a American to join me. For freedom, for America, Joe Biden.



# Biden's overall message does not get majority support —with 6 percent fewer saying very warm feelings than very cool feelings

Feelings toward Biden's statement on 2024 election, Current split message



## But a Biden message helping hardworking middle class matches Trump's in strength

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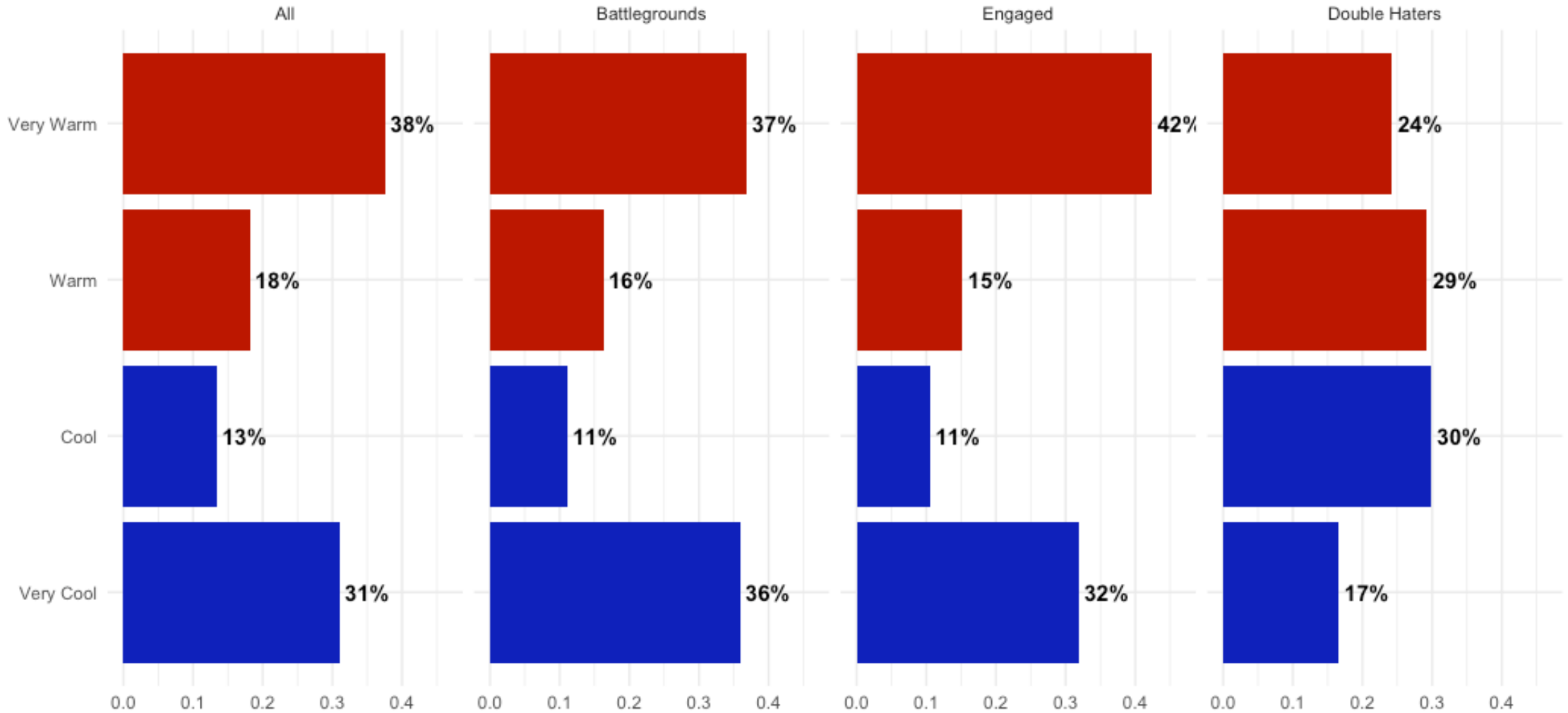


**Biden Middle Class Message:** The hard working middle class has faced so many struggles. We helped with lowering drug costs and expanded the monthly Child Tax Credit. But the greedy big monopolies and big corporations are making super profits by raising prices. They have all the power. Trump told the big oil companies, donate a billion dollars to my campaign and I will repeal environmental regulations. He'll give even bigger corporate tax cuts. They plan to cut Social Security and ban legal abortions. We tax billionaires to pay for expanded childcare and Child Tax Credit. We need 100,000 more police and support closing the border to get control. The middle class needs to call the shots again.

# But a Biden message helping hardworking middle class matches Trump's in strength



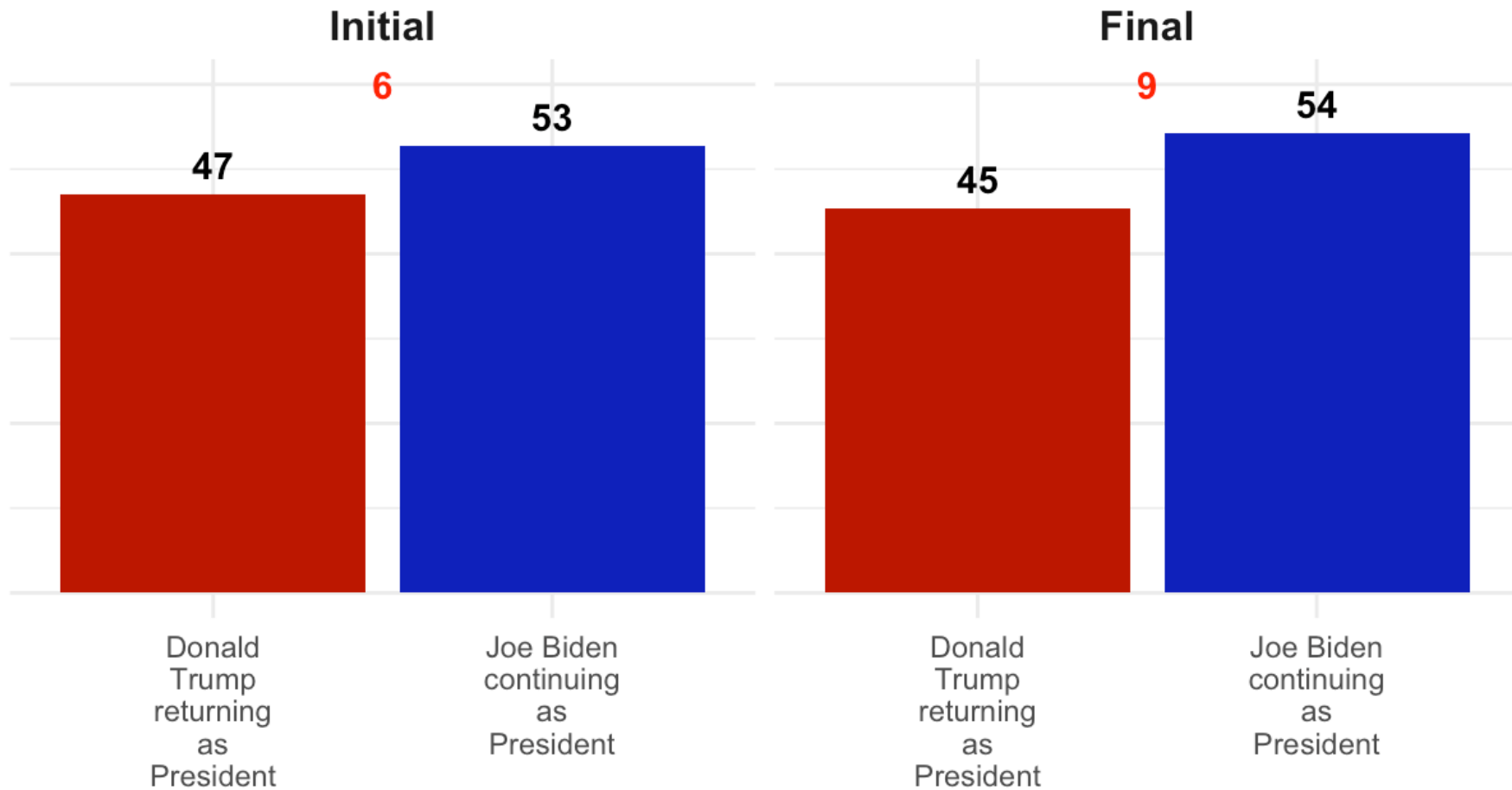
Feelings toward Biden's statement on 2024 election, EMC split message





# More voters fear Biden continuing as president than Trump returning to office, and messaging reduces fear of Trump.

Worried more about Trump or Biden being president after election, full sample

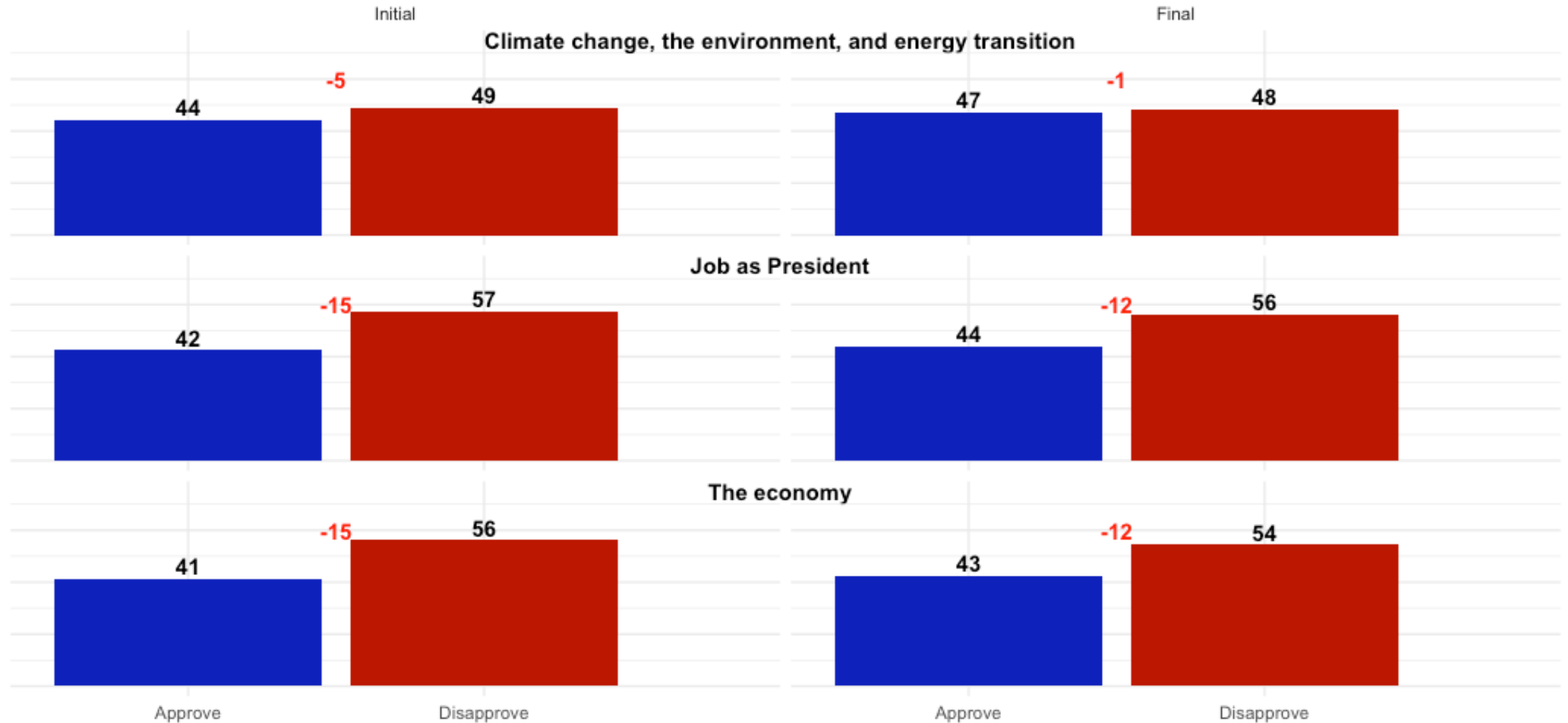


Thinking ahead to when the election is over, what do you FEAR the most:

# Biden makes some gains in favor of his handling of climate change and the environment



Pre-survey to post-survey movement on key approval measures, full sample



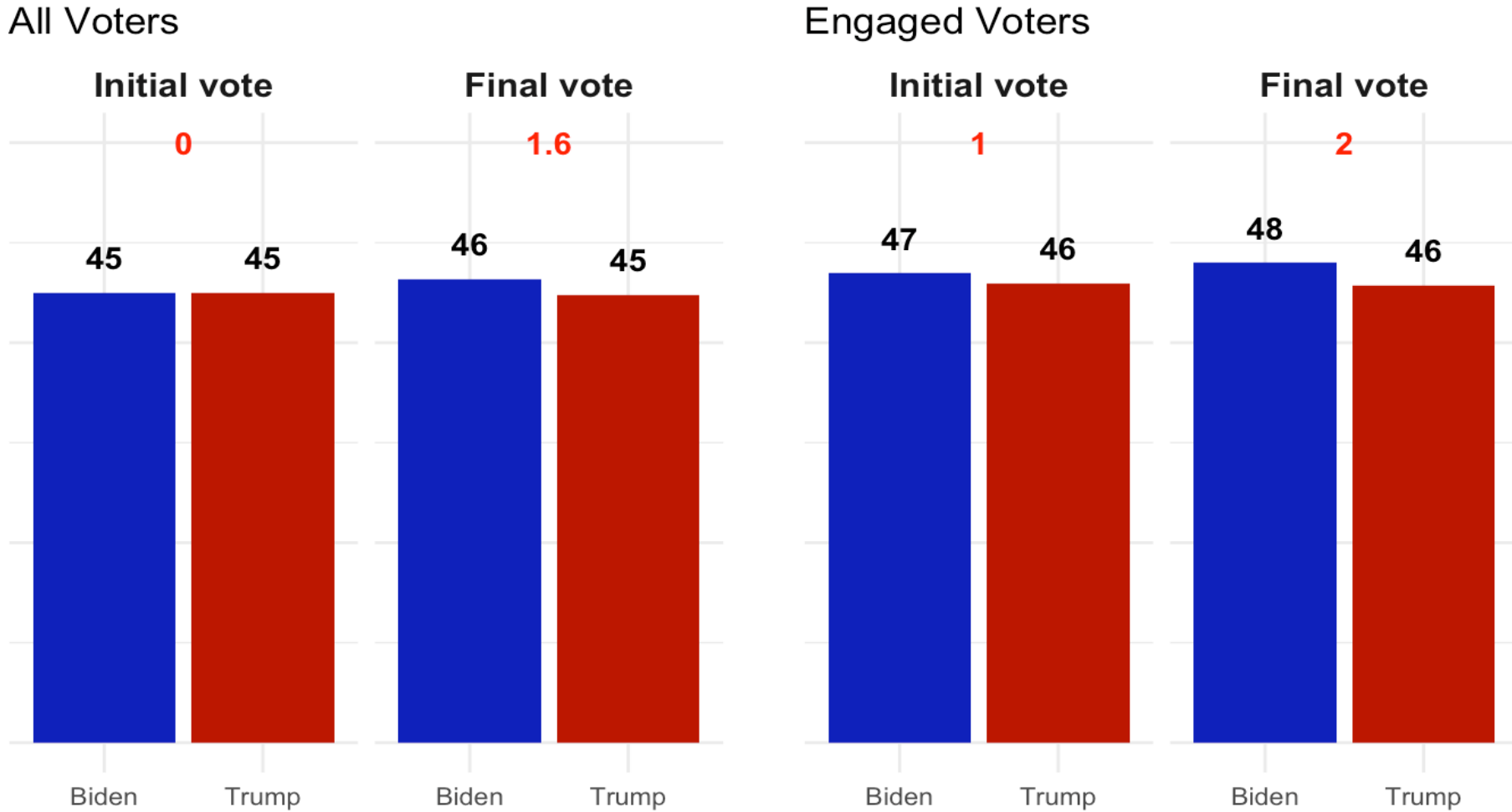
How much do you approve or disapprove of each of the following?





# Among all voters, Biden and Trump are neck and neck over course of the survey Biden leads among engaged voters

Full sample - Impact of policies and positioning on presidential vote



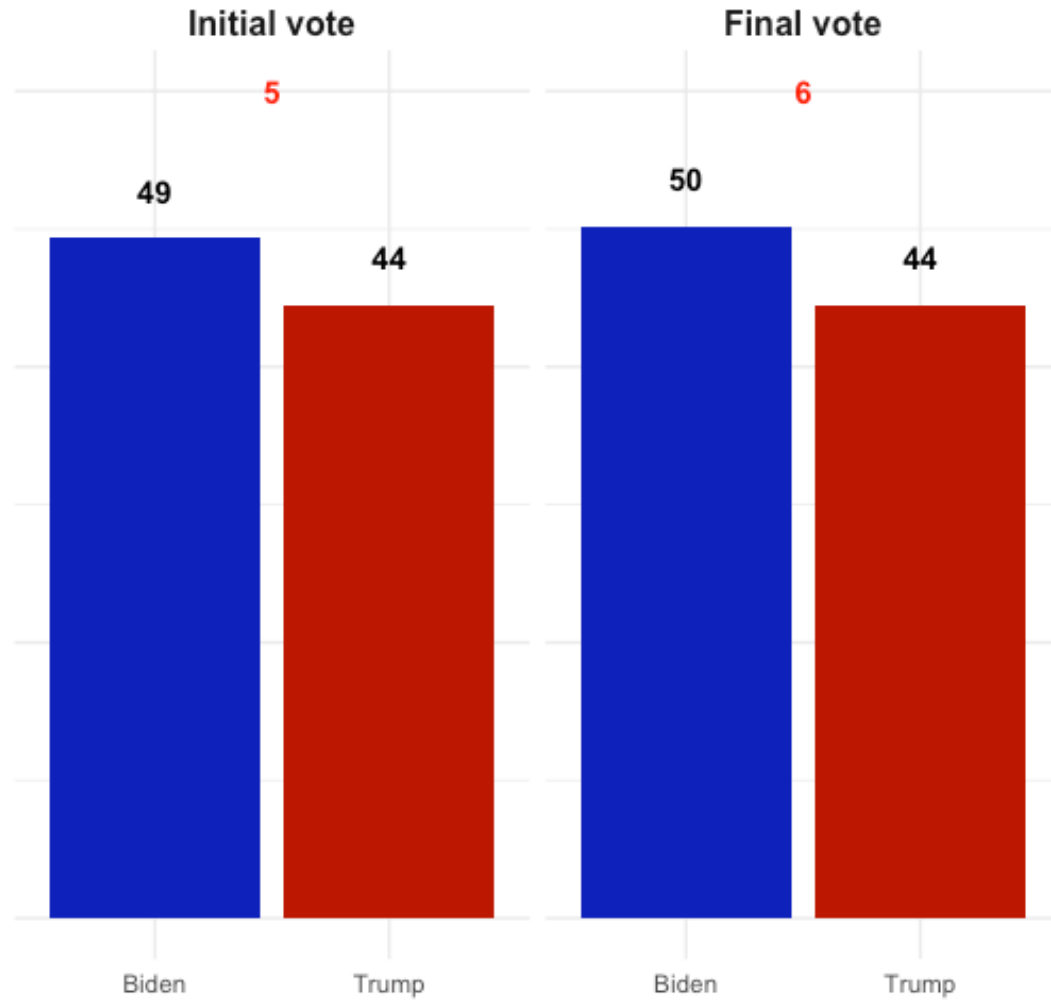
Impact of policies and positioning on presidential vote

Impact of policies and positioning on presidential vote, by target

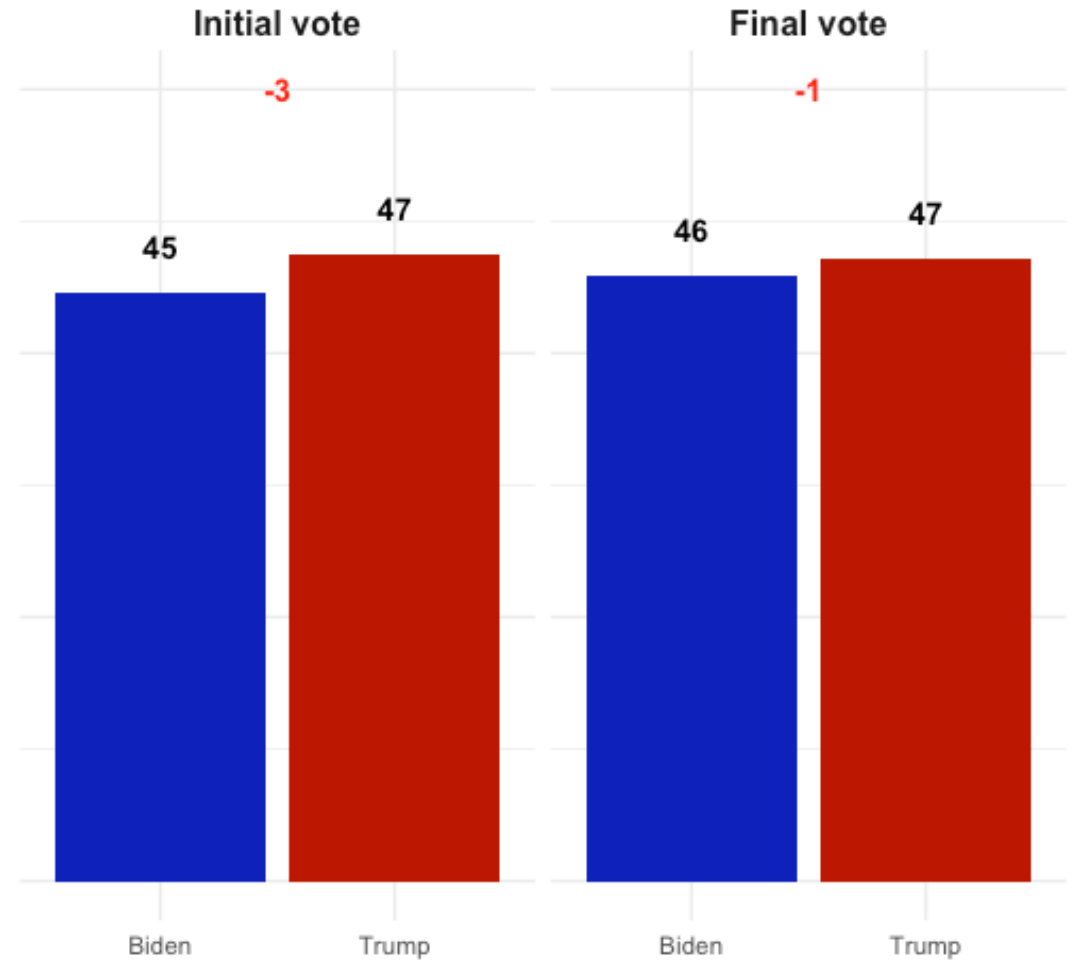
# Among engaged voters, Biden makes slight gains with current message



### EMC Messaging



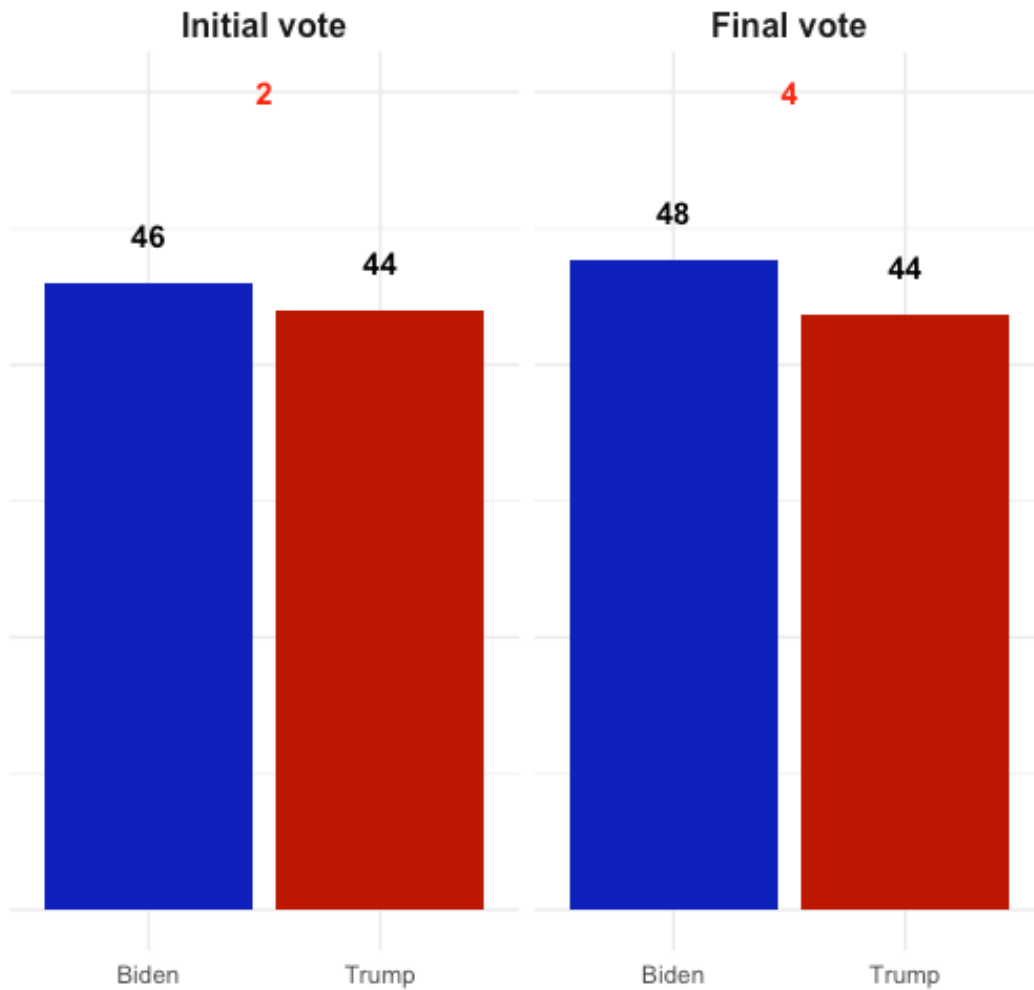
### Current Messaging



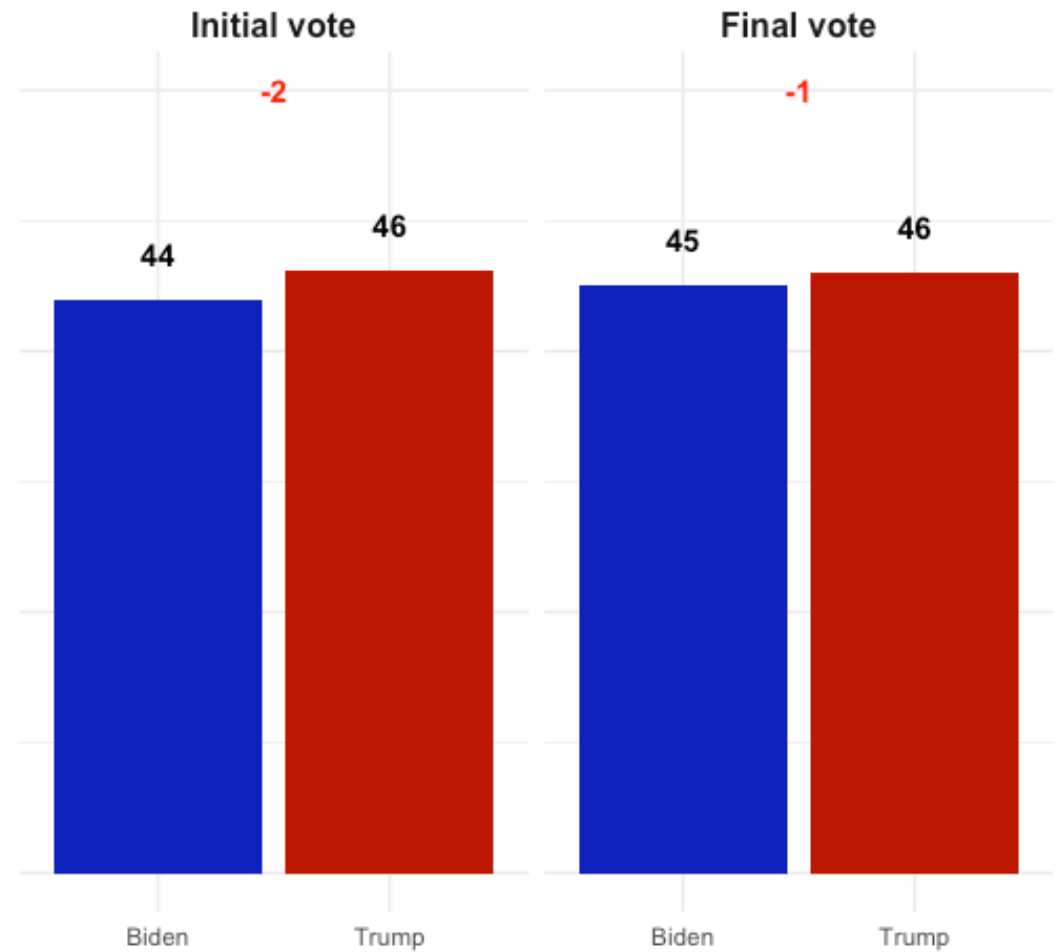
# Among all voters, Biden makes more gains with hardworking middle class message



## EMC Messaging



## Current Messaging



Impact of policies and positioning on presidential vote, by target