August 2020 Research

Methodology:

- Online survey among 1,000 environmental swing voters in AZ, FL, MI, NC, PA, WI

- Environmental swing voters definition:
  - On presidential race, either currently or within past four months, undecided, or just leaning toward Trump or Biden
  - Must say environment, climate change, and/or clean air and water is very/pretty important in their 2020 vote
  - Excludes strong partisans, voters with strong ideology, and those who strongly approve of Trump

- The 2020 survey was a follow-up to benchmark survey among 1,537 environmental swing voters in same battleground states, fielded October 2019.
There has been a substantial shift toward Biden among environmental swing voters, mirroring national trends.

Oct 2019: How will you vote in the 2020 presidential election?

Aug 2020: Three or four months ago, who was your preference in the 2020 presidential election?

Aug 2020: How will you vote in the 2020 presidential election?
While these swing voters still care about the environment, intensity around the issue has declined as COVID-19 and the economic crisis have dominated voters’ attention.
There has been an uptick in how much swing voters say they know about Trump’s positions on the environment.
Awareness of the damage Trump has done on the environment has jumped the most among younger swing voters and those who didn’t vote in 2016.
**KEY TAKEAWAYS**

1. **LCV VF’S TARGETS ARE MOVING TOWARDS BIDEN**
   We saw a 10% positive change in Biden's net support among Environmental Swing Voter (ESV) respondents compared to just 2% among non-targeted respondents.

2. **TRUMP SUPPORTERS ARE DEFECTING MOST IN THE TARGET GROUP**
   10% of people who supported or leaned toward Trump in the first survey now support Biden or are undecided among LCV VF's target universe. This is a 7-point difference from non-targets.

3. **STILL MORE OPPORTUNITY AMONG LCF VF’S TARGETS**
   Among individuals in the ESV universe, 15% remain undecided in the Presidential race, compared to just 3% of non-targets indicating we are targeting a more persuadable audience in general.

4. **TARGETS HAD SIGNIFICANTLY HIGHER DISAPPROVAL OF TRUMP**
   Voters disapprove of Trump generally, and on his handling of the environment more than they did in the initial survey. The downturn is significantly larger among LCV VF targets than non-targets.

5. **INDEPENDENTS, WOMEN, AND COLLEGE EDUCATED VOTERS ARE MOVING THE MOST**
   Women in the ESV universe moved 11 points toward Biden compared to static support among men. More highly educated voters moved substantially more than less educated voters. Independents were more likely to move toward Biden than partisans, but partisans in the target universe moved much more than their counterparts outside it.
SURVEY METHODOLOGY

**Method:** Re-survey of previous respondents

**Universe:** Environmental Swing Voters/Likely Voters

**Modes:** Online/Phone (based on original survey method)

**Geography:** AZ, FL, MI, NC, PA, WI

**Timing:** Initial surveys in March 4 - 11 and April 15 - 22. Re-surveys conducted August 10 - 16

**N:** 2,924 matched respondents

**Measures:** General election support, Trump general & environmental approval. We used both in-survey analysis and linear regression to detect differences.

**Notes:** Many previous voters received a message before their initial (pre-program) horserace measure. BlueLabs adjusted for this using the message score built on the March IDs that reflected the message they heard in-survey. See Appendix for details regarding this adjustment.
TOPLINE NET MOVEMENT ON VOTE CHOICE

LCV VF’s programming on the Environmental Swing Universe netted an overall 10-point positive increase on Biden support between March/April and August.

OVERALL

DIFFERENCE IN MARGIN

WORSE FOR TRUMP

+10pp

+2pp