# 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.
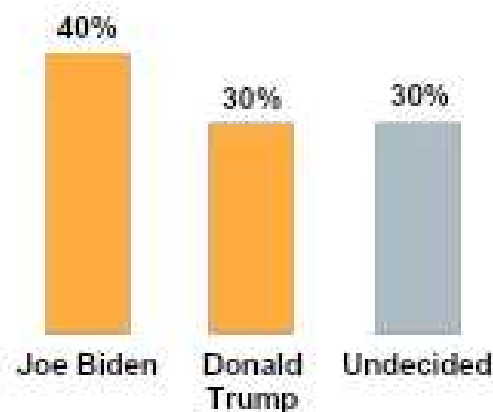
13% of sample

11% of sample

21% of sample

16% of sample

12% of sample

27% of sample
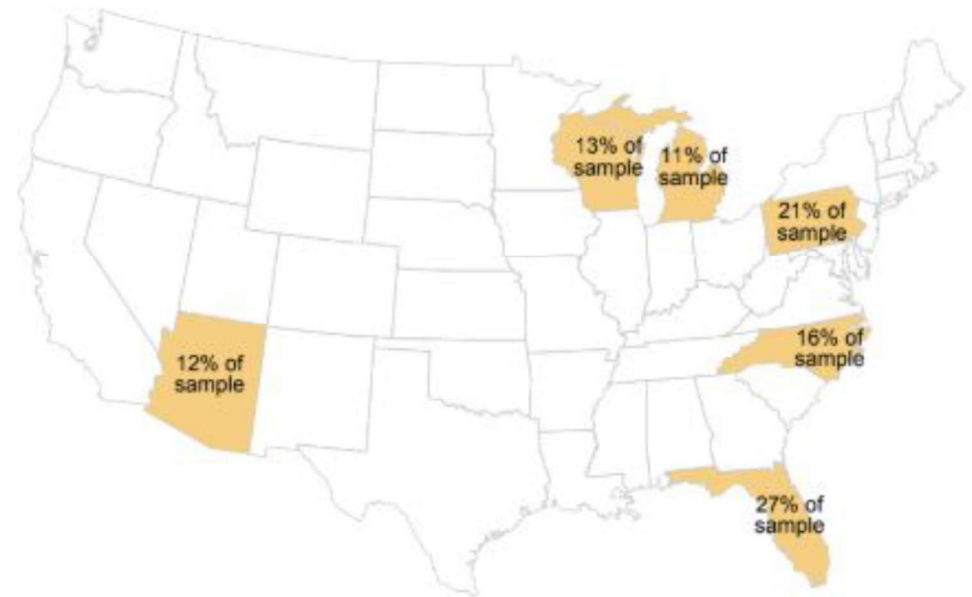
There has been a substantial shift toward Biden among environmental swing voters, mirroring national trends

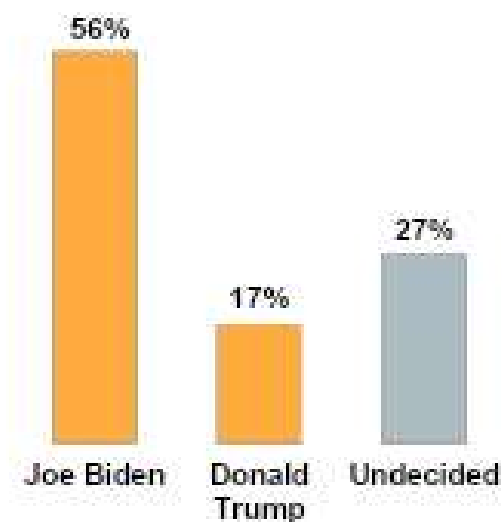**HART RESEARCH** ASSOCIATES

Oct 2019:
How will you vote in the 2020 presidential election?
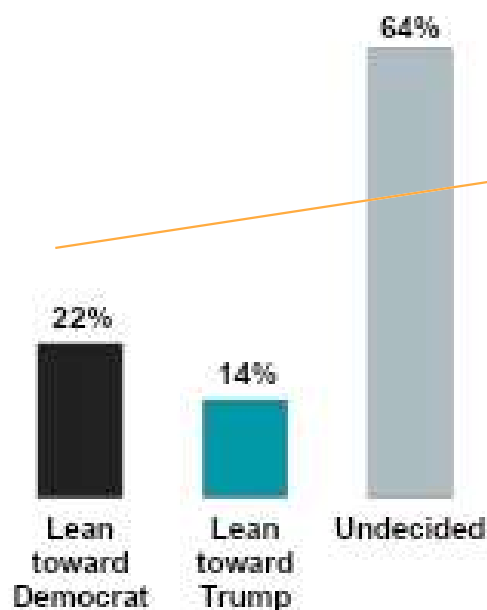
Aug 2020:
Three or four months ago, who was your preference in the 2020 presidential election?

Aug 2020:
How will you vote in the 2020 presidential election?

22%	14%	64%
Lean toward Democrat	Lean toward Trump	Undecided

40%	30%	30%
Joe Biden	Donald Trump	Undecided

56%	17%	27%
Joe Biden	Donald Trump	Undecided

CLIMATE VOTE 2020

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.

Importance of candidate's positions and policies on issue for general election

- Very important
- Pretty important

Issue	Very important	Pretty important	Total
Clean air/water 2020	39%	50%	89%
Clean air/water 2019	48%	42%	90%
Environment 2020	36%	47%	83%
Environment 2019	41%	45%	86%
Climate change/2020	32%	45%	77%
Climate change/2019	36%	38%	74%
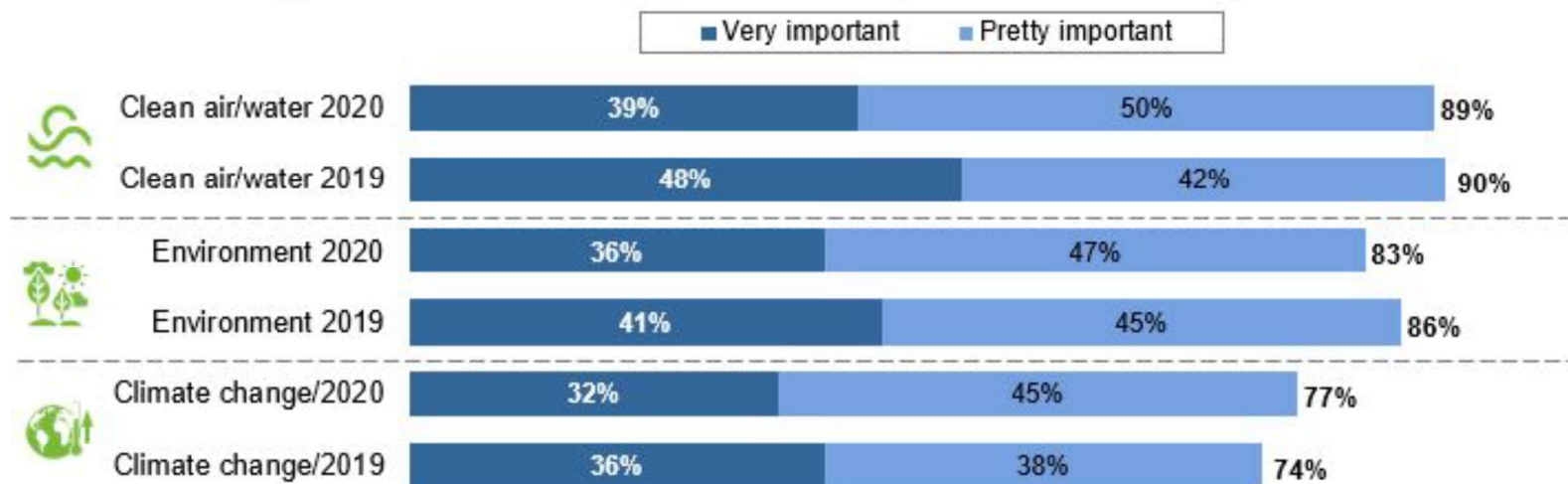
By comparison, intensity remains high on healthcare and the economy.

Very important:	2019	2020
Economy	59%	60%
Healthcare	61%	57%
National security	57%	49%
Education	46%	41%

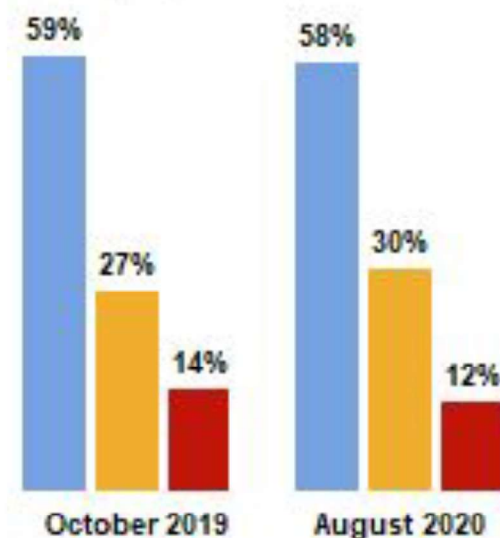**There has been an uptick in how much swing voters say they know about Trump's positions on the environment.**

Knowledge of Donald Trump's record and policies on the environment

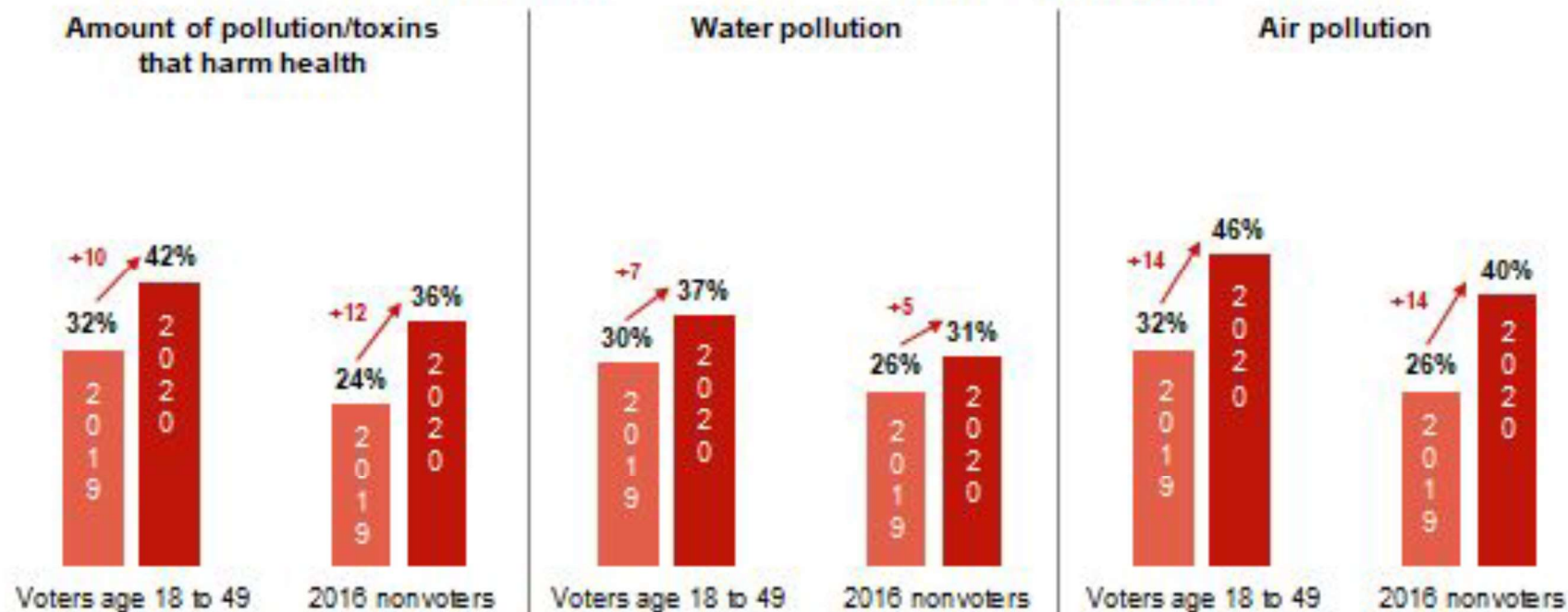Knowledge of Trump's record/policies on immigration

Know a lot/fair amount · Know just some · Know little/nothing
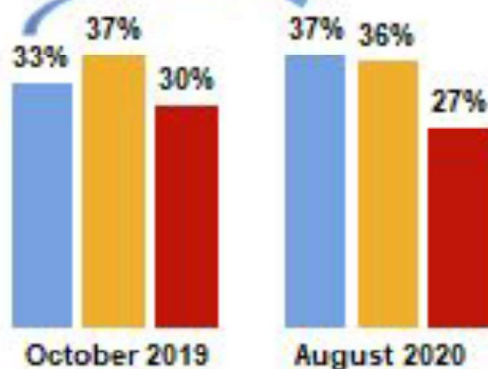
+4 A LOT/FAIR AMOUNT

Know a lot/fair amount		
	2019	2020
Midwest	31%	34%
Sunbelt	35%	39%
2016 Trump voters	29%	37%
2016 Clinton voters	45%	44%
2016 third-party voters	37%	41%
2016 nonvoters	24%	24%
Lean Biden	32%	38%
Age 18 to 49	31%	36%
Age 50/older	36%	37%

October 2019: 33%, 37%, 30%
August 2020: 37%, 36%, 27%

October 2019: 59%, 27%, 14%
August 2020: 58%, 30%, 12%

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.

Proportions saying Donald Trump's policies and actions are making things WORSE on each

Amount of pollution/toxins that harm health

+10 → 42%
32% 2020
2019

+12 → 36%
24% 2020
2019

Voters age 18 to 49 · 2016 nonvoters

Water pollution

+7 → 37%
30% 2020
2019

+5 → 31%
26% 2020
2019

Voters age 18 to 49 · 2016 nonvoters

Air pollution

+14 → 46%
32% 2020
2019

+14 → 40%
26% 2020
2019

Voters age 18 to 49 · 2016 nonvoters

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KEY TAKEAWAYS

> **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.

> **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.

> **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.

> **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.

> **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
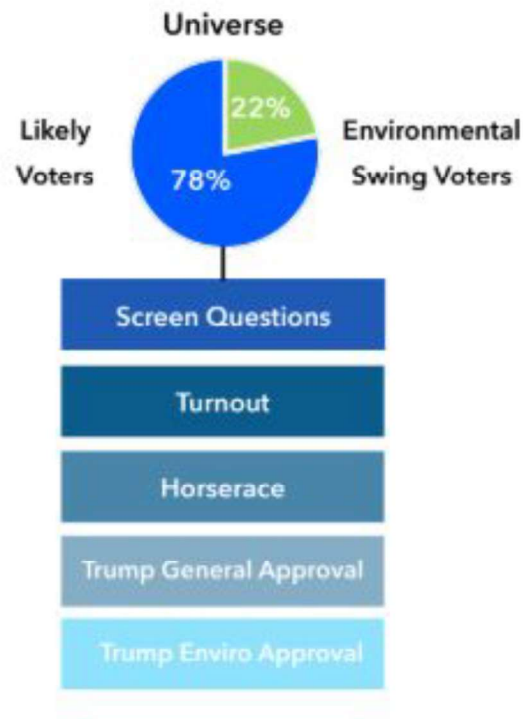
Method: Re-survey of previous respondents

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.