



TO: Interested Parties
FROM: Andrew Baumann, Global Strategy Group
DATE: January 15, 2020
RE: **New Survey: Climate Action a Top Priority for Democratic Primary Voters in Wisconsin**

According to a new survey of likely Democratic presidential primary voters in Wisconsin conducted for the League of Conservation Voters, addressing climate change is a defining policy position in how voters will choose their presidential candidate – tied at the top of the list along with health care. Nearly all likely primary voters view climate change as a very serious problem or a crisis, think climate change will impact their families, and want to see their leaders take action within the next year. And by nearly a two-to-one margin, likely primary voters prefer a candidate with a plan to take action on climate change starting on Day One of their term over a candidate who has not pledged to act starting on Day One.

In Wisconsin, 81% of primary voters would be more likely to support a candidate who has a plan to take immediate action on climate change by moving the United States to a 100% clean energy economy, and 16% of voters would disqualify any candidate who does not pledge support for such a position. This is because primary voters see extensive benefits to such a policy move – with over eight in ten stating such a plan would have a positive impact on not only climate change but also the quality of air and water, the health of their families, and their children and grandchildren. The majority also believes that such a plan would have a positive impact on the United States' economy and on their own electricity bills.

Finally, there is near-universal support for immediate action to set tougher standards for PFAS chemicals and to force the military to clean up PFAS contamination in communities near military bases.

KEY SURVEY FINDINGS:

Nearly all primary voters view climate change as a very serious problem that will impact their families.

When likely voters are asked if and when they expect to feel the effects of climate change, 85% either say that they worry about how the climate crisis will impact their family in the future (48%), or that their family is already feeling the effects (38%). Meanwhile, 78% of likely primary voters see climate change as a very serious problem or a crisis, with the highest intensity in those labeling it a crisis (40%).

Addressing climate change is at the top of the list of issue priorities when choosing a candidate.

When voters were read a list of eight issues and asked to choose the top two or three most important to their vote for president, nearly half of likely primary voters chose addressing the climate change crisis and moving the United States to 100% clean energy (48%) – putting it in a tie at the top of the list along with health care (46%).

Select the two or three most important issues when deciding which candidate to support (top 5 of 8 issues):

Addressing the climate change crisis and moving the United States to 100% clean energy	48%
Achieving universal health care coverage	46%
Raising wages and incomes for working families	40%
Passing stronger policies to prevent gun violence	38%
Protecting Wisconsin's drinking water and the Great Lakes from toxic contamination	36%

Primary voters are looking for policymakers to take action on climate change quickly – and they will vote on the issue. 78% of primary voters want to see policymakers take action to combat climate change within the next year with 61% demanding action “as quickly as possible.” Perhaps more important, when given a choice between the two options below, 62% of primary voters would support a candidate who will take action on Day One while just 38% would support the candidate who hasn’t pledged immediate action – even if they have a plan to combat climate change.

A candidate who has pledged to make climate change a top issue in their administration with a specific plan to take aggressive action to combat climate change starting on Day One.

or

A candidate who has a plan to take action to combat climate change but has NOT pledged to make climate change a top issue in their administration or to act starting on Day One.

Democratic presidential candidates who adopt pro-climate, clean energy, and conservation policies overwhelmingly gain support from primary voters. As the table below shows, primary voters are much more likely to support Democratic candidates who back a range of pro-climate, clean energy, and conservation policies. The positive electoral impact is particularly high for policies to combat climate change by restoring forests, move the United States to a 100% clean energy economy by no later than 2050, protect the Great Lakes, and clean up PFAS pollution.

	Would only vote for	Total more likely
Supports full funding for efforts to protect the Great Lakes from threats like oil spills, plastic micro-beads, and Asian Carp.	24%	93%
Supports policies that combat climate change by protecting and restoring forests which absorb the carbon pollution that causes climate change.	18%	90%
Has a plan to take immediate action on climate change by moving the U.S. to a 100% clean energy economy by no later than the year 2050.	16%	81%
Supports a plan to clean up toxic PFAS chemicals that have polluted many communities' drinking water in Wisconsin, including forcing the military to clean up PFAS pollution from its bases.	13%	90%
Supports policies that encourage farmers and ranchers to implement practices that combat climate change by absorbing carbon pollution into their farmlands.	10%	83%
Has a plan to retrain workers in the coal and oil industries so that they can get new jobs in the clean energy industry.	10%	79%
Supports a plan to phase out gas-powered cars and trucks and transition the country to zero-emission vehicles, like electric cars, by 2050.	8%	67%

Democratic voters believe that a plan to move the U.S. to 100% clean energy would have strongly positive impacts on air and water quality, the health and future generations of their family, and the economy and jobs, in addition to climate change. More than four in five voters believe moving to 100% clean energy will have a positive impact on air and water quality, future generations of their family, and climate change. Further, 70% believe it will have a positive impact on the economy and jobs.

Impact of moving the U.S. to a 100% clean energy economy by no later than 2050			
	Positive	Negative	Net Positive
The quality of the air we breathe	85%	4%	+81
The quality of the water we drink	84%	5%	+79
Climate change	83%	6%	+77
Future generations of your family	83%	7%	+76
Health of families like yours	80%	5%	+75
The economy and jobs	70%	17%	+53
Electricity bills of families like yours	58%	27%	+31

PFAS control and cleanup is a huge issue for primary voters in Wisconsin. 95% of voters support, with 63% of voters strongly supporting, a proposal for the President and Congress to take immediate action to set tough standards for PFAS chemicals, and to force the military to clean up PFAS contamination in communities near its bases.

ABOUT THIS POLL

Global Strategy Group conducted a survey of 400 likely Democratic primary voters in Wisconsin between December 13th and December 16th. The interviews were conducted via a combination of text invitation and web-based panel. Care has been taken to ensure the geographic and demographic divisions of the population of likely Democratic primary voters are properly represented.

APPENDIX:

Question text on PFAS for Wisconsin:

Toxic PFAS chemicals used by the military and manufacturers have been detected at dangerous levels in drinking water supplies across Wisconsin. Some people have proposed that the President and Congress take immediate action to set tough standards for these chemicals, and to force the military to clean up PFAS contamination in communities near its bases. Just based on what you know, do you support or oppose this proposal?