



Reluctant Non-Urban Youth Voter Survey Report

June 2020



Overview and Methodology

Clean and Prosperous America is developing a Climate Change Get out the Vote Messaging Playbook and Tool Kit for target campaigns, and youth and climate action organizations. CAPA is conducting quantitative research with key campaign areas to provide data support for the Playbook and Tool Kit and CAPA messaging strategies.

This project will also address the following research questions:

- How well does the proposed CAPA messaging themes play with the target audience?
- Which messaging components, isolated from the creative executions (to be tested online), are most motivating?
- How much does the target know and care about the roll-back of environmental policies done by the current administration?
- What is the relative importance of issues to the target audience in this new context of COVID-19?
- How do people’s attitudes towards policy impact and climate change action urgency change pre to post COVID-19?
- Which green economy strategies play strongest in a post-COVID-19 economic recovery context?
- What are our targets’ attitudes with regard to voting by mail?

Methodology:

Data Collection Technique:	Online Survey, 15 minutes
Target Audience Screening Criteria:	2020 Eligible US voters ages 17-39 <ul style="list-style-type: none"> • Live in medium to small sized cities and country areas (<250,000 pop.) • Registered to vote or eligible to vote/not registered or unknown • Undecided (undecided if voting in 2020 or undecided in 2020 election candidates) OR Infrequent (do not consistently vote in every election) voters
Sample Size and Geographies:	Total sample: 556 completes <ul style="list-style-type: none"> • AZ: 144 completes • MI: 177 completes • PA: 235 completes
Interview Dates:	May 15-26, 2020
Reliability:	Measured at the 95% confidence level: <ul style="list-style-type: none"> • a sample of 556 is reliable within + 4% points
Significance Testing:	Significant differences shown at the 95% level and denoted by bold .

Executive Summary

- Reluctant Non-Urban Youth voters are more white and less likely to have a college degree than the electorate at large. Although their incomes are similar to national averages, they are more likely to work in health care and have higher unemployment than the rest of the country. They have also been more economically impacted by COVID-19 than other groups, with higher unemployment than the national average.
- These voters see themselves as independent and do not identify with a particular party; a quarter feel like candidates don't address relevant issues to them. They believe they approach candidates as individuals and vote for the ones most aligned with their concerns, regardless of affiliation. While they are generally excited to vote, some feel that voting is a pain, not fair, or that the current administration does not want them to vote. They feel they would be much more likely to vote if they could have a mail-in ballot.
- Millennial voters in this group went strongly for Obama in 2012 and switched to Trump in 2016. Many switched again to vote for Democrats in the 2018 Congressional elections.
- Although climate change is not at the top of their list of concerns, these voters do care about climate action and most consider it urgent. They are open to clean energy efforts being a part of the post-pandemic economic recovery. At the same time, they are less aware of what has happened to environmental protection and climate action under the current administration.
- Messages and policies that promote bi-partisan solutions and job creation within a climate action agenda resonate well with these voters.

Profiles

Demographics

The Reluctant Non-Urban Youth voters represented in this survey are mostly Millennials and skew female, with a majority living in small cities. Undecided voters are more likely to be younger, Gen Z voters while Infrequent voters are more likely to be Millennials.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
17-24 (Gen Z)	36%	100%	0%	36%	36%	100%	100%	0%	0%	42%	19%
25-39 (Millennials)	64%	0%	100%	64%	64%	0%	0%	100%	100%	58%	81%
Mean years	27.7	20.4	31.8	27.7	27.6	20.3	20.4	31.9	31.7	26.9	29.8

S1: What is your age?

Base = All Respondents

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
In a medium-size city (50,000-250,000)	31%	35%	29%	27%	38%	33%	37%	23%	38%	32%	30%
In a small city or town (under 50,000)	55%	53%	56%	57%	50%	57%	47%	58%	52%	53%	58%
In open country	14%	12%	15%	16%	12%	11%	15%	19%	9%	15%	12%

S3: How would you describe the area where you live?

Base = All Respondents

These voters are more white than the rest of the US (which was 72% in the 2010 Census), especially the Millennial females. Gen Z is more diverse overall, especially with more African-Americans.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
African American/Black	12%	19%	8%	11%	14%	18%	23%	7%	9%	11%	11%
Asian or Pacific Islander	5%	6%	4%	4%	6%	4%	8%	4%	5%	5%	4%
Caucasian / White	77%	66%	83%	82%	69%	73%	55%	87%	77%	76%	79%
Hispanic or Latino	12%	15%	11%	10%	15%	11%	20%	10%	12%	13%	14%
Other	2%	4%	1%	2%	2%	4%	3%	<1%	2%	2%	1%

D1: Please indicate the group or groups in which you would include yourself.

Base = All Respondents

Not surprisingly, the Gen Z voters are single. Millennial females are more likely to be coupled than their male counterparts. Very few in these groups live alone, with almost half in households with children under 18.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Single	63%	89%	49%	58%	72%	87%	92%	42%	60%	67%	57%
Married or long-term domestic partnership	37%	11%	51%	42%	28%	13%	8%	58%	40%	33%	43%

D3: What is your marital status?

Base = All Respondents

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Any other (Net)	87%	89%	86%	91%	81%	93%	81%	90%	81%	88%	85%
Adults (18 years of age and older)	77%	82%	75%	81%	72%	87%	73%	78%	71%	78%	74%
Children (Net)	46%	41%	49%	53%	35%	44%	36%	58%	34%	49%	44%
Teenagers (13 to just under 18 years of age)	18%	30%	12%	21%	14%	31%	28%	15%	6%	22%	11%
"Tweens" (9 to just under 13 years of age)	15%	13%	16%	17%	12%	14%	13%	19%	12%	16%	15%
Children (3 to just under 9 years of age)	20%	10%	25%	24%	15%	13%	6%	29%	20%	20%	21%
Toddlers (13 months to just under 3 years)	10%	3%	14%	13%	6%	5%	0%	17%	9%	10%	11%
Babies (12 months or younger)	6%	4%	8%	8%	4%	7%	0%	9%	6%	7%	7%
No one else	13%	11%	14%	9%	19%	7%	19%	10%	19%	12%	15%

D4: Who lives with you in your household?

Base = All Respondents

Most of these voters have at least some college experience. Education increases with age with most of Gen Z either just recently graduating high school and still in college, while the large majority of Millennials have at least an AA or BA degree. Undecided voters are less educated than Infrequent voters.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Some high school	7%	13%	3%	7%	8%	13%	14%	3%	4%	8%	5%
High school graduate	23%	32%	18%	21%	25%	30%	33%	16%	20%	24%	19%
Some college	25%	29%	22%	27%	21%	30%	27%	25%	18%	25%	24%
Associates degree or technical degree	13%	8%	15%	12%	14%	8%	8%	14%	17%	12%	16%
College degree	23%	13%	29%	24%	21%	16%	9%	29%	28%	22%	26%
Graduate coursework or degree	10%	5%	13%	10%	11%	2%	9%	14%	12%	10%	10%

D5: What is the highest level of education you have had the opportunity to complete?

Base = All Respondents

These voters have higher unemployment rates than the rest of the US (which was at 13.3% in early June per the Bureau of Labor Statistics) especially Gen Z. Significantly more Millennials (especially men) are employed full-time and Gen Z are more likely than others to be full-time students.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Employed (Net)	62%	48%	70%	58%	67%	43%	55%	67%	74%	63%	66%
Employed full-time	38%	18%	49%	33%	45%	11%	29%	46%	54%	37%	43%
Employed part-time	19%	25%	15%	21%	15%	27%	22%	17%	12%	19%	19%
Self-employed	7%	7%	7%	6%	9%	6%	9%	6%	9%	8%	6%
Student (Net)	16%	38%	3%	18%	12%	43%	31%	4%	1%	18%	9%
Part-time student	4%	10%	1%	6%	2%	13%	5%	2%	0%	4%	3%
Full-time student	12%	28%	2%	12%	11%	30%	27%	2%	1%	13%	6%
Homemaker	8%	2%	12%	13%	1%	3%	1%	18%	1%	7%	11%
Retired	1%	<1%	1%	<1%	1%	0%	1%	<1%	1%	<1%	1%
Unemployed	21%	24%	18%	18%	24%	23%	26%	16%	22%	19%	19%
Not FT/PT/Self-employed	38%	52%	30%	42%	33%	57%	45%	33%	26%	37%	34%

D6: What is your current employment status?

A lot more of these voters work in health care than the national average of 13% (per HealthIT.gov), despite the fact that agriculture and manufacturing (as well as health care) are the major industries where they live.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Healthcare	23%	29%	19%	29%	14%	36%	18%	24%	12%	23%	22%
Education	20%	31%	14%	21%	19%	32%	29%	15%	12%	20%	17%
Manufacturing	17%	18%	17%	13%	25%	14%	24%	12%	26%	19%	17%
Technology	16%	21%	13%	13%	22%	20%	24%	8%	21%	18%	16%
Finance / Insurance	12%	19%	8%	12%	13%	20%	17%	7%	10%	13%	12%
Government	11%	13%	9%	10%	13%	14%	13%	7%	12%	11%	8%
Agriculture	10%	16%	6%	7%	14%	13%	22%	3%	10%	11%	8%
Real estate	8%	15%	5%	7%	12%	13%	19%	3%	7%	8%	7%
Legal	8%	15%	5%	7%	11%	14%	15%	2%	8%	9%	6%
Ranching	7%	12%	5%	6%	9%	11%	15%	4%	6%	8%	7%
Energy / Mining	7%	14%	3%	7%	7%	13%	17%	3%	1%	7%	5%
Other	25%	24%	26%	29%	19%	27%	19%	30%	19%	24%	27%
None	6%	3%	8%	7%	4%	5%	1%	9%	6%	6%	7%

D7D9-1: What industry do you and anyone in your household work in?

Base = All Respondents

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Agriculture	38%	44%	34%	40%	34%	47%	40%	36%	30%	38%	36%
Healthcare	36%	38%	35%	37%	34%	41%	33%	35%	34%	35%	38%
Manufacturing	36%	38%	34%	39%	30%	42%	31%	37%	30%	37%	34%
Education	34%	38%	32%	36%	30%	41%	31%	34%	30%	34%	34%
Real estate	31%	39%	27%	32%	29%	40%	35%	27%	26%	30%	31%
Finance / Insurance	25%	33%	21%	24%	27%	34%	29%	18%	25%	25%	25%
Technology	25%	32%	20%	23%	26%	33%	31%	17%	24%	26%	22%
Government	24%	29%	21%	22%	27%	30%	27%	17%	27%	25%	23%
Ranching	21%	28%	16%	22%	18%	32%	22%	16%	16%	22%	18%
Energy / Mining	20%	25%	18%	20%	21%	26%	23%	16%	20%	21%	19%
Legal	20%	26%	17%	20%	20%	30%	21%	15%	20%	20%	20%
Other / Don't know	16%	14%	18%	17%	15%	16%	12%	18%	17%	14%	19%

D7_D9-2: What are the primary industries where you live?

Base = All Respondents

Median income for most of these voters is in line with the US median of \$62,000 in 2019 (per US Census Bureau), although women in both Gen Z and Millennial groups earn up to 10% less than their male counterparts.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Less than \$12,500	9%	14%	7%	10%	7%	15%	13%	8%	4%	9%	9%
\$12,500 to \$24,999	12%	16%	10%	11%	13%	17%	14%	8%	12%	13%	11%
\$25,000 to \$49,999	22%	23%	21%	22%	21%	23%	22%	22%	20%	21%	23%
\$50,000 to \$74,999	24%	16%	29%	24%	25%	16%	16%	28%	30%	24%	24%
\$75,000 to \$99,999	14%	12%	16%	14%	15%	13%	12%	15%	16%	15%	14%
\$100,000 to \$149,999	13%	13%	12%	13%	12%	12%	16%	14%	10%	11%	14%
\$150,000 to \$199,999	4%	4%	4%	4%	4%	4%	4%	3%	4%	5%	2%
\$200,000 or more	2%	2%	1%	1%	3%	2%	3%	<1%	3%	2%	2%
Mean (\$,000)	\$ 65.5	\$ 62.1	\$ 67.2	\$ 63.9	\$ 68.5	\$ 60.0	\$ 66.3	\$ 65.9	\$ 69.6	\$ 66.3	\$ 65.6
Median (\$,000)	\$ 62.5	\$ 37.5	\$ 62.5	\$ 62.5	\$ 62.5	\$ 37.5	\$ 62.5	\$ 62.5	\$ 62.5	\$ 62.5	\$ 62.5

D10: What do you expect your household's total, combined income to be this year, before taxes?

Base = All Respondents

What's important to them?

A number of social issues are currently impacting these voters, led by health care, jobs, the economy, and education. Environmental issues and climate change are in a second tier of importance, cited by more than half of these voters as having some impact on their and their families' lives. The degree of impact of these issues pre-COVID-19 are similar to that post COVID-19.

Millennials are especially concerned about the economy of the US and their local areas. Gen Z women, being more heavily students, find Education to be of top tier importance.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Health care	71%	67%	73%	73%	68%	70%	63%	75%	70%	72%	71%
US economy	70%	61%	74%	71%	67%	61%	60%	76%	71%	68%	71%
Jobs	68%	63%	71%	69%	65%	62%	63%	73%	67%	67%	69%
Your local economy	67%	59%	71%	69%	63%	61%	54%	73%	67%	66%	67%
Education	64%	64%	64%	67%	60%	70%	55%	66%	62%	64%	63%
Housing access/costs	57%	53%	59%	59%	53%	54%	51%	62%	54%	57%	57%
Local infrastructure work	56%	52%	59%	56%	56%	53%	49%	57%	61%	58%	58%
Crime and security	53%	44%	58%	56%	48%	47%	38%	62%	53%	51%	56%
Environment / Conservation	53%	51%	53%	53%	51%	53%	47%	53%	54%	53%	50%
Climate change	52%	49%	53%	54%	48%	50%	46%	56%	49%	51%	51%
National defense	43%	39%	45%	45%	41%	42%	35%	46%	44%	42%	44%
Energy policy	39%	34%	42%	38%	41%	34%	35%	41%	45%	39%	42%
Immigration	30%	32%	29%	30%	31%	32%	31%	29%	30%	29%	31%
Foreign trade	27%	28%	26%	27%	27%	30%	24%	25%	28%	27%	25%

Q1-2: How much of an impact on your and your family's lives do you feel these issues have?

Top-2 Box Summary - Major/Moderate impact

Base = All Respondents

Impacts of COVID-19

The pandemic has affected these voters lives in many important ways, especially economically, as almost half say they have lost income and 1 in 5 have lost a job. Job loss is much higher among Gen Z than Millennials, and females in both groups have a higher incidence of losing income and having to tap into savings.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Any Impact (Net)	76%	79%	74%	75%	76%	76%	82%	75%	73%	75%	78%
Lost income	41%	43%	40%	43%	38%	45%	38%	42%	38%	40%	45%
Signed up for unemployment	24%	24%	24%	23%	25%	22%	27%	24%	24%	22%	26%
Unable to pay bills on time	22%	22%	21%	23%	20%	20%	24%	24%	17%	21%	24%
Had to tap into savings/retirement	21%	21%	20%	24%	15%	26%	13%	23%	16%	22%	21%
Lost my job	20%	27%	16%	19%	21%	28%	26%	14%	18%	19%	19%
Work more hours than before	14%	12%	15%	14%	14%	12%	13%	15%	14%	15%	13%
Experienced sickness in family	14%	18%	11%	11%	18%	15%	24%	9%	14%	14%	13%
Experienced death in family	8%	12%	5%	7%	9%	14%	10%	3%	9%	9%	6%
Impacts to education / school	2%	5%	1%	3%	1%	6%	4%	1%	0%	2%	1%
Other (please specify)	5%	5%	5%	6%	4%	6%	4%	6%	4%	6%	6%
COVID 19 has not impacted me directly	24%	21%	26%	25%	24%	24%	18%	25%	27%	25%	22%

C1: Now we would like to ask you some questions about how COVID 19 has impacted you. Which of the following has happened to you as a result of COVID 19?

Base = All Respondents

The pandemic has left these voters quite pessimistic about their futures, with almost half saying things will be worse when the crisis is over. About a third feel they will see no impact and that things will remain the same.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Things will be better than before	18%	21%	16%	18%	18%	23%	18%	16%	17%	17%	19%
Things will be about the same as before	36%	37%	35%	33%	39%	34%	41%	33%	38%	37%	34%
Things will be worse than before	46%	43%	48%	48%	43%	43%	41%	51%	44%	46%	47%

C2: Which of the following best describes how you're feeling about life after the pandemic?

Base = All Respondents

Political Attitudes & Voting Behavior

Voting Status

Registration is not one of the barriers to voting among these Millennials, as almost all of them say they are registered. Among Gen Z, the registration rate is much lower, with more than one-quarter not currently registered. More Gen Z than Millennial voters don't know if they are registered or not.

Despite the high registration levels, a large number of these voters admit to voting infrequently, especially in local elections (see full tables for data).

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Currently registered to vote	80%	65%	89%	80%	80%	64%	65%	89%	88%	74%	85%
Eligible but not currently registered to vote	15%	26%	8%	15%	13%	28%	23%	8%	8%	18%	10%
Not sure if registered or not	5%	9%	3%	4%	7%	8%	12%	2%	4%	7%	4%

S5: Which of the following best describes you?

Base = All Respondents

Voting Attitudes

These voters see themselves as independent of political party and say they evaluate candidates based on the individual, not their party affiliation. Additionally, about a quarter of Reluctant Non-Urban Youth voters feel that candidates don't address relevant issues. Undecided voters, in particular, say they don't like or feel a part of either party.

While half are excited to vote, a third of these voters, feel that voting is a pain, not fair, or that the current administration does not want them to vote. Gen Z voters especially feel that the registration process is too difficult, likely driven by their lack of voting process experience/knowledge. More than half of these voters would be more likely to vote by mail, especially Infrequent voters.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
I vote for the person, not the party	69%	64%	71%	70%	67%	69%	58%	70%	72%	69%	68%
I'd be more likely to vote if a ballot came to me in the mail	54%	53%	55%	55%	54%	52%	55%	57%	54%	52%	58%
I'm excited to vote in November 2020	54%	51%	56%	56%	52%	52%	49%	57%	54%	49%	56%
I don't particularly like or feel a part of either political party	50%	49%	51%	51%	50%	54%	41%	49%	54%	57%	46%
My vote counts more in local elections than national ones	47%	51%	45%	48%	46%	54%	45%	45%	46%	47%	44%
The current administration does not want young people to vote in large numbers	40%	40%	40%	38%	43%	43%	33%	34%	49%	39%	35%
The voting process is not fair	37%	39%	36%	38%	35%	40%	37%	37%	34%	37%	37%
Voting is a pain	32%	33%	31%	33%	30%	36%	28%	32%	31%	33%	35%
I don't vote because candidates don't address the things I am interested in	27%	34%	23%	25%	30%	34%	36%	20%	27%	28%	26%
Registering to vote is too difficult	16%	21%	13%	15%	19%	22%	21%	10%	17%	16%	16%

Q18-2: How much do you agree or disagree with the following statements?

Top-2 Box Summary - Strongly/Somewhat agree

Base = All Respondents

Voting History

A majority of these voters did cast a ballot in 2016, even the infrequent voters, with more leaning toward Trump than Clinton, especially males. Millennials were also more likely to vote for third-party candidates in 2016 than the national average.

In 2018, these Millennials crossed the aisle and voted Democrat 49% to 35% Republican (see full tables for data).

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Yes, I voted	55%	25%	73%	55%	56%	22%	31%	74%	71%	49%	63%
No (Net)	45%	75%	27%	45%	44%	78%	69%	26%	29%	51%	37%
No, I did not vote because I wasn't eligible/ old enough	24%	61%	3%	25%	24%	62%	60%	3%	3%	32%	5%
No, I did not vote because I wasn't registered	10%	6%	12%	10%	8%	7%	3%	12%	12%	9%	15%
No, I did not vote but was registered	11%	7%	12%	10%	12%	8%	6%	11%	15%	11%	16%

S6: Did you vote in the 2016 election for US President?

Base = All Respondents

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	275	44*	231	160	114	22*	22*	138	92	178	174
Hillary Clinton (Democrat)	38%	39%	38%	39%	38%	36%	41%	39%	37%	33%	39%
Donald Trump (Republican)	49%	48%	49%	45%	54%	41%	55%	46%	53%	50%	48%
Gary Johnson (Libertarian)	5%	2%	6%	8%	2%	5%	0%	8%	2%	6%	5%
Jill Stein (Green Party)	4%	9%	3%	3%	4%	14%	5%	1%	4%	5%	5%
Evan McMullin (Independent)	3%	0%	3%	4%	2%	0%	0%	4%	2%	4%	3%
Other	1%	2%	1%	2%	1%	5%	0%	1%	1%	2%	1%

S7: Which candidate did you vote for in the 2016 election for US President?

Base = Voted in 2016 Presidential Elections [S6]

*Note: Small sample size; interpret with caution

In 2012, by contrast, fewer of these Millennials voted but went much higher for Obama.

	Total AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Yes, I voted	42%	0%	67%	41%	44%	0%	0%	65%	69%	40%	48%
No (Net)	58%	100%	33%	59%	56%	100%	100%	35%	31%	60%	52%
No, I did not vote because I wasn't eligible/old enough	43%	100%	10%	43%	43%	100%	100%	9%	10%	48%	29%
No, I did not vote because I wasn't registered	9%	0%	14%	11%	6%	0%	0%	18%	9%	7%	14%
No, I did not vote but was registered	6%	0%	9%	5%	8%	0%	0%	8%	12%	5%	10%

Q16: Did you vote in the 2012 election for US President?

Base = All Respondents

	Total AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	231	0	231	136	93	0	0	136	93	162	147
Barack Obama (Democrat)	72%	0%	72%	72%	74%	0%	0%	72%	74%	72%	74%
Mitt Romney (Republican)	20%	0%	20%	24%	15%	0%	0%	24%	15%	19%	18%
Gary Johnson (Libertarian)	3%	0%	3%	1%	4%	0%	0%	1%	4%	4%	3%
Jill Stein (Green Party)	1%	0%	1%	-	2%	0%	0%	0%	2%	1%	1%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't recall	4%	0%	4%	3%	4%	0%	0%	3%	4%	4%	5%

Q17: Which candidate did you vote for in the 2012 election for US President?

Base = Voted in the 2012 Presidential Election / Prefer not to answer [Q16]

Intentions for 2020

Very high numbers of these voters say they are planning to vote in the 2020 Presidential election, especially the infrequent voters. As of May 2020, Biden has a lead over Trump, especially among the infrequent voters, but the largest portion overall can be considered undecided.

	Total AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Yes	75%	61%	83%	76%	73%	61%	60%	85%	80%	65%	80%
Undecided, not sure yet	25%	39%	17%	24%	27%	39%	40%	15%	20%	35%	20%

S8: Do you plan to vote in the 2020 elections for US President?

Base = All Respondents

	Total AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	514	182	332	309	202	110	70	199	132	372	292
Strong Biden (Net)	32%	29%	34%	29%	37%	28%	31%	30%	39%	23%	38%
Slight Lean (R or D)/Undecided (Net)	43%	51%	39%	47%	37%	53%	46%	43%	33%	59%	31%
Strong Trump (Net)	23%	18%	26%	22%	25%	15%	23%	26%	27%	16%	29%
I will definitely vote for another candidate	2%	2%	1%	2%	1%	4%	0%	1%	2%	1%	1%

S9: Looking ahead to the 2020 Presidential election, which of the following best describes you?

Base = Plan to Vote in 2020 Presidential Election [S8]

Down the ballot in 2020, Democrats look stronger than Republicans but, again, close to half of these voters say they are undecided.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	514	182	332	309	202	110	70	199	132	372	292
Strong Democratic (Net)	30%	31%	30%	29%	32%	28%	34%	30%	30%	21%	37%
Slight Lean (R or D)/Undecided (Net)	50%	51%	50%	50%	51%	55%	47%	48%	53%	69%	37%
Strong Republican (Net)	17%	16%	18%	18%	16%	15%	18%	20%	15%	8%	24%
I will vote for other political party candidates	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%

S10: Looking ahead to the 2020 election for local, statewide, and/or Congressional offices which of the following best describes you?

Base = Plan to Vote in 2020 Presidential Election [S8]

Views on Climate Change and Action

Impacts of Climate Change

While they may not rank climate change as impactful as other issues, almost three-quarters of these voters can point out some negative effects of climate change on their communities. They feel taking action “to take care of the environment and reduce negative human impact on the Earth” is Extremely/Very urgent. This high level of urgency post COVID is the same as pre COVID.

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Any (Net)	72%	71%	72%	73%	71%	73%	69%	73%	72%	72%	73%
Higher risk of poor health / sickness	33%	34%	32%	34%	31%	36%	31%	32%	32%	35%	30%
Lost jobs	23%	23%	23%	22%	25%	23%	23%	21%	25%	24%	23%
Poor harvest	23%	18%	26%	25%	19%	17%	19%	29%	20%	21%	25%
Lost recreational opportunities	21%	17%	23%	21%	21%	20%	13%	22%	26%	21%	22%
Less food	16%	13%	17%	15%	17%	12%	13%	16%	19%	16%	17%
Lost land	15%	16%	15%	14%	18%	17%	15%	12%	19%	17%	16%
Poor animal production	15%	14%	15%	15%	15%	14%	15%	16%	14%	14%	16%
Personal financial loss	15%	19%	12%	15%	15%	22%	14%	10%	16%	16%	14%
Lost housing	12%	17%	10%	10%	16%	14%	22%	8%	13%	14%	10%
Less personal security	11%	15%	8%	8%	15%	13%	19%	6%	13%	11%	10%
Other	2%	1%	3%	2%	2%	2%	1%	3%	2%	2%	3%
Have not had any impact	28%	29%	28%	27%	29%	27%	31%	27%	28%	28%	27%

Q2: How have environmental issues such as pollution, weather changes, or land development, impacted your community in the past 5 years?

Base = All Respondents

	Total <250K AZ/MI/PA	Age		Gender		Age x Gender				Voter Status	
		17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Top-2 Box (Net)	70%	68%	71%	73%	65%	71%	63%	74%	67%	68%	71%
(5) Extremely urgent	35%	39%	33%	42%	25%	50%	21%	37%	28%	36%	32%
(4)	35%	30%	38%	31%	40%	21%	42%	36%	39%	32%	39%
(3)	24%	25%	24%	24%	25%	24%	27%	23%	25%	28%	23%
Bottom-2 Box (Net)	6%	7%	5%	4%	9%	5%	10%	3%	9%	4%	7%
(2)	4%	3%	4%	2%	6%	2%	4%	2%	7%	2%	5%
(1) Not at all urgent	2%	4%	1%	1%	4%	2%	6%	<1%	2%	2%	2%
Mean	4.0	4.0	4.0	4.1	3.8	4.1	3.7	4.1	3.8	4.0	3.9

Q3: How urgent do you think it is for people, companies or governments to take action to take care of the environment and reduce negative human impact on the Earth?

Base = All Respondents

In addition, a majority of these voters say climate change and its economic effects (such as food shortages, economic instability) are Extremely/Very concerning. Women, especially Gen Z, are concerned about the effects of climate change and its weather related results.

For these voters, air pollution and climate change are used interchangeably and have equal weight in terms of impact. Climate change gets a slight edge when voters are asked to say which concerns them more.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Food shortages	72%	70%	73%	76%	67%	75%	63%	76%	69%	73%	72%
Economic instability	72%	67%	75%	75%	67%	71%	59%	77%	71%	72%	72%
Pandemics	71%	67%	73%	67%	69%	67%	67%	75%	71%	72%	72%
Air pollution	71%	70%	71%	74%	65%	77%	59%	73%	69%	72%	68%
Climate change	69%	74%	67%	70%	68%	76%	69%	66%	67%	70%	65%
Melting glaciers	59%	61%	58%	63%	52%	70%	46%	60%	56%	58%	57%
Drought	59%	63%	57%	62%	55%	66%	56%	59%	54%	61%	56%
Political instability	58%	59%	57%	61%	51%	65%	50%	59%	52%	57%	57%
Flooding	56%	58%	55%	59%	51%	62%	51%	57%	51%	58%	53%
Rising sea levels	55%	57%	53%	58%	50%	66%	44%	53%	54%	55%	53%
More severe storms	55%	59%	52%	59%	49%	67%	46%	54%	50%	56%	51%
Climate refugees	45%	49%	42%	46%	41%	54%	40%	42%	42%	46%	40%

Q11-2: How concerning are the following issues to you?

Top-2 Box Summary - Extremely/Very concerning

Base = All Respondents

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
The impact of climate change in my area	55%	52%	57%	55%	56%	56%	47%	55%	60%	56%	55%
Air pollution in my area	45%	48%	43%	45%	44%	44%	53%	45%	40%	44%	45%

Q12: Which concerns you more?

Base = All Respondents

Millennials, especially, agree the current administration's policies are likely to increase climate change effects.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Agree (Net)	58%	52%	62%	61%	54%	56%	47%	64%	58%	59%	55%
Strongly agree	25%	23%	26%	25%	25%	26%	18%	24%	28%	25%	21%
Somewhat agree	33%	29%	36%	36%	30%	30%	29%	40%	30%	34%	34%
Neither disagree nor agree	25%	27%	23%	25%	25%	26%	29%	25%	22%	28%	24%
Disagree (Net)	17%	20%	15%	14%	21%	18%	23%	11%	20%	13%	21%
Somewhat disagree	11%	13%	9%	9%	13%	14%	13%	7%	13%	10%	13%
Strongly disagree	6%	7%	6%	4%	8%	4%	10%	5%	7%	3%	8%

C4: How much do you agree or disagree with the following statement?

The current federal administration's refusal to listen to science means Americans are feeling the disastrous consequences of coronavirus now and will see the increasing damage from climate change, like wildfires, floods and droughts.

Base = All Respondents

But despite these concerns, a lot of these voters are unaware of or misinformed about recent rollbacks in environmental regulations and enforcement.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Are looser, allowing for more pollution	45%	49%	43%	44%	46%	48%	47%	42%	45%	46%	41%
Are tighter, allowing for less pollution	26%	25%	27%	21%	35%	20%	32%	21%	36%	25%	27%
Don't know	29%	27%	30%	35%	19%	31%	21%	37%	19%	29%	32%

Q13: Which of the following statements do you agree with most?

In recent years, federal regulations prohibiting pollution...

Base = All Respondents

Thoughts on Climate Policies

Specific policies that directly affect health and safety (such as those that increase pollution) are concerning to a majority of these voters. When it comes to the fossil fuel economy, Millennials are much more concerned about oil company subsidies than Gen Z.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Allowing coal companies to dump mining debris into local streams	79%	72%	82%	82%	72%	76%	65%	86%	76%	78%	80%
Relaxing safety requirements at plants that use hazardous chemicals	76%	72%	77%	81%	68%	80%	60%	81%	72%	76%	75%
Relaxing clean air standards to allow more pollution	75%	73%	75%	80%	66%	79%	65%	81%	67%	74%	75%
Relaxing Clean Water Act standards to allow more pollution	74%	69%	77%	79%	65%	74%	60%	83%	68%	74%	74%
Changing the Endangered Species Act to make it more difficult to protect wildlife	70%	67%	71%	75%	61%	75%	56%	75%	64%	69%	70%
Suspending all enforcement of Environmental Protection Agency rules	69%	63%	73%	74%	62%	67%	56%	78%	64%	68%	69%
Subsidizing oil companies with \$20 billion in taxpayer money	62%	50%	69%	64%	59%	52%	45%	70%	67%	61%	66%

Q10-2: How concerning to you are the following policy initiatives?

Top-2 Box Summary - Extremely/Very concerning

Base = All Respondents

A majority of these voters think it is important for a climate action agenda to be part of the economic recovery after the pandemic.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Creation of clean energy jobs	76%	72%	79%	80%	71%	77%	64%	81%	75%	75%	77%
Investment in developing clean energy technologies	75%	73%	77%	78%	72%	78%	67%	78%	75%	75%	76%
Addressing climate change	73%	73%	73%	76%	69%	79%	64%	75%	72%	75%	71%
Investing in voting-by-mail for all elections	58%	59%	58%	61%	55%	64%	51%	59%	57%	57%	58%

C3-2: Please rate how important it is for the following to be part of the economic response to the pandemic.

Top-2 Box Summary - Extremely/Somewhat important

Base = All Respondents

Message Reactions

GOTV Videos

Voters in this survey saw 3 short videos with different emphases on messaging. Videos M and T were produced by CaPA; Video Y was produced by The Years Project. Video Y was included in the test to act as a surrogate for a COVID and climate messages as well as a control for a more completely developed video. Videos M and T were not completely developed videos in that they used borrowed footage.

- Video M, "There's No Mystery" showed impacts of climate change specific to their region and urged voting for candidates who pledge action on these impacts. This video ran approximately 30 seconds.
- Video T, "Prosperity," suggested Democrats and Republicans can work together to invest in clean energy and jobs and urged voting as a way to bring about this unity and prosperity. This video ran approximately 30 seconds.
- Video Y by The Years Project connected coronavirus to climate change, offering facts about reductions in pollution and suggesting clean energy investments are preferable to going back to fossil fuel usage levels pre-pandemic. This video ran approximately 1 minute.

Of the CAPA test videos, Video M and Video T perform similarly. Video M is slightly more motivating while Video T is slightly more preferred. Overall, Video Y was chosen as the strong favorite. With regards to motivation, Video Y performs better than Video M.

	Total	Age	
	Video Y	Video M	Video T
Base	556	556	556
Top-2 Box (Net)	46%	40%	31%
Extremely motivating	19%	11%	9%
Very motivating	28%	28%	22%
Somewhat motivating	35%	43%	51%
Bottom-2 Box (Net)	19%	18%	19%
Not very motivating	13%	14%	13%
Not at all motivating	6%	4%	5%

Q5: How much does this video motivate you to vote for or consider candidates who use it in their campaign?

Base = All Respondents

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	556	202	354	336	216	122	78	214	138	403	315
Video Y	46%	48%	45%	46%	45%	52%	41%	43%	48%	47%	45%
Video T	29%	24%	31%	29%	29%	16%	37%	36%	25%	27%	33%
Video M (Net)	25%	28%	23%	25%	25%	33%	22%	21%	28%	26%	22%
Video M / PA	10%	10%	10%	10%	10%	11%	8%	8%	12%	10%	8%
Video M / MI	8%	9%	8%	9%	7%	12%	5%	7%	9%	8%	7%
Video M / AZ	7%	9%	6%	7%	8%	9%	9%	5%	7%	7%	7%

Q6A: Which of these videos is your favorite?

Base = All Respondents

Video T was liked for its positive improvement message and suggestion of unity, especially by the Millennial women who chose it as their favorite.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	159	48*	111	96	63	19*	29*	77	34*	108	104
Positive message focus / Things/future can improve if we do something	26%	25%	26%	30%	19%	26%	24%	31%	15%	24%	27%
Bringing people together	20%	13%	23%	27%	10%	16%	10%	30%	9%	18%	19%
Clear message / Easy to understand / Simple	14%	15%	14%	16%	13%	21%	10%	14%	15%	15%	15%
Not focused on politics/specific political parties / Unbiased	13%	13%	14%	14%	13%	16%	10%	13%	15%	14%	12%
Prefer message (nonspecific) / Relatable	13%	13%	14%	10%	17%	11%	14%	10%	21%	13%	13%
Motivating / Inspiring / Impactful / Compelling	10%	17%	7%	10%	10%	21%	14%	8%	6%	11%	10%

Q6AA-T: What are the reasons you prefer this video?

Video T - Prosperity

Base = Video T is Favorite [Q6A]

*Note: Small sample size; interpret with caution

Video M was seen as more compelling and impactful than the others to those who chose it as their favorite. Females offered these reasons for choosing it more than males did. Video M is also liked the information provided and its environmental focus.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	140	57	83	85	55	40*	17*	45*	38*	104	70
Motivating / Inspiring / Impactful / Compelling	19%	19%	18%	26%	7%	25%	6%	27%	8%	19%	19%
Prefer message (nonspecific) / Relatable	19%	14%	22%	21%	15%	13%	18%	29%	13%	18%	20%
Informative / Fact based/true / Gives more facts	16%	18%	16%	19%	13%	20%	12%	18%	13%	15%	17%
Clear message / Easy to understand / Simple	11%	11%	12%	11%	13%	13%	6%	9%	16%	11%	14%
Environmental focus / Making the earth better	10%	11%	10%	9%	11%	10%	12%	9%	11%	10%	9%

Q6AA-M: What are the reasons you prefer this video?

Video M - There's No Mystery

Base = Video M is Favorite [Q6A]

*Note: Small sample size; interpret with caution

The concrete information and detailed facts provided in Video Y is especially appealing and motivating. People also like the focus on pollution and COVID-19. Women feel this video is especially motivating.

	Total	Age		Gender		Age x Gender				Voter Status	
	<250K AZ/MI/PA	17-24 Gen Z	25-39 Millennials	Female	Male	17-24 Female	17-24 Male	25-39 Female	25-39 Male	Undecided	Infrequent
Base	257	97	160	155	98	63	32*	92	66	191	141
Informative / Fact based/true / Gives more facts	40%	40%	40%	44%	35%	44%	31%	43%	36%	40%	39%
Prefer message (nonspecific) / Relatable	21%	23%	19%	25%	15%	27%	16%	23%	15%	20%	20%
Focused on pollution / Better air quality	19%	24%	17%	21%	15%	22%	22%	20%	12%	18%	18%
Motivating / Inspiring / Impactful / Compelling	16%	19%	14%	20%	8%	22%	13%	18%	6%	16%	13%
Covid 19 / Virus topic	11%	13%	10%	9%	14%	11%	16%	8%	14%	9%	13%
Positive message focus / Things/future can improve if we do something	9%	10%	9%	9%	10%	8%	16%	10%	8%	10%	11%

Q6AA-Y: What are the reasons you prefer this video?

Video Y - The Years Project

Base = Video Y is Favorite [Q6A]

*Note: Small sample size; interpret with caution

Candidate Messaging

When presented with specific candidate statements that compared difference approaches to climate policy and political strategy, most of these voters want a candidate willing to work across the aisle to find solutions. In addition, the majority of these voters say they would vote for a candidate with a more aggressive climate agenda; however, they also care a lot about jobs being part of that agenda. At the same time, a candidate with a more global stance on climate action is preferred to one who focuses locally.

Which candidate would you vote for?			
Candidate Q is willing to work together with political opponents to find solutions that work for everyone	75%	18%	Candidate T fights for policies he/she believes in and won't compromise on important issues
Candidate X believes automakers should improve fuel efficiency of their vehicles	71%	17%	Candidate G believes automakers should be allowed to make cars less fuel efficient
Candidate J wants to reduce air pollution and develop clean energy technologies and jobs	67%	25%	Candidate V wants to reduce air pollution and slow climate change effects
Candidate E wants to enact polices that will help create 200 jobs in your area	58%	36%	Candidate S wants to enact polices that will save you \$20 a month on your energy or fuel bills
Candidate H feels that current air pollution standards for oil and gas companies should be kept in place	55%	23%	Candidate Y feels that current air pollution standards for oil and gas companies are too strict and should be eased back
Candidate M Is passionate about finding solutions to climate change	46%	46%	Candidate B Is passionate about reducing air pollution
Candidate P is concerned about rising global temperatures	64%	26%	Candidate L Is concerned about an increase in severe weather in MI.
	62%	27%	Candidate L Is concerned about AZ summers getting hotter.
	57%	31%	Candidate L Is concerned about an increase in severe weather in PA.

Questionnaire

CaPA Climate Messaging Testing Survey 5.5.20

Study Objectives

Clean and Prosperous America is developing a Climate Change Get out the Vote Messaging Tool Kit for target campaigns, and youth and climate action organizations. CaPA is conducting quantitative research with key campaign areas to provide data support for the Tool Kit proposals and messages.

Sample

- Size: 900 completed surveys
- Target Audience:
 - Eligible US voters
 - Undecided and infrequent voters
 - Ages 17-39; State level quotas to be set for age, gender, income/education.
 - Live in target campaign districts or in remaining statewide rural areas or suburban areas

Sampling Areas and sample sizes:

	<u>Districts</u>	<u>Sample Statewide</u>	<u>Total</u>	<u>Target completes</u>
AZ 01, 02	101	91	192	250
MI 08, 11	106	158	264	250
PA 01, 06, 07, 08, 10, 17	272	187	459	400

Survey flow

- Screener
- Issue importance – Overall
- Environment and Climate Attitudes
- Message Reactions
- Political behaviors and attitudes
- Communication during COVID 19
- Demographics

Survey logistics

- All questions are mandatory, unless specified.
- One question per page unless specified.
- Do not show section titles.
- All comments to programmer are in **(BOLD TEXT)**

Screener

S1. What is your age? **(NUMERIC TEXT BOX)**
_____ years **(MUST BE 17-39; THANK AND END OTHERWISE)**

NOTE FOR THE TEAM: 39 year-olds started voting in 1999/2000, with 2000 being their first Presidential election. They have experienced 5 elections thus far. 22 year-olds have only voted in 1 Presidential election (2016).

S2. Are you...? **(RANDOMIZE, SINGLE RESPONSE)**

1. Female
2. Male
3. Prefer not to answer

S3. How would you describe the area where you live? **(SINGLE RESPONSE)**

1. In a large city (over 250,000) **(THANK AND END)**
2. In a suburb near a large city **(THANK AND END) (MAX 250)**
3. In a medium-size city (50,000-250,000)
4. In a small city or town (under 50,000)
5. In open country

S3A. **APPEND SAMPLE PANEL CODE RURAL/SUBURBAN/URBAN**

S4A. What state do you live in? **(DROP DOWN LIST OF STATES, AZ, MI, PA QUALIFY, ALL ELSE TERMINATE)**

S4. What zip code do you live in? **(NUMERIC OPENEND ZIP CODE FORMAT)**

S4B. **CODE ZIPS INTO STATES: AZ, MI, PA**

S5. Which of the following best describes you? **(SINGLE RESPONSE)**

1. Currently registered to vote
2. Eligible but not currently registered to vote
3. Not sure if registered or not
4. Not eligible to vote **(THANK AND END)**
5. Prefer not to answer **(THANK AND END)**

(ASK IF AGE=21 OR OLDER, OTHERWISE CODE ANSWER 2)

S6. Did you vote in the 2016 election for US President?

1. Yes, I voted
2. No, I did not vote because I wasn't eligible/old enough **(SKIP TO S8)**
3. No, I did not vote because I wasn't registered **(SKIP TO S8)**
4. No, I did not vote but was registered **(SKIP TO S8)**
5. Prefer not to answer **(SKIP TO S8)**

- S7. Which candidate did you vote for in the 2016 election for US President?
1. Hillary Clinton (Democrat)
 2. Donald Trump (Republican)
 3. Gary Johnson (Libertarian)
 4. Jill Stein (Green Party)
 5. Evan McMullin (Independent)
 1. Other _____
 6. Don't recall
 7. Prefer not to answer
- S8. Do you plan to vote in the 2020 elections for US President?
1. Yes
 2. Undecided, not sure yet
 3. No **(SKIP TO S11)**
 4. Prefer not to answer **(TERMINATE)**
- (IF S8=2 UNDECIDED, QUALIFIES FOR SURVEY=UNDECIDED)**
(IF S8=3 NOT VOTING, QUALIFIES FOR SURVEY=NON VOTER)
- S9. Looking ahead to the 2020 Presidential election, which of the following best describes you?
(SINGLE RESPONSE)
1. I definitely will vote for Joe Biden
 2. I probably will vote for the Joe Biden
 3. I lean slightly toward voting for Joe Biden
 4. I am completely undecided but will definitely vote
 5. I am completely undecided and may or may not vote
 6. I lean slightly toward voting for Donald Trump
 7. I probably will vote for Donald Trump
 8. I definitely will vote for Donald Trump
 9. I will definitely vote for another candidate _____
 10. Prefer not to answer
- (IF ANSWERS 3-6 QUALIFIES FOR SURVEY=UNDECIDED)**
- S10. Looking ahead to the 2020 election for local, statewide, and/or Congressional offices which of the following best describes you?
1. I definitely will vote for Democratic candidates
 2. I probably will vote for Democratic candidates
 3. I lean slightly toward voting for Democratic candidates
 4. I am completely undecided but will definitely vote
 5. I am completely undecided and may or may not vote
 6. I lean slightly toward voting for Republican candidates
 7. I probably will vote for Republican candidates
 8. I definitely will vote for Republican candidates
 9. I will vote for other political party candidates
 10. Prefer not to answer
- (IF ANSWERS 3-6 QUALIFIES FOR SURVEY=UNDECIDED)**

(ASK IF OLDER THAN 21)

S11. Just so we understand your voting habits, we would like to know how often have you...

Never Rarely Frequently Always

1. Voted in local elections?
2. Voted in statewide elections?
3. Voted in Congressional elections?
4. Voted in Presidential elections?

(IF AT LEAST ONE S11.X = NEVER OR RARELY QUALIFIES FOR SURVEY = INFREQUENT)

PEOPLE CAN BE IN MORE THAN ONE OF THESE GROUPS, PLEASE ALLOW FOR THIS

CODE VARIABLE UNDECIDED = YES IF S8=2 OR S9=3-6 OR S10=3-6

CODE VARIABLE NON VOTER = YES IF S8=3 OR ALL S11.X=NEVER

CODE VARIABLE INFREQUENT = YES IF AT LEAST ONE S11.X=NEVER OR RARELY

IF UNDECIDED OR NON VOTER OR INFREQUENT = YES, PERSON QUALIFIES FOR SURVEY

(THANK & END LANGUAGE)

Thank you for agreeing to take this survey. As we conduct this survey, it is important we hear from a variety of different people and different perspectives. We have reached our limit of participants who meet the criteria you've provided. Thank you again for your time and we hope you will participate in future surveys.

ISSUE IMPORTANCE

Q1. How much of an impact on your and your family's lives do you feel these issues have?

(CAROUSEL ATTRIBUTE DISPLAY, RANDOMIZE ORDER)

1. Your local economy
2. US economy
3. Foreign trade
4. Housing access/costs
5. Health care
6. Jobs
7. Education
8. Environment / Conservation
9. Climate change
10. Energy policy
11. Immigration
12. Crime and security
13. National defense
14. Local infrastructure work – roads, communications/internet, dams etc.

(RESPONSES)

1. No impact
2. Slight impact
3. Some impact
4. Moderate impact
5. Major impact

ENVIRONMENT AND CLIMATE IMPACT AND CONCERN

Q2. How have environmental issues such as pollution, weather changes, or land development, impacted your community in the past 5 years?

Please answer all that apply. **(RANDOMIZE ORDER, MULTIPLE RESPONSE)**

1. Higher risk of poor health / sickness
2. Personal financial loss
3. Lost housing
4. Lost jobs
5. Lost land
6. Poor harvest
7. Poor animal production
8. Lost recreational opportunities
9. Less food
10. Less personal security
11. Other _____
12. Have not had any impact **(EXCLUSIVE)**

Q3. How urgent do you think it is for people, companies or governments to take action to take care of the environment and reduce negative human impact on the Earth? **(5pt SLIDER, SINGLE RESPONSE)**

Not at all urgent < _____ > **Extremely Urgent**

MESSAGE TESTING

INTRO Now you will see 3 videos. After each we will ask you a few questions.

(REPEAT Q4 – Q6 FOR EACH VIDEO, RANDOMIZE VIDEO M (THERE’S NO MYSTERY) AND VIDEO T (PROSPERITY), SHOW THE YEARS PROJECT VIDEO LAST (THE YEARS PROJECT))

Q4. What is the main message you take from this video? **(OPEN END RESPONSE)**

Q5. How much does this video motivate you to vote for or consider candidates who use it in their campaign?

(RESPONSES)

1. Not at all motivating
2. Not very motivating
3. Somewhat motivating
4. Very motivating
5. Extremely motivating

Q6. Would you share this video or information with friends or family?

1. Yes
2. Not sure
3. No

Q6a. Which of these videos is your favorite?

SHOW VIDEO IMAGE AND LABELS IN PRESENTATION ORDER, SINGLE RESPONSE

1. Video M
2. Video T
3. Video Y

(SHOW ON SAME SCREEN AFTER RESPONSE)

What are the reasons you prefer this video? Please answer as completely as possible. **(OPEN END RESPONSE)**

MESSAGE PREFERENCE EXERCISE

INTRO:

In the next series of questions we ask you your preference between two potential candidates based on their opinions we show you. As you answer each question, please assume the candidates are similar in all ways other than the opinion shown.

NEW PAGE:

Which candidate would you vote for?

(SHOW ONE STATEMENT PAIR AT A TIME. RANDOMIZE ORDER OF CANDIDATES AND STATEMENT PAIRS) (SHOW RESPONSE 7 FOR EACH APPROPRIATE STATE IN S4A) PLEASE DISPLAY THE ANSWERS SIDE BY SIDE AS ILLUSTRATED

Candidate X

1. Candidate X believes automakers should improve fuel efficiency of their vehicles
2. Candidate Y feels that current air pollution standards for oil and gas companies are too strict and should be eased back
3. Candidate E wants to enact polices that will help create 200 jobs in your area
4. Candidate T fights for policies he/she believes in and won't compromise on important issues
5. Candidate M Is passionate about finding solutions to climate change
6. Candidate V wants to reduce air pollution and slow climate change effects.
- 7AZ.** Candidate L Is concerned about AZ summers getting hotter
- 7PA.** Candidate L Is concerned about an increase in severe weather in PA.
- 7MI.** Candidate L Is concerned about an increase in severe weather in MI.



**Would vote for
this Candidate**



**Would vote
for
Neither**



**Would vote for
this Candidate**

Candidate Y

- Candidate G believes automakers should be allowed to make cars less fuel efficient
- Candidate H feels that current air pollution standards for oil and gas companies should be kept in place
- Candidate S wants to enact polices that will save you \$20 a month on your energy or fuel bills
- Candidate Q Is willing to work together with political opponents to find solutions that work for everyone
- Candidate B Is passionate about reducing air pollution
- Candidate J wants to reduce air pollution and develop clean energy technologies and jobs
- Candidate P is concerned about rising global temperatures
- Candidate P is concerned about rising global temperatures
- Candidate P is concerned about rising global temperatures

Q10. How concerning to you are the following policy initiatives?

(CAROUSEL ATTRIBUTE DISPLAY, RANDOMIZE ORDER)

1. Relaxing clean air standards to allow more pollution
2. Subsidizing oil companies with \$20 billion in taxpayer money
3. Suspending all enforcement of Environmental Protection Agency rules
4. Relaxing Clean Water Act standards to allow more pollution
5. Changing the Endangered Species Act to make it more difficult to protect wildlife
6. Relaxing safety requirements at plants that use hazardous chemicals
7. Allowing coal companies to dump mining debris into local streams

(RESPONSES)

1. Not at all concerning
2. Not very concerning
3. Somewhat concerning
4. Very concerning
5. Extremely concerning

Q11. How concerning are the following issues to you? **(RANDOMIZE)**

1. Climate change
2. Rising sea levels
3. Air pollution
4. Drought
5. Flooding
6. More severe storms
7. Melting glaciers
8. Food shortages ~~Famine~~
9. Political instability
10. Climate refugees
11. Economic instability
12. Pandemics

(RESPONSES)

1. Not at all concerning
2. Not very concerning
3. Somewhat concerning
4. Very concerning
5. Extremely concerning

Q12. Which concerns you more?

1. Air pollution in my area
2. The impact of climate change in my area

Q13. Which of the following statements do you agree with most?

In recent years, federal regulations prohibiting pollution ...

1. Are tighter, allowing for less pollution
2. Are looser, allowing for more pollution
3. Don't know

POLITICAL BEHAVIORS & ATTITUDES

These next few questions are for classification purposes.

(ASK IF AGE=19 OR OLDER, OTHERWISE CODE ANSWER 2)

Q14. Did you vote in the 2018 US Congressional Representative elections?

1. Yes, I voted
2. No, I did not vote because I wasn't eligible/old enough **(SKIP TO Q16)**
3. No, I did not vote because I wasn't registered **(SKIP TO Q16)**
4. No, I did not vote but was registered **(SKIP TO Q16)**
5. Prefer not to answer

Q15. Which candidate did you vote for in the 2018 US Congressional Representative elections?

1. The Democratic candidate
2. The Republican candidate
3. Other party _____
4. Don't recall
5. Prefer not to answer

(ASK IF AGE=25 OR OLDER, OTHERWISE CODE ANSWER 2)

Q16. Did you vote in the 2012 election for US President?

1. Yes, I voted
2. No, I did not vote because I wasn't eligible/old enough **(SKIP TO Q18)**
3. No, I did not vote because I wasn't registered **(SKIP TO Q18)**
4. No, I did not vote but was registered **(SKIP TO Q18)**
5. Prefer not to answer

Q17. Which candidate did you vote for in the 2012 election for US President?

1. Barack Obama (Democrat)
2. Mitt Romney (Republican)
3. Gary Johnson (Libertarian)
4. Jill Stein (Green Party)
5. Other _____
6. Don't recall
7. Prefer not to answer

Q18. How much do you agree or disagree with the following statements?

(CAROUSEL ATTRIBUTE DISPLAY, RANDOMIZE ORDER)

1. I don't vote because candidates don't address the things I am interested in
2. My vote counts more in local elections than national ones
3. I'm excited to vote in November 2020
4. The voting process is not fair
5. Voting is a pain
6. Registering to vote is too difficult
7. The current administration does not want young people to vote in large numbers
8. I'd be more likely to vote if a ballot came to me in the mail
9. I vote for the person, not the party
10. I don't particularly like or feel a part of either political party

(RESPONSES)

1. Strongly disagree
2. Somewhat disagree
3. Neither disagree nor agree
4. Somewhat agree
5. Strongly agree

Q19. Which, if any, of these have you done in the past 6 months? Please select all that apply.

(MULTIPLE RESPONSE)

1. Signed an online petition
2. Participated in a march or protest
3. Contacted an elected official about an issue important to you
4. Shared a political post on social media
5. Gave money to a campaign
6. None **(EXCLUSIVE)**

Q20. Think about your ideal candidate for any office. In 20 words or less, what would their tagline or motto be? **(OPEN END)**

COMMUNICATION DURING COVID 19

Now we would like to ask you some questions about how COVID 19 has impacted you.

- C1. Which of the following has happened to you as a result of COVID 19? Please select all that apply. **(MULTIPLE RESPONSE)**
1. Experienced sickness in family
 2. Experienced death in family
 3. Lost my job
 4. Lost income
 5. Had to tap into savings/retirement
 6. Signed up for unemployment
 7. Unable to pay bills on time
 8. Work more hours than before
 9. Other (please specify) _____
 10. COVID 19 has not impacted me directly **[ANCHOR. EXCLUSIVE]**
- C2. Which of the following best describes how you're feeling about life after the pandemic? **(SINGLE ANSWER)**
1. Things will be better than before
 2. Things will be about the same as before
 3. Things will be worse than before
- C3. Please rate how important it is for the following to be part of the economic response to the pandemic. **(CAROUSEL ATTRIBUTE DISPLAY, RANDOMIZE ORDER)**
1. Investment in developing clean energy technologies
 2. Creation of clean energy jobs
 3. Investing in voting-by-mail for all elections
 4. Addressing climate change
- (RESPONSES)**
1. Not at all important
 2. Not very important
 3. Neither important not unimportant
 4. Somewhat important
 5. Extremely important

C4. How much do you agree or disagree with the following statement:

The current federal administration's refusal to listen to science means Americans are feeling the disastrous consequences of coronavirus now and will see the increasing damage from climate change, like wildfires, floods and droughts.

1. Strongly disagree
2. Somewhat disagree
3. Neither disagree nor agree
4. Somewhat agree
5. Strongly agree

DEMOGRAPHICS

D1. Please indicate the group or groups in which you would include yourself. Please select all that apply. **(MULTIPLE RESPONSE)**

1. African American/Black
2. Asian or Pacific Islander
3. Caucasian / White
4. Hispanic or Latino
5. Other _____
6. Prefer not to answer **(EXCLUSIVE)**

D2. What language do you primarily speak at home?

1. English
2. Spanish
3. Other _____
4. Prefer not to answer

D3. What is your marital status? **(SINGLE RESPONSE)**

1. Single
2. Married or long-term domestic partnership

D4. Who lives with you in your household? Please select all that apply. **(MULTIPLE RESPONSE)**

1. Adults (18 years of age and older)
2. Teenagers (13 to just under 18 years of age)
3. "Tweens" (9 to just under 13 years of age)
4. Children (3 to just under 9 years of age)
5. Toddlers (13 months to just under 3 years)
6. Babies (12 months or younger)
7. No one else **(EXCLUSIVE)**

- D5. What is the highest level of education you have had the opportunity to complete? **(SINGLE RESPONSE)**
1. Some high school
 2. High school graduate
 3. Some college
 4. Associates degree or technical degree
 5. College degree
 6. Graduate coursework or degree
- D6. What is your current employment status? Please select all that apply. **(MULTIPLE RESPONSE, NO RESTRICTIONS NEEDED)**
1. Employed full-time
 2. Employed part-time
 3. Self-employed
 4. Part-time student
 5. Full-time student
 6. Homemaker
 7. Retired
 8. Unemployed
- D7. What industry do you and anyone in your household work in?
- D8. What are the primary industries where you live?
Please select all that apply for each option. **(RANDOMIZE, MULTIPLE RESPONSE)**

GRID

Work in

Area industry

1. Agriculture
2. Ranching
3. Education
4. Energy / Mining
5. Finance / Insurance
6. Government
7. Healthcare
8. Legal
9. Manufacturing
10. Real estate
11. Technology
12. Other _____

- D9. What do you expect your household's total, combined income to be this year, before taxes? **(SINGLE RESPONSE)**
1. Less than \$12,500
 2. \$12,500 to \$24,999
 3. \$25,000 to \$49,999
 4. \$50,000 to \$74,999
 5. \$75,000 to \$99,999
 6. \$100,000 to \$149,999
 7. \$150,000 to \$199,999
 8. \$200,000 or more
 9. Prefer not to answer

FINAL PAGE

Thank you for participating in our survey!