

TO: Battleground House campaigns
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DATE: September 2019

RE:

**NEW POLLING
ON THE GREEN
NEW DEAL IN
BATTLEGROUND
HOUSE DISTRICTS**

EXECUTIVE SUMMARY

In this survey of battleground congressional districts, we find that Green New Deal policies are popular. Focusing on the jobs and economic growth benefits of a Green New Deal is particularly effective, while messages about inequality are especially important to voters between the ages of eighteen and twenty-nine—a key demographic for Democrats. Grand framings that refer to a “space race” or the legacy of the original New Deal are less effective. We also found that more ambitious emissions and investment timelines do not dissuade voters, suggesting that policymakers should feel comfortable advancing policies that meet the scale of the crisis. While an aggressive right-wing attack has had a measurable impact on public opinion, the Green New Deal remains popular in battleground districts. Every policy we polled that could fit within the broad, ambitious, and equitable agenda of the Green New Deal was popular. Encouragingly, our survey also suggests that there is still significant opportunity to educate and influence voters with positive messaging in favor of the Green New Deal.

- ▶ A plurality of voters in battleground congressional districts support the Green New Deal, a finding that is replicated across a variety of framings.
- ▶ Despite its role in the current political environment, almost half of Democrats report having heard “only a little” or “nothing” about the Green New Deal. Nearly 40 percent of Republicans and a quarter of independents report having heard “only a little” or “nothing” as well. Many voters still lack a general sense of what the Green New Deal is. This presents a clear opportunity for more education around the Green New Deal.
- ▶ The Green New Deal’s popularity is resilient to a variety of framings in terms of timeline and potential cost. Permitting the potential timeline of the Green New Deal to vary between ten and thirty years, and between about \$2 trillion and about \$10 trillion in cost, has no effect on support for the Green New Deal.
- ▶ The Green New Deal is most popular when associated with the potential for new jobs and economic growth, though focusing specifically on “green jobs” does not necessarily increase support for the Green New Deal.

- ▶ While voters overall found arguments in favor of the Green New Deal that focused on economic growth and new jobs to be most persuasive, voters in the 18–29 age bracket were more likely to rate “fighting inequality” as persuasive than were other types of voters.
- ▶ We find that having heard “a lot about” the Green New Deal is not, in general, positively associated with supporting the Green New Deal. As we have found in previous work, right-wing attacks on the Green New Deal, driven by Fox News, have influenced public opinion. The Green New Deal has proven resilient to slanted conservative coverage, but there is a real need for a concerted effort by liberal and progressive campaigners and media outlets to better inform voters on the Green New Deal.
- ▶ Individual policies likely to be included in the Green New Deal are themselves overwhelmingly popular among Democrats and independents. Some, like infrastructure investments, are also popular among Republicans.
- ▶ Voters overwhelmingly support the policy components of the Green New Deal. None of the policy planks we tested face net opposition from independents.

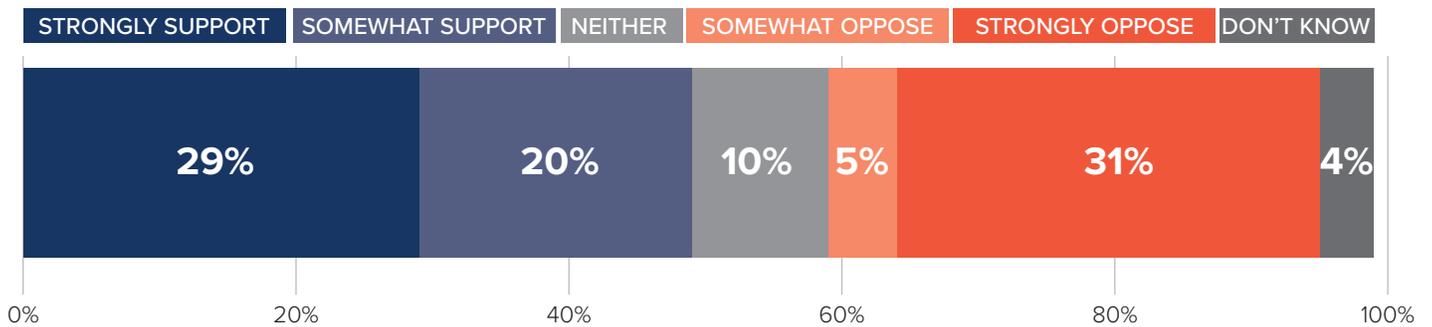
TOPLINE RESULTS

In our survey, we asked voters a variety of policy items and then asked them whether they supported the Green New Deal. At that point in the survey, participants were asked:

As you may know, the Green New Deal is a proposal to: significantly reduce carbon pollution and create jobs by investing trillions of government dollars in infrastructure, wind, and solar energy, and in more efficient buildings and transportation systems. Based on what you know, do you support or oppose the Green New Deal?

Forty-nine percent of people support the Green New Deal, while 36 percent oppose it, even after voters hear it will include a large amount of government spending.

GREEN NEW DEAL TOPLINE SUPPORT IN BATTLEGROUND DISTRICTS, END OF SURVEY



 DATA FOR **PROGRESS**

KNOWLEDGE AND SUPPORT FOR GND

Most respondents have heard about the Green New Deal: 34 percent said they have heard “a lot” about it, 26 percent say they’ve heard “some,” 21 percent say “a little,” and only 19 percent report having heard “nothing.” Of those who have heard at least “a little,” 19 percent report that what they’ve heard has been “mostly positive,” while 38 percent report that it has been “mostly negative,” an additional 38 percent report what they’ve heard is mixed, and 6 percent cannot remember.

We plot these two variables simultaneously below, looking at what types of things the respondent has heard about the Green New Deal, broken out by how much they have heard of the Green New Deal.

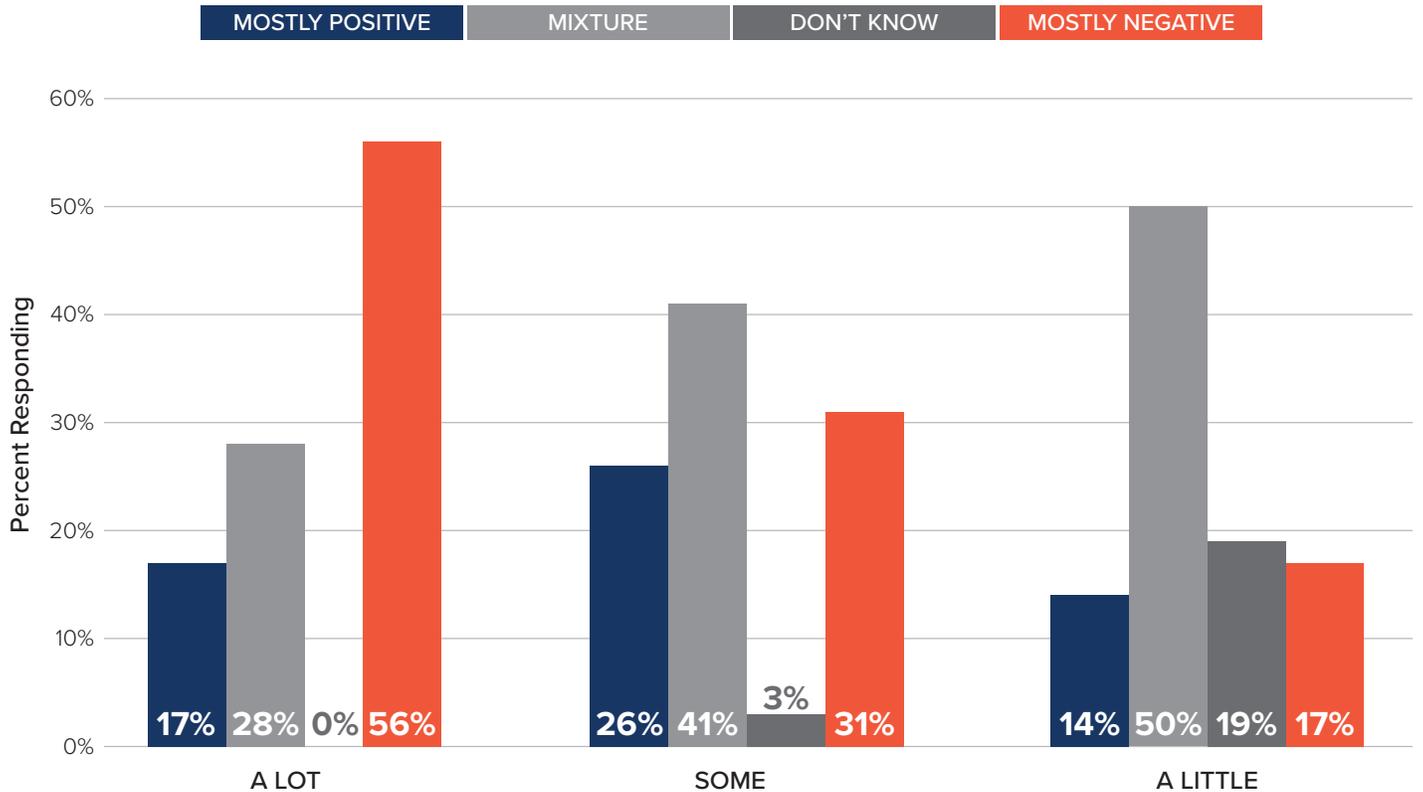
Fifty-six percent of respondents who report that hearing “a lot” about the Green New Deal also indicate that what they’ve heard has been “mostly negative.” For those who have heard “some,” 31 percent say mostly negative; and for those hearing only “a little,” this is 17 percent. The more one has heard about the Green New Deal, the more they report

hearing negative coverage about it. The reverse is not true for mostly positive: those hearing “a lot” (17 percent), some (26 percent), and a little (14 percent) don’t show a linear relationship with the “mostly positive” response.

Surprisingly, Democrats still report not having heard much about the Green New Deal. Only 23 percent of Democrats report having heard “a lot” about it, compared to 40 percent of Republicans and 41 percent of independents. Forty-eight percent of Democrats report having heard “a little” or “nothing,” compared to 37 percent of Republicans and just 23 percent of independents.

In past research, Data for Progress has found that getting political news from Fox News is associated with negative feelings toward moderate and progressive policies, even when controlling for party identification. In this survey, we presented respondents with seventeen possible platforms from which they might get news. They were asked to select all that they have used in the past week as news sources; these options include cable news stations (e.g., CNN, Fox News, MSNBC), podcasts, social media platforms (e.g., Facebook, Twitter, Reddit), YouTube, late-night shows, and various newspapers and news websites (local, national).

WHAT RESPONDENT HAS HEARD ABOUT GND BY HOW MUCH RESPONDENT HAS HEARD OF GND

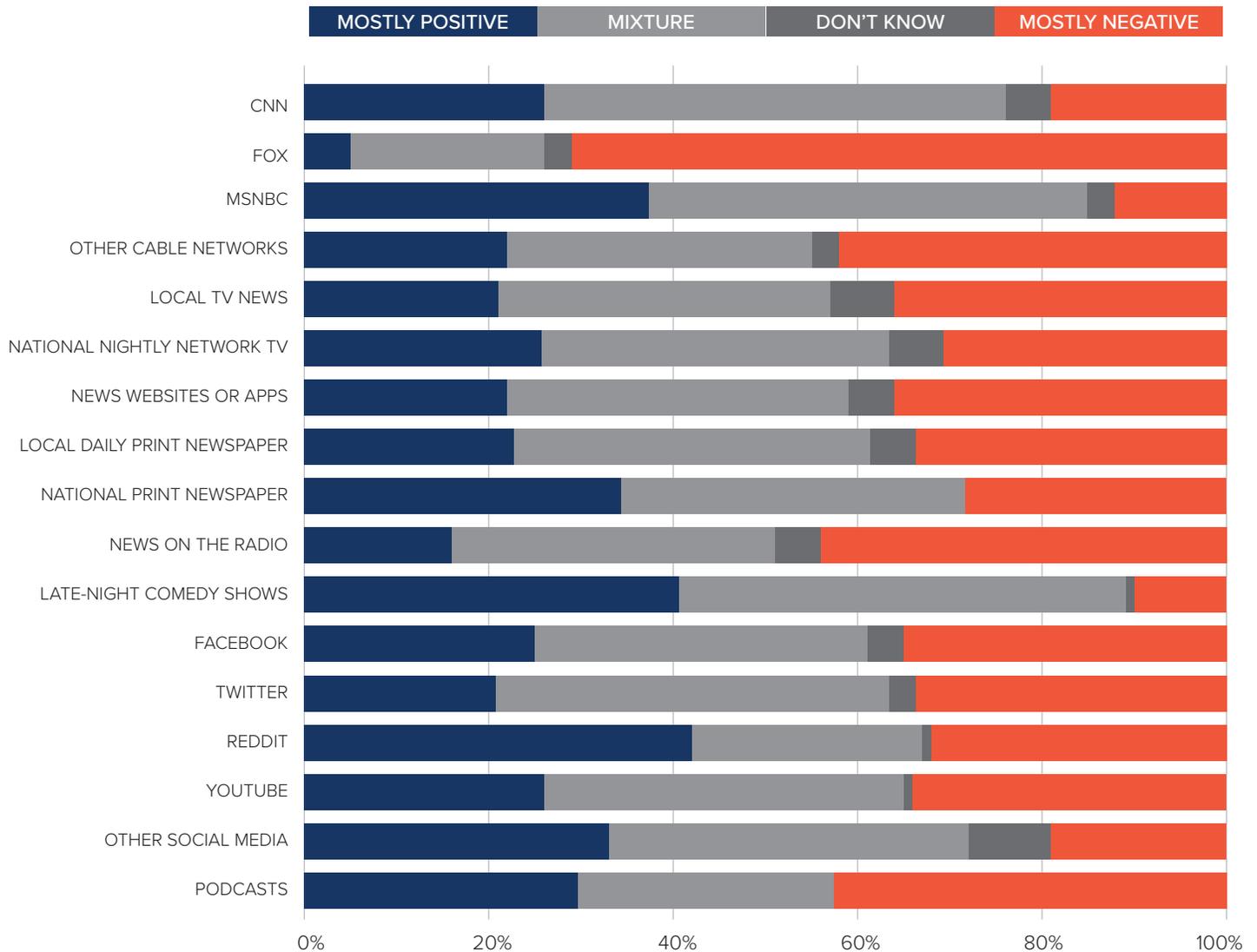


DATA FOR **PROGRESS**

To see what sources were uniquely predictive of having heard of the Green New Deal, we created a variable where respondents were either scored as “Yes” if they indicated hearing “a lot” about the Green New Deal, or “No” if otherwise. We used each of the seventeen platforms as predictors of this dichotomous variable in a binomial logistic regression. The four biggest predictors of hearing a lot about the Green New Deal, in order, were Fox News, podcasts, national print newspapers, and MSNBC.

We examined the type of coverage people report hearing about the Green New Deal by what outlets they report engaging with, plotted below. Note that respondents could have selected multiple sources, so any single respondent may be represented in multiple bars.

TYPE OF COVERAGE ABOUT GREEN NEW DEAL BY WHERE RESPONDENTS SAY THEY GET THEIR NEWS INFORMATION



 DATA FOR **PROGRESS**

Unsurprisingly, those who report engaging with Fox News were the most likely to report hearing “mostly negative” things about the Green New Deal. This was followed by news on the radio and podcasts, although 42 percent of podcast listeners report hearing “mostly negative” coverage about the Green New Deal. Similarly, there are large contingents of both “mostly negative” (32 percent) and “mostly positive” (42 percent) coverage among those getting news from Reddit.

Consumers of late-night comedy shows, MSNBC, and national print newspapers for news also reported some of the largest perceptions of Green New Deal coverage being “mostly positive.” But it is notable that the “mostly positive” numbers from a left-leaning outlet like MSNBC do not match the size of Fox News’s “mostly negative” coverage; it is more common for MSNBC watchers to report “mixture” coverage than to report “mostly positive.”

	MOSTLY POSITIVE	MOSTLY NEGATIVE	A MIX OF POSITIVE AND NEGATIVE	CAN'T REMEMBER
CNN (N = 287)	26%	19%	50%	5%
Fox News (N = 302)	5%	71%	21%	3%
MSNBC (N = 218)	37%	12%	47%	3%
Other cable news TV networks (N = 191)	22%	42%	33%	3%
Local TV news (N = 465)	21%	36%	36%	7%
National nightly network TV (N = 236)	26%	31%	38%	6%
News websites or apps (N = 442)	22%	36%	37%	5%
Local daily print newspaper (N = 229)	23%	34%	39%	5%
National print newspapers (N = 137)	34%	28%	37%	0%
News on the radio (N = 338)	16%	44%	35%	5%
Late-night comedy shows (N = 109)	41%	10%	49%	1%
Facebook (N = 320)	25%	35%	36%	4%
Twitter (N = 183)	21%	34%	43%	3%
Reddit (N = 52)	42%	32%	25%	1%
YouTube (N = 113)	26%	34%	39%	1%
Other social media (N = 60)	33%	19%	39%	9%
Podcasts (N = 102)	30%	42%	28%	0%

RANKING ECONOMIC ARGUMENTS FOR THE GREEN NEW DEAL

A major feature of the Green New Deal is its linking of economic and environmental objectives. To better understand which economic messages might be most effective in advancing the Green New Deal, we asked respondents to consider twelve economic arguments in favor of the Green New Deal in a series of comparisons that required voters to choose the “most persuasive” and “least persuasive” among a subset of arguments, regardless of whether or not they personally supported the Green New Deal. Each respondent was given ten trials of four arguments, with those four arguments being randomly drawn from the full set of twelve arguments. Each respondent saw every argument three times and, over the course of the ten blocks, was able to compare each argument against every other argument at least once. This approach, known as a “best-worst scaling” design, allows us to produce reliable estimates of aggregate voter preferences when the task of ranking a large number of arguments is too cognitively taxing on respondents to rank all items at once.

We presented respondents with twelve economic arguments in favor of the Green New Deal. Each argument begins with “The Green New Deal...” and continues with the following:

- Electricity Costs:** *...will help individual families by reducing the costs of their electricity.”*
- New Jobs:** *...will create millions of new jobs while transitioning off of fossil fuels.”*
- Corporate Polluters:** *...will make corporate polluters who are responsible for climate change pay their fair share.”*
- Fight Inequality:** *...will fight inequality by investing in infrastructure projects that generate wealth at the community level and through expanding the social safety net as we grow our economy.”*
- Billionaire Class:** *...will take on the billionaire class who have rigged the economy and supported climate change denial.”*
- Upward Mobility:** *...will create opportunities for upward mobility by creating middle class and union jobs.”*
- Low-Income Communities:** *...will benefit the low-income communities who suffer the most from pollution.”*
- Economic Growth:** *...will help the US economy grow faster by creating new jobs in clean energy, benefiting all Americans.”*
- Competitive Economy:** *...will help the US economy to be more competitive in international markets.”*
- WWII Space Race:** *...is a solution that meets the size of the problem. We need a World War II, space race style policy to fight climate change.”*
- Corporate Welfare:** *...will stop dirty energy corporations from benefiting from billions of dollars in taxpayer dollars from the government.”*
- National Security:** *...will protect America’s national security by freeing us from relying on foreign countries for oil and natural gas.”*

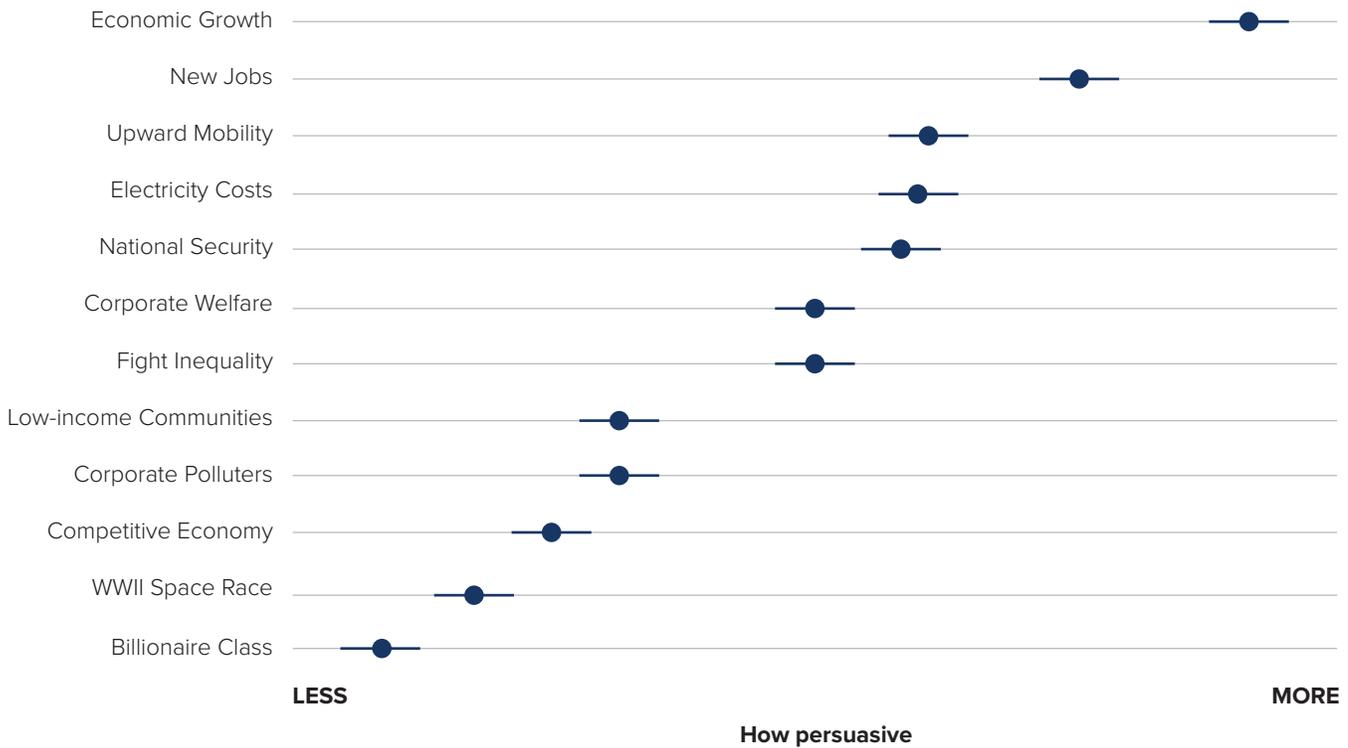
Each statement's label was included above for convenience and ease of reference.

The following plot ranks the arguments from the most effective to the least effective.

The most effective arguments centered on economic growth and new jobs. A second tier of persuasive statements included those centered on upward mobility, the cost of electricity, national security, ending "corporate welfare" or subsidies for polluters, and fighting inequality. A third tier of statements included benefits for low-income communities, pushing back against corporate polluters, global economic competitiveness, a "space-race-style investment" in new technology, and taking on the billionaire class.

Messages revolving around economic growth are clearly the most resonant with voters, while messages focused on social and economic justice are also persuasive but less so than traditional economic messages. However, we caution that while the coefficients in the plot help us compare the messages against one another in this specific setting, they do not provide estimates of the absolute persuasiveness of any individual message. For example, this does not tell us how much any such argument might move respondents toward or away from the Green New Deal; instead it will tell us only how persuasive they found the arguments relative to one another. Further study is needed to determine what effect these individual messages have on support for the Green New Deal.

ARGUMENTS FOR GREEN NEW DEAL RANKED BY THE MAIN SAMPLE



We also calculated “best-worst scores” for each argument at the individual level. For each respondent, we calculated how often each argument was selected as “most persuasive” and how often each argument was selected “least persuasive.” The “least” number was subtracted from the “most” number to create a best-worst score. We then used these scores to examine differences in arguments by political party, race, age, whether or not they plan to vote in the 2020 Democratic primary, and by sample.

The following graphs present each plank of the Green New Deal first broken into party affiliation, then into race groups. With regard to party affiliation, we collapsed those identifying as independent or as a member of a third party into an “Other” category, since sample sizes were not large enough to break them out while yielding statistically reliable estimates.

ARGUMENTS FOR GREEN NEW DEAL RANKED BY THE MAIN SAMPLE, BY PARTY AFFILIATION



The “economic growth” argument performed best in the overall sample; it is clear here that finding this statement persuasive is consistent across party affiliation as well.

But party affiliation is where we see the most variation in argument rankings. The “economic growth” and “new jobs” statements are very similar—both mention the phrase “new jobs.” But Republicans (N = 275) are less favorable of the “new jobs” argument than Democrats (N = 381), despite it being the second-ranked argument overall.

Two of the largest differences we see between Democrats and Republicans are in the “competitive economy” statements and “electricity costs” statements. Many of these arguments are targeted on issues of inequality, which has a left-wing ideological slant. Republicans select a different set of arguments, such as electricity costs and national security. Republicans and Democrats both like economic growth, but Republicans gravitate toward arguments not focusing on inequality, while Democrats like arguments that incorporate inequality. So we see Republicans favoring arguments concerned with electricity costs, national security, and competitive economy more than Democrats.

It is important to note that this is a ranking exercise. Republicans and Democrats might both think that lowered

electricity costs are a good outcome, but it is clear that Republicans find it a better argument *than most of the others presented*.

This party breakdown shows that while rankings vary across political affiliation, providing new, clean-energy jobs is the most persuasive argument to all. Among those that are least likely to support the GND (i.e., Republicans), highlighting the benefits to individual families’ monthly bills and the benefits to national security could be advantageous.

Respondents were asked to indicate the racial or ethnic group with which they identify. Due to sample-size constraints (i.e., about 80 percent of the sample self-identified as non-Hispanic white given the districts included in this survey), we collapsed race into two buckets: those who identified as non-Hispanic whites (N = 864), and those who did not (N = 169). This analysis cannot speak to the heterogeneity present among nonwhite respondents.

As seen in the figure below, the ranking of least-persuasive to most-persuasive arguments are largely the same across this broad racial definition. The rankings are not statistically distinguishable from one another.

One difference that sticks out is that white respondents rated the “low-income communities” argument lower than nonwhite respondents did; however, this difference is

probably explained by income, which correlates with being white due to the racial wealth gap in the United States.

ARGUMENTS FOR GREEN NEW DEAL RANKED BY THE MAIN SAMPLE, BY RACE

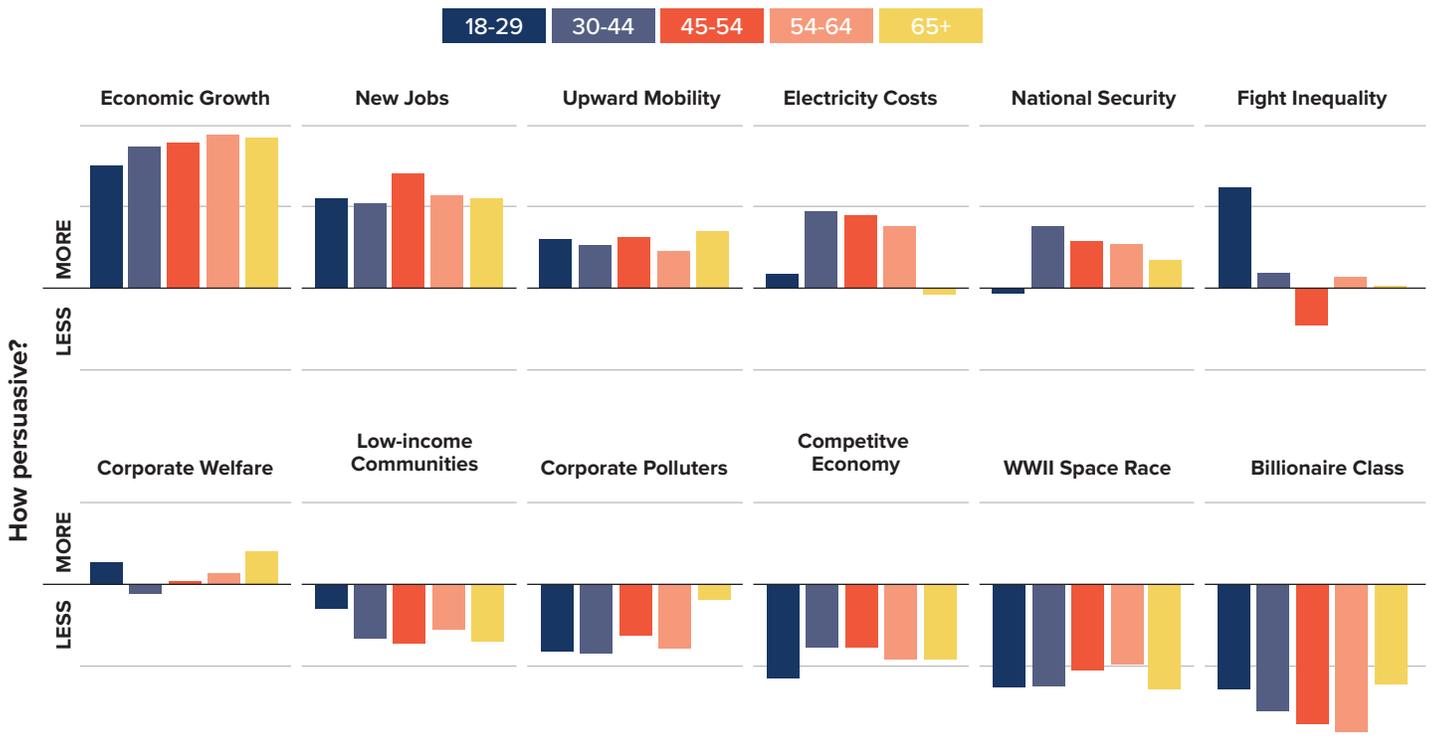


DATA FOR **PROGRESS**

Persuasiveness was mostly consistent across age groups. The following figure demonstrates the results of the best-worst scaling by age groups, which include ages 18–29 (N = 122), 30–44 (N = 243), 45–54 (N = 188), 55–64 (N = 209), and 65 and over (N = 271). The “economic growth” argument still performs best across all age groups. The one notable

deviation, however, is that the youngest cohort (eighteen- to twenty-nine-year-olds) ranked the “fight inequality” argument at the top of their persuasiveness rankings, while every other cohort ranked it in the middle.

ARGUMENTS FOR GREEN NEW DEAL RANKED BY THE MAIN SAMPLE, BY AGE

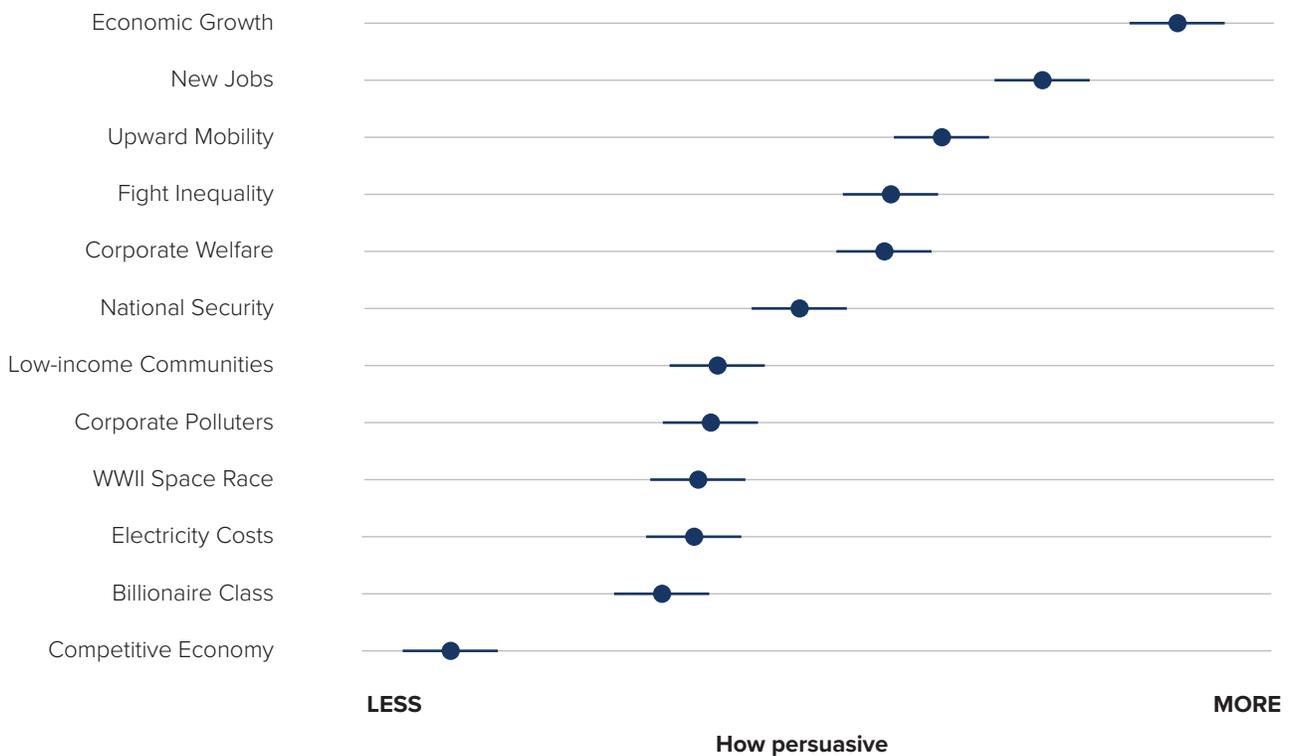


DATA FOR **PROGRESS**

The following figure presents persuasiveness exclusively among those who plan to vote in the Democratic presidential primary. We coded someone as a Democratic primary voter if they replied that they were “very likely” to vote in the 2020 presidential primary and if they identified as a Democrat (n = 332, or about 32 percent of the main sample in these

districts). This ranking of statements aligns with the main sample above. The differences here could be attributable to party differences, such as “fighting inequality” and “corporate welfare” being ranked higher than in the main sample as well as national security and electricity costs being ranked lower than in the main sample.

ARGUMENTS FOR GREEN NEW DEAL RANKED BY LIKELY DEMOCRATIC PRIMARY VOTERS IN MAIN SAMPLE



The following figure of best-worst scales includes the persuasiveness measures broken down by sample group. As previously mentioned, the two oversamples consisted of 1) 215 Obama–Trump voters in battleground districts who reported having voted for President Barack Obama in 2012

and voting for Donald Trump in 2016, and 2) 306 registered voters in battleground districts who reported not voting at all in 2016.

ARGUMENTS FOR GREEN NEW DEAL RANKED BY THE MAIN SAMPLE, BY SAMPLE



DATA FOR **PROGRESS**

The most prominent takeaway here is that “economic growth” is seen as the most persuasive argument. Due to the smaller sample sizes in the Obama–Trump voters and nonvoters, it is hard to see many significant differences, but the “WWII Space Race” message performs worse for these oversamples than the main sample. Obama–Trump voters are more conservative than nonvoters, so we can see similar patterns as with Republicans above, such as with arguments regarding electricity costs, national security, and economic growth.

Next, we classify respondents along a binary of white working-class individuals (N = 462) and others (N = 571). After the 2016 election, there has been much discussion of the role of white working-class voters at the ballot box. For this classification, respondents were coded as “white working class” if they identified their race as “white” and their household income as less than \$80,000 per year.¹

ARGUMENTS FOR GREEN NEW DEAL RANKED BY THE MAIN SAMPLE, BY WHITE WORKING CLASS OR NOT



The “economic growth” and “new jobs” arguments continue to be rated as the most persuasive.

Given that this was a ranking exercise and not a test designed to measure persuasiveness, these findings should be further tested to see if this type of messaging changes attitudes to be more favorable to the GND. Republicans might be swayed by “economic growth” and “new jobs” arguments, or they might not; Republicans only rank them as “most persuasive” among a list of very unpersuasive arguments. Message-testing experiments will be able to unpack these questions.

AMBITION TEST

In the survey, we presented respondents with three different Democratic climate plans against a Republican challenger. Each of those plans included information both on the size of the potential investment of government revenue in an economy of net-zero carbon emissions, and on the time frame in which these plans were meant to occur. The amount of spending varied from \$10 trillion, \$3 trillion, or \$1.7 trillion, and the timeframe varied from “by 2030,” “by 2040,” or “by 2050.” Each plan was roughly analogous to the timeframe and proposed expenditure on environmental action by a real candidate running in the Democratic presidential primary.

After being shown one of these plans, they were shown a theoretical Republican’s policy proposal. In each case, the Republican’s policy reads: “The Republican supports government doing nothing because they do not believe that the government should be putting such a burden on

taxpayers.”

The 2030 Democrat’s policy reads: “The Democrat supports a plan to invest up to \$10 trillion in government revenue over ten years to achieve net-zero carbon emissions by 2030.”

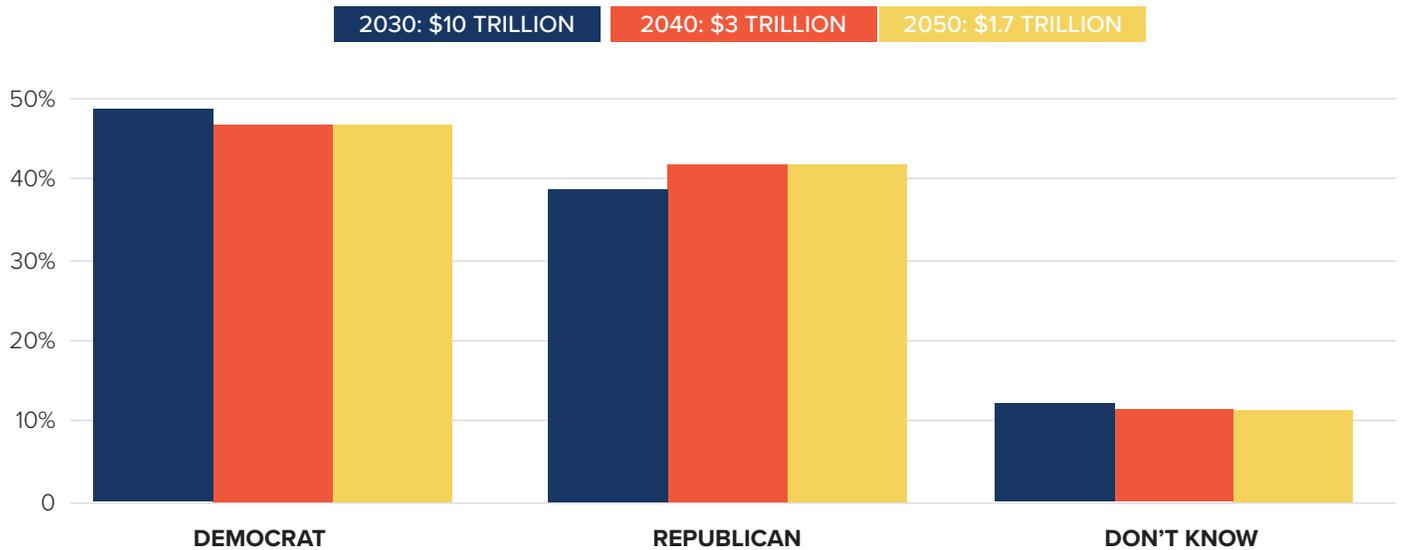
The 2040 Democrat’s policy reads: “The Democrat supports a plan to spend up to \$3 trillion in government revenue over ten years to achieve net-zero carbon emissions by 2040.”

The 2050 Democrat’s policy reads: “The Democrat supports a plan to spend about \$1.7 trillion in government revenue over ten years to reduce America’s net carbon emissions to zero by 2050.”

After reading both statements, respondents were asked which candidate they would prefer to support in a hypothetical election. The following chart breaks down support by which Democratic statement respondents received.

The Democrat’s financial investment and date of net-zero carbon emissions had no measurable effect on willingness to vote for a Democrat over a Republican. This suggests that policymakers should feel comfortable pushing for ambitious policies at the scale of the crisis. Across the board, respondents did not support Democrats any more or less on the basis of the candidate’s environmental action plan. Democrats do not face any electoral backlash for being willing to take strong action on the climate.

VOTING IN A HYPOTHETICAL ELECTION BY DEMOCRATIC GOALS FOR NET-ZERO CARBON EMISSIONS



DATA FOR **PROGRESS**

INDIVIDUAL POLICY SUPPORT

To further investigate which arguments are most persuasive, we next turned to understanding public opinion toward the potential individual policy proposals. For each of several potential planks of a Green New Deal, we asked respondents whether they supported or opposed the policy. Respondents read each of the following items in our policy battery in the listed order, labeled below for convenience and reference.

For each of these items, respondents would report whether they strongly supported, somewhat supported, neither supported nor opposed, somewhat opposed, strongly opposed, or were unsure how they felt. The table below shows the breakdown of support across these items. Across all voters, support was highest for a new policy providing

for federal funds to be invested in water infrastructure. Seventy-six percent of voters supported the policy, which is significantly higher than support for the Green New Deal itself. Nearly every policy we polled enjoyed outright majority support. The following plot shows overall support for these policies across the battleground sample.

Even among policies that did not enjoy outright majority support, net support was positive. For example, the green jobs guarantee enjoyed 48 percent support in our sample, and just 29 percent opposition. A requirement to spend 40 percent of government green-energy investments in low-income communities received 45 percent support and just 30 percent opposition. Other policies enjoyed outright majority support, and each of them enjoyed net positive support.

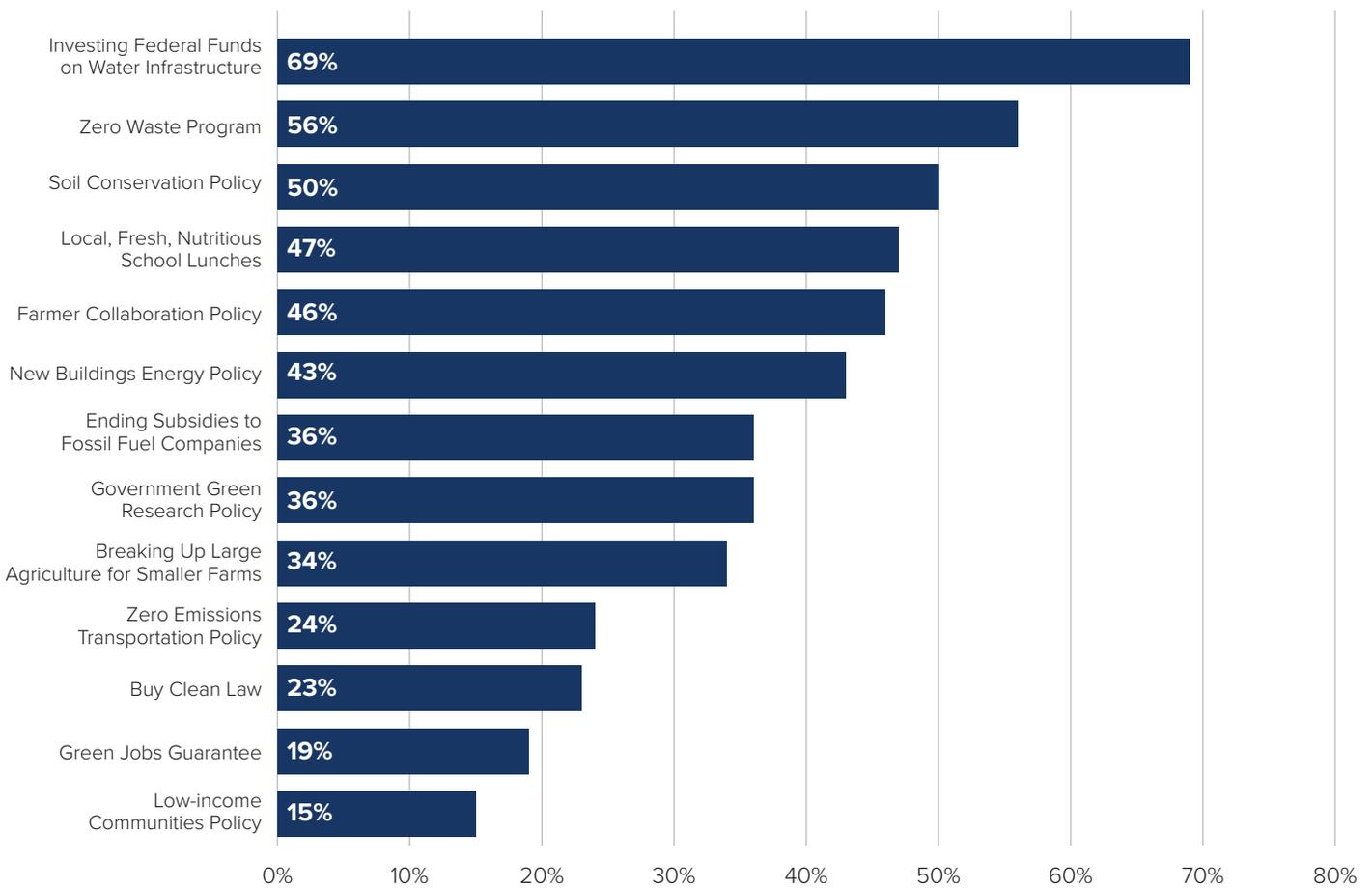
Buy Clean Law:	<i>Would you support or oppose a “Buy Clean” law, requiring the government to prioritize purchasing and spending to go towards clean manufacturing firms with good paying union jobs?</i>
Zero Waste Program:	<i>Would you support or oppose a program that gives grants to states and cities to invest in composting and other waste disposal plans that don’t require new landfills or incinerators?</i>
New Buildings Energy Policy:	<i>Would you support or oppose a policy requiring new buildings in the US to meet clean energy standards to help reduce America’s carbon footprint?</i>
Green Jobs Guarantee:	<i>Would you support or oppose a jobs guarantee to address inequality and climate change by offering every American who wants one a job expanding renewable energy, mass transit, energy-efficient buildings, community green spaces, and resilient infrastructure?</i>
Farmer Collaboration Policy:	<i>Would you support or oppose a policy in which the government works collaboratively with farmers and ranchers to eliminate pollution and greenhouse gas emissions as much as is technologically feasible?</i>
Zero Emissions Transportation Policy:	<i>Would you support or oppose a policy overhauling transportation systems in the U.S. to eliminate greenhouse gas emissions, expand mass transit, and eventually replace every combustion-engine vehicle with zero-emissions alternatives?</i>
Soil Conservation Policy:	<i>Would you support or oppose a policy that invests in creating healthier soil by subsidizing farmers who commit to soil conservation policies?</i>
Government Green Research Policy:	<i>Would you support or oppose a policy investing in new government-funded research into clean technology and climate solutions, similar to the 1950s and 1960s space race effort?</i>
Low-Income Communities Policy:	<i>Would you support or oppose a policy requiring 40 percent of government green energy investments to prioritize the vulnerable and low-income communities that are disproportionately impacted by climate change?</i>
Ending Subsidies to Fossil Fuel Companies:	<i>Would you support or oppose ending government subsidies given to energy companies that fund the production and distribution of fossil fuels?</i>
Investing Federal Funds on Water Infrastructure:	<i>Would you support or oppose a policy investing federal funds in replacing lead water pipes and updating America’s water infrastructure?</i>
Local, Fresh, Nutritious School Lunches:	<i>Would you support or oppose a policy to spend federal revenue on school lunches to provide students with locally-grown, fresh, and nutritious food prepared onsite?</i>
Breaking Up Large Agriculture for Small Farms:	<i>Would you support or oppose a policy to break up large agriculture businesses in the United States to allow for more small and local farms?</i>

Overall, the most popular policy on net was to invest federal funds in water infrastructure, which enjoyed 69 percent support or more across the full main sample. Across all respondents in the main sample, the average Green New Deal policy enjoyed 38 percent support or more. Even the least popular among those that we pulled, a policy to target 40 percent of government-allocated climate funds in low-income communities, enjoyed net positive support.

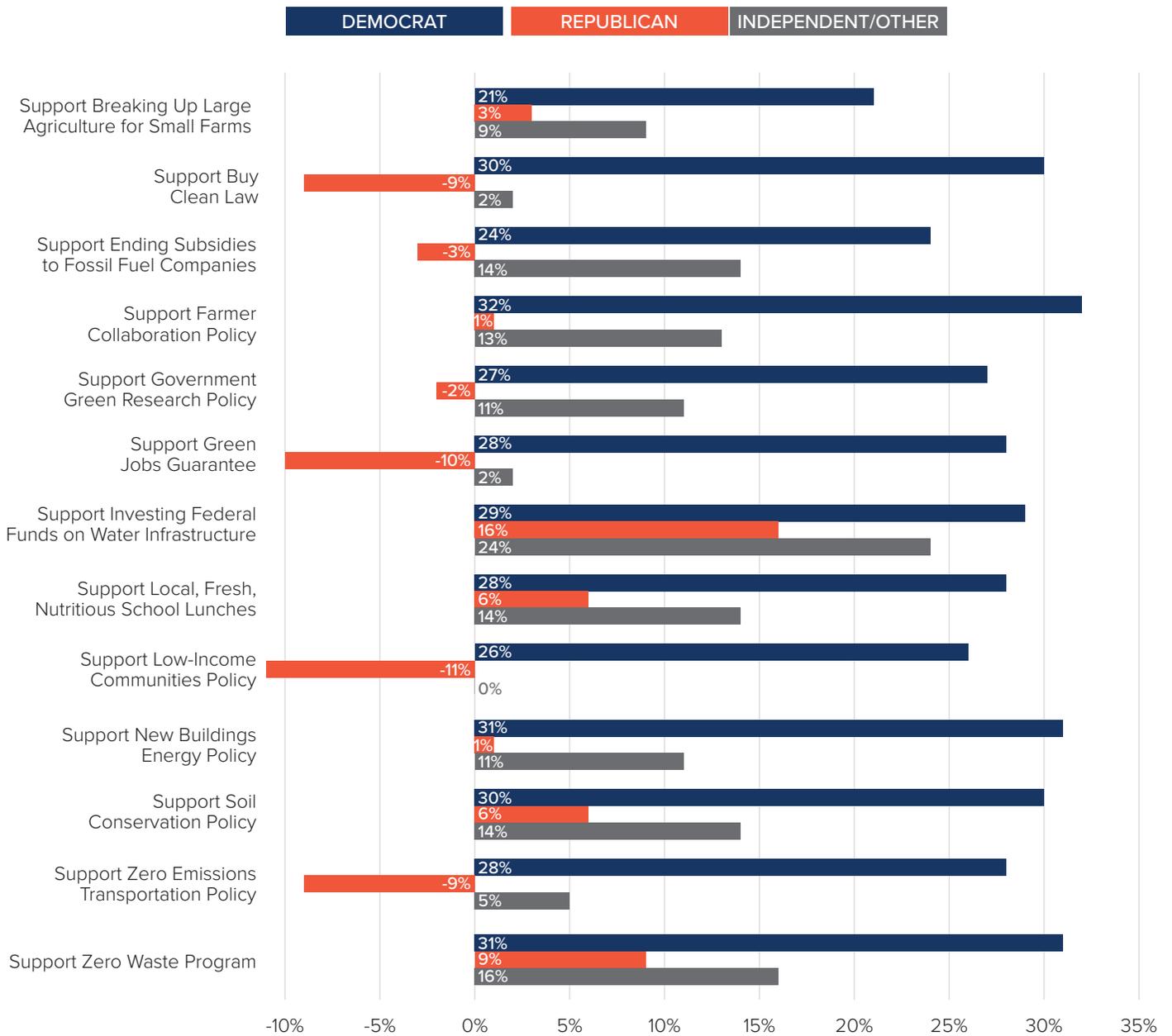
Notably, Democratic respondents clearly favored every policy we asked about, with statistically clear majorities favoring each. Independent voters report outright supporting

a majority of the policies we polled, and on net, they support every Green New Deal policy component tested. As with Republicans, independents were particularly supportive of investing federal funds in water infrastructure, with 78 percent of independents supporting this policy, along with 65 percent of Republicans and 86 percent of Democrats. Outright majorities of independent voters supported this as well as new funding for nutritious school lunches, a zero-waste program, soil conservation, new energy-efficient buildings, and increased anti-trust in agriculture.

NET POLICY SUPPORT ALL VOTERS



NET POLICY SUPPORT BY PARTY IDENTIFICATION



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CONCLUSION

Each of the policies we polled in this survey performed well in a sample of the congressional districts that will be crucial to the outcome of the 2020 general election. The general popularity of these policies is resilient to framing the Green New Deal around a variety of different timelines and potential costs.

That said, many voters have still heard little or nothing about the Green New Deal, including nearly a majority of Democrats. While support for Green New Deal policies is currently high, current support levels are unlikely to be fully crystallized. Our results do not imply that activists should be complacent about the future of these policies.

Encouragingly, independent voters in this sample side with Democratic voters on the vast majority of issues related to the Green New Deal. On other issues—particularly those concerning immigration, education, and criminal justice—we have found that independents lean slightly more conservative. A clean-jobs transition represents a uniquely promising avenue for Democrats to speak to voters outside the party.

As we note at the beginning of this report, Democrats still do not report having heard much about the Green New Deal. As such, there is still room for opinion to move. Our results suggest that the Democratic message, and Democratic policies likely to fall under the Green New Deal, are overwhelmingly popular. Our results also suggest that hearing about these policies helps voters to learn more about the Green New Deal, to internalize its more positive aspects rather than negative talking points, and to ultimately support the Green New Deal.

Appendix A: Congressional districts in sample

Congressional Districts	
AZ-01	NH-01
CA-10	NJ-02
CA-21	NJ-03
CA-25	NJ-07
CA-39	NJ-11
CA-45	NM-02
CA-48	NV-03
CA-49	NY-11
CO-06	NY-19
GA-06	NY-22
IA-01	OK-05
IA-02	PA-07
IA-03	PA-08
IL-06	PA-17
IL-14	SC-01
KS-03	TX-07
ME-02	TX-32
MI-08	UT-04
MI-11	VA-02
MN-02	VA-07
MN-07	WA-08

Appendix B: Methods appendix

On behalf of Data for Progress, YouGov Blue fielded an online poll of registered voters in forty-two battleground congressional districts. The survey was fielded from July 28 through August 9, 2019, and included 1,033 voter file–matched US voters. The sample was weighted to be representative of voters in these districts by age, race/ethnicity, sex, education, geography, and 2016 vote choice. Additional oversamples were collected on 306 registered voters who did not vote in the 2016 Presidential general election, and on 215 voters who voted for Barack Obama in 2012 and for Donald Trump in 2016. We focus on the results of the 1,033 voters interviewed in battleground districts, who we will refer to as the “main sample” throughout this memo.

ENDNOTES

1. According to [recent US Census data](#), about \$80,000 per year is the closest cutoff point to the median household income of “European” families in the United States, which is \$83,404.