



October 25, 2021

TO: Interested Parties
FROM: Erik Iverson, MIG and Karl Agne, GBAO
RE: Border Carbon Adjustment Battleground Survey Results

A recent survey of N=1,500 voters across five “Battleground” Senate states (AZ, GA, NV, PA, WI) reveals five key takeaways regarding a so-called Border Carbon Adjustment (BCA) plan:

1) There is wide-spread support for a Border Carbon Adjustment (BCA) as a component to a national climate plan. Specifically, voters were asked if they support or oppose “a component of a national climate plan called a Border Carbon Adjustment, or BCA. A BCA would charge a fee on imported goods from foreign countries based upon the carbon pollution that resulted from producing those goods.” Fully 70% of voters support a BCA and there is intensity in that support with roughly one-in-three voters saying they “strongly” support a BCA.

	Combined	AZ	GA	NV	PA	WI
Support (strongly)	70% (34%)	74% (35%)	67% (36%)	67% (33%)	75% (34%)	67% (33%)
Oppose	19%	17%	21%	22%	17%	19%
Don't know	10%	9%	12%	10%	8%	13%
Net support	+51%	+57%	+46%	+45%	+58%	+48%

Support for a BCA also spans ideological and party lines, generating majority support among Conservatives, Moderates and Liberals, as well as Republicans, Democrats and Independent voters, alike. The high level of support among Conservatives and Republicans is notable, as these groups are typically more hesitant about these kinds of proposals

	-----Political Philosophy-----			-----Vote Behavior-----		
	% Liberal support	% Moderate support	% Conservative support	% Republican support	% Ind./DK support	% Dem. support
AZ	87%	77%	64%	66%	71%	85%
GA	72%	78%	56%	58%	69%	75%
NV	84%	74%	55%	62%	66%	74%
PA	86%	82%	62%	62%	64%	90%
WI	78%	70%	62%	59%	63%	78%
Combined	82%	76%	60%	61%	67%	81%

2) Voters want foreign producers held accountable for their carbon emissions. When respondents are read key premises behind enacting a BCA, the survey shows widespread agreement across the political spectrum that any national climate solution in the United States must include holding major emitters like China, Russia and India accountable. In fact, supermajorities of Republicans, Democrats and Independents in these five Battleground states agree. The intensity of support is striking at around 60% strongly agreeing and overall, approximately 80% or more in these five states agree with the following statements:

- ❖ *To be effective, any national climate solution must hold other major emitters like China, Russia and India accountable for their carbon pollution.*

	Combined	AZ	GA	NV	PA	WI
% Agree	88%	90%	85%	87%	88%	89%
(strongly)	(63%)	(67%)	(62%)	(61%)	(64%)	(63%)

- ❖ *Any U.S. climate action policy needs to ensure other countries do their part to reduce carbon pollution.*

	Combined	AZ	GA	NV	PA	WI
% Agree	86%	89%	82%	80%	90%	89%
(strongly)	(59%)	(63%)	(59%)	(55%)	(60%)	(58%)

3) Voters want policies that encourage more U.S. manufacturing with lower carbon emissions. The survey also shows equally high and widespread agreement across the political spectrum that policies should be in place that reward U.S. manufacturers for their more carbon-efficient operations and that discourage products made with higher carbon pollution.

- ❖ *Any U.S. climate action policy should be designed to reward efficient U.S. manufacturers and penalize high carbon polluting imports.*

	Combined	AZ	GA	NV	PA	WI
% Agree	81%	82%	81%	82%	78%	83%
(strongly)	(50%)	(52%)	(52%)	(48%)	(47%)	(51%)

- ❖ *When it comes to trade, we should enact policies that discourage products made with higher carbon pollution and incentivize products made in America with less carbon pollution.*

	Combined	AZ	GA	NV	PA	WI
% Agree	82%	81%	81%	84%	82%	82%
(strongly)	(52%)	(53%)	(52%)	(53%)	(52%)	(52%)

4) Battleground state voters back a candidate who backs a BCA. Looking at the impact of the BCA on the 2022 elections, approximately two-in-three voters in each of the five Battleground states are more likely to vote for a candidate who supports a BCA. This includes majorities of Democrats, Independents and Republicans, in nearly all cases. Pennsylvania Republicans are the exception, but still, a plurality there would be more likely to vote for a pro-BCA candidate.

5) Voters are willing to pay more for low carbon, Made in America products. Support for BCA policies extends beyond politics and into voters' pocketbooks. Over 75% of respondents said they are willing to pay more for a product if they "knew it was made in America with less carbon pollution, and that paying more would help create jobs here by bringing more manufacturing and production back to America." Importantly, voters are very enthusiastic to do so, with approximately 50% of voters in each of the five states "strongly" willing to pay more. By partisanship, majorities among Republicans, Democrats and Independents alike say they are willing to pay more. Willingness increases to 83% if fees are returned directly to consumers.

Methodology: *The survey was conducted October 13-18, 2021, by Moore Information Group in conjunction with GBAO Strategies. A total of 1,500 interviews were conducted; 300 in each of five 2022 battleground states including Arizona, Georgia, Nevada, Pennsylvania and Wisconsin. Both live phone and online interviews were conducted. The potential sampling error is +/- 2.6% for the N=1,500 sample and +/- 6% for the N=300 statewide samples.*