

Environmental Polling Consortium

2024 End of Year Report &
2025 Priorities

**ENVIRONMENTAL
POLLING CONSORTIUM**

Year in Review

2024 was a year of evolution for the EPC. With more advocates than ever before utilizing the EPC's resources and providing thought partnership on our projects, we were better able to tailor our work to the most pressing questions facing the environmental movement.

This included spotlighting timely research in our quarterly poll briefings, maintaining up-to-date summaries on the specific topics and audiences that we received the most inquiries about, and launching a novel, collaborative research project with the first wave of the EPC Community Poll.

Looking ahead, it is no secret that our movement is facing a more powerful and coordinated threat than at any time in recent history. We believe that this will require an unprecedented level of organization in response.

Through our Community Poll and other projects, we are eager to serve as a collaborative hub for the movement in 2025 and beyond to test new strategies, understand the changing public opinion environment on our issues, and devise effective messaging that can meet the moment and galvanize the public to defend our hard-fought gains.

Project Spotlight: Community Poll

In October, the EPC launched the Community Poll – a first-of-its-kind collaborative research project that allows for any environmental advocacy group, regardless of their budget, to participate.

The project is designed to both fill long-standing research gaps and to provide timely guidance for advocates as pressing communications challenges arise. Wave 1, for example, focused on some of the less-researched aspects of the Inflation Reduction Act – including barriers to interest in consumer tax credits and incentives – and also provided messaging guidance for the movement to combat future efforts to repeal the IRA.

Full results from Wave 1, including an [analysis deck](#), [recorded briefing](#), and [demographic](#) and [geographic crosstabs](#), are available on the EPC website. Moving forward, waves of the Community Poll will alternate between online surveys and randomized controlled trial (RCT) message tests.

For groups that are interested in participating in this project moving forward, funding groups that contribute \$15,000 to the overall project can participate in every quarterly wave in 2025. Groups that don't have the resources to provide funding can submit questions for future waves or reach out to the EPC to discuss their research questions at any time.

For more information, you can find the project proposal [here](#).

Our 2024 Resources & Audience

Resources

In 2024, we continued to expand our free-to-use resources for the environmental community:

- We sent out [49 weekly polling roundups](#) to keep the community informed about the latest polling on environmental issues and help advocates interpret new findings.
- We added [225 new polling documents to our Polling & Resource Library](#), which now houses more than 1,400 tagged and searchable documents. This includes an [extensive archive of more than 200 polling documents from Climate Nexus](#), which their team handed over to the EPC to maintain after Climate Nexus ceased operations this year.
- We hosted [11 webinars and poll briefings](#) for the environmental community - including quarterly briefings on topical new polling, a movement-wide briefing on the results of Wave 1 of our Community Poll, and regular training sessions in collaboration with the Climate Advocacy Lab.

Audience

Our resources are now reaching more advocates than ever before, as our email list has grown to **1,425 advocates who are signed up to receive communications from the EPC**.

There are also now **249 users signed up for the EPC website** to access materials in our Polling & Resource Library.

Top Priorities for 2025

The EPC has three overarching priorities for our work in the year ahead.

Helping advocates navigate the new public opinion landscape

Presidential transitions often lead to large shifts in public opinion, and we'll be closely monitoring the public's attitudes to help advocates calibrate their strategies to our new political reality.

How we'll do it:

- Deliver weekly email roundups that summarize and analyze new polling
- Maintain live, up-to-date polling summaries of key topics and trends
- Hold new training sessions for advocates on how to interpret and utilize polling in their work

Building connections for a stronger, more coordinated movement

As a movement support organization, the EPC sits in a unique position to coordinate the environmental movement's collective research efforts more intentionally and to make sure that findings are reaching the right audiences.

How we'll do it:

- Collaborate with organizations from across the movement to stay informed on their polling and research plans
- Serve as the central hub for distributing poll findings to the environmental community through our weekly roundups, hosted briefings, and online library

Executing timely new research

As the EPC helps to organize the movement's research agenda, we will stay attuned to key gaps and help to fill them with the Community Poll.

How we'll do it:

- Field the Community Poll each quarter, alternating between online surveys and randomized controlled trial (RCT) message tests